The LunchBox

The Homemade Food Delivery System

Team 8

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Content

Design Problem

Ensure Healthy lives and promote well-being for all at all ages

It's not short-term diet,
It's a long-term lifestyle change

www.waytobalance.org

Understanding the problems

01   Students can not have enough time to cook healthy food due to hectic lifestyle.

02   Lack of cooking skills

03   People easily avoid a healthy diet which is essential to save time

04   Lack of planned menu for week

Meet Rachel...

Rachel is an international student studying psychology at Dalhousie University while working at Dollarama part-time. She has been earning a minimum wage of $12.95 and living in Halifax for the past year.

Her day starts with attending lectures, doing assignments, and after the university, she has shifts almost every day. With her busy schedule, she cannot cook and eat healthy meals.

Living away from home and managing everything all alone, she always orders food from the restaurant, or she eats canned/frozen food, and she cannot cook due to a hectic lifestyle. She is looking for a restaurant that provides homemade food for her that is hygienic and healthy.

Research and Analysis

In 2020, annual sales of food totaled $72.1 billion from which 44.4% is from fast food industry.

Significant amount of increase ($1.6 billion) has been also calculated for upcoming year.

Research suggests that, as much as 62% of the canadian diet consists of highly processed food

Customer Survey

To users:
1. What is your occupation?
2. Can you cook?
3. How much time it takes for you to cook?
4. How many items you can cook?
5. What will you choose if the cost will be same?
6. How frequently you order from outside per week?
7. Do you plan for a week or cook anything you want?
8. On busy schedule do you skip a meal or cook?

For existing tiffin service systems:
1. Do you hire catering for cooking or provide homemade food?
2. How many dishes should we consider at initial stage?
3. Do people adopt the tiffin service? Why?
4. Do you take charge on the dishes you prepare?
5. Have you pre-decided the menu?
6. Do you use any platform for users? If no, how can you take orders?
7. What difficulties you have faced till now?

Customer Survey

For Food delivery system:

1. what is the cost for the delivery?
2. how fast is your delivery?
3. At the same time, to how many people can you deliver?
4. If we are giving the food orders to you, how much profit will we earn?

For Catering services:

1. Will you be able to cook considering the diet?
2. Also considering the nutrients.
3. How much profit can we earn by giving the orders to you?
4. At the same time, how many dishes you can prepare?

Customer Survey Results

72 responses,
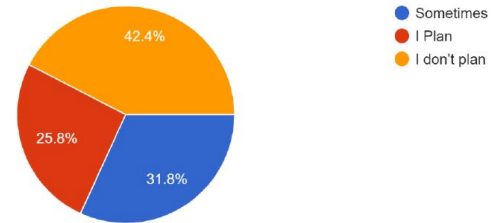Contact with delivery services and catering services

What will you choose if the cost will be same?
66 responses

Fast Food — 13 (19.7%)

Home made food — 60 (90.9%)
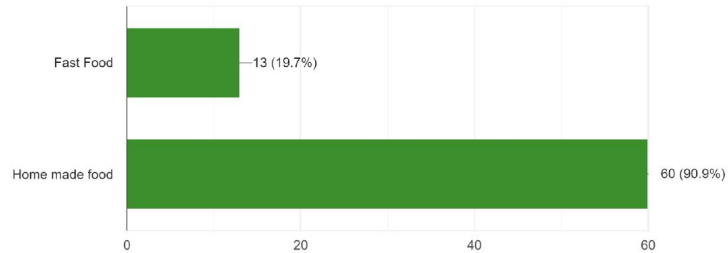
Do you plan for a week or cook anything you want?
66 responses

- Sometimes — 31.8%
- I Plan — 25.8%
- I don't plan — 42.4%

Solution

01   System that is focused on homemade food delivery – "The Lunch Box".

02   Select the 7 days meal generation from several options considering diet and nutrition.

03   Food delivery

04   Customizing our own diet according to our needs. Considering the workload, disease, diet plans to provide food accordingly.

05   Membership subscriptions – Gold, Silver, Platinum can attract customers by providing offers on weekdays, free delivery, and nutrition advice.

Lean Canvas

Lean Canvas		Designed for: CSCI 5193 – Technology Innovation	Designed by: Team-8	Date: 29/11/2021

Problem	**Solution**	**Unique Value Proposition**	**Unfair Advantage**	**Customer Segments**
• In order to catch up with the busy world, many does not have enough time to cook healthy food due to their hectic lifestyle or their busy schedule. • Lack of cooking skills • Students who do not have enough time to cook healthy food due to their busy academics. • Few workers work multiple jobs to keep their living, so they often avoid a meal to be on time. The problem of missing a meal due to their work hours and perceived time barriers is a common problem for students and workers.	• We provide healthy food with delivery option to save time or provide a meal for people who are not to able to cook due to their busy schedules. • We offer weekly mean plan to get rid of daily food ordering. • We provide users option to select items in their meal plan giving the flexibility to decide their meal considering allergies, and diet for better experience. • We offer premium benefits based on user premium plan.	• We offer consistent quality food items and customization for the order they are placing. • We offer food that is suitable for a variety of ages. • We offer weekly meal plan which gives users option to customize their weekly plan based on their subscription. • easy to navigate and use • Time saving • One click lunch box	• Recipe – Nutritious features.	• Students (18 – 35 years) • Workers (25 – 45 years) • People in Halifax (17+)

Existing Alternatives	**Key Metrics**	**High-Level Concept**	**Channels**	**Early Adopters**
• Hello Fresh • Indian Tiffin Service • Hali Hub	• Active Users • Customer survey response • Number of Goods Sold • Profit • Service Rating and Feedback • Employee Turnover • Inventory Turnover ratio - the number of items restaurant has sold out of its total inventory	• Provides hygenic food • Help health concious people with maintaining nutrients	• Social Media Marketing • Food Bloggers • Public events • Hosting and Participating in Student Events • Email Marketing • Advertisements • paper pamphlets	• International Students • Health concious • Athletes

Cost structure

- Hosting website (20-30 USD/month),
- Safety licensing cost, Maintenance of website (500 $/month),
- Website development, data storage ($4.44 ($1.25 per million writes x 3.55 million writes), $0.89 ($0.25 per million reads x 3.55 million reads).
- Employee salaries which are described below.

Sales and architects	Developers	Supervisor
• 1-Solution architect $90,000/annum	• 1-Manager $90,000/annum	• 2-Supervisor $30,000/annum
• 2-Junior Architects-$75,000/annum	• 3-Developers $80,000/annum	• 5-Packers $15,000/annum
• 1-Sales executive -$65,000/annum		

Revenue Structure

- B2B contract with catering and food delivery systems
- Advertising ($700 for each advertisement and cost can go upto the frequency of advertisement)
- Membership Revenue(Bronze: $20 , Silver: $30 ,Gold :$40)
- Collaborate with Universities/colleges to offer food services for off-campus students. (Bronze: $10 , Silver: $20 ,Gold :$30) for minimum 100 pax
- Sponsorships.
- Revenue generated on orders (5% from order total)
- Delivery charges. (2% from order total)
- Commissions earned on each order from catering and food delivery systems.
- Food trucks at events.

$700 per each advertisement ,
1000 membership plans * $15 (3 meals a day) = $450,000/annum, 1500 students * $12(3 meals a day) = 540,000 $/annum : Total Revenue: $990,000 /annum
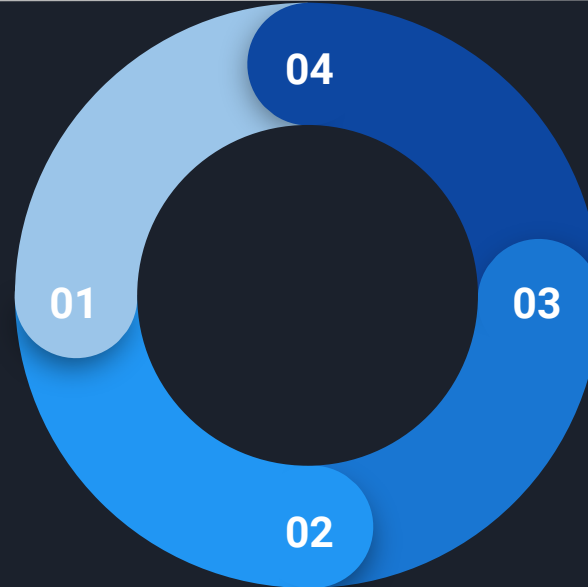
Sprint Planning

Sprint 1

Design Problem, Solution, Research and Analysis, Lean Canvas, Wireframes

Sprint 2

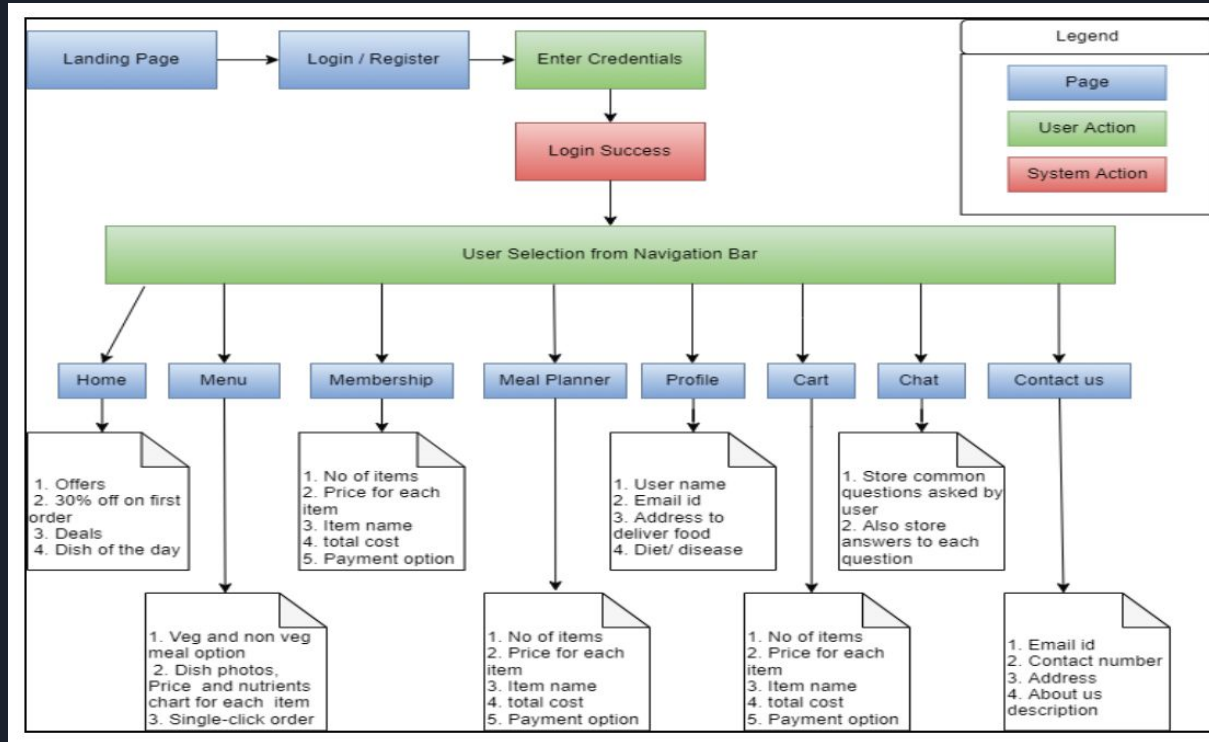Customer Survey, Prototype development, Frontend development,

04

01

03

02

Sprint 4

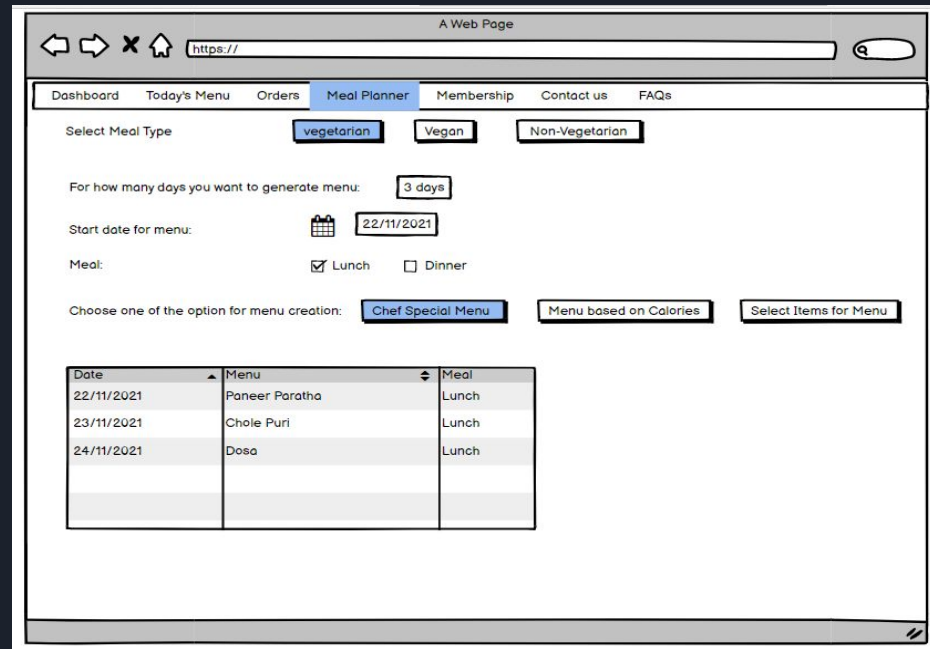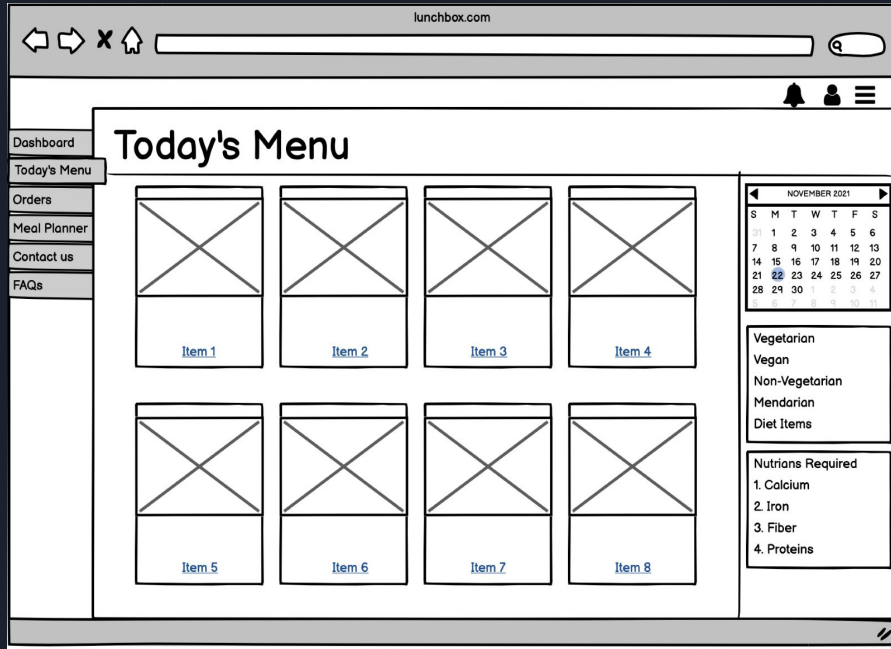Business Pitch, PPT preparation, Report generation

Sprint 3

Backend Integration, Prototype completion,

Flowchart

Wireframes

Prototype demo

The Lunchbox

Team Members

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Thank you!