Our Journey

Identify

Desk Research
Stakeholder Identification
User Research
Storyboarding
Competitive Analysis
How Might We

Define

Task Flow
User Journey Map
User Persona
Empathy Map
Press Release
Redefined Brief

Ideate

Value Proposition Canvas
Crazy 8's
Information Architecture
Lo Fi Wireframes

Design

Visual Language
Hi Fi Wireframes
Prototype

Test

Usability Testing
Future Scope

Problem Brief

Individuals struggle with meal management due to varying factors. It is difficult to discover nearby vendors' home-cooked tiffin (dabba) delivery services.

Who
is impacted by this?

Working professionals
Bachelors/ students who can't cook
People with illness (acute or chronic)
Fitness enthusiasts
Senior citizens

What
is the problem?

Taste fatigue
Cooking limitations (Time, resources and skills)
Sources of good, traditional food unkown
Lack of knowledge of homecooked food providers
Limited healthy options

Why
is this important?

Changing online food ordering behaviour
Reduced effort in daily decision making for meals
Self employment and reach for home chefs
Access to homemade, healthy food of liking

Where
will the solution be used?

Phones, tablets, or other digital devices
Metro cities
Homes, workplaces, hospitals
Both digital and physical components are involved

Identification

Desk Research

Study of existing products

EATFIT homefoodi madhuras GOOD FOOD

Strengths

Emphasis on hygiene
Emphasis on food quality
Ordering flexibility

Weaknesses

No indication of kitchen USPs
Absence of chef signature dishes
Live delivery tracking absent
Missing goal oriented nudges

Opportunities

Showcase chef specialities & traditional food
Encourage better food ordering behaviours
Transparency in delivery timings
Sustainable packaging

Threats

Self cooking interests in pandemics
Cook meets

"Can you also add option of signature dishes!?"

"My order has been delayed 3 times. Can't see the rider details!"

"This kind of app is a blessing for me!"

"Zomato and Swiggy are a past thing for me!"

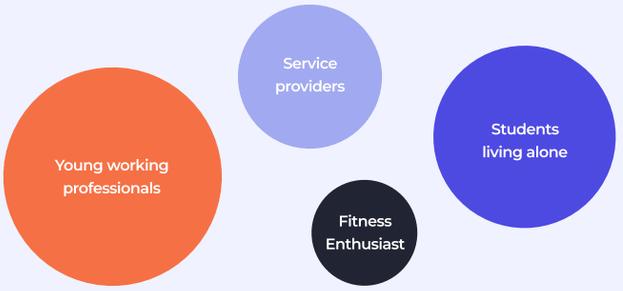
Stakeholder Identification

Chef	Customer	Delivery Partner	House Help
Grocery/ raw Material Supplier	Government Authorities	Designers & Developers	Investors

User Research

Stakeholders' Interviews

We conducted open ended interviews of internal stakeholders: target group, secondary user and service provider.



Questions

Potential Customer

1. How to find **trustworthy** service providers?
2. What **matters most**? - Food quality/ Price/ Distance/ Variety
3. What type of **subscription models** are offered?
4. What type of **customization** is wanted?
5. How is the **portion size** understood?
6. How often are plans **changed or canceled**?
7. When is the **payment** preferred?
8. How often would you **change a service provider**?
9. **Where** is the food delivered?

Service Provider

1. What kind of **service** can you provide?
2. **How many** orders can you take daily?
3. What is your **USP**?
4. How do you build your customer base and **trust**?
5. How do you like to specify the **portion size** per meal?
6. To what extent you give **customization**?
7. Within how much time can you afford to **cancel/ add an order**?
8. How and when do you like to receive **payments**?
9. How do you get your **deliveries** done?

Voice of Customer

We listed out key insights from desk research and user research.

Key Insights

- Users don't want to rely on other's knowledge and recommendations
- Limited choices available
- Taste Fatigue!
- Less space for customization in existing services
- Concerned about quality as well as quantity
- Want traditional dishes on festivals and special occations
- Need a way to contact the chef
- Users need a factor of trust Need to be convinced that they are served hygienic food
- Users want to view their kitchens
- Users don't want to make payments every time they get food or on daily basis

How Might We

We reframed challenges and problems into opportunities for creative solutions, and then categorized these HMWs.

Sorting Information

- *HMW reduce time (save time in booking meals daily)*
- *HMW give payment options to the users?*
- *HMW compare different service providers?*
- *HMW sort different subscription prices?*
- *HMW sort the information of all service providers?*

Customization

- *HMW give users the options of their own fondness?*
- *HMW assure right portion of meal reach the user as he/ she demanded?*
- *HMW connect user and chef to serve a customizable meal?*
- *HMW provide variety to avoid food fatigue?*
- *HMW give customization over meals to the users?*

Quality

- *HMW assure quality and nutritive meal to user?*
- *HMW ensure safety and hygiene of food?*
- *HMW induce transparency and reduce gap between user and chefs?*
- *HMW convey authenticity of services?*
- *HMW deliver the meal to the doorstep of user?*

Behavioural changes

- *HMW nudge people to choose healthy, home cooked options over others*
- *HMW promote traditional dishes?*

Awareness

- *HMW make new people aware of available services in their locality?*
- *HMW generate a community for food lovers?*

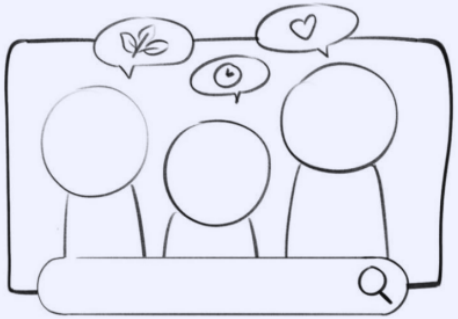
Story Board

Maya's transformative lunch journey.

Maya, a 26-year-old working professional in Bangalore, is overwhelmed by the daily struggle of deciding what to eat for lunch.

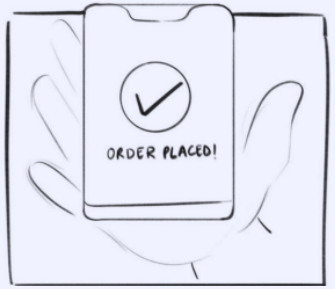
She's annoyed with the limited healthy options available and tired of mindlessly ordering junk food.

Maya decides it's time to change her lunchtime routine and take better care of herself.

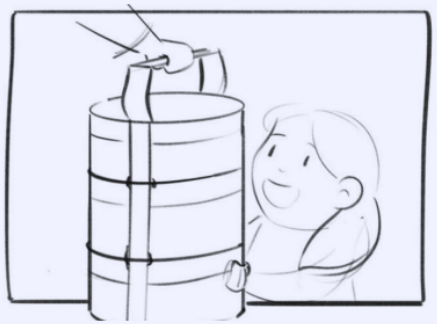


She starts researching lunch solutions that align with her desire for fresh, tasty, and healthy food.

Maya discovers a meal subscription service that promises daily deliveries of fresh and healthy lunches.



Eager to try it out, Maya places her first order with the meal subscription service.



Maya's lunch arrives as promised, and she's delighted by the taste and freshness of the food.

Over time, Maya breaks her habit of ordering junk food, feeling healthier and more energetic.