

Problem Statement

1. Local Food Delivery App for Busy Families:

Imagine you're tasked with building a food delivery app specifically for busy families with young children. What challenges and pain points do these families face when ordering food? Below are the tasks.

FactorMeals



In India, the majority of the families live in a nuclear format and are both working parents. This has given rise to the problem of healthy nutrition for them and their family, i.e. their children. FactorMeals is here to solve this issue for them, by making healthy, cost-effective meals available to them as per their convenience while taking care of nutritional demands.

Assumptions and Goals - App for India, Tier 1 cities

Going into the assumptions, when families with young children will resort to food delivery, below are the basics they would expect:

1. Only targeting tier 1 cities for this problem, where the demand for this service will be higher because of families with working parents and young children.
2. Assuming that there is some sort of this service available, but not organized or on a large scale the learning or culture shift is not too much. Families face this problem and the app will relieve their big pain points.

User Segmentation

As per the Diamond framework, diverging into different segments of the user that can be targeted in tier 1 cities for the food delivery app.

1. Single-Parent Families

- **Characteristics:** One parent managing the household, possibly juggling work and childcare alone.
- **Needs:** Quick and easy meal solutions, affordability, and reliable delivery to accommodate a busy schedule without additional support.

2. Dual-Parent Families

- **Characteristics:** Two parents in the household, potentially with both working.
- **Needs:** Variety in meal choices to cater to different tastes, family-size meal options, and flexible delivery times to fit into varied daily routines.

3. Families with Young Children

- **Characteristics:** Children are toddlers to early school age.
- **Needs:** Kid-friendly menus, nutritious options, smaller portion sizes, and engaging ordering processes that can involve children.

4. Families with Teenagers

- **Characteristics:** Includes one or more adolescent children.
- **Needs:** Larger portion sizes due to greater appetites, more varied cuisines to cater to evolving tastes, and quick delivery to accommodate schedules filled with extracurricular activities.

5. Families with Special Dietary Needs or Health Conscious

- **Characteristics:** Includes members with allergies, specific dietary restrictions (e.g., gluten-free, vegan), or health-related diets.
- **Needs:** Clearly labeled menu items, customizable ingredients, and transparency about food preparation to avoid cross-contamination.

Based on the user segmentation, focusing on Dual-Parent families, Tier 1 cities will mostly have these kinds of families. Also, these Dual-parent families would cover some sub-segments with the different children groups. Based on impact, adoption, and feasibility, this segment will be the quickest to adopt the app, because it would make their lives convenient. If the App is successful in creating that user trust and caters to the needs, the engagement as well as acceptance metrics will be high.

Customer Pain Points

Following the diamond framework, first starting out with an extensive list of problems or pain points that dual-income families would face when it comes to food delivery, especially with young children.

1. **Limited Healthy Options:** Difficulty in finding a variety of healthy, balanced meal options that appeal to both parents and children, compromising on nutritional value due to time constraints.
2. **Inadequate Meal Variety:** Lack of diverse meal options that can cater to the varied taste preferences of both parents and children, making mealtimes less enjoyable.
3. **Time Constraints:** Need for ultra-fast ordering processes, as both parents might be balancing work schedules, making quick meal planning essential.
4. **High Costs:** Increased financial concern due to ordering larger, family-sized meals regularly, which can become a significant expense.
5. **Inconsistent Food Quality:** Challenges in ensuring that the food delivered is consistently high in quality and suitable for young children, affecting meal satisfaction.
6. **Complex Navigation:** The app's interface may be too complicated for quick navigation when both parents are busy or stressed, needing simpler, more efficient usability.
7. **Unclear Menu Descriptions:** Menus often fail to provide detailed information about allergens and ingredients, which is critical for families with dietary needs or preferences.
8. **Portion Size Issues:** Difficulty in finding suitable portion sizes that can satisfactorily feed the entire family, often leading to ordering too much or too little.
9. **Long Delivery Times:** Longer wait times for deliveries can disrupt the family's scheduled meal times, especially problematic during busy weekdays.
10. **Unreliable Service:** Experiencing frequent issues like incorrect orders or cancellations, which disrupts meal planning for the family.
11. **Packaging Concerns:** Packaging that isn't suited for family meals, making it difficult to store, reheat, or serve food directly from the packaging.
12. **Limited Payment Options:** A need for more flexible payment solutions, especially for families who may want to use different payment methods or split costs.
13. **Lack of Repeat/Subscription Ordering:** Absence of convenient features like subscription meal plans or easy repeat orders, which could simplify regular meal scheduling.
14. **Insufficient Customer Support:** Slow or ineffective customer support that does not meet the urgency required by busy dual-parent families.
15. **Lack of Kid-Friendly Features:** Few app features designed to make ordering engaging or suitable for children, missing opportunities to involve kids in choosing their meals.

Figuring out Potential Problem Statements based on the App Stage

Assuming that the FactorMeals App is in the Idea stage and after looking at the various pain points of the dual parent families (chosen as the user segment to focus on in tier 1 cities, as based on demographics and population data, 46% of families are dual income, assuming that majority are in tier 1 cities, Source 1)

Taking into account the App Stage and the User segment being focused on, again converging on the top problem statements that can be handled by the App.

Prioritization based on Opportunity and Pain Points

After listing down the pain points, converging to find the top most pain points that can be addressed by the App.

1. **Limited Healthy Options:** Difficulty in finding a variety of healthy, balanced meal options that appeal to both parents and children, compromising on nutritional value due to time constraints.
2. **High Costs:** Increased financial concern due to ordering larger, family-sized meals regularly, which can become a significant expense.
3. **Inconsistent Food Quality:** Challenges in ensuring that the food delivered is consistently high in quality and suitable for young children, affecting meal satisfaction.
4. **Inadequate Meal Variety:** Lack of diverse meal options that can cater to the varied taste preferences of both parents and children, making mealtimes less enjoyable.
5. **Lack of Repeat/Subscription Ordering:** Absence of convenient features like subscription meal plans or easy repeat orders, which could simplify regular meal scheduling.

Sources

1. Demographic Information: <https://www.flexjobs.com/employer-blog/12-stats-working-families-work/#:~:text=46 percent of families have, that neither career takes priority.>