

HOW MIGHT WE

Introduce recipes and bundled ingredients to make  
grocery shopping easier





## Karin

Uses UberEats for groceries

Cooks regularly, but unsure what to make.  
Groceries often go bad



## Aadi

Uses UberEats, but only for restaurants

Inexperienced in kitchen, but wants to learn how to cook



## Ray

Does not use UberEats (yet)

Busy raising kids and juggling responsibilities



## Convenience

Easy to find recipes, order ingredients, and cook meals



## Price awareness

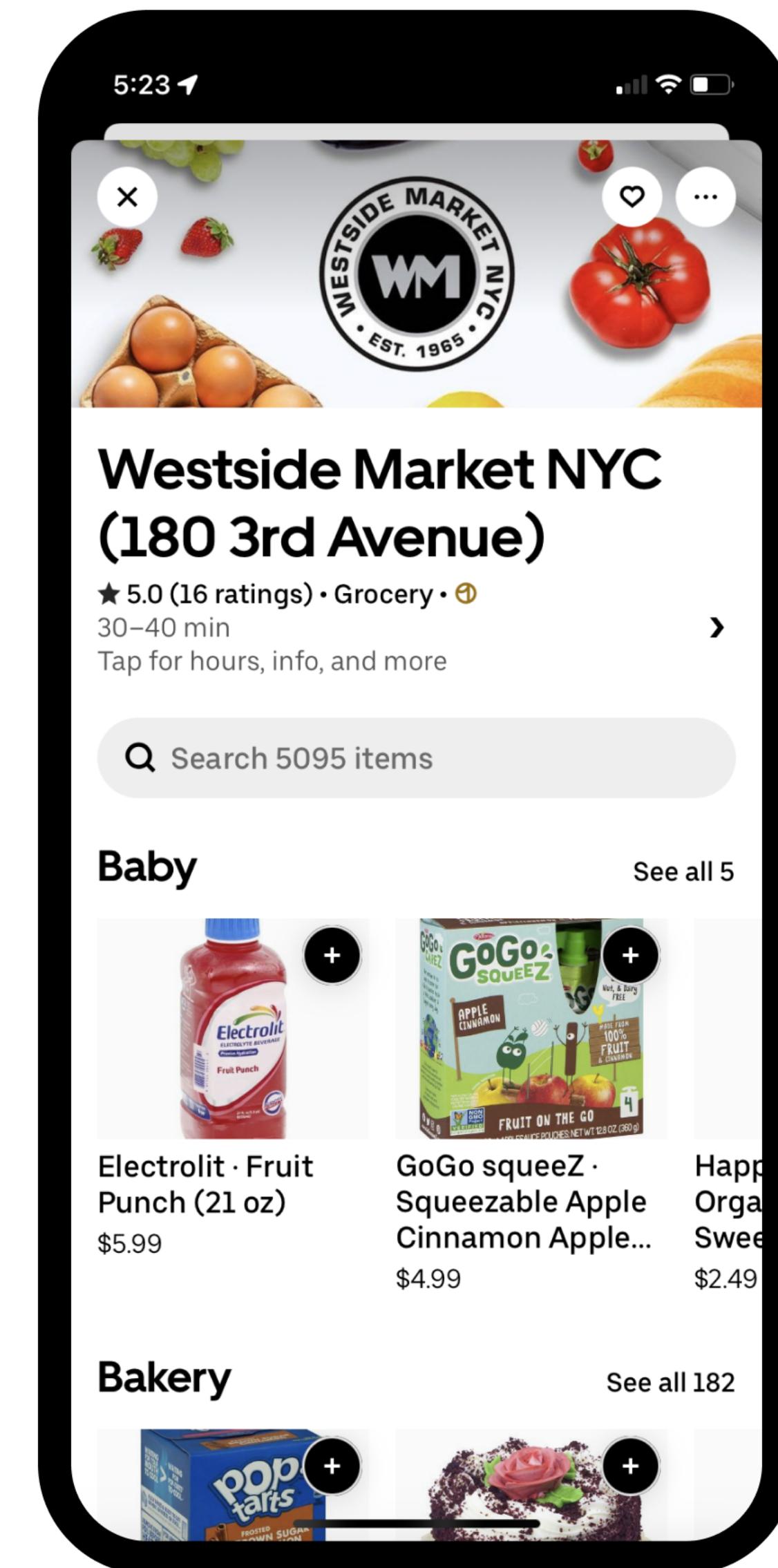
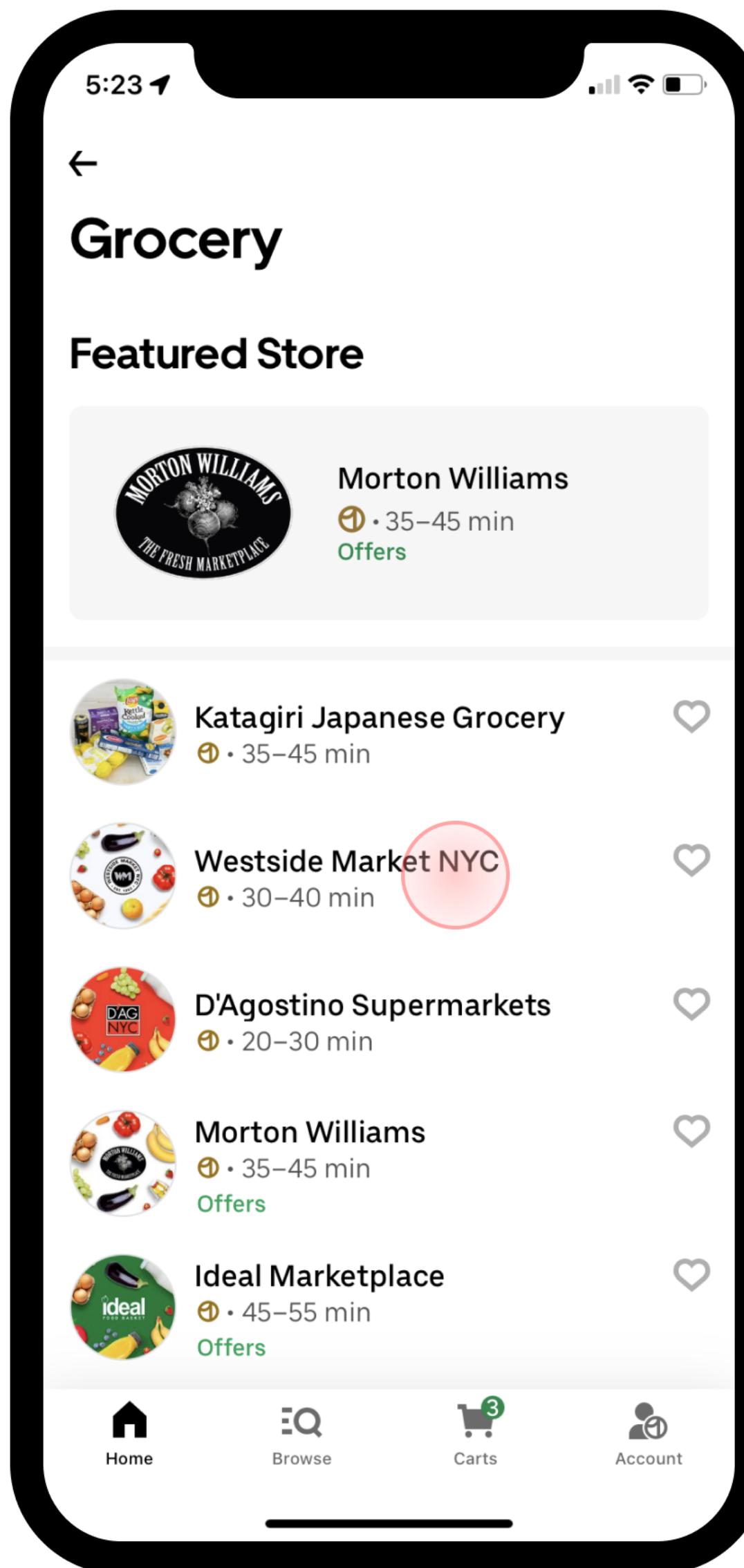
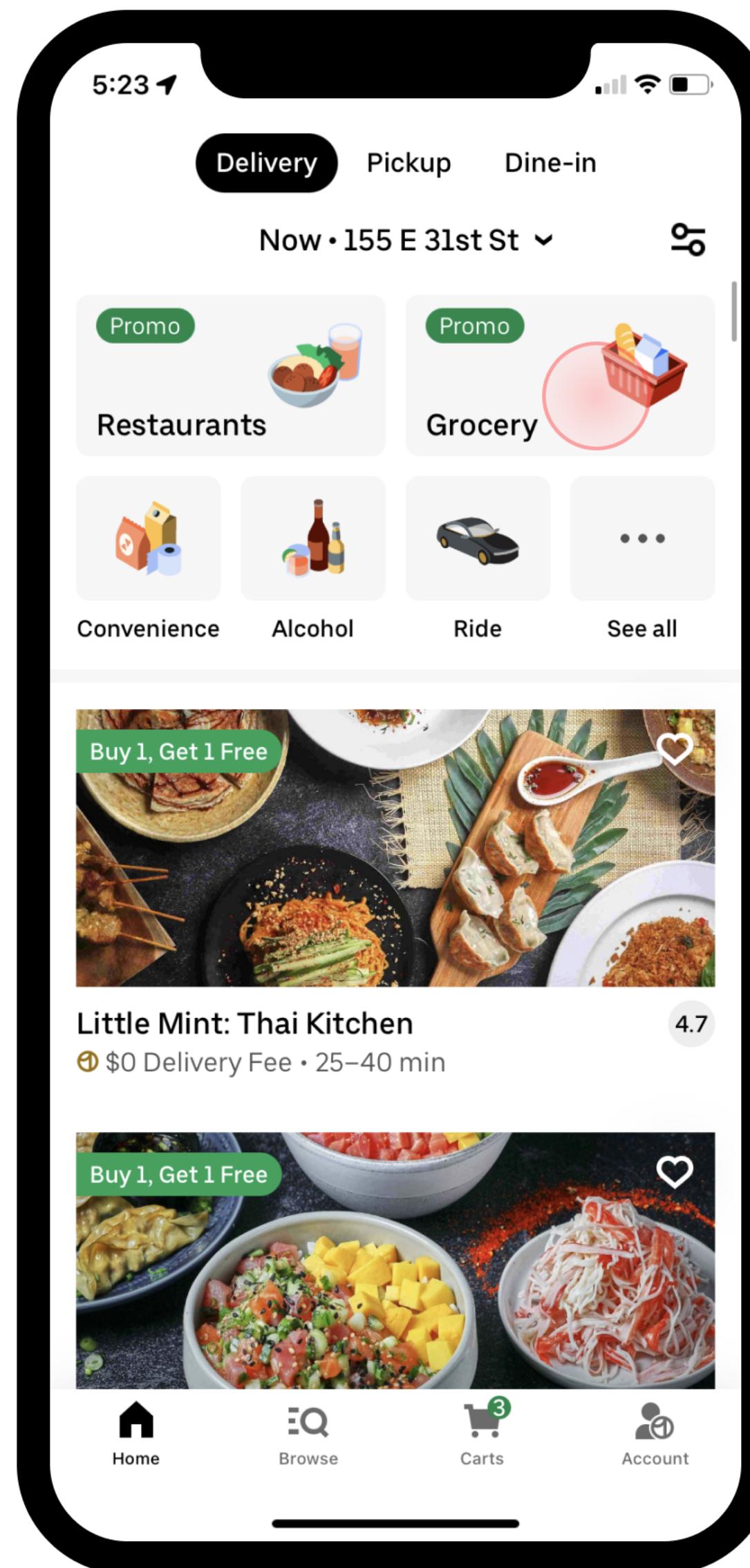
Easily see per serving cost and compare costs across recipes and stores



## Enjoyment

Fun to explore different kinds of recipes, and make cooking more accessible





Current Experience

## Grocery app

### Recipes section

- Categories
- Cards

### Recipe Card (L1)

- Total time to make
- Cost (per serving)
- Total cost (all ingredients)
- Easy/medium/hard
- Tags (Keto, vegan, low calorie)

### Recipe Page (L2)

- Card details from above
- Ingredients
- Steps
- CTA add all ingredients to cart

### Ingredients

- Name
- Quantity
- Price

### Select Store

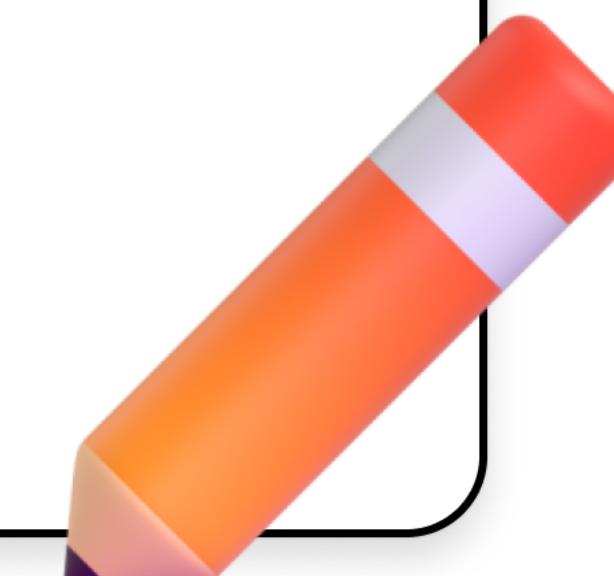
- Select store
- Store details: name, price, delivery fee, delivery time
- Add to Cart

### Discovery/Promotion

- New badge in app
- Promo banner on Uber Eats
- Email marketing

### Opportunities

- Partnerships with recipe apps/websites "order ingredients through Uber Eats"
- mealkits by Uber Eats
- Partner with influencers, food brands, grocery stores to create
- Ads in city (QR code) to find recipe



Rough thoughts and ideas...

# User Flow

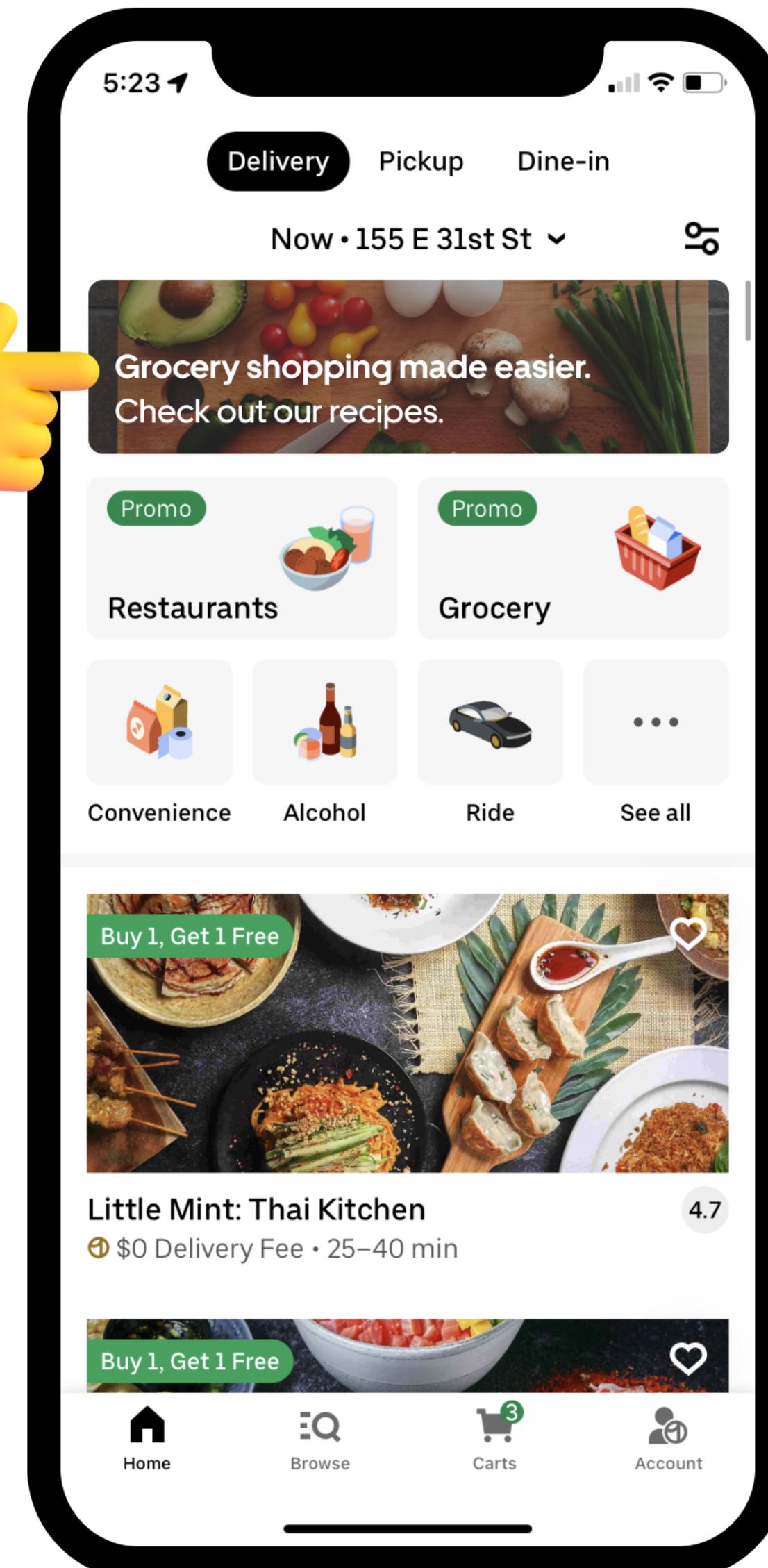


★ Designs completed for this challenge

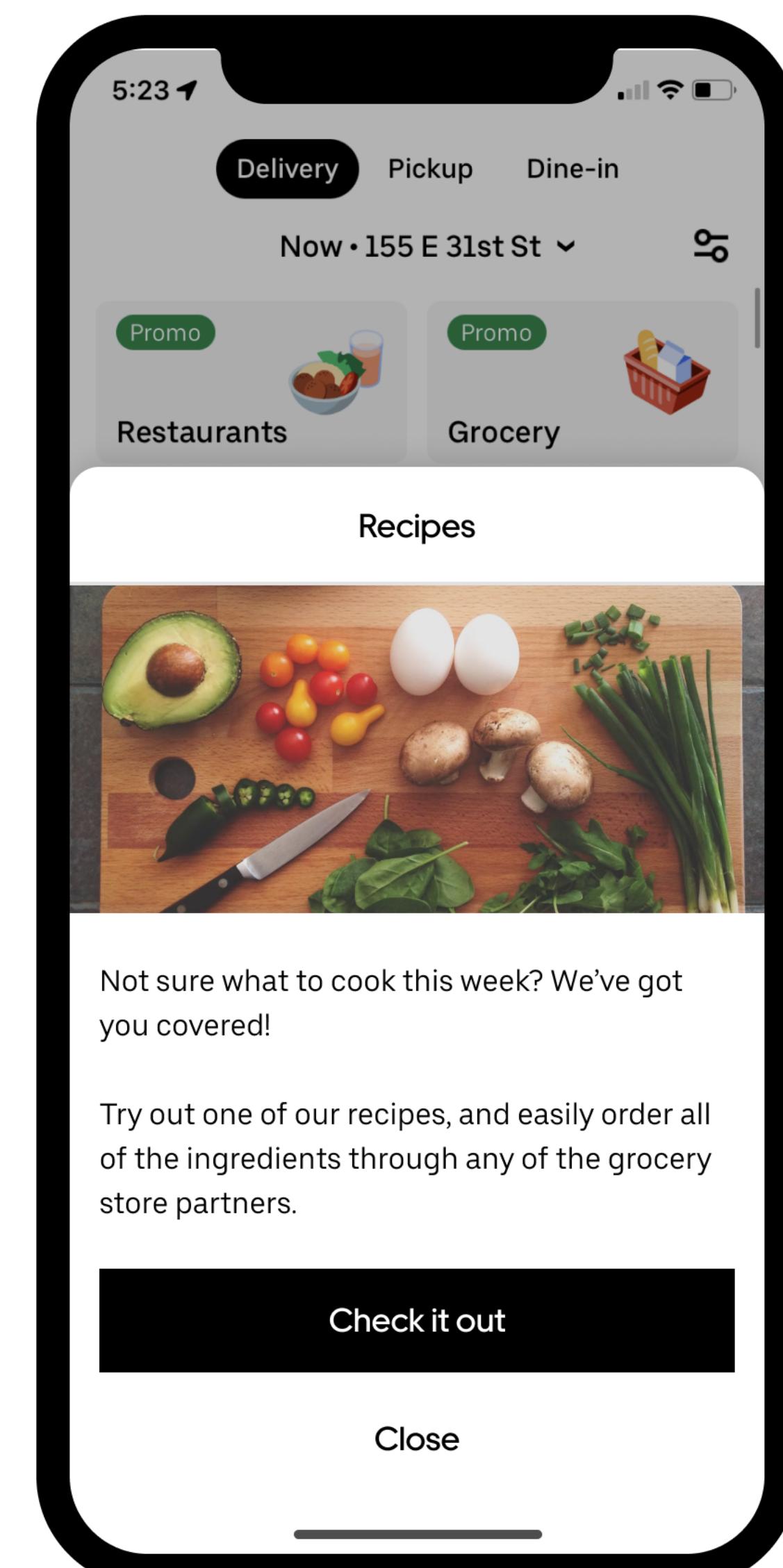
High-Fidelity

# Discovery

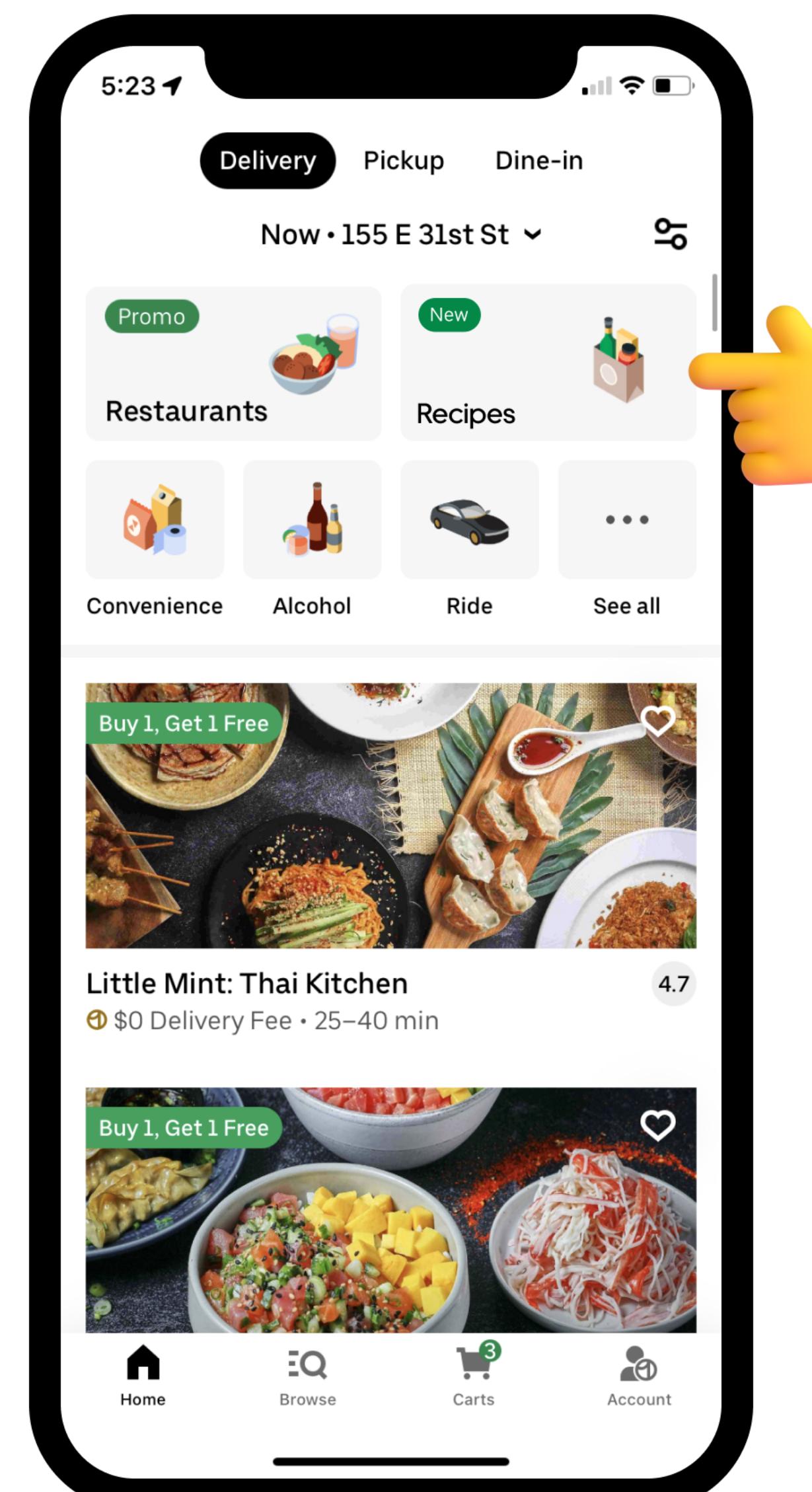
Finding recipes feature



Option 1 - Banner



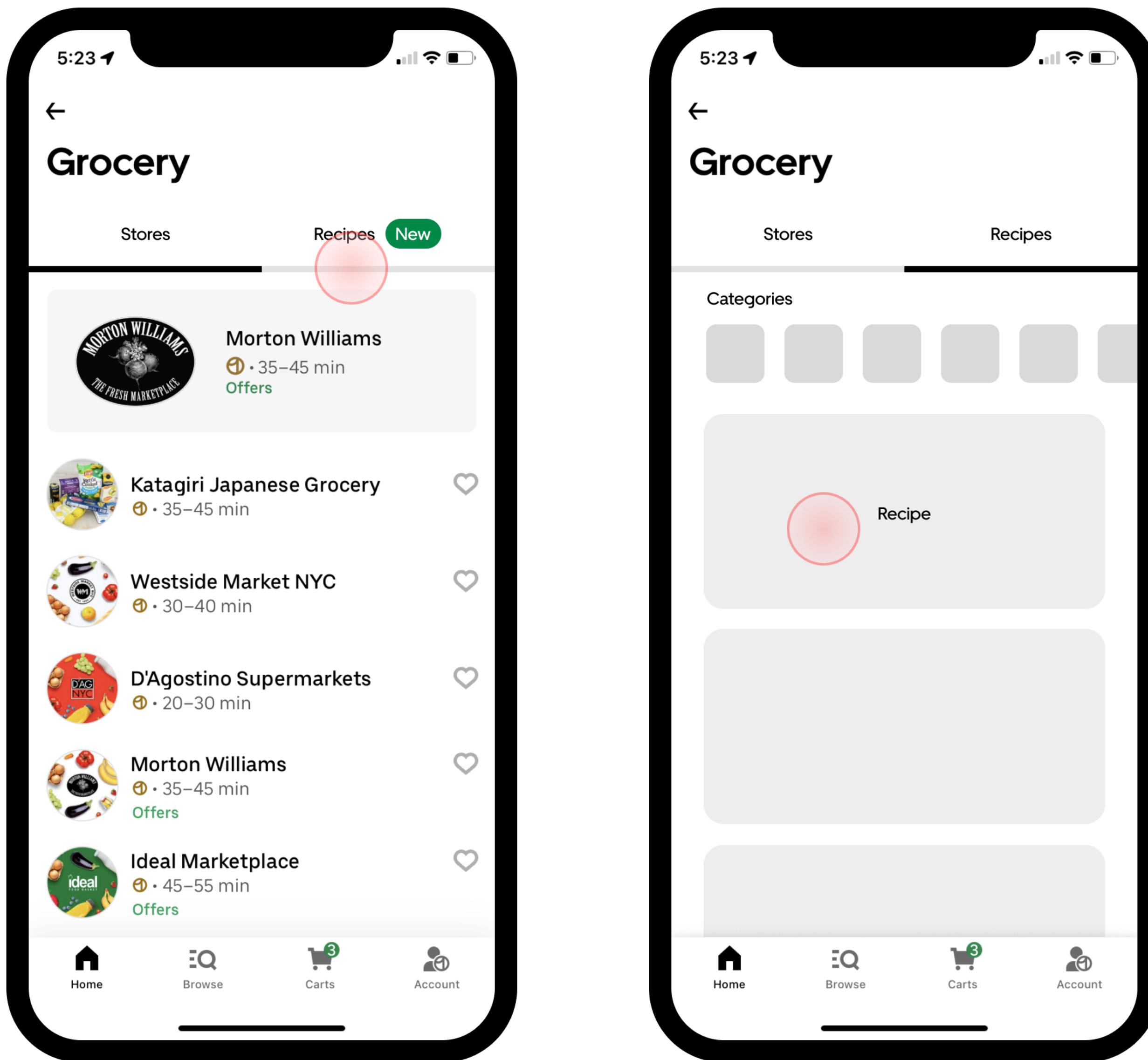
Option 2 - Modal

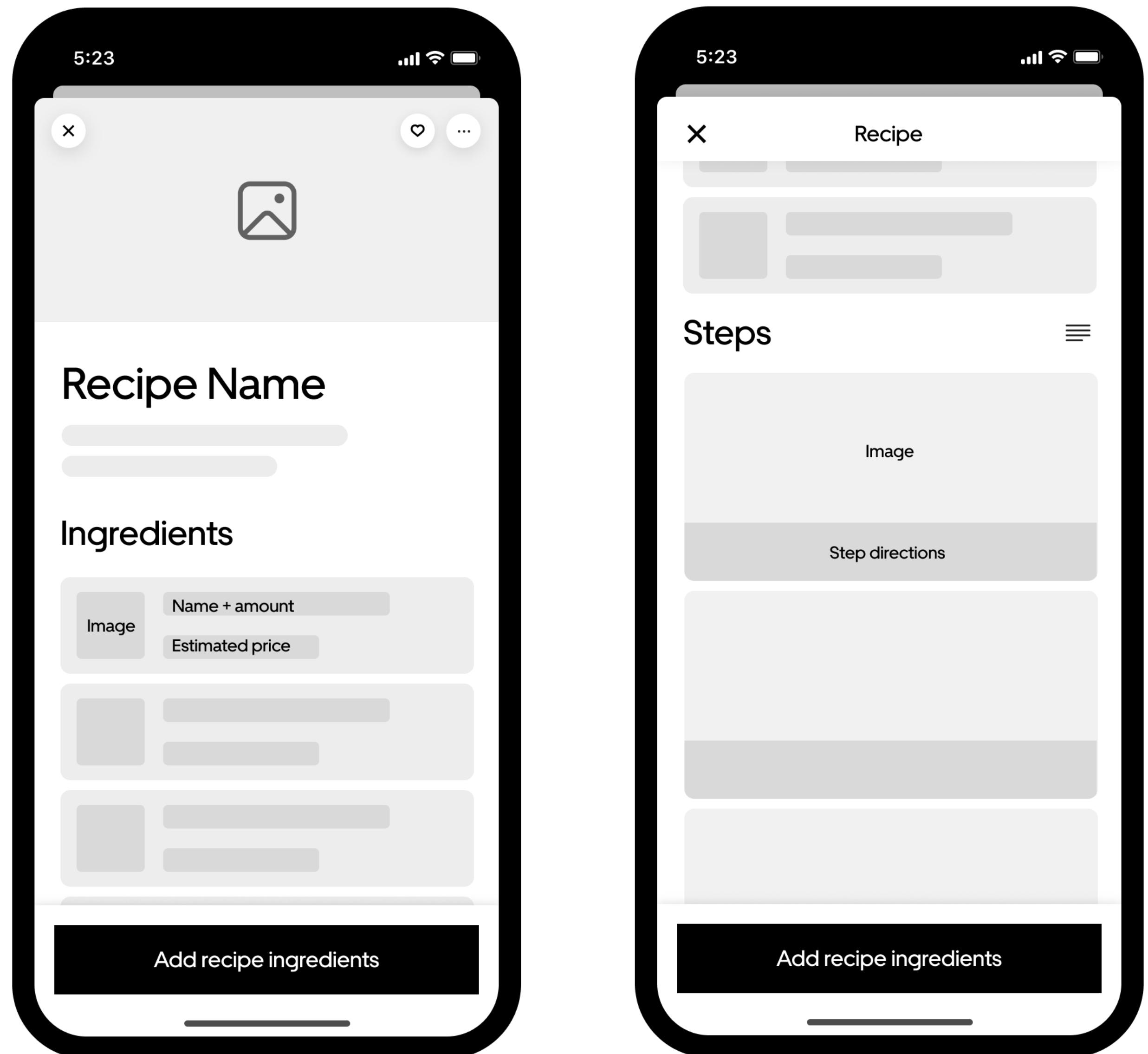


Option 3 - Highlighted section

# Exploring Recipes

Browsing and choosing



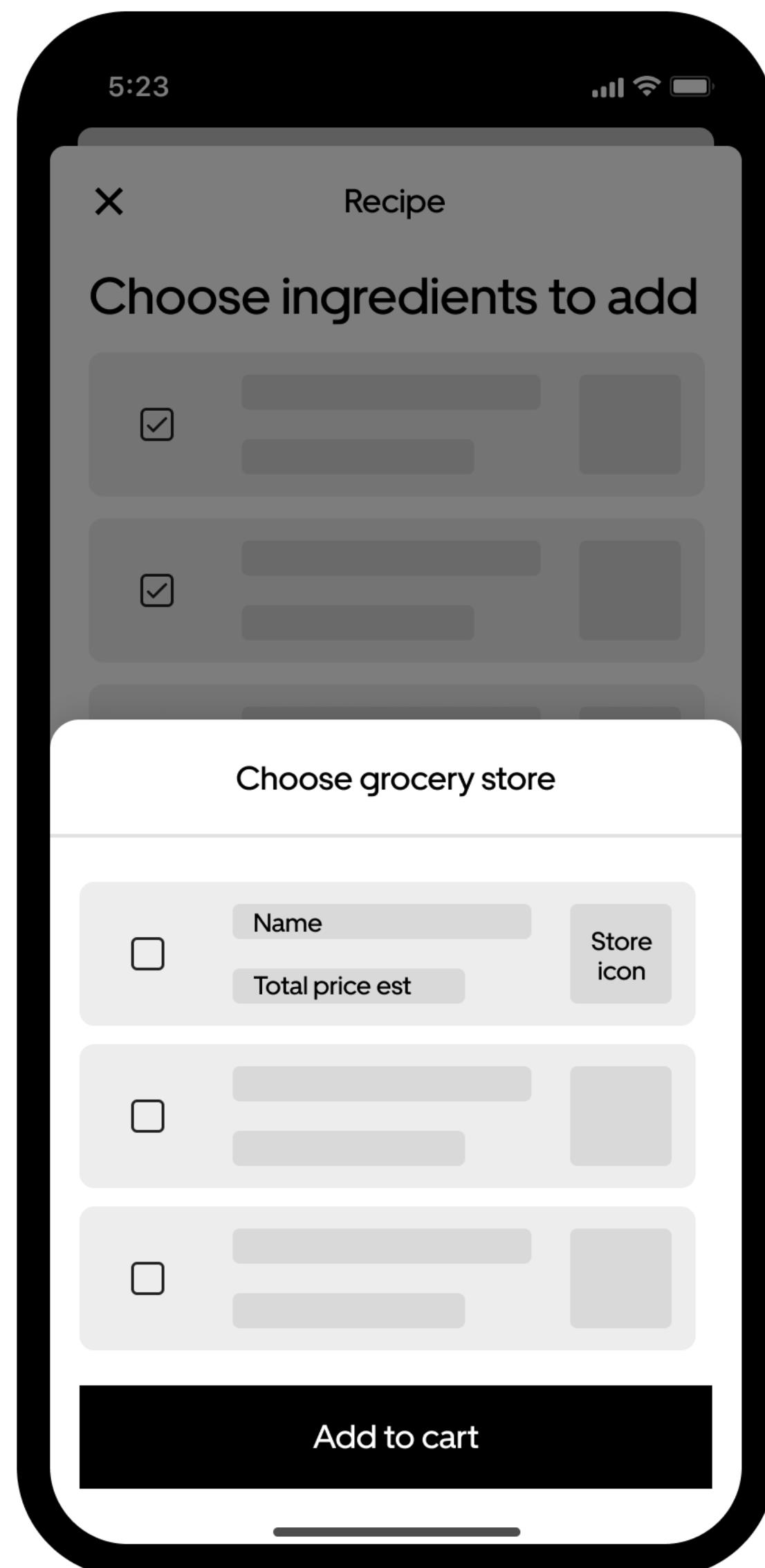
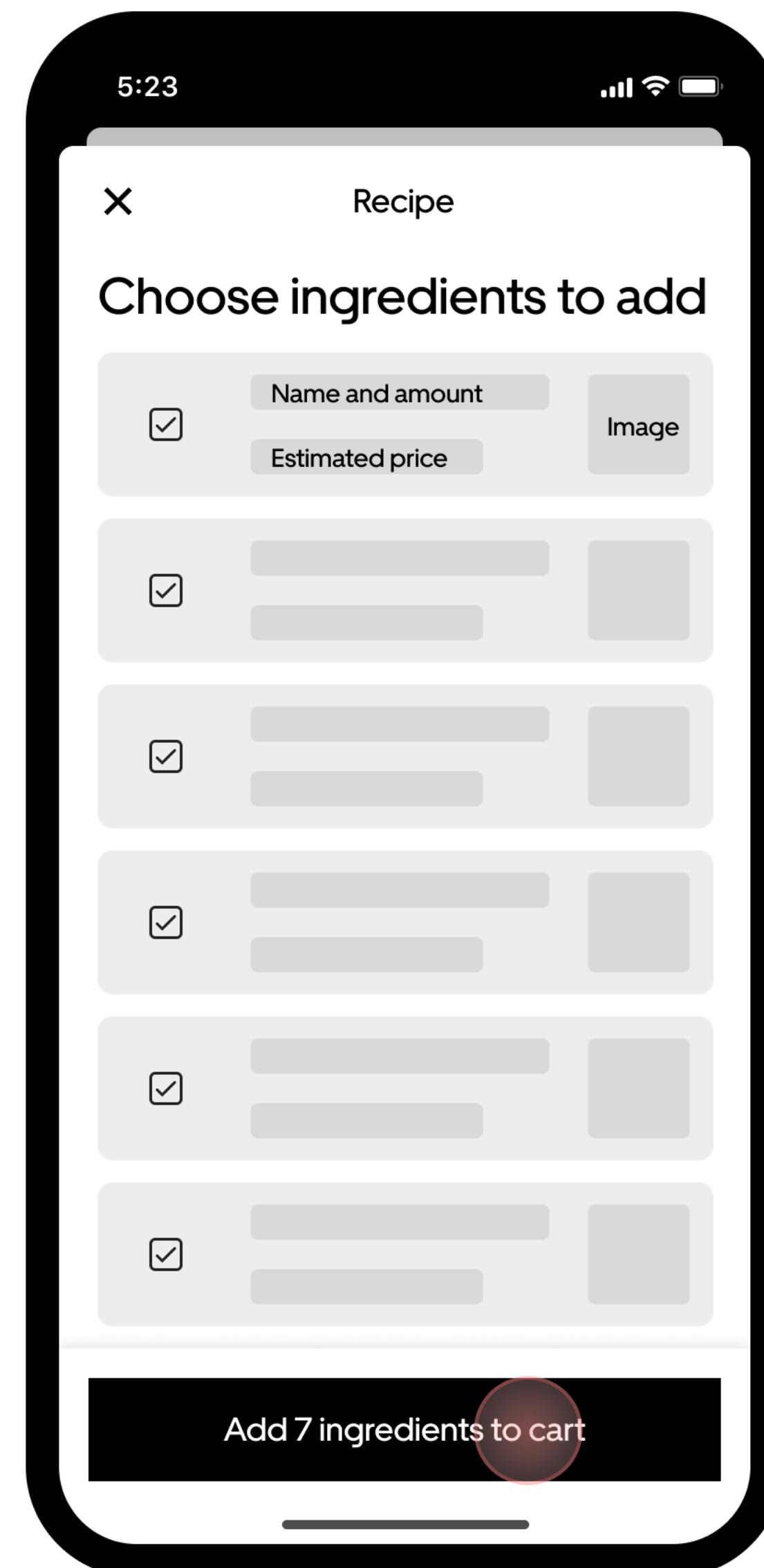


# Add Ingredients

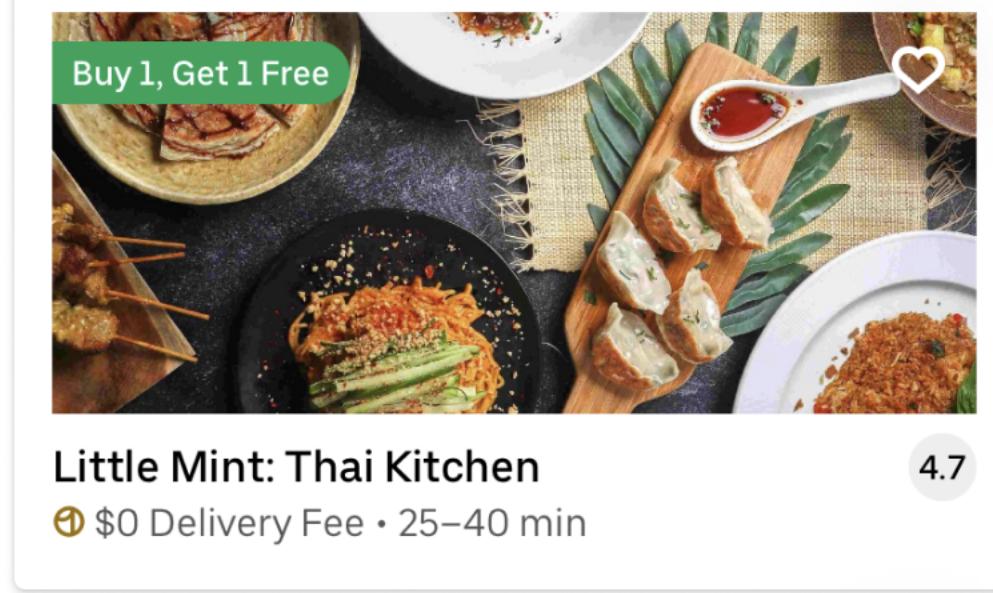
Select what to purchase

# Checkout

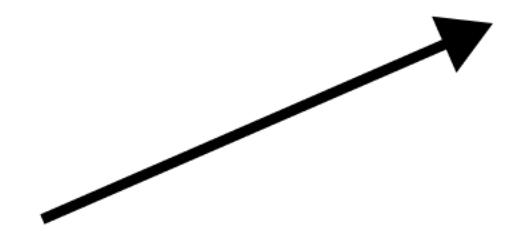
Pick store and checkout



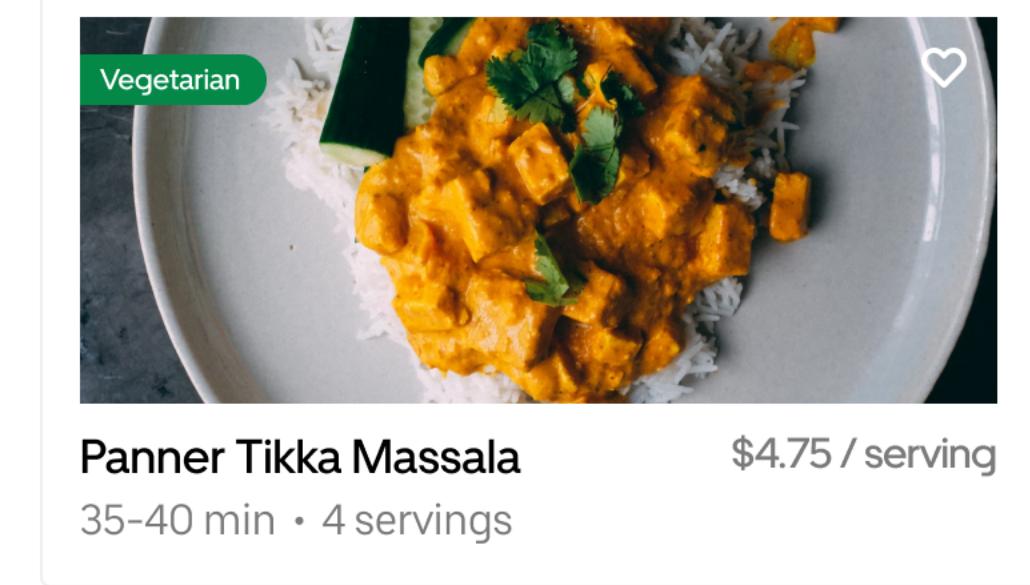
# Recipe + Step Cards



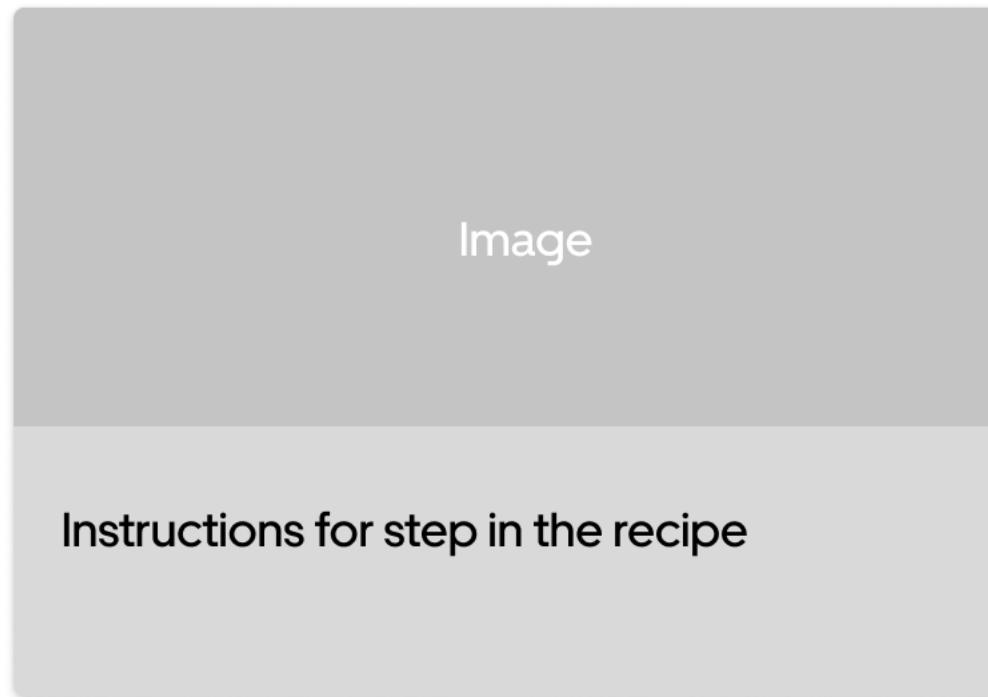
Existing Card



Wireframe



Recipe Card



Wireframe

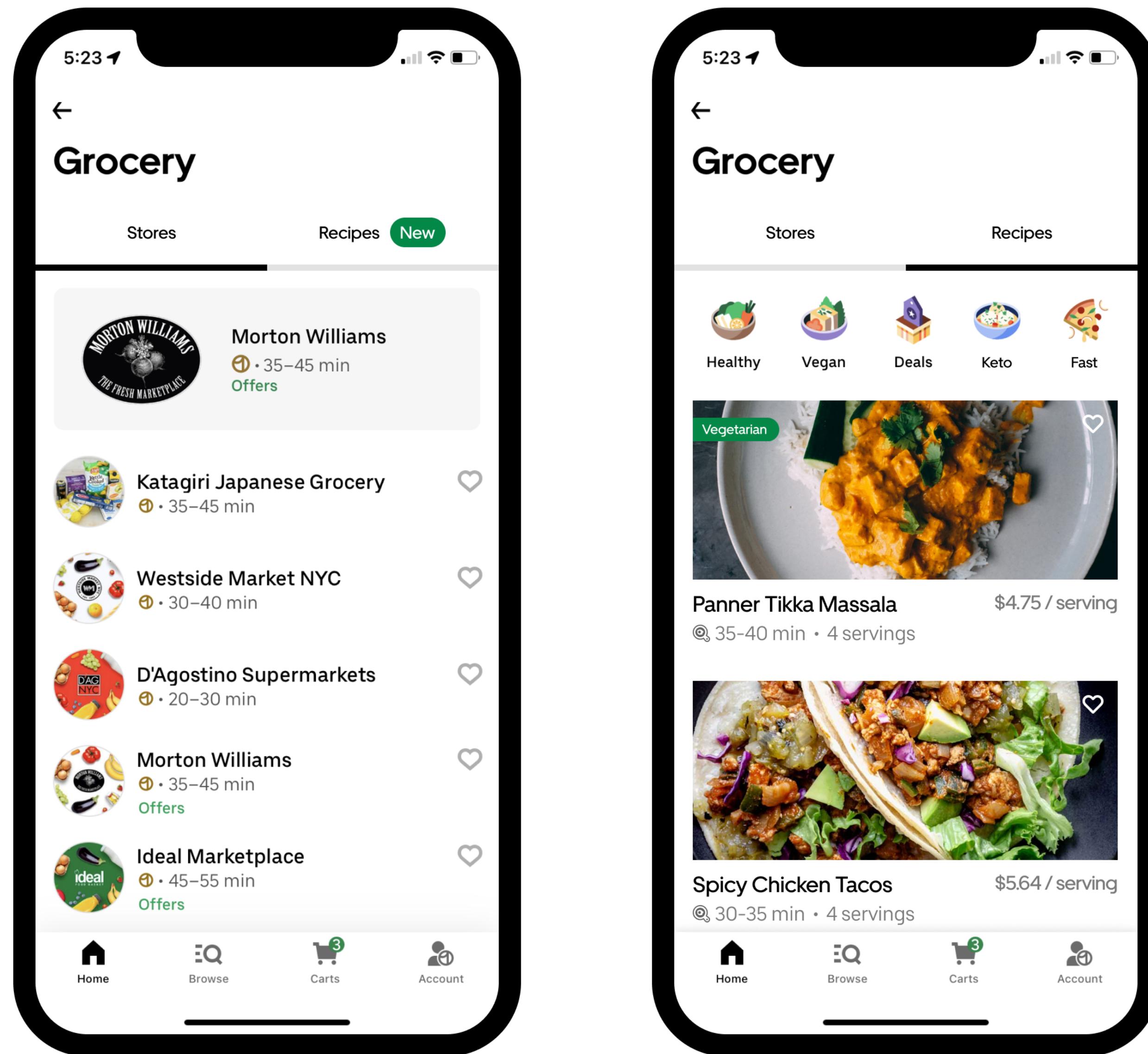


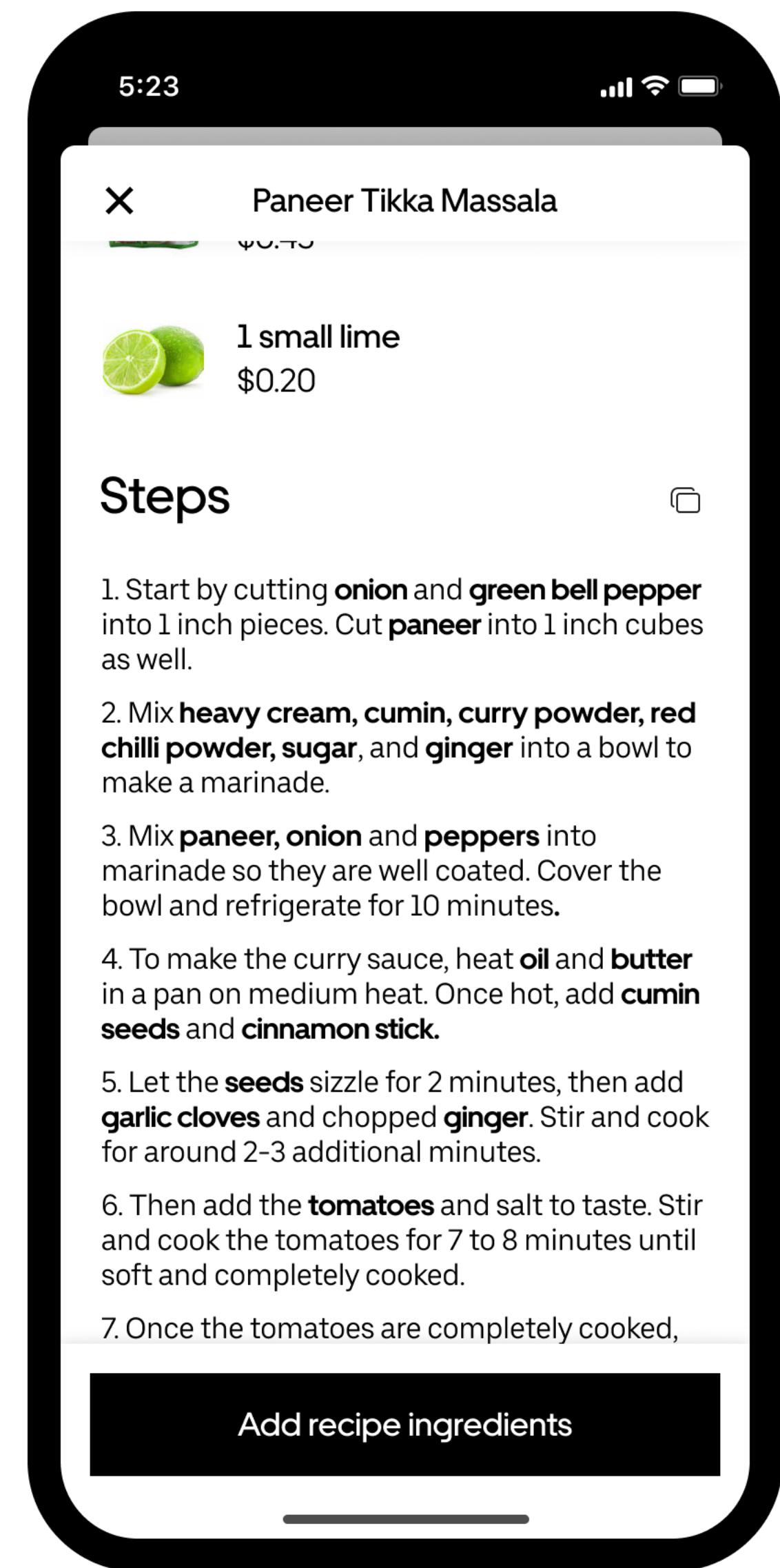
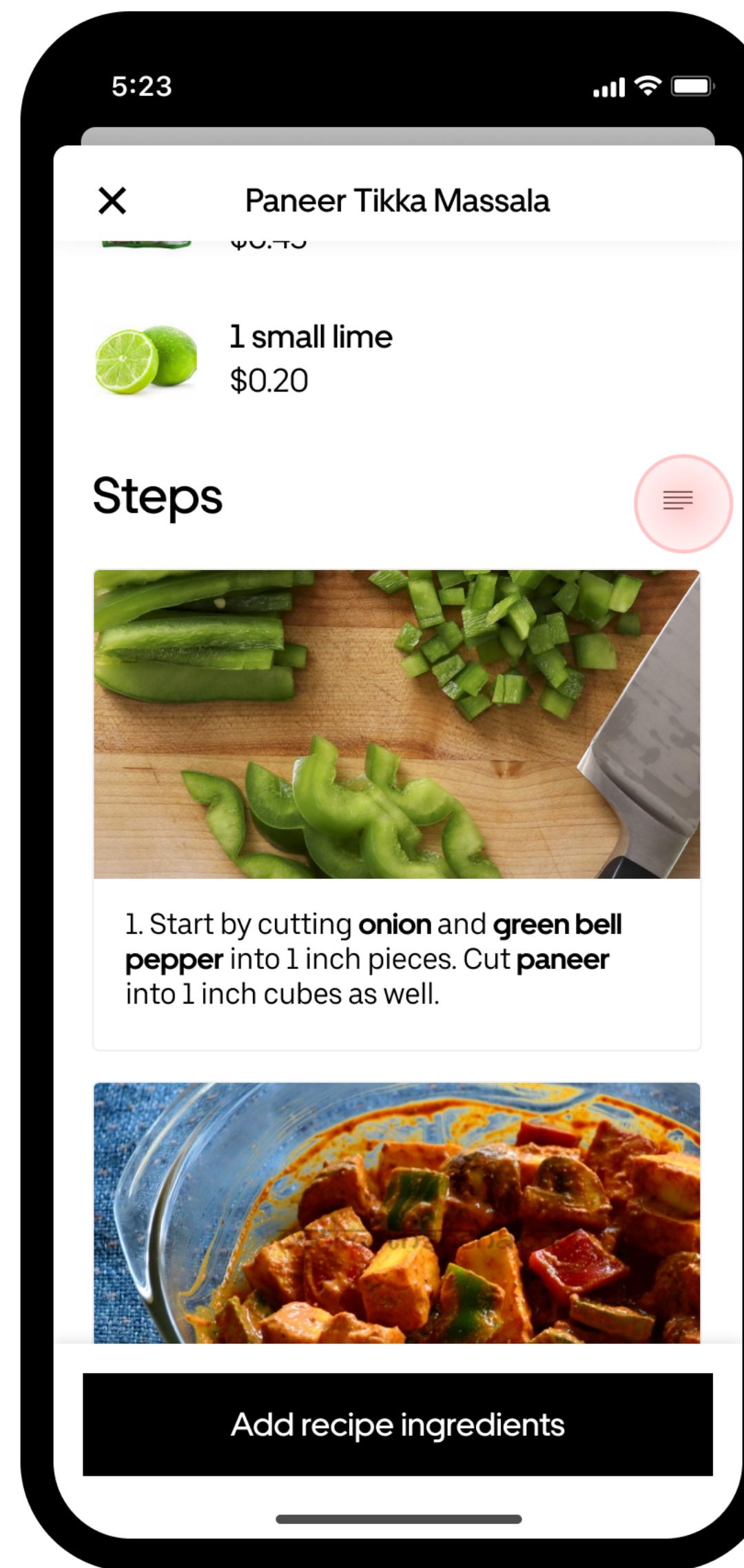
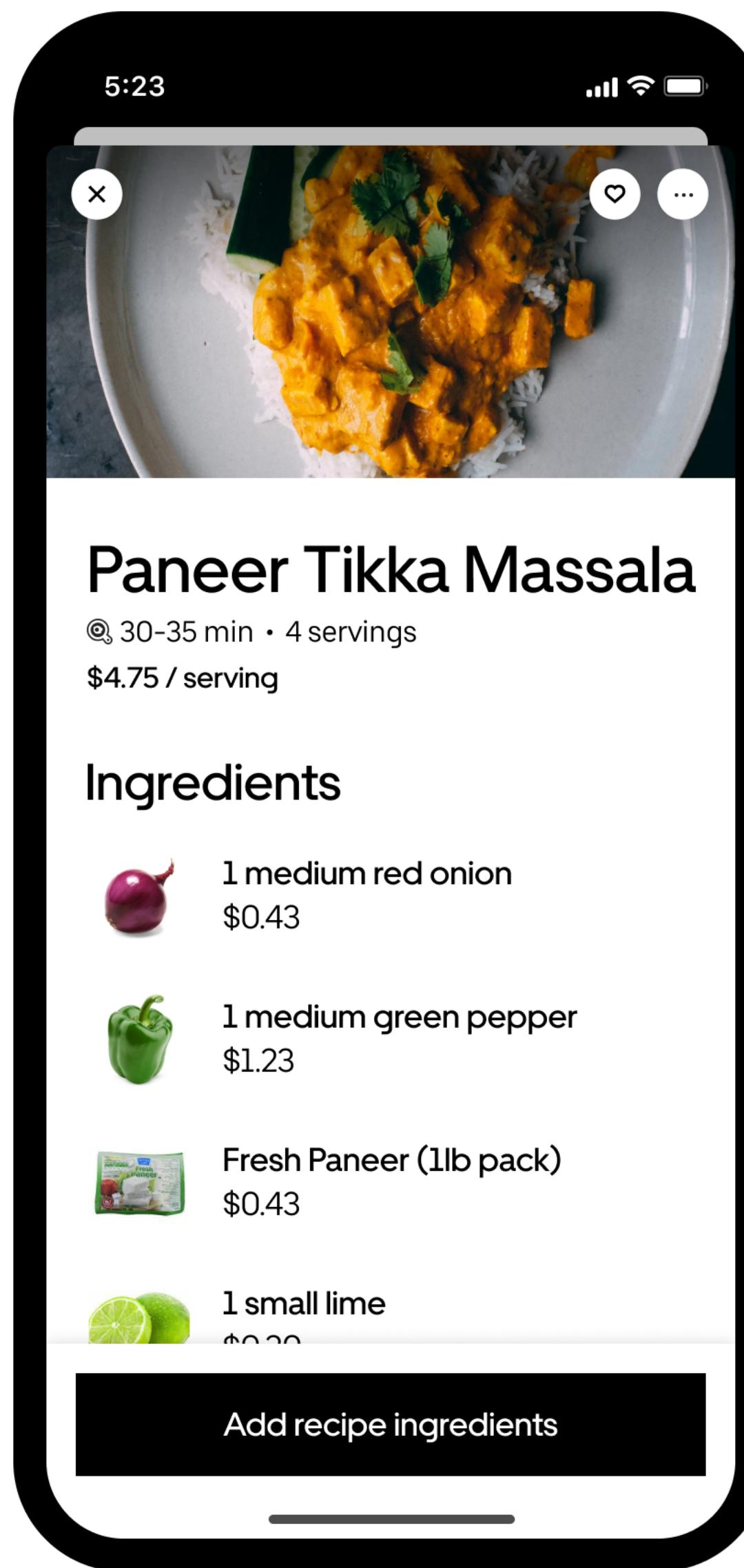
Step Card

High-Fidelity

# Exploring Recipes

Browsing and choosing



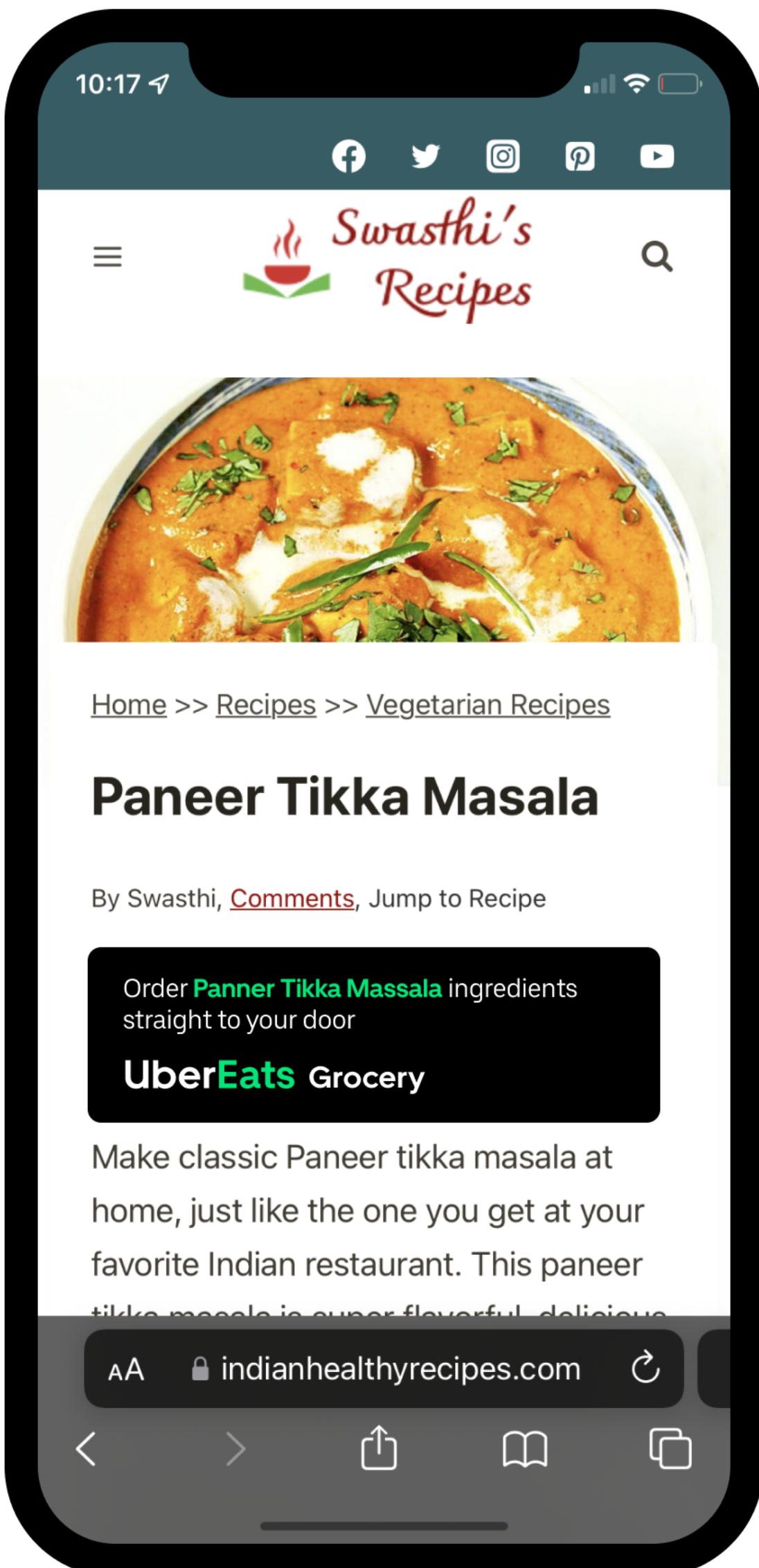


## Additional Opportunities



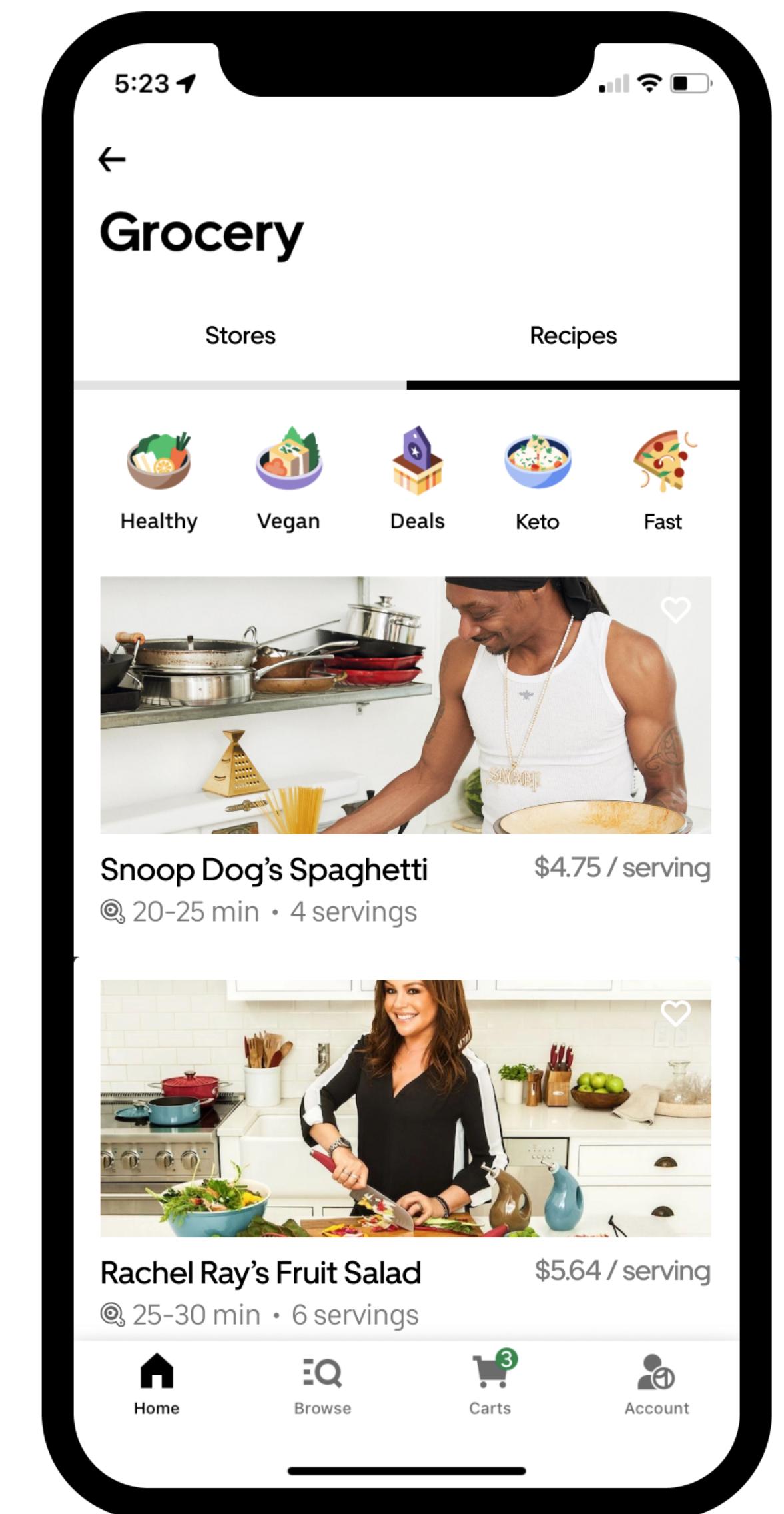
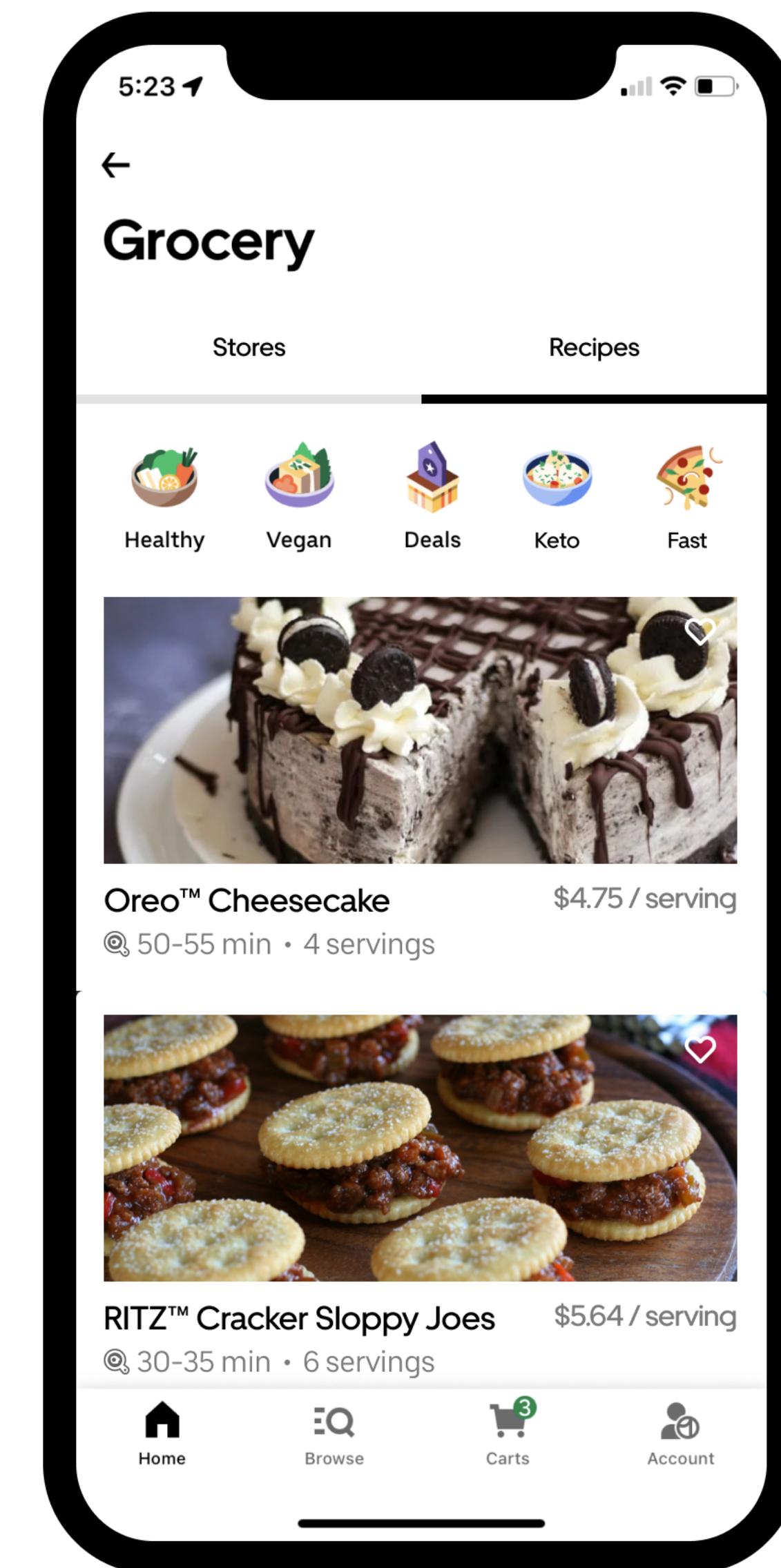
# Quick link from recipe sites

Engagement



# Partner with popular brands and influencers

Awareness



# Oven ready meals and meal kits delivered to your door

Convenience



## Open Questions

- Post delivery cooking experience (recipe)
- Ratings and reviews
- Toggle for organic ingredients
- Allergies

