






QuickMeal


FOOD CONSULTANT BUSY PROFESSIONALS

WEI (GLORIA) TANG
INF 556 | ASSIGNMENT 9

[Prototype Link](#)

Recruiting Strategy (ADS)

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Hi busy professionals in LA,

I am Gloria, and now our team plans to launch a meal app that plays as a food consultant for busy professionals. It will provide meal recipes, grocery shopping list, and intake calculation.


Currently, our team is looking for 5 busy professionals as our research candidates. All volunteer will be paid \$10 for 20 minutes of your time. Please email me if you are interested. Thank you!




 Photo/Video

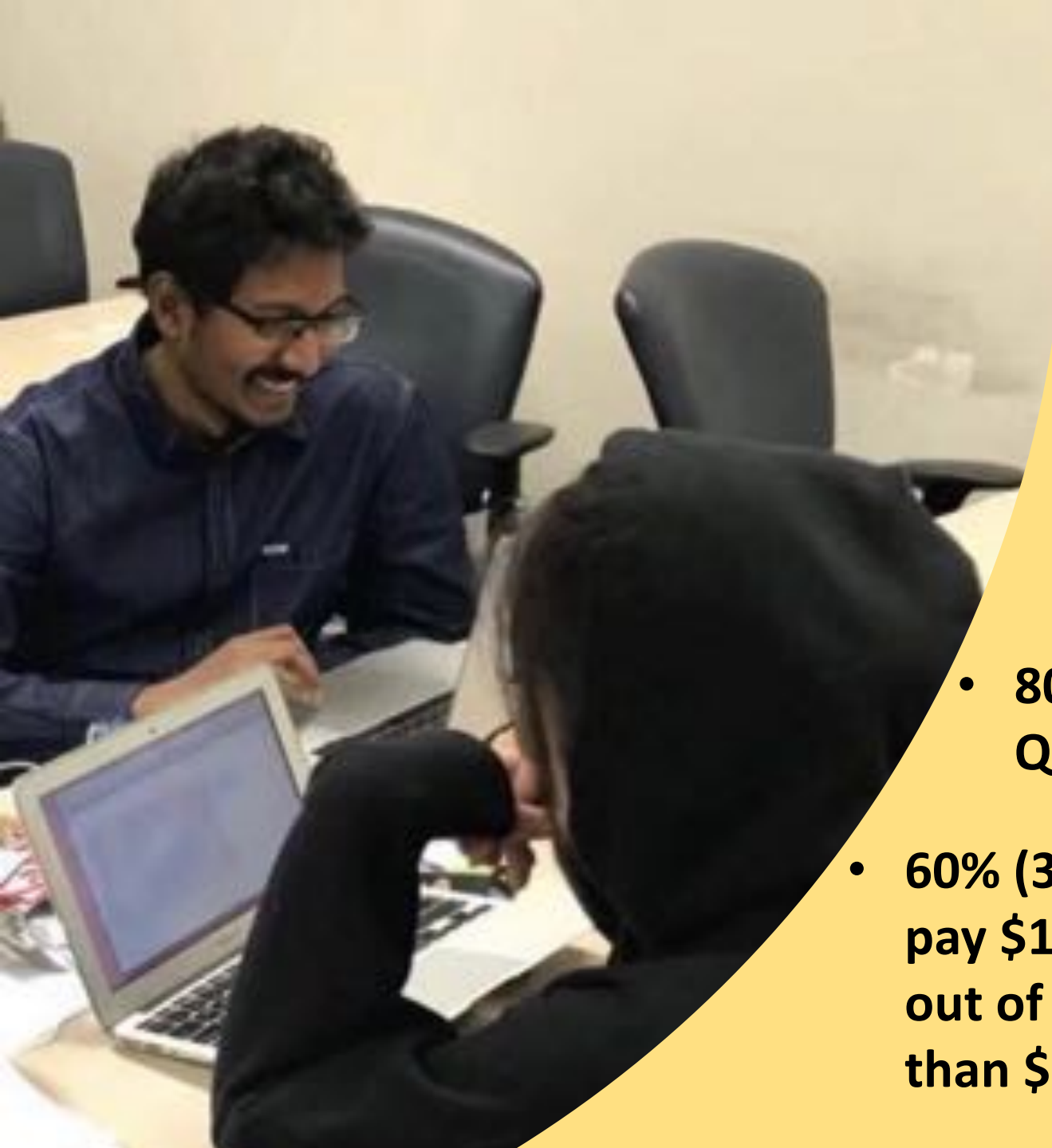
 Get Together

 Poll

 Tag Friends

 Ask for Recommendations

 GIF



- **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

[illegible]

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.

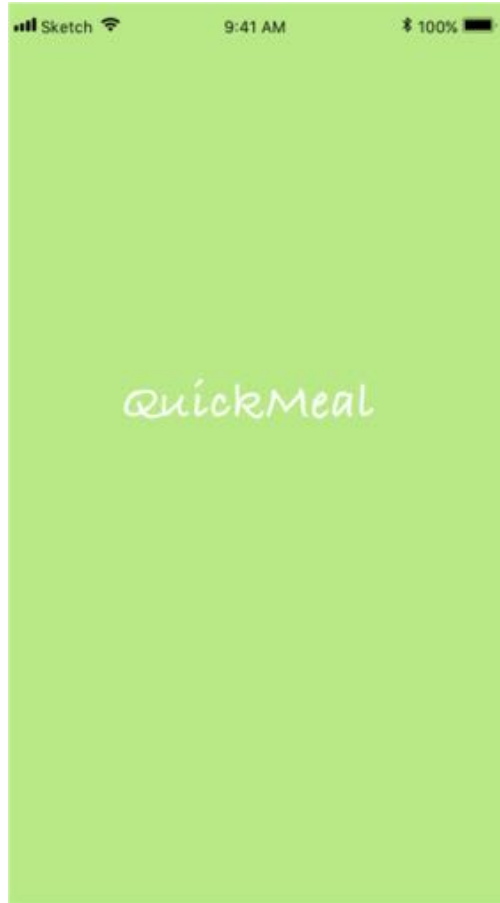


BUSINESS MODEL VALIDATED

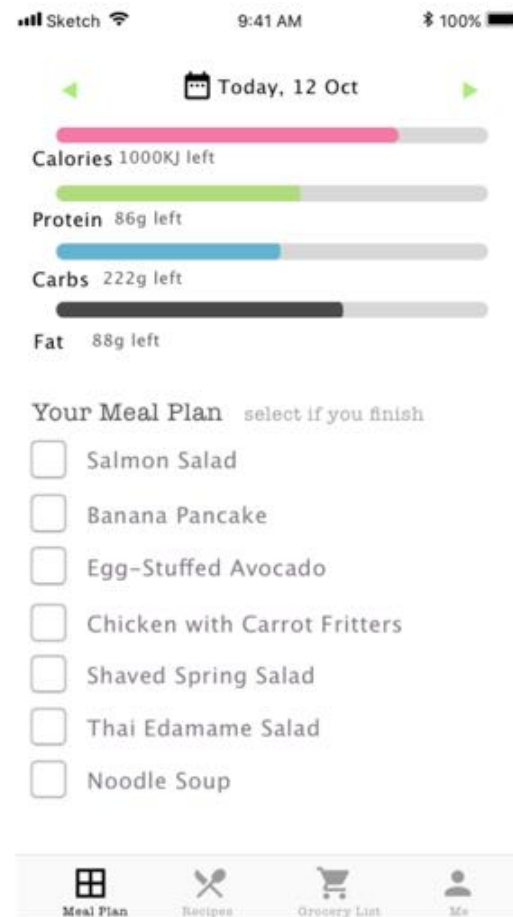
80% interviewees are willing to pay \$5 per month for membership.

DEMO SCREEN

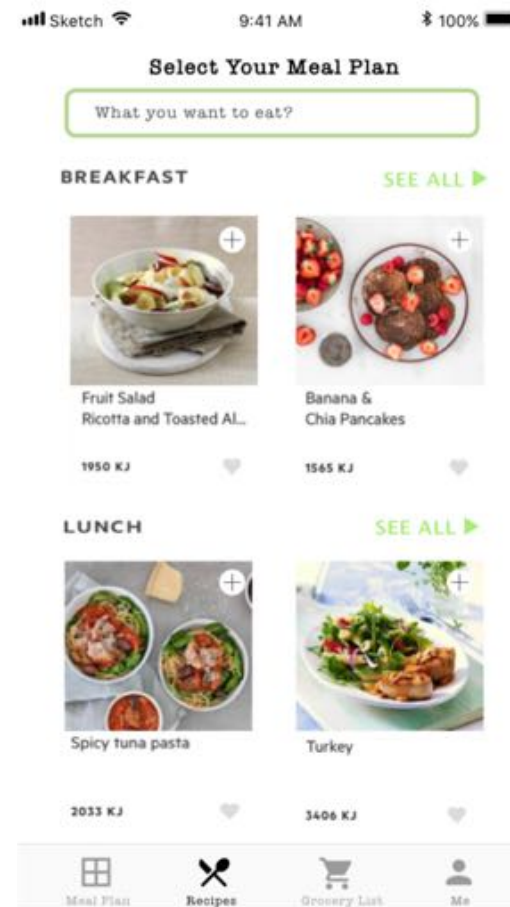
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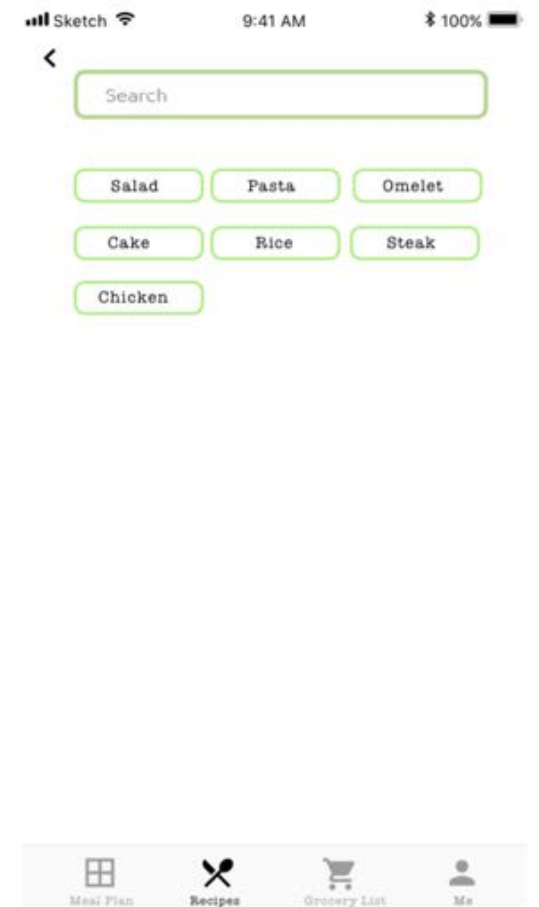
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DEMO SCREEN

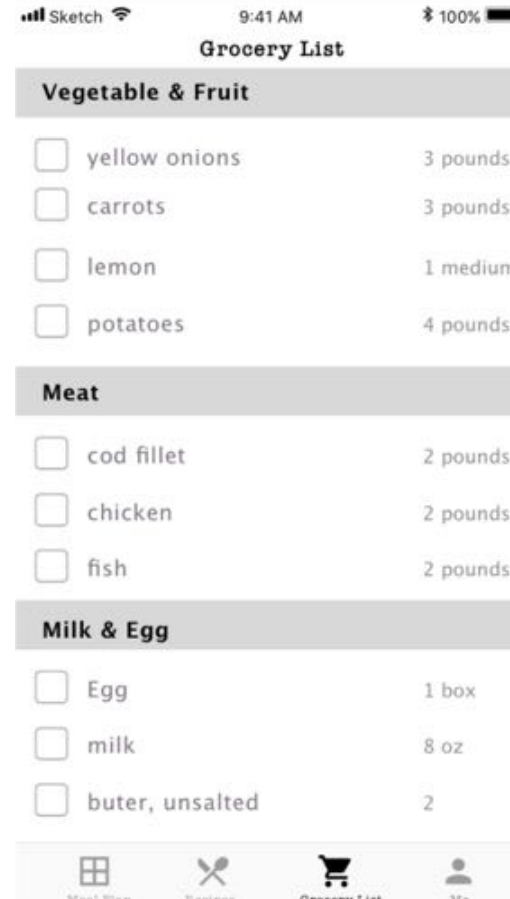
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