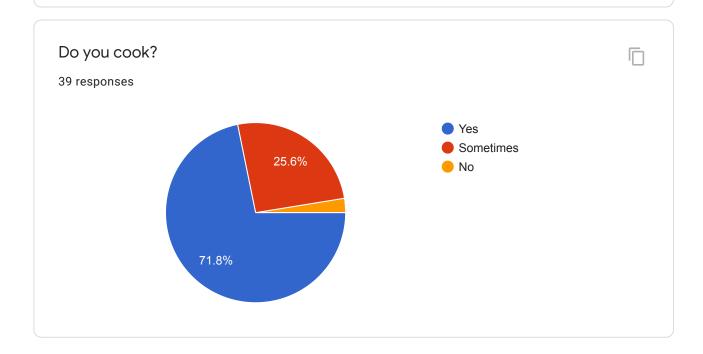
Research works



A cooking habit survey

39 responses

Publish analytics



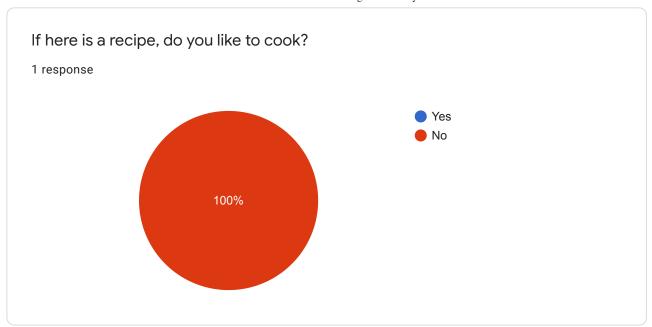
A cooking habit survey-2

Why you don't cook

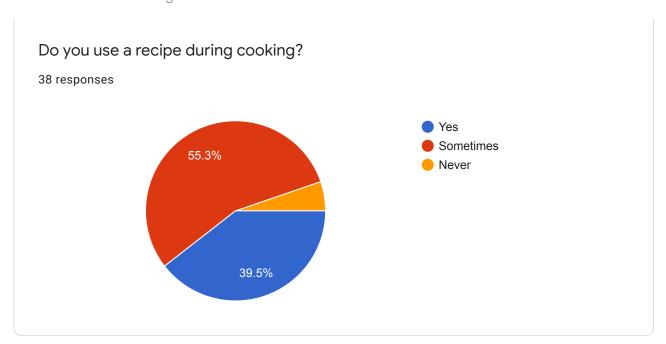
1 response

I hate cook

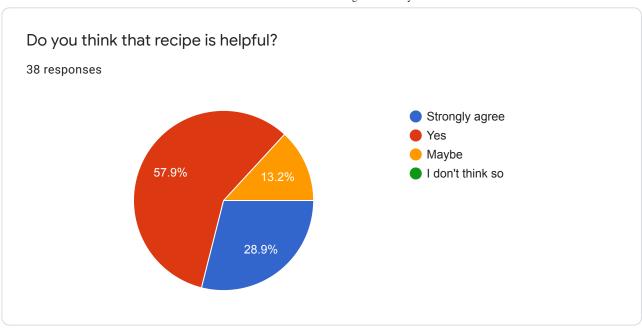


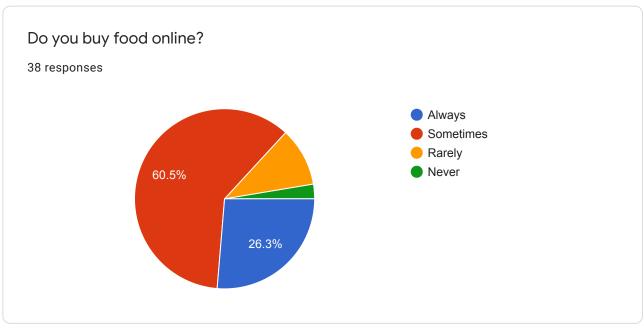


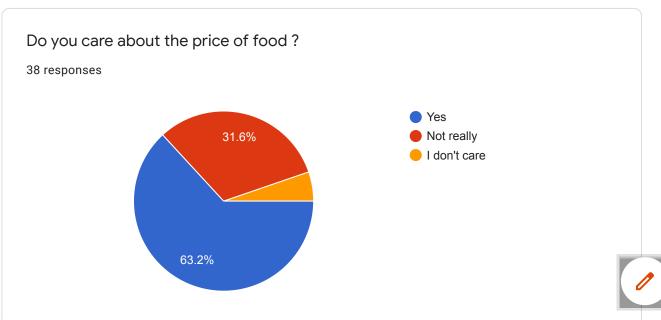
Talk about cooking





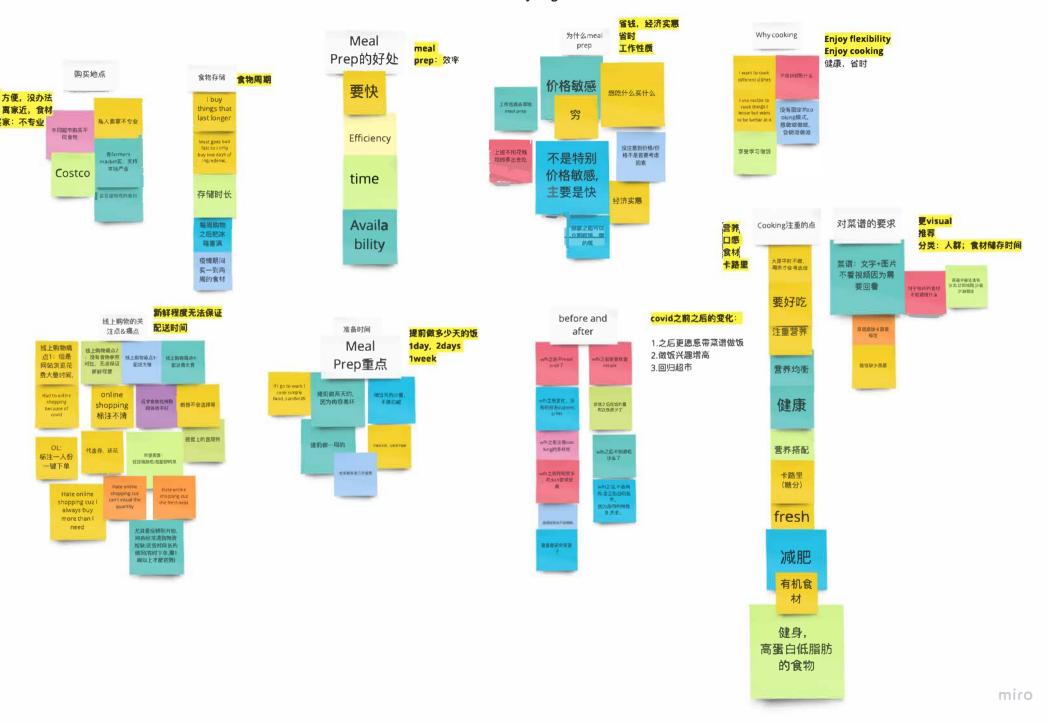






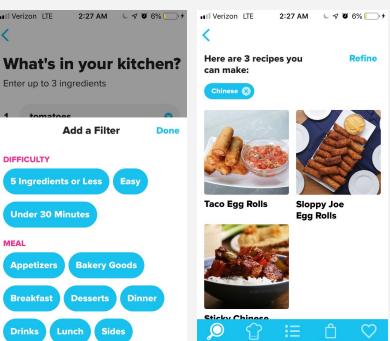
			Interview re	esult infor	mation List											
	生活方式/家庭背景	解决吃饭方式	COVID前后吃饭购物的不同	COVID前后身心变化	平日怎么购买食材/在哪?	线下/线上购买原因	购物食材频率	約物痛点/困难	关注点	关于价格	wh结束还会继续网购吗?	prep meal花费时长	COVID前后变化	每次烹饪准备几天的量	对于recipe的建议	对于delivery的建议
1	Wilson, 某科技公司职员, 41 岁。与妻子生活在一起的二 人家庭。	目前是在家做饭 不会点外卖, 因为怕不干净。	之前 90% 在外吃. 之后 99%在家做饭。之前100%去超市。wfh100%同购	心态没有变化。身体有变化、身体 安健康了	wfh100%网购		每周的物一次	物资短缺。运货时间长	速度,效率	不敏感	同归经市			1-2day		速度,效率
2	Fan, 女, 科技公司职员, 33 岁, 有家庭	做饭 7:3 外卖	之前中午公司吃饭,晚上回家吃饭,之 后变成了做饭 7:3 外卖	兴趣受好也改变了,之前上网看包,之后看食物,心态有变化。— 开始很开心,后来由于做饭效率 低,不能按时吃饭很沮丧。	App, 本地衣场(无接触取菜), Costco 实体	线上:无接触取菜 线下:特殊 食材	每周的物一次	物资短缺,送货时间长。新兴 的小粮企业私人生意的送菜服 务,非常不专业,货源不稳定, 变数大,耽误时间。	1.食材 2.价格 3.多样性	敏感	网的. 实体都用	2 小时		1-2day		\$695
3	Ms.A.22岁, 女, 学生, single , 现居 Canada	一年外妻。一年自己做	之前去学校food court	改吃外卖后菜品不是很丰盛(和 食堂比)	商店。没有关门、步行可达	没有关门。参行可达	4-5天补佐	没有特别不方便	1.安全、2.便捷		不涉及,本来就是线下购物	快手業,不做预处理		1day		
4	Ms.B 22岁、女、学生、 single , Boston	遊与企	一直自己做。没什么区别,之前线下, 现在网购多,会更多圈货	变化不大	在amazon whole foods上买。因为 免运费。拼车去商店	线上:因为免运费_线下:因 为拼车	<u>蔡</u> 寧不定	<u>买菜比较难买了</u>	1.安全、2。价格	比较敏感		比较复杂 花时间的茎		1day		免运费
5	36岁, 女, 家庭主妇. Chicago	趋三盘	现在更注重营养模配 法一些故 报名的墓	<u>不能出去吃了</u>	线上:在instcart上买,后单独与driver 联系。因为可以合并几家商店下单。缺 货时候会有短信提示替换。	线上:在instcart上买。后单独 与driver联系。因为可以合并几 家商店下单。缺货时候会有短 信提示替换。	两周		安全	敏感	网的, 实体都用	较简单的家常菜		1day	不看找發因为需要回逃	
6	Rio & Jack, a young couple with two Corgi and three cats	自己做/	Before: not too much take out or online order food 疫情之后有些食品煩培产品变得稀缺.	饮食变得更健康 因为不想发胖	伏先选择实体店 买不到的再去online amazon prime	Walmart pickup 图为不用等	一次买很多	线上需要调额才配送	担心发幹(健康)	想存钱 省钱/ 敏感		不确定,晚上花更多时间做饭。		不规律	卡路里记录 / 做饭板架 英华里面可以直接换 算各种重量单位。温度转换的功能	
7	Yu, Uber司机, 35岁, 目前分 居	外卖	Before COVID19: less than 30%, 以 前不会点外支	没有变化	线下采购, 基本华人超市		每周购物一次		食物的直观挑选、新鲜	较为敏感	不涉及, 本来就是线下购物	30min-1hour	same	1 week		
8	cheng, uber 程序员。35岁。 单身	基本在家做饭, 偶尔外卖	Before COVID19: 平时周末微饭、工作日在单位	想法就是没人做饭。之前公司吃饭免费的,现在自己做饭得花时 间花金钱花精力,变得不方便	线下采购, Costco	习惯。线上虽然节省了去超市的时间。但是拥有的时间。但是拥有提到河北贵一大生要时间。是是拥有提到了各本的争照对比,无法保证实物新鲜程度。另外资值技术或以为美国的人还要提过高,配送费过高。配送费过高,配送费过高。	两周		食物的直观挑选, 新鲜	较为敏感	不涉及, 本来就是线下购物	30min or less 30min	same 水平有限。能做的架选择不多	1day 认为过夜票不健康。但有的时候 做大票。转肉类的时候,偶尔过 夜。蔬菜从不过夜		配送速度快 修配送费或免运费
9	nana, student, 21岁, 单身	自己做	Before COVID19: 疫情前打两份工, 平时在家时间非常少, 基本案外支援 决	享受疫情期间在家做饭。可以学 到更多厨艺、enjoy自己做饭的过程	线上采购,如weed	安全。 avoid social distance, 而且不想排队等,不想人挤人	两周	感受没有以前方便、以前速度 很快、现在没有选择时间、疫情 前很少有人口机中还买菜、精致有 点价格上涨、而且经常不到 想吃的东西 Costco疫情期间配送不方便, 运的便、weecel有35块配送 费、过高	配进速度 食物的营养健康 使身髮(液肥)	不敏感	回归超市	about 1 hour	疫情前 will less 15 min, 可能 30-45min或者更短	至少一天,一般两三天左右,取 决于买菜的菜童,买多少菜会一 次性做完		配送速度快 修配送费或免运费
10	Elena, 家庭主妇, 32岁, family with kid	基本在家做饭。俱尔外卖	NO	没有感受到有什么不同。因为本 身很少出去吃, 都是自己在家做 配合点外卖为辅	线下超市采购	因为可以看到实物,因为中餐 必须要看到,实物的新鲜程度	-д		食物的直观挑选、新鲜	不敏感	不涉及、本来就是线下购物	about 1.5 hour-2hours	same	至少两天		
11	Anna, in the late 20s, Caucasian, park ranger, outdoor professional	自己做	Before COVOID19:提莉准备第二天 午餐	做菜没有时间限制。有更多时间 尝试不同菜品	线下采购. 常去farmer's market和 trader joes	线上:费用过高, 不新鲜, 等待 时间长	n/a	想换着法吃但是不知道怎么做	新鲜、价格、营养	敏感	不会	n/a		1 day	n/a	n/a
12	Greg, in the late 30s, Caucasian, trall worker, outdoor professional, married.	自己做	Before COVOID19:提前准备第二天 的三明治。有时会批量准备接下来几 天的	做菜没有时间限制。有更多时间 尝试不同菜品	线下采购	线上:无法感受菜品质量,无法 随意选择产品数量	每周再次	疫情期间去超市不方便, 食品 溴费	新鲜、价格,可以用于不同 菜品	敏感	不会	n/a		通常1 day, 有时更多	n/a	n/a
13	Boya , 30s, single	当天把下个week days的东西 全部切好装袋。带去公司cook. 因为她公司有steamer。	在家上班,其他都一样,但是买菜的 portion变大,不想经常出去。不会 提前切好,因为家里做饭方便。						健康 快捷			1个小时买菜, 20分钟切菜 装袋		Before: 5天, 现在:0天。		
14	Cameron, 35, ABC, bio engineer, single	在家做	不知道要吃什么 买菜不方便		周日买菜、买一样蔬菜、一种肉(腌过 的)。因为他meal prep有template, one veggle, one meat, rice。		之前毎日买菜	不知道吃什么	价格 营养	敏感	不会			买4顿的菜。当天prep. 所有的 都做好. 放到饭盒中. 放冰箱。		
15	Yio, couple, WHF, 码农	主要在家做	提前做好. 现在每天都做新鲜的			新鲜应季	一周一次		新鲜	不敏感	不会	1小时内		1天	weekday和weekend 做的饭不同	满多少进花,或者代金券,超市可以出菜谱
16	Yang, Amazon码农, 26 岁, WFH	外变4:做饭3		£	疫情前去QFC买果蔬、Costco买牛奶肉、目前online	新鲜应季	一周一次	买菜不方便。	新年	不敏感	4:3				在网购前, 如果可以选 1人份 两 人份, 家庭份等, 这样选完食物 一 键下单, 会高效很多。	
17	Cathy, 学生, 25岁, 会做饭	主要在家做		生活品质下降		新鲜应季	5天左右一次		应季新鲜	不敏感	不会			1-2天	同一道單的做法沒有分类, 想吃少益少油 的,建议單遺增添卡路里标注。	
	主要人群:	主要人群: 完全自己做的(10) SF 做饭为主, 外卖为舖(5) C	主要人群: 1. 之前去超市买、现在有线上 F/c 2. 没变化、之前也是去超市 S		主要人群: 线上采购(Amazon,Weeeel,Instrant F 线下采购(华人超市, Costco S both(3)C	线上:安全(2) 线下:新鲜(7)	主要行为习惯: 一周一次(8 两周一次(3	2. 买菜不方便(2)F 3. 价格高, 运货费(2)S	主要关注点: 食材新鲜(5) C 健康/营养(5) F 价格(5) S	1.敏感(6) S 2.不敏感(6) C 3.此较敏感(3) F	1. 余(3) 2. 不余(7)	0.5h-1.0h(3) S 1h-1.5(1) C 1.5h-2h(3) F		1到2天(12) 2天以上(5)		
	С	21 女 学生 33 男 双方工作 码衣 42 女 家庭主妇 2kids														

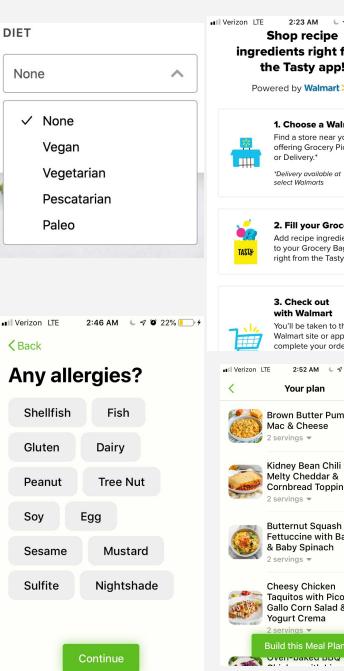
User interview affinity diagram

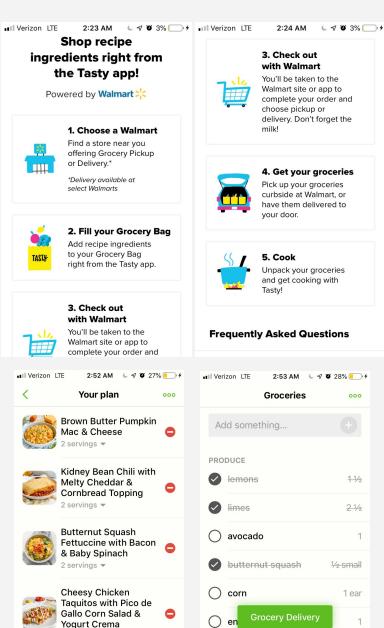


Moodboard









Build this Meal Plan

9

Favorites

Meal Plan

Groceries

(6)

Settings

Competitive Analysis

		Mealime	Yummly	HelloFresh	Paprika	Tasty	懒饭
			Yum	Hello	PAPRIKA	TASTY	較饭
	Recipe Instructions	Text + Video	Text (+ redirected to webpage)	Text + Picture	Web Scraping (Text)	Text + Video	Text + Video
Prepare	Appliance / Cookware	Υ	Y	Υ	N	N	N
Piepaie	Current Pantry List	Y (recommade	Y (可基于现有推荐)	N	Y (bought/expire time)	Y (可基于现有推荐)	N
	Meal Schedule / Calendar	N	Add to Apple Calandar	1	Υ	N	N
	Food Preference (Allergies; dislikes)	Υ	Y	Υ	1	N	N
	Nutrition Facts	N (Pro)	Υ	Y (Apple Health)	1	Υ	N (Pro)
Info	Info: Time	Υ	Υ	Υ	1	Y (total / prep / cooking)	Υ
	Info: Servings	Υ	Y	Υ	1	Υ	Υ
	Info: Difficulty	filter	N	Υ	1	filter	Υ
Cooking	Cooking Mode	Hands-free gesture	N	Voice control	N	Swipe gesture	N
Delivery	Add to Shopping List	Y	Y	1	Y	Y	N
Delivery	Delivery Portal	Y (instacart)	Y (price compare)	Self Delivery Subscription	N	N	N
社交功能	See Other's Reviews	N	Y	N	N	Y	Υ
江文列化	Social Community (Insights)	N	N	N	N	Articles	Υ
Feature / Summary		从准备食材、菜谱、 一站式下单都非常齐全	注重菜谱的个性化推荐(算法) 可设置精确到分的时间reminder	是供的是meal kit plan服务, 预付一周餐费 8.99/serving	付费下载; 各大菜谱网站的信息整合; can sync to desktop device 能track现有存货	不能下单的mealime 风格菜式比较美式	专注简单菜色; 有一定社区功能 (add notes and reviews
		Instacart	Amazon Prime Now	Shipt	Weee!	盒马	
				[6]		盒马	
Choose Different Stores		Y	Self Warehouse	Y		self warehouse	
Substitude 缺货替换		Υ	Υ	(Self-added Notes)		Υ	
Delivery Time		<2h; 1-2days	< 2h delivery ; 1h pickup	2h-5h, 1-2 day		30 min	
起送费		35	35	35		0	
Membership		Not require	Require	Not Required		Not Required	

Brainstorm of Logo and brand

Branding name:

- 1. Freshbowl
- 2. Meal Mate
- 3. Easy Peasy
- 4. Lemonade
- 5. TurboBee

Logo designs:









PERSONA

Luaren



"One today is worth two tomorrows."

ABOUT

Luaren is a housewife in a big family. Her husband works in a construction company and they have two children. Cooking is her hobby and she is trying to make food less fat or calorie for her husband recently. She is also good for making sweets since children love cakes.

FRUSTRATIONS

She thinks that buying food online is not convenient.

39

0

housewife

Married

Boston

- She thinks that buying food online is expensive.
- She likes to buy food more visibly.
- She needs more suggestions for making healthy meals.

NEEDS

- Get various nutritions in daily meals.
- Buy foods online with reasonable prices.
- Always check food quality before buying.

CURRENT FEELING

- Busy
- Concerned with food quality
- Active

PERSONALITY

PROFILE

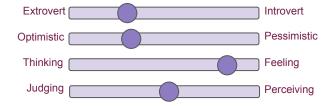
Occupation

Income

Status

Location

Age



PERSONA

Christina



"Life will be better with the coupon."

ABOUT

Christina is a student in san jose state university. She is busy at study and part-time job everyday before the COVID19 so her eating habits basically eat in school or take-out. During the period of COVID19, she have to do the daily meal by herself. This makes her feel inconvenient, because school dining center allows her to go directly to study or work after eating, and now she has to do make meal by herself

NEEDS

- Convenient and effective cooking daily meals
- Cost-effective

PROFILE

Age 21

Occupation Student

Income N/A

Status Single

Location San Jose, CA

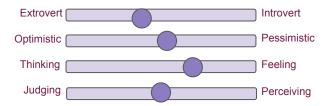
FRUSTRATIONS

- She does not have enough cooking experience
- Since the meal was taken in school before, now she have to made by herself, which adds extra expenses

CURRENT FEELING

- inconvenient
- low efficiency

PERSONALITY



USER JOURNEY MAP

Actor

Luaren butler
42 years old
Housewife

Scenario

Luaren wants to buy some fresh food online and makes meals for her family. Normally, she will buy food for a week.

Goal and expectations

- Food quality
- Low fat and Low calorie food
- An app which is user friendly

Phases 1

DEFINE

- Open the refrigerator and check the remaining foods.
- Define the recipes she will cook in this week

Phases 2

SEARCH

- Try to find some healthy recipes for this week.
- Ask friends for recommendation of apps which can buy some fresh foods.

Phases 3

COMPARE

- · See the food quality.
- Seek an app which is easy to operation.
- Seek an online shop where she can buy the foods that match the recipes this week.

Positive experience

Negative experience (Pain point)

Phases 4

PURCHASE

 Find some fresh foods and make a payment.

Buys

She thinks that she needs to prepare some food for next week.

She is concerned that her husband needs to lose weight and children need more nutritions.

Got several good choices from a recipe

She is concerned that the quality of vegetables Her friend just bought some fresh vegetables and recommended the merchant for her.

Sold out and waiting for the merchant to replenish the food



merchant

Opportunities

Recommend the styles of diet in the recipe

Opportunities

Showing nutrition and calorie

Opportunities

Showing customers comments or feedback

Opportunities

Real-time replenishment notice

USER JOURNEY MAP

Actor

Christina
21 years old
Student

Scenario

She need a simple and efficient product to help me save my time and money to solve my daily meals so that I can spend more time on my studies.

Goal and expectations

- Fast for meal preparation
- Fast delivery
- Affordable cost

Phases 1

DEFINE

SEARCH

Phases 2

Phases 3

COMPARE

Positive experience Negative experience (Pain point)

Phases 4

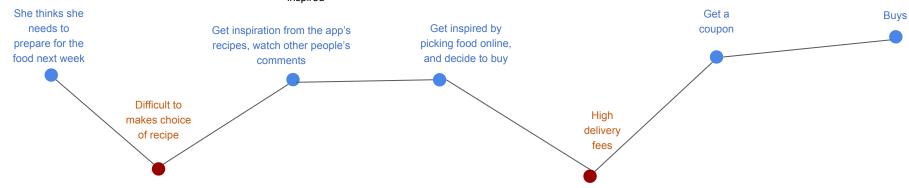
PURCHASE

- Prepare ingredients for next week
- · Choose a suitable App for meal preparation

- · Open the App for buying the meal online
- . Thinking about what to eat in the process of selecting food
- · Communicate with other students and friends, what they eat and get inspired

- · Diverse selection of ingredients
- Efficient delivery
- · Seek to get discount for delivery fee

· Use coupon and make a payment



Opportunities

Diverse selection and recommendation for the recipe

Opportunities

Easily recipes(快手菜) for the efficiency group

Opportunities

According to preferences, subscribe to weekly ingredients, saving time and efficiency

Opportunities

Push various coupons notification regularly

Lemonade Function Specs

Onboarding:

- Landing page
- Sign up or sign in
- Sign up through (FB, google, Apple, email, phone #)
- Open in FB → log in with FB
- Go back to app
- Tell us your cooking goals → next (or skip)
- Allergies or diets
- ***Age, gender, weight***, how often do you cook
- Anything you don't like to eat? Cuisines to avoid?
- Your cooking skill level?
- Welcome!
- Would like to send you notifications? If so, when? (choose time of day and weekday/weekend)

Home:

- (filter): recipe by <u>cuisine</u>; recipe by <u>goals</u>, recipe by <u>ingredients</u>, recipe by <u>time</u>,
- Pic + hyperlink
- Recommendations for the day
- Meal plan combo recommendation
- **CTA**: what's in your fridge/pantry

Meal plan & Cooking mode:

- Recipe lists (name, difficult level 1-5star)
- My weekly recipe plan
 - View switch: list
 - o food list for the meals that I already have
 - Meal status (cross off when done)
 - Cooking notes
- CTA: start cooking mode
- [My refrigerator]
 - o Recipes
 - o Voice assistant: go forth and back
 - Ask feedback when you finish cooking.
 - Remove ingredients that you already consumed this time.

my profile:

- personal setting
 - o diet, allergy, cooking skill, dislike, servings
- Cooking pals (list)
 - My posts
 - o My followed people
 - My followers
 - My cooking groups
- Favorite
 - recipes (by folder)
 - Frequent cook (over 2 times)
- Browsing history / recently viewed

Sketches

