**Why we took this project?**

There are a lot of meal kit production companies serving to a lot of people, however after taking few interviews with general public ordering meal kits on daily basis, some of them argued that they don’t even know the source of foods they are consuming. While most of them answered that consuming healthy and organic food is very important to them and they are also ready to pay some extra if they get guaranteed organic and fresh foods. Furthermore, having interaction with already existing meal kit production companies, we came up with the conclusion that they are heavily dependent on the suppliers for ingredients and that is very difficult for them in achieving the targets because of the delays caused by suppliers.

So, we came up with an idea of “CookFresh” – an organic food production company, which produces its own food and serve the customers with freshly grown fruits and vegetables. Along with that there are many new innovations we added to our project in order to keep the customers satisfied as well as Production Company in profit.

What is Different in **“CookFresh”**?

There have been many food production companies since the pandemic and what makes our plan revolutionary, innovative and advanced is our idea of growing food in an organic greenhouse throughout the year to support the production warehouse and embracing the technology that supports modern agriculture promoting sustainability.

Not only that, but instead of having fixed recipes for meal-kits, now customers will be able to modify or make their own recipe. We will do this by providing customers with the list of ingredients available at our facility and also we’ll allow them to select the quantity they want. Moreover, they’ll be given suggestions based on the selection of one ingredient. For example: if customer selected bread, he’ll be given suggestions based on what best goes with bread like peanut butter, cheese, tomatoes etc.

**Communication techniques that we used and how did we use design thinking framework?**

As the stakeholders for our project is divided into various categories and they are in large amount, so the main communication technique we used is interviewing. As each member of our group was working in similar company, we interviewed a large chunk of people managing the company as well as the users of the product.

Empathy Phase: Firstly we found out the users of our product, we came up with different categories of users for example: General public, production companies, local markets etc. Then, after communication with every categories of users/stakeholders we realized about their problems and difficulties they faced and addressing their needs became our priority.

Define phase: After knowing the problem, we started thinking about the actual needs of the customers. We came up with very basic needs the customers were looking for. They were: guaranteed healthy and organic food with good quality. However, thinking from production’s side this basic need requires a lot of workforce and maintenance. So slowly we started ideating some solution regarding this.

Ideation Phase: While thinking about the problem, we came up with a solution of “organic farming”. So we decided to establish a production company in which there is a farming facility, food production unit – which will make meal kits, an inventory – for storage, a shipping department, and comfortable rest area for employees with a cafeteria.

Prototyping Phase: After ideating the solution, we designed a prototype of our end product which was a food production unit as well as a mobile application, through which customers will be able to communicate with the food production company. Based on the user’s feedbacks, we made several versions of prototype before finalizing the latest one – which is shown in appendix below.

Testing Phase: During the last phase of design thinking, we interviewed many people to test our final deliverable and during this phase we came to know that we were successful in addressing all the needs of the customers as well as the company also benefited with this project. Actually interviewing was the main communication technique for this project, so we often conducted various interviews during all 5 phases.

**What questions we asked during interviews and what responses we got?**

We conducted interviews among two groups:

* Customers

Q1. How often you order meal-kits or ready to eat foods?

* Usually we work 5 days a week, so we order meal kits on regular basis as it saves a lot of cooking time and also reduces the need of purchasing grocery.

Q2. Do you feel anything wrong with the idea of meal kits?

* Meal-kits are very helpful for me, however after the pandemic me and my family are very much concerned about our food intake. Eating healthy and nutritious food is our main focus and with available meal kit delivery system, we are a bit concerned about the source of food as we don’t know from where and how the things are prepared that we eat.

Q3. When you order your recipe, are you satisfied with the available options for different recipes?

* This is always my suggestion after ordering every order to let customer make their own kits, I am person who like green veggies more in every recipe, but they give fix amount of that. So no, I am not satisfied with options as I believe the amount I pay for a recipe is not worth if at the end I end up being unsatisfied.

Q4. Would you pay extra if you are provided the option to make your own meal kit by selecting the ingredients of your choice?

* Certainly I would pay extra amount for such feature as it would be very beneficial for me as well as others who are very particular with their choice of food.
* Production Companies

Q1. How difficult is for you to manage the production and storage of food products?

* It requires a lot of workforce, tools, technology and a proper spacious environment to maintain the production unit. It is very challenging task for us to manage the facility.

Q2. How the pandemic does affected your business?

* After the pandemic, we loss huge number of customers as they are becoming more cautious regarding health issues so they don’t prefer to consume anything which is not homemade.

Q3. What challenges you face regarding the supply of food items?

* We are collaborating with other food production companies for the food ingredients that we use in our meal kits and ready to eat. The major challenge we face is regarding the time as many times there are major delays for supply and that makes our business difficult.