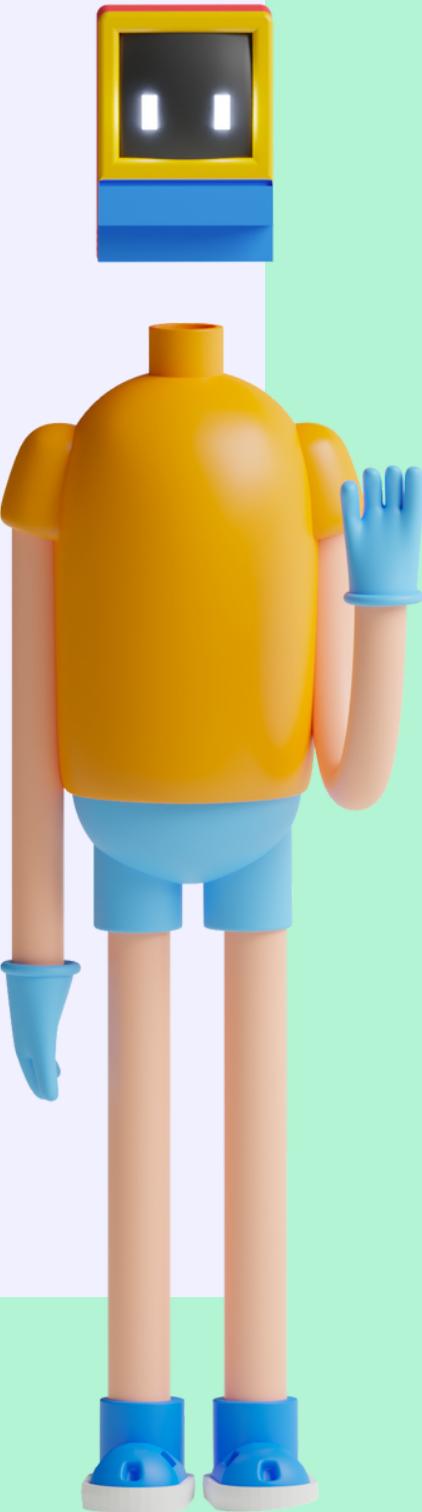


# Green Box

We Deliver. We Teach.

By Carlos Leonardo Emanuele





# Updated Elevator Pitch

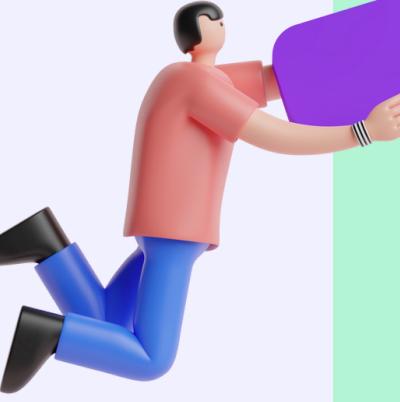
Our service is for a **student demographic** and is trying to help young adults **create sustainable eating habits**.

Green Box is a **delivery based service** and mobile application where the main benefit is to **teach about sustainability while providing affordable, quality, and sustainable groceries**.

Unlike services like Home Chef or Planty we aim to teach the user **how to be sustainable instead of just delivering food**.

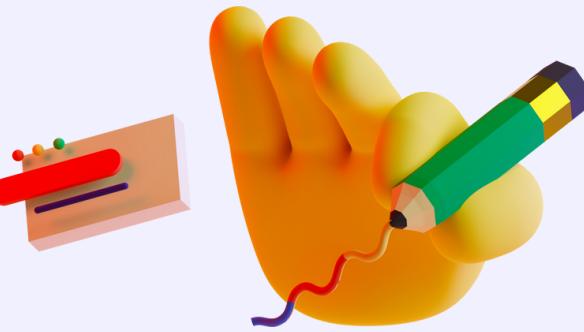
How do we do that? We provide **small lessons about important cuisine topics** such as nutrition, and responsibly & sustainably sourced food. In exchange we **reward our users who successfully complete these lessons** with coupons, discounts, and benefits when ordering from us.

# Interview Summary Conclusions



- “Do you value sustainable food?” I asked one of my interviewees. “Not much because I eat meat, which I know is not sustainable. But it's tasty and healthy. I will still eat meat.” He refuses to change, but admits he is wrong.
- Because most students are on a tight budget, price is a major factor in their decision-making process. For example, “meat is very expensive,” so some students abstain from eating it.
- Convenience is a major factor in university students' decisions about sustainable food options. Most participants were not looking for sustainable options, they just bought what they needed or wanted. If they made sustainable food choices, it was just a coincidence or by-product of the fact that they need to buy food to eat.
- Some students are limited in their options. They would like to buy sustainable but the availability of sustainable food is often very limited.

# User Needs



Student need/goal	Your ideas on how to successfully communicate (solutions/ rewards)
Price of food too expensive	Find cheap alternatives on local markets. Suggest purchasing better quality in smaller quantities (provide discount coupons for sustainable food shops).
Convenience (just buying whatever)	Provide more information in regards to the positive impact for eating sustainable. Gamify learning how to eat sustainable in an app (in exchange you earn discount coupons!)
Lack of options	An app to find all available sustainable options in your area. Items delivery.
Status-quo bias/unwillingness to change	50% off on orders of more than £20 for first timers. Removing friction in that transition to break the status-quo.

# Old Personas & User Journeys...



# Average Joe



Age	22
Work	Part Time Cashier
Family	Girlfriend
Location	Bristol
Character	Vegan
Salary	£720

“ I just want to take it easy and try to figure out who I am in this world

## Personality

Easy Going

Impulsive

Honest

Independent

## Bio

Sam is the usual university student that just wants to take it easy everyday, but sometimes can't while he balances all aspects of his life. He wants to keep hanging out with his friends but sometimes he can't because he might be busy doing chores, working in his part time job, or studying for his Computer science degree.

While he doesn't seem interested in cooking that much he still enjoys the process, because as a vegan he tries to go the extra mile to make nutritious and tasty food.

## Core goals

- Figure out what he wants to do professionally in the future
- Make long lasting relationships in the university
- Save up money to buy a new car

## Frustrations

- Having to cook food for himself everyday
- Buying food that might be too expensive for him
- He lacks convenience of getting food while balancing his student/professional life

## Brands & Influencers



## Motivation

Having Time



Friends



Education



Money

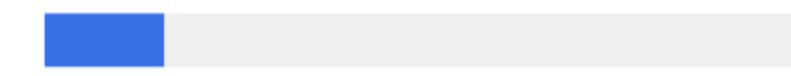


Leisure Activities



## Preferred Media

Normal Television



Apps



Paper Based



Websites



Games



# User Journey Average Joe

	Need	Research	Find	Review Options	Trial	Stick to it
Happy						
Neutral						
Unhappy						
Steps	<ul style="list-style-type: none"> <li>Convenience on the day to day so he can focus on his university experience</li> </ul>	<ul style="list-style-type: none"> <li>Research easy to make vegan food that is tasty Try to balance his professional and student life with time management apps</li> </ul>	<ul style="list-style-type: none"> <li>Finds recipes online that work for his vegan diet and are quick to make. But they are not very sustainable, but that isn't really an issue for him</li> </ul>	<ul style="list-style-type: none"> <li>Find a service that is cheap and has vegan options, maybe even gamified. It also is sustainable so it makes him feel more ethical even if its not the main focus</li> </ul>	<ul style="list-style-type: none"> <li>Receives the box and the experience of not having to think about what to cook is great He only has to think about getting the boxes once a week and that's all</li> </ul>	<ul style="list-style-type: none"> <li>Can focus on the other aspects of life and not worry about being sustainable or having to waste too much money on food.</li> </ul>
Expectations	<ul style="list-style-type: none"> <li>Have time for friends and eat nice vegan food</li> </ul>	<ul style="list-style-type: none"> <li>Have no stress on his day to day</li> </ul>	<ul style="list-style-type: none"> <li>Having amazing vegan food everyday without much effort</li> </ul>	<ul style="list-style-type: none"> <li>Saves money and time</li> </ul>	<ul style="list-style-type: none"> <li>Convenient</li> <li>Easy to use</li> <li>Cheap</li> </ul>	

# Uninterested Becky



Age	20
Work	Student
Family	Single
Location	Bristol
Character	Stubborn
Salary	£400 allowance

“ I just want to take it easy and try to figure out who I am in this world

## Personality

Sociable      Impulsive  
Friendly      Determined

## Bio

I'm Becky, a first-year business management student at Bristol University. With a full-on workload in my spare time, I like to relax by listening to music or just going out with my friends. I don't really like spending too much effort on what I eat.

Have tried some healthy apps before but I just prefer buying what is tasty and that's it. I also prefer buying brand name products because I find them better for me.

## Core goals

- Spends more of her time balancing university life
- Eat a tasty and balanced diet with minimum effort in my day to day
- Enjoy social life while at university

## Frustrations

- Effort needed to cook interesting things
- Previous experiences were just expensive

## Brands & Influencers



## Motivation

Having Time

Friends

Education

Money

Leisure Activities

## Preferred Media

Normal Television

Apps

Paper Based

Websites

Games

# User Journey Uninterested Becky

	Need	Research	Find	Install	Initial Use	Outcome
Happy						
Neutral						
Unhappy						
Steps	<ul style="list-style-type: none"> <li>Not thinking about needing to change her approach but is curious</li> <li>Confused about what type of commitment will be needed</li> </ul>	<ul style="list-style-type: none"> <li>Lots of opposing reviews</li> </ul>	<ul style="list-style-type: none"> <li>Checking the options in the categories they need on the app store</li> <li>Finds what she thinks she needs from online articles</li> </ul>	<ul style="list-style-type: none"> <li>Installs the app</li> <li>Opens the app and logs in</li> </ul>	<ul style="list-style-type: none"> <li>Uses the app and gives feedback for using it on app store</li> </ul>	<ul style="list-style-type: none"> <li>The app has great selection of recipes</li> <li>The recipes are great but don't have the time or patience to keep using the app</li> </ul>
Expectations	<ul style="list-style-type: none"> <li>Doesn't think she has a need for such an app but is interested to see what is available after hearing more about the topic</li> </ul>	<ul style="list-style-type: none"> <li>To find lots of preaching services that need commitment to expensive subscriptions and extras like ingredients</li> </ul>	<ul style="list-style-type: none"> <li>To read some preaching biased reviews</li> </ul>	<ul style="list-style-type: none"> <li>To install the app and have to provide lots of personal information</li> </ul>	<ul style="list-style-type: none"> <li>To have a selection of limited recipes like she usually sees in other apps</li> </ul>	<ul style="list-style-type: none"> <li>The service may be fun but doesn't keep her attention after the novelty wears off</li> </ul>

# Sustainable Sam



Age	34
Work	Engineer
Family	Single
Location	Manchester, UK
Character	Healthy Eater
Salary	£2.800

“ You are what you eat, that's why I eat responsibly and sustainably

## Personality

Emphatic

Busy

Researched

Fit

## Bio

I am Sam, an engineer from Manchester doing a masters degree in nutrition. I really like the idea of eating sustainable food. My family is from the countryside and I've been in touch with nature and crops my whole life. The only problem is that working as an engineer and studying can become very time consuming. But nonetheless I will always prioritize the quality of my food and where it comes from.

Ideally I would like to buy some meal preps ready to heat and eat, or a box where I can find all of the ingredients required for a balanced diet of mine!

## Core goals

- Eat sustainably sourced food
- Help local farmers, butchers, etc. by eating locally
- Convenience finding food/eating meal preps.

## Frustrations

- Unsustainably sourced food
- Lack of time due to work + masters degree
- It's inconvenient to buy entirely sustainable food due to lack of options

## Brands & Influencers



## Motivation

Reduce his emissions



Health



Help his community



Save time



Eat balanced meals



## Preferred Media

Normal Television



Apps



Paper Based



Websites



Games



# User Journey Sustainable Sam

	Need	Research	Find	Review Options	Trial	Stick to it
Happy						
Neutral						
Unhappy						
Steps	<ul style="list-style-type: none"> <li>Need sustainably sourced food to eat everyday.</li> </ul>	<ul style="list-style-type: none"> <li>Google's for options.</li> <li>Try to find a website or app which can help his need of finding locally sustainable sourced food.</li> <li>Actually hard to find a variety of options that</li> </ul>	<ul style="list-style-type: none"> <li>Finds two or three which look interesting.</li> <li>Meal plans exist but many do not specify if the food is sustainably sourced so those get discarded</li> </ul>	<ul style="list-style-type: none"> <li>One options stands out with meal plans ready to eat and boxes containing 100% sustainable food ready to cook.</li> </ul>	<ul style="list-style-type: none"> <li>Order a box of fresh meats, carbs and veggies, with meals ready to cook just by following a recipe.</li> <li>Everything goes super fast and smooth. Ordered ready to heat and eat plates when I dont have time to cook.</li> </ul>	<ul style="list-style-type: none"> <li>More than happy when trialling this app/website. I have my food requirements sorted and will continue to be a happy client.</li> </ul>
Expectations	<ul style="list-style-type: none"> <li>Nutritious and balanced</li> </ul>	<ul style="list-style-type: none"> <li>Quick and easy to find</li> </ul>	<ul style="list-style-type: none"> <li>Gather a bunch of options</li> </ul>	<ul style="list-style-type: none"> <li>Pick the best of all the options</li> </ul>	<ul style="list-style-type: none"> <li>Easy to use</li> <li>Great UX and UI</li> <li>Time saver and efficient while having 100% healthy sustainable food</li> </ul>	



**New Persona &  
User Journey...**

# Nutritional Tina



Healthy      Passionate      Good Cook      Smart

## Goals

- Get a weekly rolling subscription of pre-selected sustainable ingredients.
- Eat balanced food with good nutritional value.
- Find cheap yet quality food.
- Find healthy ingredients with ease.

## Frustrations

- Consuming non-responsibly sourced food.
- Better quality food is more expensive.
- Food with poor nutritional value.
- Too much time in the grocery shop.

## Bio

Nutritional Tina is a **third year student** in a computer science major. She follows a lot of health and **nutrition influencers** on her **social media**. She looks for **healthy** and **easy-to-follow** recipes on her social media as well.

When it comes to buying food, her main struggle is price since "better quality food is more expensive." So, it can get **very expensive** to buy **organic, sustainable, and responsibly sourced**.

She wants to be able to carry a **sustainable diet** that is **not too expensive** and is **nutritionally complete**. She also values convenience when it comes to shopping for groceries and the **more efficient** she gets her groceries, the better.

Age: 22

Work: Student

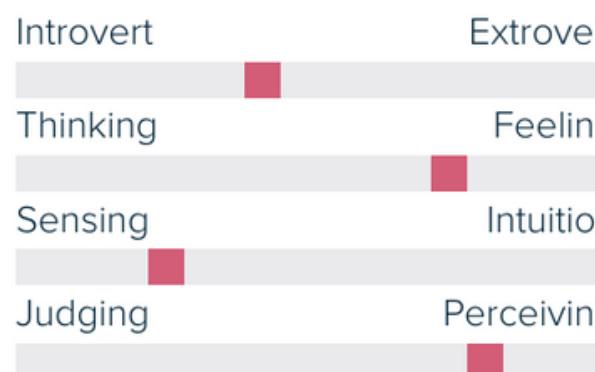
Family: Married

Location: Cambridge, England

Character: Healthy Eater

Monthly Allowance: £800

## Personality

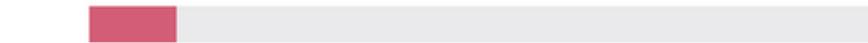


## Motivations

Health



Fear



Personal Growth



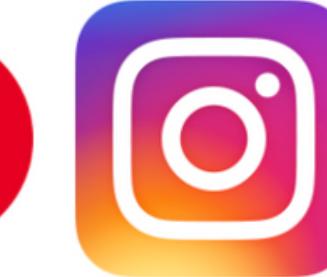
Money-Saving



Environment

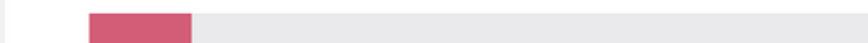


## Brands



## Preferred Channels

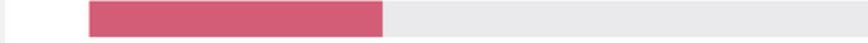
Traditional Ads



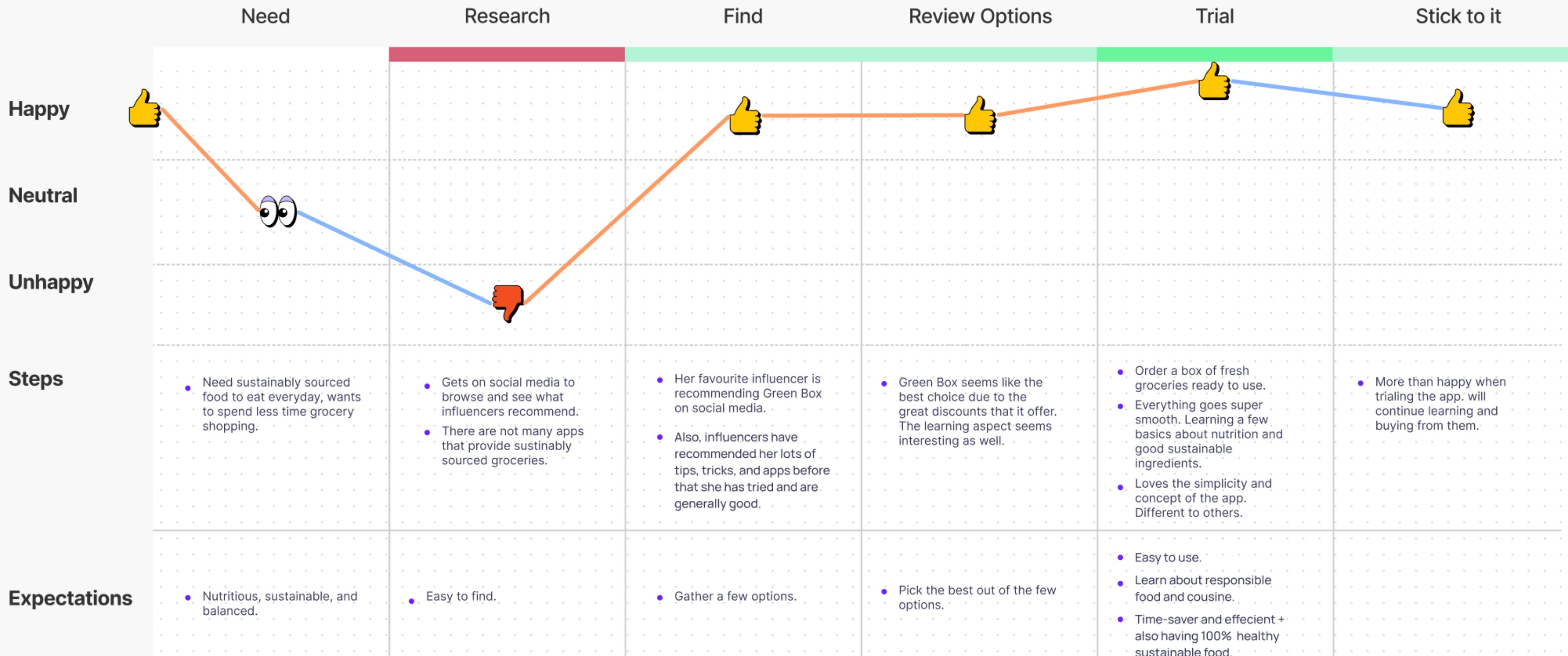
Online & Social Media



Referral



# Nutritional Tina User Journey Map

# Design Decisions

Learning & Delivery App

## 60-30-10 Colour Palette



## Heading and subheadings:

**Open Sans Bold**

**Open Sans Extra Bold**

## Body:

Open Sans

Open Sans Light

(Used different variations of Open Sans because it is among the top 5 UI fonts for website & mobile apps).

- Gamified Learning
- Minimal Approach
- Aesthetic
- Friendly UI

← Added illustrations library to achieve this.



# Design Decisions

Adobe Color

CREATE

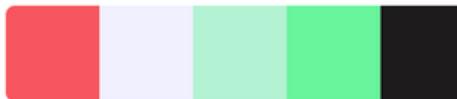
EXPLORE

TRENDS

LIBRARIES

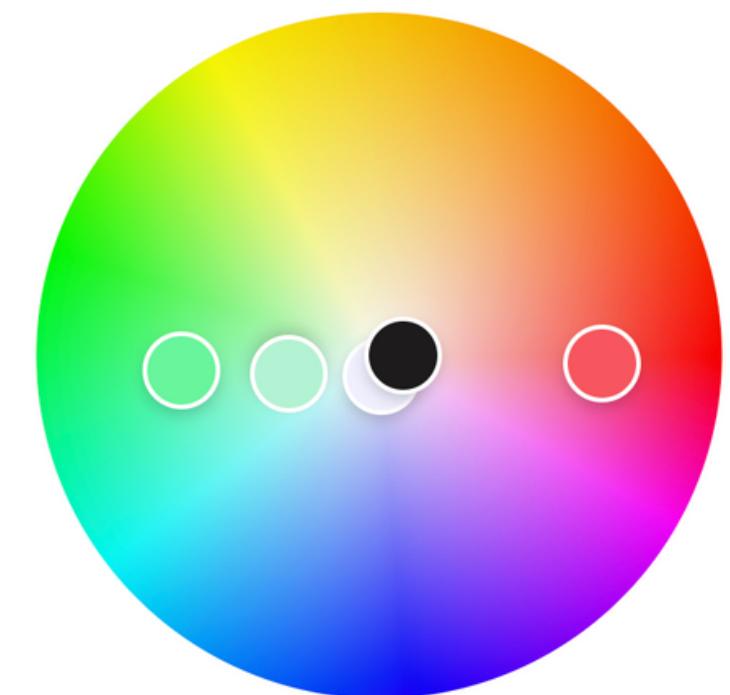
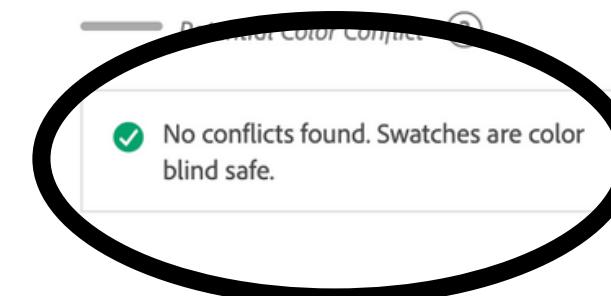


Color Wheel Extract Theme Extract Gradient Accessibility Tools New



Tools

Color Blind Safe ?

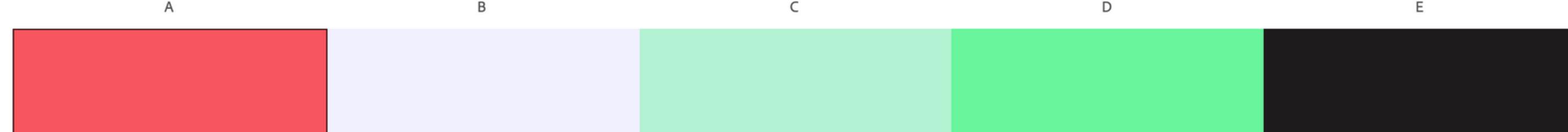


Color wheel (or image in Extract Theme tab) can be used to generate color palette, which can be saved into Creative Cloud, after signing in.

## Colour Blind Safe Palette

Color Mode

RGB ▼



Hide RGB Sliders

	#F6555F	#FOFOFF	#B2F4D3	#68F59C	#1D1B1B
R					
G					
B					
⋮					

# Design Decisions

Adobe Color

CREATE EXPLORE TRENDS LIBRARIES

No conflicts found. Swatches are color blind safe.

A B C D E

Color Mode  
RGB

Hide RGB Sliders

	#F6555F	#F0F0FF	#B2F4D3	#68F59C	#1D1B1B
R	246	240	178	104	29
G	85	240	244	245	27
B	95	255	211	156	27
⋮	96	100	96	96	11

Color Blind Simulator

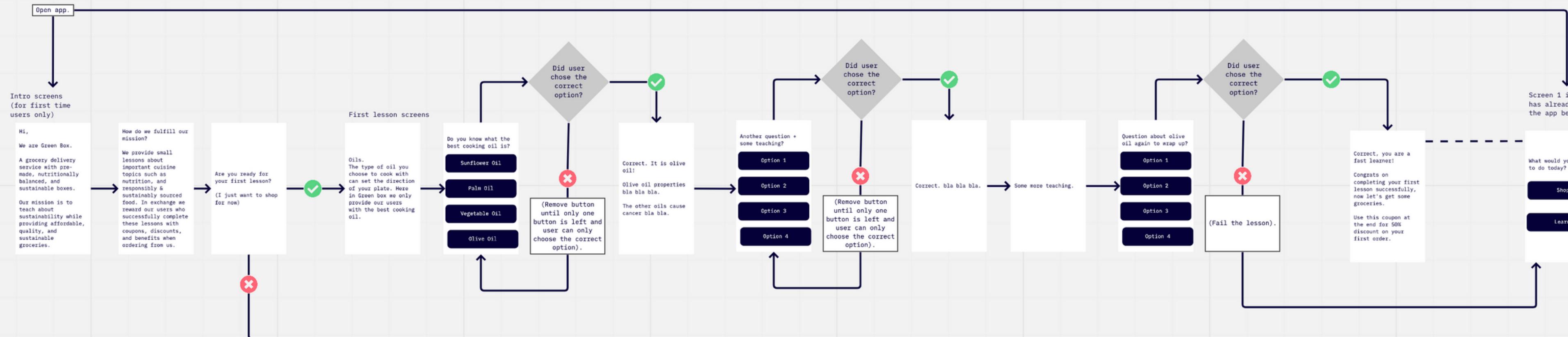
Deutanopia

Protanopia

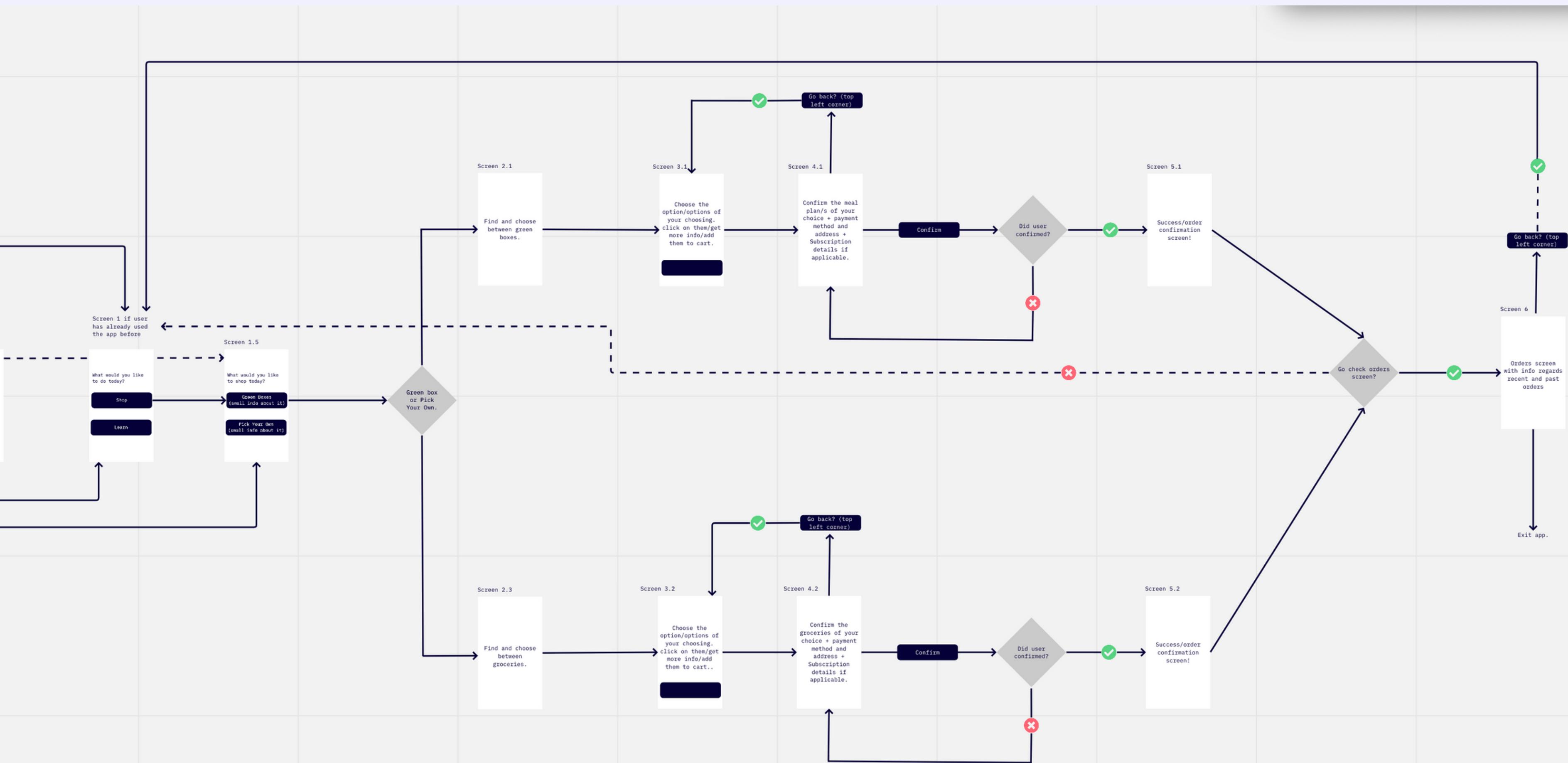
Tritanopia

# Page Flow

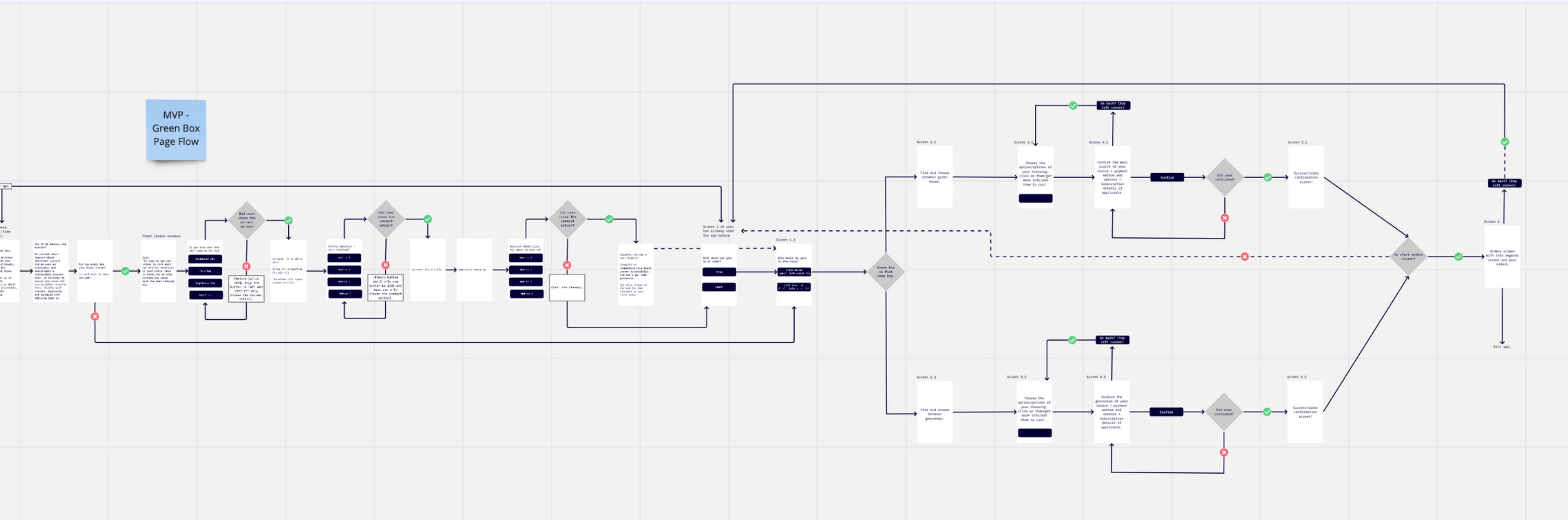
## MVP - Green Box Page Flow



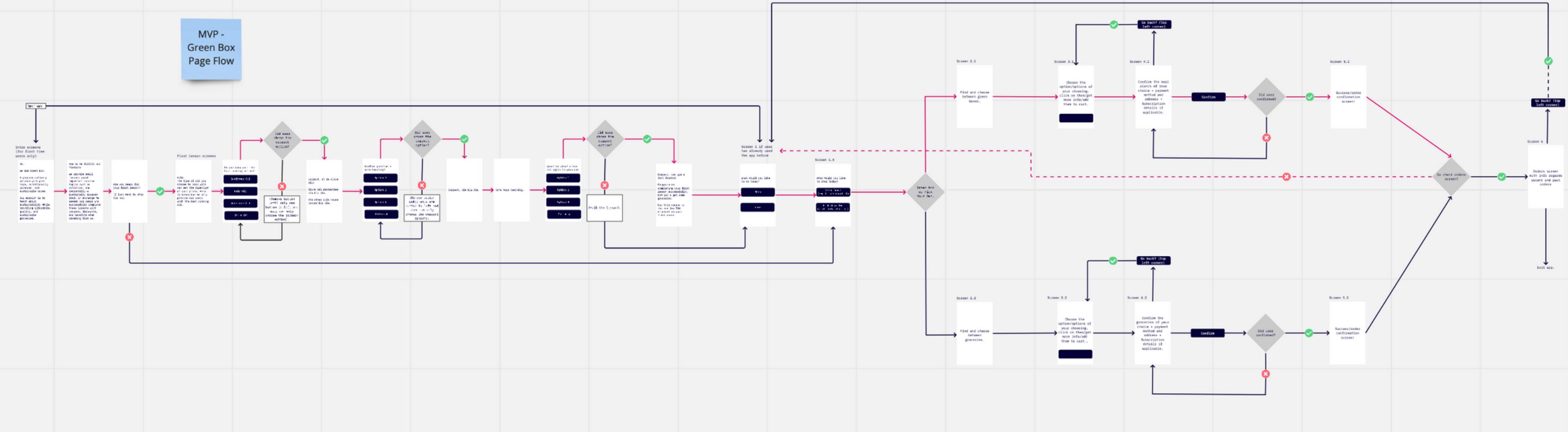
# Page Flow



# Page Flow



# Nutritional Tina Navigation





**Now let's go  
to Figma...**