CookPad

1 - Problem Definition

- Individuals often have ingredients leftover in their fridge; they are looking for ways to use these ingredients in new recipes and dishes before they go bad.

Value

- Access to all segment of customers (Independent Professionals).

- Creating a better community for users who want to learn new ways to cook.

Goals

- 1,000 users in 3 months

- Provide fluid performance on the app

- Minimize Cost of Customer Acquisition and Maximize Active User Base (increase in the margin between the two)

Prototype

3 - Marketing Strategies

Persona

Freelance Minimalist (Low Budget, High Time, Vegan)

Savannah is a minimalist living on the edge of town. She strives to stay in tune with nature and herself as much as possible while still living in the city. She lives in a tiny studio and makes just enough money to pay rent and buy food with her minimalist blog and instagram page. She likes to be present and enjoy every activity she takes part in, including cooking and eating vegan foods. She is always looking for new recipes she can make (slowly) and post on her instagram for more likes.

Needs
- To find more vegan recipes to make and take pictures of for her instagram in order to support herself financially.

Wants
- To be present while prepping and making food.

Desires
- To create as many variations of food with as little ingredients as possible (minimalist that she is).

Savannah

Freelance Minimalist

Knowledge

Self-knowledge
Law
Herbalism
Aromatherapy

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Activities and Interests
- Minimalism, veganism, animals, activism, spirituality, consciousness, balance, self-actualization, herbalism.

Influences
Culture **Nature**
News Spirituality

Student (Low Budget, Low Time, Omnivore)

Sally is a University student and also working part-time. She has to cook by herself because she's living alone in a different country. This takes up a lot of her time and she is not able to focus on her other obligations. She sometimes ends-up ordering food online and spends a lot of money even though she has food and various other ingredients left over in her fridge.

Needs
- To save time for other work and quickly decide what food can be made from existing ingredients.

Wants
- To avoid wasting food and avoid spending money on junk food.

Desires
- To cook new food recipes every day (not always eat the same meal) and have more variety in life.

Sally

University Student

Knowledge
UX Design
Java Developer
Information Tech
C#,C++,C,.Net

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Activities and Interests
- Reading books, Netflix, Spending time with family. Music, animals.

Influences
Culture **Courses**
Family Gordon Ramsay

Busy Professional (High Budget, Low Time, Omnivore)

Sam is the president of a large and successful corporation. He has acquired a lot of resources throughout his time in the workplace, and built his company from the ground-up; however, all of this has been stressful for him, and he has developed a heart problem. He has no time for family, nor to make food; most of his meals are eaten at fancy restaurants with other professionals while travelling for work. He doesn't always have control over the restaurants he goes to, but his doctors have told him he needs to try and eat healthier meals and to try to cook more at home.

Needs
- To make more healthy meals at home to support his cardiovascular health issues.

Wants
- To find more recipes to cook with the ingredients he has in his fridge.

Desires
- To still be able to enjoy food despite his health issues.

Sam

Company President

Knowledge
Leadership
Training
Stock Market
Programming

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Activities and Interests
- Self-learning, Self-growth, Leadership, Seminars, Startups, Active Lifestyle, Sports, Health, Fitness, Travel.

Influences
Money **TED Talks**
Seminars Cardiovascular Health

Research

Research about other websites and applications out there

- Limited Content
- Vague Description
- Unorganized search results
- Poor rating system
- Tedious Application Interface

What do customers want?

- Categorized Content

- Star rating system

- Comment Section

- News Feed

- Community

- Ingredient database to give proper insights to customer

Customer Journey Mapping

Highest Accessibility to customer

- Radio

- Social Media (Facebook, Twitter, YouTube)

- News Paper

- Other Famous application

- Ads

- Website

Using popular trends attract more users on the website.

Seamless Website application Design Provides:

- On-screen tips for new users

- Community Page for posting Question and Answers

- Personalize your content

- Responsive Design

- Easy to use Search Feature

Re-marketing Strategies

- Ask the customer for receiving updates on their email

- If customer leaves provide updates over email

Metrics

Goals and Objectives

- 1,000 users in 3 months

- Create Community base for user

- Provide seamless user experience

- Focus and attract big crowd using different advertising methods

Data Collections

- We collected data from different websites and applications(e.g. Facebook, Twitter, YouTube, Play Store, Apple Store)

- By analyzing user activity on different websites, engage them with our ads

- Analyzing user heat maps provided their daily activity on different websites and application.

Strategy Plans

Stakeholders

- Investors
- Company

Product

- Website application
- Freemium Package

Download Location

- Main Website

Budget Plan

- Initial Advertising Budget: $200,000
- App Development cost: $50,000
- User base Survey Research: $250,000
- 3rd party API integration: $50,000
- Total budget $550,000

Communication between user and support

- Community Page will be used as a medium to contact with support
- Certain Forums will be created to solve user problems

- Providing a correct solution will give rank up the ability to users

- when the issue has been solved, forums can be closed by the user

Content Creation

- User can Create their Own Recipe Pages

- Also, they can create their own cooking video and upload it on the website.

- Other users can comment on the recipes posted by someone and rate them.

- User can create their own Forum pages for any queries.

Schedule

Microsoft Project is used for efficient scheduling method.

Required Key Assets

- Website

- Video

- Social schedules

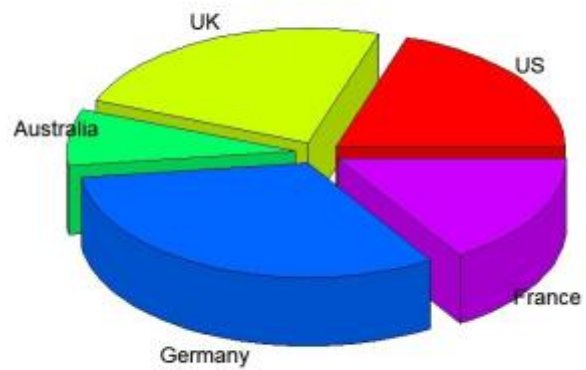**The development team** will be responsible for the website.

Content creation team will be responsible for video contents.

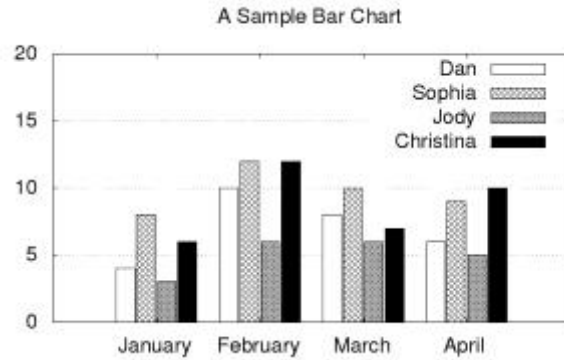**The marketing team** will be responsible for social schedules.

Evaluation Criteria

Pie Chart of Countries

4 - Pie charts

A Sample Bar Chart

5 - Bar charts

Insights

Based on the analysis of results 7 out of the 10 people are going through decision -making problem for cooking.

And all these people use Youtube or other websites and application to find recipes but left unsatisfied even after.

Opportunities and Gaps

- New Community based app will attract more users

- New cook pad function will attract more users

- News Feed page will keep the user activity alive on the website for a longer time

- High Startup Cost

- Attracting high crowd of a user in the initial phase will be challenging.

To Overcome these Gaps

- To balance the high initial cost, we will show ads on News Feed page to make profit

- To attract high numbers of users, we will do advertisements and promotions on social websites

- Also creating events will attract more customers.

New Features

- News Feed
- Cook Pad (Find recipe feature)
- Surprise me!
- Collaboration with Grocer