High value High value/Low effort High value/High Effort 1. A short introductory video showing people how to use the 1. Include calorie calculator app. 2. Input box to enter the type of food desired eg Pizza, salad, burger, gourmet 3. Input box to enter the location of delivery 4. Order by type of food- brings up different food options 5. Order by brand – bring up different food brands/restaurants 6. What's available in the area – brings up all the options in the area High Low **Effort** Low value /High effort Low value /Low effort **Effort**

Low value