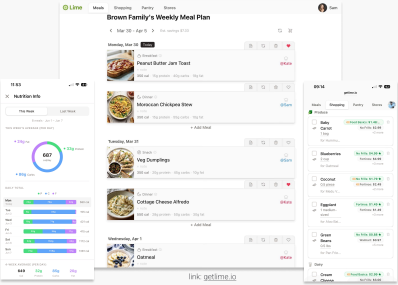
DEVANG CHOUHAN PORTFOLIO

Lime | Family Meal Planning

Role: Creator / Researcher / Builder | **Year:** 2025 - 2026

Skills: Product Discovery & Strategy, Agentic Workflows, AI Orchestration


Lime
Meals
Shopping
Pantry
Stores
Sam
Brown Family's Weekly Meal Plan
Mar 30 - Apr 5
Est. savings $7.33
Monday, Mar 30
Today
Breakfast
Peanut Butter Jam Toast
@Kate
350 cal · 15g protein · 40g carbs · 18g fat
Dinner
Moroccan Chickpea Stew
@Sam
350 cal · 15g protein · 55g carbs · 10g fat
+ Add Meal
Tuesday, Mar 31
Snack
Veg Dumplings
@Sam
350 cal · 20g protein · 45g carbs · 10g fat
Dinner
Cottage Cheese Alfredo
@Kate
550 cal · 28g protein · 50g carbs · 30g fat
+ Add Meal
Wednesday, Apr 1
Breakfast
Oatmeal
@Kate
11:53
Nutrition Info
This Week
Last Week
687
33g Protein
24g Fat
86g Carbs
09:14
getlime.io
Produce
Baby Carrot
1 bag
Blueberries
2 cup
for Oatmeal
Coconut
0.5 piece
Eggplant
Green Beans
Dairy
Cream Cheese

link: getlime.io

- **Overview:** Lime connects meal planning and grocery shopping through agentic workflows that turn weekly plans into priced, deal aware shopping decisions.
- **Context & Problem:** Lime started as a personal AI agent, expanded into a shared household experience, and ultimately became a multi-user platform. Meal planning and grocery shopping are fragmented across tools and decisions. Households spend significant time on:
  - Deciding what to cook week to week.
  - Comparing prices and deals across stores.
  - Planning around healthy, nutritious meals.
- **Key Features:**
  - Meal plans based on nutrient and dietary needs.
  - Price and deal aggregation across local grocery stores.
  - Smart shopping lists automatically derived from selected meals.
  - Ingredient substitution preferences at dish and household level.
  - Pantry tracking to prevent duplicate purchases.
- **Key Challenges:**
  - Designing workflows that reliably transform preferences into actionable meal plans and shopping lists.
  - Aggregating price and deal data across grocery stores with inconsistent data availability.
  - Balancing personalization with simplicity to reduce onboarding friction for households with diverse dietary needs.
- **Outcome & Status:** Lime is live in invite-only beta, iterating based on real household usage and feedback.

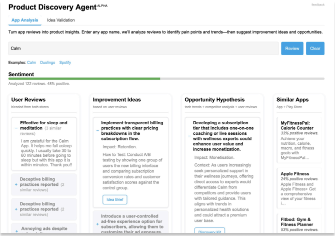
Product Discovery Agent

Role: Creator / Researcher / Builder | **Year:** 2025

Skills: LLM APIs, Product Discovery & Strategy, Design Thinking, Web Development

- **Overview:** Built an product discovery agent that helps founders and product leads validate ideas and analyze existing products. The tool combines real-time review gathering,trend analysis, competitor insights, and AI-generated validation plans to de-risk product decisions before development.

- **Workflows**
  - **App Analysis:** Finds the app by name, pulls recent user reviews, de-duplicates and clusters themes, highlights representative reviews, spots trends, and proposes improvement ideas and market opportunities. Includes competitor sentiment analysis to understand the competitive landscape.
  - **Idea Validation:** Guides users through a structured validation process: define problem and target audience → analyze market and competitor landscape → receive prototype build plans and custom validation roadmap with research questions and success metrics.


Product Discovery Agent ALPHA
feedback
App Analysis
Idea Validation
Review
Clear
Idea Brief
Discovery Kit

Turn app reviews into product insights. Enter any app name, we'll analyze reviews to identify pain points and trends—then suggest improvement ideas and opportunities.

Calm

Examples: Calm Duolingo Spotify

Sentiment

Analyzed 122 reviews. 48% positive.

User Reviews

blended from both stores

- Effective for sleep and meditation (3 similar reviews)

  I am grateful for the Calm App. It helps me fall asleep quickly. I usually take 30 to 60 minutes before going to sleep but with this app it is within minutes. Thank you!!
+ Deceptive billing practices reported (2 similar reviews)
+ Deceptive billing practices reported (2 similar reviews)
+ Annoying ads despite

Improvement Ideas

based on user reviews

- Implement transparent billing practices with clear pricing breakdowns in the subscription flow.

  Impact: Retention.

  How to Test: Conduct A/B testing by showing one group of users the new billing interface and comparing subscription conversion rates and customer satisfaction scores against the control group.
+ Introduce a user-controlled ad-free experience option for subscribers, allowing them to customize their ad exposure.

Opportunity Hypothesis

tech trends + competitor analysis + user reviews

- Developing a subscription tier that includes one-on-one coaching or live sessions with wellness experts could enhance user value and increase monetization.

  Impact: Monetisation.

  Context: As users increasingly seek personalized support in their wellness journeys, offering direct access to experts would differentiate Calm from competitors and provide users with tailored guidance. This aligns with trends in personalized health solutions and could attract a premium user base.

Similar Apps

App + Play Store

MyFitnessPal: Calorie Counter
33% positive reviews.
Achieve your nutrition, calorie, macro, and fitness goals with MyFitnessPal…

Apple Fitness
24% positive reviews.
Apple Fitness and Apple Fitness+ Get a comprehensive view of your fitness i…

Fitbod: Gym & Fitness Planner
53% positive reviews.

link: prodis.io

- **Process Highlights:**
  - Integrated LLM with multi-source data: app store APIs and feeds for real-time review and trend analysis.
  - Implemented Redis caching for performance optimization and cost reduction.
  - Built serverless architecture (Vercel) for scalable API endpoints.
  - Designed context-aware Q&A system that grounds AI recommendations in user-provided evidence.

five81 - Airbnb

Role: Principal, Discovery & Innovation | **Year:** 2025

Skills: User Research, Product Discovery, User-Centered Design, Continuous Improvement, Behavioral Insights, Qualitative Analysis

airbnb

User Insights and Product Opportunities

Barriers in Established & Emerging Markets

devang chouhan

Feb 2025

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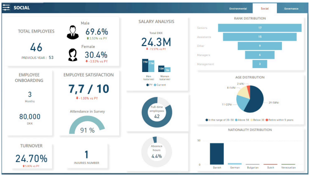
- **Overview:** I conducted comprehensive user research to uncover barriers preventing Airbnb adoption among travelers aged 25-44. The research aimed to identify product opportunities to attract new users while addressing gaps in trust, usability, and market-specific preferences.
- **Context & Problem:** While Airbnb has transformed travel accommodations, many online travelers still prefer traditional booking platforms. This research aimed to understand why non-Airbnb users hesitate to book stays and identify opportunities to improve adoption.
- **Approach & My Role:** Through user interviews and usability testing, I engaged participants from established markets (US, UK, Australia, Germany) and emerging markets (India, Brazil, Morocco, Mexico).
  - Designed standardized interview guides.
  - Conducted 45–60-minute remote sessions testing platform on both mobile and desktop.
  - Analyzed user behaviors, motivations, and barriers to deliver actionable recommendations.
- **Key Challenges:** Recruiting relevant participants unfamiliar with Airbnb but active on other platforms. Addressing cultural differences in trust and service expectations across markets. Overcoming language barriers in interviews with non-native English speakers.
- **Outcome & Impact:** The research highlighted product discovery opportunities with the aim to unlock new market segments, strengthen global adoption, and increase user trust. This research was shared with Airbnb's team to guide product strategies aimed at addressing these barriers.

XSI

Role: Product Lead | **Location:** Toronto (Canada) | **Years:** 2021 - 2024

Skills: New Product Development, Blockchain, ESG Compliance, Sustainability, Supply Chain Transparency, Stakeholder Alignment, SaaS

- **Overview:** XSI is an aquaculture startup using AI to deliver insights and drive growth. As Product Lead, I led the development of a blockchain-based sustainability product to bring transparency to the seafood supply chain from South America to global markets. The product allowed consumers to track seafood origin, environmental impact, and meet the producers behind their food.
- **Context & Problem:** Our research revealed that consumers struggled to understand what "sustainable seafood" really meant, and existing certifications were often unclear or unreliable. This showed a clear need for a more transparent and accessible solution.
- **Approach & My Role:** I led a zero-to-one initiative to develop a product that built trust and brought transparency in the seafood supply chain, based on ESG guidelines. After extensive market research, including fieldwork in South America, we launched a pilot where consumers could access details on seafood's origin, carbon emissions and get to know the farmers. The project was well-received by key stakeholders.

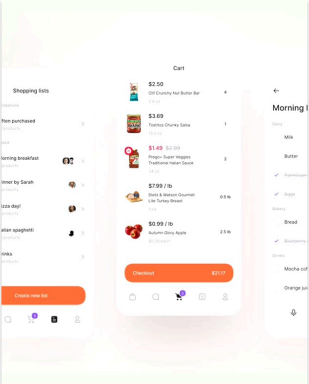

SOCIAL
Environmental
Social
Governance
TOTAL EMPLOYEES
46
PREVIOUS YEAR : 53
Male
69.6%
3.53% vs PY
Female
30.4%
-3.53% vs PY
SALARY ANALYSIS
Total DKK
24.3M
-15.57% vs PY
19M
17M
10M
7M
Men (salaries)
Women (salaries)
PY
Current
RANK DISTRIBUTION
Seniors
17
Assistants
15
Other
9
Managers
6
Management
3
EMPLOYEE ONBOARDING
3
Months
80,000
DKK
EMPLOYEE SATISFACTION
7,7 / 10
-1.00% vs PY
Attendance in Survey
91 %
Full-time employees
42
AGE DISTRIBUTION
2 (4%)
8 (16%)
11 (22%)
29 (58%)
In the range of 30-50
Above 50
Below 30
Retire within 5 years
TURNOVER
24.70%
5.00% vs PY
1
INJURIES NUMBER
Absence hours
4.4%
NATIONALITY DISTRIBUTION
50
0
Danish
German
Bulgarian
Dutch
Venezuelian

- **Key Challenges:** Navigating the aquaculture industry's geopolitical issues, tariff changes, and the absence of standardized global ESG guidelines posed significant challenges.
- **Outcome & Impact:** Although the project was paused due to market conditions, the pilot validated the concept and demonstrated the potential for increased transparency in the seafood supply chain, garnering positive feedback from farmers and consumers.

Deloitte Digital (Canada) - PC Optimum

Role: Senior Product Manager | **Location:** Toronto (Canada) | **Years:** 2019 - 2020

Skills: Cross-Functional Leadership, UX Research, Product Strategy, C-Suite Alignment, Product Growth, Gamification,


Shopping lists
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lorning breakfast
inner by Sarah
izza day!
alian spaghetti
rinks
Create new list
Cart
$2.50
Clif Crunchy Nut Butter Bar
4
$3.69
Tostitos Chunky Salsa
1
$1.49 $2.99
Prego+ Super Veggies Traditional Italian Sauce
2
$7.99 / lb
Dietz & Watson Gourmet Lite Turkey Breast
0.5 lb
$0.99 / lb
Autumn Glory Apple
2.5 lb
Checkout
$21.17
Morning I
Milk
Butter
Parmesan
Eggs
Bread
Blueberry
Mocha cof
Orange jui

link: pcoptimum.com

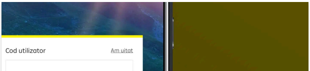
- **Overview:** I led the research and development of new features like shopping lists and gamification to increase user activity and keep customers engaged in the PC Optimum loyalty program.
- **Context & Problem:** The program faced declining market share and a drop in weekly active users. While the loyalty program allowed customers to earn points, the app was often used as an afterthought, primarily in stores, and lacked regular user engagement.
- **Approach & My Role:** I conducted in-depth research into customer behaviour, discovering many relied on other apps for shopping lists and mainly used PC Optimum just to track points. I proposed integrating a shopping list feature along with gamification to make the app more useful in everyday shopping. We build and tested multiple prototypes. I led the end-to-end process, building and testing multiple prototypes to the final release, collaborating with customers and stakeholders along the way.
- **Key Challenges:** The primary challenge was shifting the perception of the app from a loyalty tool to a shopping companion that users would engage with regularly, even before entering the store.
- **Outcome & Impact:** The new features and design resulted in a 7.5% increase in weekly active users year-over-year and significantly improved customer retention, making the app a more central part of the shopping experience.

Deloitte Digital (UK) - Raiffeisen Bank

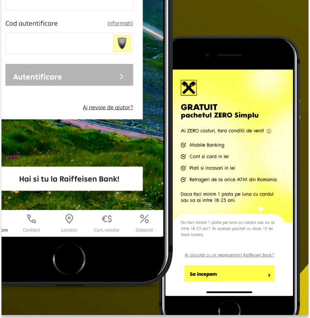
Role: Agile Transformation Lead | **Location:** Vienna (Austria) | **Years:** 2018 - 2019

Skills: Agile Coaching, Banking, Digital Onboarding, Regulated Products, EU Compliance, User Journey Mapping, Continuous Improvement

- **Overview:** Led the agile transformation of Raiffeisen Bank's customer onboarding process and helped teams adopt an agile mindset, resulting in a 13% increase in digital customer acquisition and improved user experience.


Cod utilizator
Am uitat

- **Context & Problem:** The bank's manual onboarding process led to poor user experience and low digital conversion rates, as customers expected more seamless online interactions.
- **Approach & My Role:** Led the development of a remote KYC onboarding solution, prioritizing a seamless, user-friendly experience. Conducted user research and collaborated closely with UX/UI designers to map user journeys, ensuring the design was intuitive and EU-compliant. Provided Agile coaching to product development teams, guiding them in adopting Scrum and Kanban frameworks, facilitating sprint planning and retrospectives, and fostering a collaborative culture of continuous improvement.
- **Key Challenges:** Balancing strict EU compliance with a smooth user experience, promoting Agile adoption within a traditional organization, and aligning stakeholders on a user-centered approach.
- **Outcome & Impact:** The solution improved UX and drove a 13% increase in customer acquisition through digital channels, reducing onboarding drop-off rates and boosting customer satisfaction.


Cod autentificare
Informatii
Autentificare
Ai nevoie de ajutor?
Hai si tu la Raiffeisen Bank!
Contact
Locator
Curs valutar
Dobanzi
GRATUIT
pachetul ZERO Simplu
Mobile Banking
Cont si card in lei
Plati si incasari in lei
Ai discutat cu un reprezentant Raiffeisen Bank?
Sa incepem

Ai ZERO costuri, fara conditii de venit

Retrageri de la orice ATM din Romania.

Daca faci minim 1 plata pe luna cu cardul sau sa ai intre 18-25 ani.

Nu faci minim 1 plata pe luna cu cardul sau nu ai intre 18-25 ani? Ai acelasi pachet cu doar 10 lei taxa lunara.

link: raiffeisen.at

Deloitte Digital (UK)

Role: Design Thinking Course Facilitator | **Location:** London (UK) | **Years:** 2017 - 2018

Skills: Design Thinking, Workshop Facilitation, Change Management, Executive Engagement, Agile Coaching, User Centric Design

- **Overview:** As a Design Thinking Facilitator, I led workshops to help clients embrace design thinking and Agile methodologies, driving iterative product development.
- **Context & Problem:** Many clients, including senior executives (CEOs, COOs), were stuck in traditional waterfall frameworks. While Agile was gaining popularity, few understood its principles or how to apply them effectively, hindering project outcomes.
- **Approach & My Role:** After completing the D.School Design Thinking Crash Course, I proposed and facilitated 90-minute workshops introducing clients and internal teams to design thinking. I led interactive sessions demonstrating how user-centred, iterative approaches improve product development and business results.
- **Key Challenges:** Shifting the mindset of executives who were resistant to iterative, user-driven design was challenging. Convincing them that using qualitative and quantitative feedback could drive business success required overcoming cultural resistance.
- **Outcome & Impact**: The workshops enhanced client understanding and adoption of agile and design thinking, transforming their approach to product development and elevating Deloitte Digital's reputation as a leader in design and innovation.

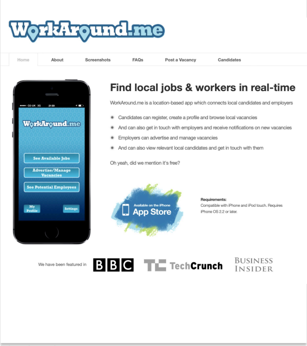
WorkAround.me

Role: Founder | **Location:** London (UK) | **Years:** 2012 - 2016

Skills: Lean Startup, Entrepreneurship, Stakeholder Management, Go-to-Market Strategies, UX Research, Agile Product Development Life Cycle

- **Overview:** As the Founder of WorkAround.me, I launched a location-based platform that connects local businesses with candidates for temporary work.

- **Context & Problem:** During university, I struggled to find local temporary work—a common issue for many students and job seekers. This inspired the creation of WorkAround.me, simplifying the process of matching businesses needing immediate help with candidates seeking flexible work.
- **Approach & My Role:** I led the project from ideation to launch, securing funding, conducting market research, and developing the product. I oversaw all aspects of development, from prototyping to designing a user-friendly interface, while managing cross-functional teams. Continuous iteration based on user feedback ensured the platform met the needs of both businesses and job seekers.
- **Key Challenges:** Balancing market demands with the complexities of building a new product was challenging. Leading a diverse team and aligning stakeholder expectations while maintaining a seamless user experience required strategic problem-solving and coordination.
- **Outcome & Impact:** WorkAround.me became a viable, scalable product, successfully connecting businesses and job seekers. Its success was measured by the number of connections made and roles fulfilled, addressing the core needs of both parties.


WorkAround.me
Home
About
Screenshots
FAQs
Post a Vacancy
Candidates
WorkAround.me
See Available Jobs
Advertise/Manage Vacancies
See Potential Employees
My Profile
Settings
Available on the iPhone
App Store
BBC
TechCrunch
Business Insider

Find local jobs & workers in real-time

WorkAround.me is a location-based app which connects local candidates and employers

- Candidates can register, create a profile and browse local vacancies
- And can also get in touch with employers and receive notifications on new vacancies
- Employers can advertise and manage vacancies
- And can also view relevant local candidates and get in touch with them

Oh yeah, did we mention it's free?

Requirements:
Compatible with iPhone and iPod touch. Requires iPhone OS 2.2 or later.

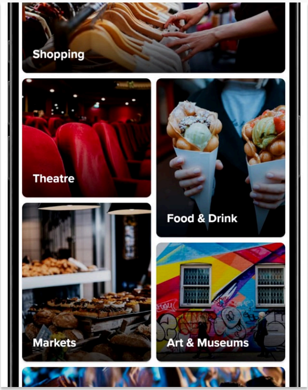
We have been featured in

link: workaround.me

Metropolis International

Role: Digital Product & Marketing Manager | **Location:** London (UK) | **Years:** 2012 - 2016

Skills: Design Sprints, Dual Track Agile, Travel & Hospitality, B2B, B2C, Cross Platform, Revenue Growth, User Engagement, High-Fidelity Prototyping


Shopping
Theatre
Food & Drink
Markets
Art & Museums

link: forlessguides.com

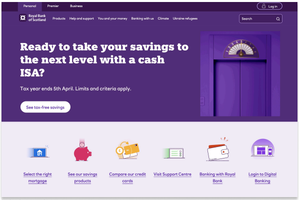
- **Overview:** I led the development and marketing of a unified travel platform catering to both B2B and B2C segments, driving user engagement and revenue across iOS, Android, and Web.
- **Context & Problem:** The company needed an easy-to-use travel platform, strong marketing strategies, and a solid mobile presence.
- **Approach & My Role:** I led a cross-functional team of designers, developers, and marketers to build mobile apps and revamp the website. We used dual-track Agile to continuously enhance the user experience, guided by design and research sessions. I also launched a B2B platform for partners like Jetair, British Airways, and Vitality Races, and optimized our search and social media campaigns. Additionally, I designed and developed a system to track revenue from partner restaurants and merchants worldwide.
- **Key Challenges:** Balancing the differing needs of B2B partners and B2C users while maintaining a seamless, consistent experience across platforms.
- **Outcome & Impact:** The platform reached over 1.5 million users, improved engagement, and increased revenue by 11%.

The Royal Bank of Scotland (RBS)

Role: Digital Specialist | **Location:** London (UK) | **Years:** 2011 - 2012

Skills: Banking, Digital Transformation, Search Optimization, Analytics, Compliance, Vendor Management, Coaching

- **Overview:** I led efforts to enhance RBS's new corporate website, focusing on search strategies, user experience, and analytics.
- **Context & Problem:** Following the 2008 financial crisis, RBS, with significant government ownership, needed to improve how customers found and interacted with the new site. Challenges included increasing external and internal search functionality, capturing useful data, and ensuring compliance with regulations.
- **Approach & My Role:** I created tailored search strategies, and collaborated with the Google London team to improve the intranet search, and unified analytics (Adobe) tracking across multiple platforms. I worked closely with external agencies to refine user experience and led internal training sessions on search, analytics, and social media best practices.
- **Key Challenges:** Balancing the needs of various stakeholders, including the government, while navigating regulatory constraints.
- **Outcome & Impact:** The project improved search functionality and user interaction on the corporate website, while internal teams gained valuable skills in digital tools and strategies.


Personal
Premier
Business
Log in
Royal Bank of Scotland
Products
Help and support
You and your money
Banking with us
Climate
Ukraine refugees
Search

Ready to take your savings to the next level with a cash ISA?

Tax year ends 5th April. Limits and criteria apply.

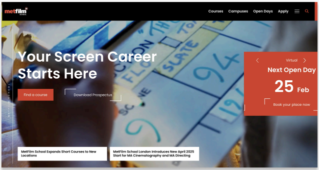
See tax-free savings
Select the right mortgage
See our savings products
Compare our credit cards
Visit Support Centre
Banking with Royal Bank
Login to Digital Banking

link: rbs.co.uk

Met Film School

Role: Web Marketing Manager | **Location:** London (UK) | **Years:** 2009 - 2012

Skills: Digital Marketing, Budget Management, Brand Engagement, Conversion Rate Optimization, SEO/SEM, Partnerships


metfilm school
Courses
Campuses
Open Days
Apply
METFILM SCHOOL

Your Screen Career Starts Here

Find a course
Download Prospectus
Virtual
Next Open Day
25 Feb
Book your place now

MetFilm School Expands Short Courses to New Locations

MetFilm School London Introduces New April 2025 Start for MA Cinematography and MA Directing

link: metfilmschool.ac.uk

- **Overview:** I led web marketing efforts to increase brand engagement and drive revenue growth through well-defined digital strategies.
- **Context & Problem:** Met Film School offers private filmmaking courses, including PG Degrees, Diplomas, and certificates. The school needed to strengthen its online presence and improve site conversions, but no prior strategies were in place.
- **Approach & My Role:** I managed a £2M annual budget, working with design agencies to ensure brand consistency and deliver a smooth user experience across all websites. I developed and implemented marketing strategies for search (paid and organic), social media, and online partnerships, targeting relevant audiences and improving online visibility.
- **Key Challenges:** Managing a large marketing budget early in my career, ensuring a good return on investment, and maintaining consistent brand messaging across multiple channels while overseeing external agencies.
- **Outcome & Impact:** We successfully reduced cost-per-visit and increased conversion rates, leading to a 33% rise in brand engagement and 12% revenue growth.