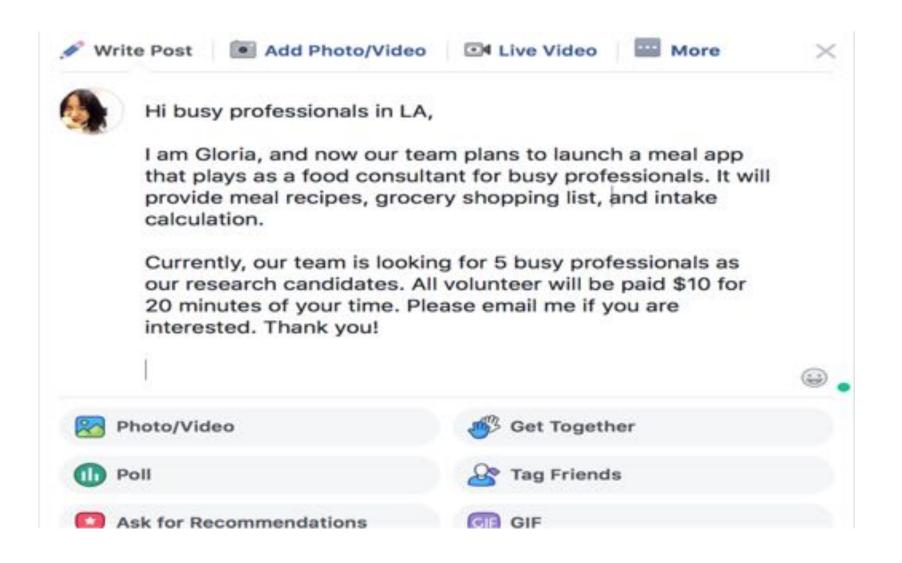
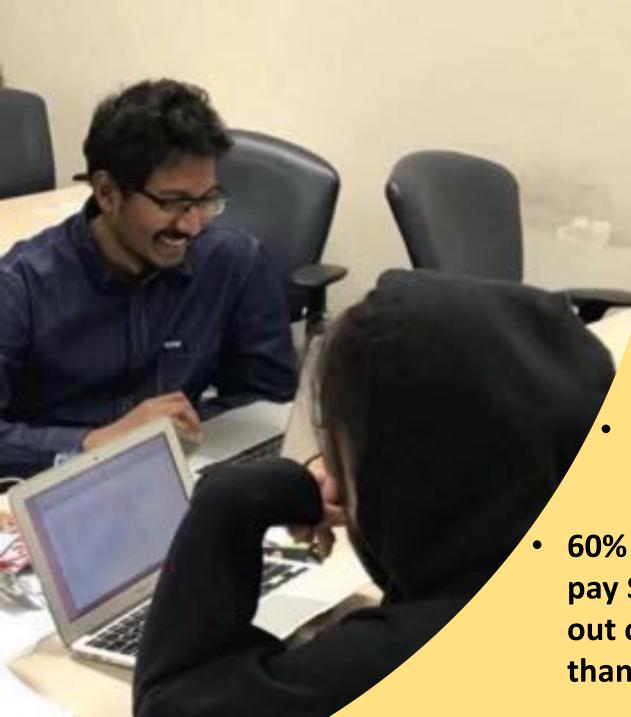


Recuiting Strategy (ADS)





 We conducted interviews at a Library/Cafe in Downtown LA with candidates that we recruited through Facebook and referred from friends.

 \$10 Starbucks Gift Card was given to each participant who completed the interview.

80% (4 out of 5) interviewees agreed QuickMeal can solve their problems.

60% (3 out of 5) interviewees are willing to pay \$10 per month for membership. 80% (4 out of 5) interviewees are willing to pay less than \$5 per month for membership.

Insights

Value proposition/Key experiences

- Interviewees think the QuickMeal can literally solve their problem of spending too much time.
 100% interviewees think the idea is intuitive and are willing to use it.
- Three interviewees said that they can't get the process at the first glance, meal selection grocery list intake calculation. That would be great to give some guidelines.
- Some ideas give to intake dashboard. It need to be more visualized.
- Some like the clean and neat interface but others don't.

Business model

- Three interviewees said they are willing to pay for the membership every month, but \$5 would be more suitable.
- Some of them will pay for the extra purchase function that app can help them order materials from supermarket.
- One interviewee come up with new idea that user can pay for meal plan rather than pay monthly.

Interview Quote

"For the intake dashboard, it's kind of weird. Even though people can understand the meaning but people will lose curiosity and interest. That is not a good thing for your app. So you could look for other app that give you some ideas to visualize the 4 intakes intuitively."

Jennifer Tong

Research Data

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Research Data



PROBLEM HYPOTHESIS VALIDATED

Busy professionals find it difficult to prepare their meals in a healthy and efficient way. (100% interviewees had this problems)



VALUE PROPOSITION VALIDATED

80% interviewees said QuickMeal provides a intuitive solution.



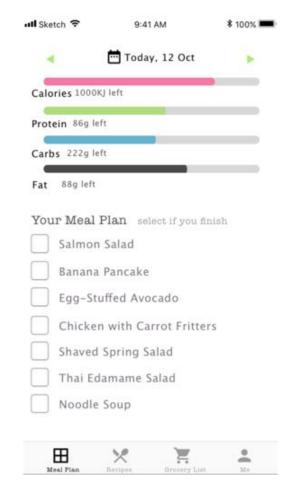
BUSINESS MODEL VALIDATED

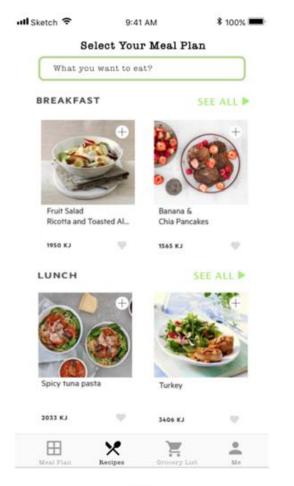
80% interviewees are willing to pay \$5 per month for membership.

DEMO SCREEN

Prototype Link

















DEMO SCREEN

Prototype Link





