

BLUE OCEAN TOOLS:

Raise:

- Enhance meal quality
- emphasize personalization
- focus on authenticity and hygiene.

Reduce:





- Minimize operational complexity
- Avoid expensive
- Large-scale marketing strategies.









Eliminate:

- Remove the reliance on generic
- Mass-produced meals typical of competitors

Create:

- Develop a platform that emphasizes community connection
- AI driven meal commendations
- Cooks Empowerment Program

	Purchasing	Delivery	Use	Extension	Maintenance	Disposal
Productivity				Cooks Empowerment Program 		
Simplicity	Clear Payment System 		Feedback and suggestions 		Personalized user profiles 	

Convenience		Real-Time Meal Tracking 	Personalized meal customization 		Flexible Scheduling for Cooks 	
Risk			Nutritional insights 		Transparent Cook Profiles 	
Technology			AI-driven meal recommendations 			
Sustainability					Community engagement 	Eco-Friendly Packaging 



:- NEW AND UNIQUE FACTOR INTRODUCED BY DINE FROM HOME



:- EXISTING FACTOR IN MARKET

FACTORS:

Clear Payment System

Column: Purchasing

Row: Simplicity

Explanation: Ensures seamless and straightforward transactions during the purchase phase, reducing complexity.

Real-Time Meal Tracking

Column: Delivery

Row: Convenience

Explanation: Provides real-time updates during delivery, making the process more convenient for users.

Personalized Meal Customization

Column: Use

Row: Convenience

Explanation: Offers tailored meal options, enhancing user convenience and satisfaction during usage.

Flexible Scheduling for Cooks

Column: Extension

Row: Convenience

Explanation: Supports adaptable scheduling for cooks, extending operational ease and accessibility.

Nutritional Insights

Column: Maintenance

Row: Risk

Explanation: Helps users make healthier choices, reducing health-related risks and promoting long-term well-being.

Transparent Cook Profiles

Column: Use

Row: Risk

Explanation: Builds trust and minimizes risks by providing clear information about cooks.

AI-Driven Meal Recommendations

Column: Purchasing

Row: Technology

Explanation: Leverages advanced technology to guide users to the best choices during the purchasing phase.

Cooks Empowerment Program

Column: Productivity

Row: Extension

Explanation: Encourages cooks to improve their skills, boosting productivity and quality over time.

Community Engagement

Column: Disposal

Row: Sustainability

Explanation: Promotes collective responsibility for waste management and sustainability.

Eco-Friendly Packaging

Column: Delivery

Row: Sustainability

Explanation: Ensures sustainable practices by reducing environmental impact during delivery.

Personalized User Profiles

Column: Use

Row: Simplicity

Explanation: Simplifies user experience by tailoring interactions based on individual preferences.

Feedback and Suggestions

Column: Use

Row: Simplicity

Explanation: Feedback and suggestions simplify the improvement cycle by directly engaging users to share their insights, which helps enhance the overall user experience in a straightforward and efficient manner.