**Health to Home Experiment – MVP**

**Who** –4 Families who cook meals from scratch but tend to cook the same recipes. They shop in the supermarket for ingredients. They have busy schedules so time is limited

**How**– Selected when shopping, vetted to ensure they meet our criteria

They all live within close proximity to each other for delivery purposes

**Initial Requirements** – Build a Profile – Capture info on their current eating and shopping habits. What they like to eat, any allergies, any dislikes, preferred supermarket, weekly budget, available cooking timescales (includes prep & cooking times)

**Their Commitment**

* Take part for 4 weeks
* Provide daily feedback on recipes and experience
* Send photos of meals once plated

**Our Commitment**

* Locate quick Healthy recipes which fit with their profile (include options with existing ingredients or new options to try)
* Send weekly plan – Ask them to confirm selection
* Provide them with a shopping list
* Ask them to confirm the ingredients they require
* Agree a delivery date and time
* Shop for them
* Delivery on the agreed date & time
* Payment on Delivery

**Success Criteria**

3 out of the 4 families gave feedback saying:

* It saved them time shopping
* It saved time cooking
* Recipes were healthy and tasty – Would cook them again
* Would pay for this service
* Would recommend to friends and family