## Chef Up - Redefining your cooking experience

UX Researcher: Abhigna, April, 2020

## **Executive Summary**

Since our product is at a very early stage, our team is interested in exploring opportunities in ready-to-cook meals delivering platform. We interviewed 5 adult cooking enthusiasts from different ethnic backgrounds on their needs, pain points, and how they use digital platforms to order ready-to-cook meals.

#### **Key Findings**

Cooking enthusiasts take short breaks from work everyday to find and consider new recipes to cook. They use random online platforms like youtube to find new recipes. While, they often prefer to pick their own fresh vegetables from the supermarket, it oftens leads to the problem of buying excessive ingredients which can't be finished. Also, not all the ingredients can be found in the markets so they prefer online platforms for such products.

There aren't many platforms to order ready-to-cook meals. Major platforms in the market may be too complicated to handle in general and also, tend to have complicated recipes. We identified opportunities to build a product with a focus on a range of recipes segregated based on different paradigms to be ordered using a simplistic platform.

## What did we want to learn

Our team wanted to explore adult cooking enthusiasts' experiences with existing digital tools for ordering ready-to-cook meals. The goal was to determine what opportunities may exist for creating a new ready-to-cook food delivery app.

#### **Key Research Questions -**

#### [Needs]

 What is essential for engaging them to use an online platform to order ready-to-cook meals?

#### [Behaviors]

How do they interact with existing online food ordering platforms? (if at all?)

## 5 Participants

We recruited our participants from Siedepunkt Lehrwerkstatt5r, a culinary school in Germany

	New recipe trying frequency	Platforms they currently use	Preferred cuisine
Partiicipant 1	Once a week	Amazon Prime	German
Participant 2	3-5 times a week	Honest Bee	Italian, French
Participant 3	3-5 times a week	Redmart	American
Participant 4	Over 7 times a week	Amazon Prime, Redmart	Indian
Participant 5	Over 7 times a week	Honest Bee, Amazon Prime	Chinese

## Key Finding #1

Cooking enthusiasts enjoy using online platforms for ingredients for the convenience but freshness of food tends to stay a pain point.

All participants look up recipes over the web but prefer to pick fresh ingredients from the store

Although participants want to buy the ingredients online due to the obvious convenience, the uncertainty of their freshness makes them reluctant. "I look up a recipe and I really want to try it and with all the ingredients being just a click away, it becomes really hard to stop myself from just ordering online because hygiene is always a priority and you never know if the items delivered are fresh or stale."

- Participant 3

## Recommendation #1

We could market the fact that our food is very hygienic.

Things to consider -

- Food delivered within a set time limit would build a sense of confidence in the users.
- Categorizing the meals on the basis of number of consumers so that the supply of ingredients is neither excessive nor discreet.

## Key findings #2

Constant new recipe updates keep the users motivated to order in more often.

# Constant updates in the collection of recipes keeps the user interested

Adding new recipes to the list of offered meals would result in more user traffic on the site as well given the interest of cooking enthusiasts in exploring new recipes. This would prove to be a major boost to the sales as well.

"I cook something new almost everyday and order my ingredients online. Almost all the sites offering ready-to-cook meals don't have too many options, so I need to shop for groceries the hard way and that's a major pain point for me."

- Participant 5

## Recommendation #2

Building the outlook of our app in a highly informative yet simplistic manner will attract all groups of cooking enthusiasts..

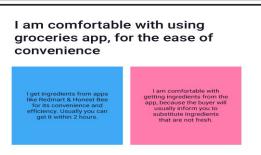
#### Things to consider -

- Representing the nutritional value of every recipe would interest the fitness-conscious crowd.
- Categorizing maximum number of meals in simple categories like chef's recommendation and Christmas special would attract a lot of homemakers.
- Indicating the important information of food, like the spice level, can help parents choose what's better for the kids.

## **Next Steps**

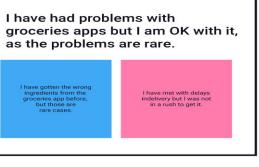
- Validate findings with surveys
- Conduct foundational studies on how users choose what to cook
- Run a design sprint for brainstorming













**Data Collection and Analysis** 

## Thanks