

# COOK 4 ME

## Project report

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## Introduction

After the introduction to the assignment, the first thing to do was to come up with an idea for a digital company.

In the beginning, a brainstorming session brought upon a few ideas. However, the most interesting ones were discovered to be already working online.

The agreed upon idea was investigated through searching engines to ensure its uniqueness. There appeared to be similar app offered by a company in America. Despite this, the development of the mentioned app was abandoned and so it offered a chance to be used as a concept for digital business.

The main idea behind this concept was to connect people through food.

To be more specific, the app was supposed to help connect two type of users, those who would search for homecooked, inexpensive meals, and those who would love to prepare and sell food from their homes.

The role that the platform would play would consist of allowing those in search for a tasty meal to see the locations of "the cooks" on the map and to see which meals are they offering as well as other significant info about them.

The idea behind the name *Cook 4 Me* is supposed to describe the primary function of the application just by its sound which is predicted to be simple yet catchy.

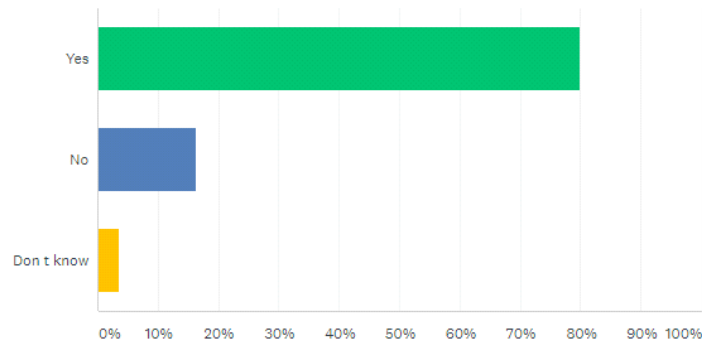
In order to find out if the app *Cook 4 Me* would be working properly in the future and to discover the problems that it might be facing, a survey<sup>1</sup> was conducted on a social media platform (with 57 respondents).

Since 86% of the respondents were students, the results of the survey offered a better insight in understanding this particular target group.

Most of the respondents admitted that they are too busy to cook, but the idea of a cooked dish sounds exciting. These results are connected to the approximate time dedicated to cook by the respondents, more than half spending only between 2 and 5 hours cooking per week.

Do you sometimes feel that you are too busy to cook but still craving for some goodies?

Answered: 55 Skipped: 3



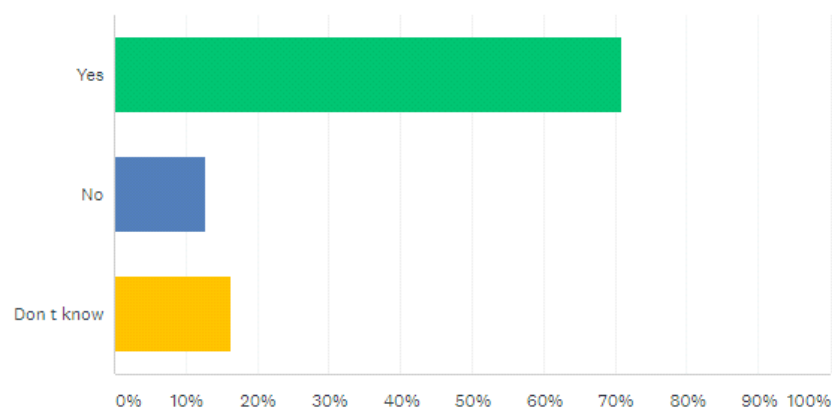
*Picture 1. Graphic representation of an answer to a question*

Also the fact that an astonishing 89% of them would like to try dishes belonging to different cultures and almost half of them would consider selling their extra food, suggests that students are an audience worth considering when launching the application.

Furthermore, what makes the application *Cook 4 Me* promising is the results obtained from the last questions of the survey. Most of the respondents welcomed the concept of an application that would provide users the opportunity to buy home cooked dishes, near their home, for a reasonable price.

Would you like to buy home cooked food from nearby your place, for reasonable price?

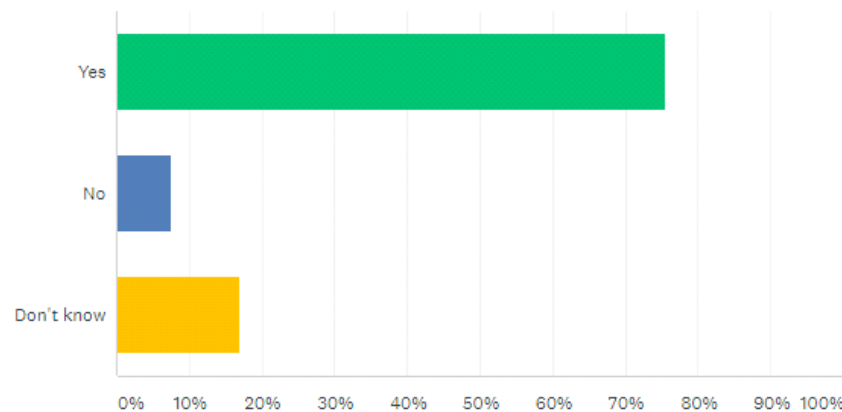
Answered: 55 Skipped: 3



*Picture 2. Graphic representation of an answer to a question*

Would you consider using an app that would help you do that?

Answered: 53 Skipped: 5



*Picture 3. Graphic representation of an answer to a question*

The problem that might occur in the future development of the app, which appeared when conducting this survey was that most of the respondents stated that they are not cooking extra portions of food.

Consequently, this suggests this specific target audience (students) would not be the ones providing the food for the buyers, but to be the buyers themselves.

## **Mission, Vision & Values**

### **Mission**

Our mission is to connect two different type of customer, who are enthusiastic about food through our application and to make sure that every user of ours benefits from a gastronomic or financial perspective.

### **Vision**

Our vision is to create a food selling platform with unlimited locations and cuisines as an alternative to food selling corporations, which would allow our customers to make profit from every day cooking and benefit from the perks of homemade and low cost food.

### **Values**

1. Promoting a reasonable price for food in general
2. Accessibility in location regarding food purchasing
3. Stimulating the feeling of homemade in a more and more industrialized society
4. Encouraging socialization between people
5. Supporting wastage-free behavior

## Target audience



Picture 4. Personas collage

Since *Cook 4 Me* is intended to serve as a social platform of sorts, the plan is to involve large target audience. The main characteristics of the customers should be represented in these points:

1. Being an adult (18+)
2. Access to Internet
3. Profile on the app
4. Dislike for food waste

It is important to assure that the customers will be dealing with credible sources and providers. An to protect minors from unnecessary exposure to danger.

Connection to Internet is self-explanatory in this context.

The application will require membership on the website to ensure legitimacy of users. The main goal is to create an environment consisting of trustworthy community by having an extent of control over the users.

*Cook 4 Me* promotes waste-free attitude by allowing people with abundance of leftovers to share them with those who are in need or interested. Instead of throwing extra food away, it encourages people to share it with others.

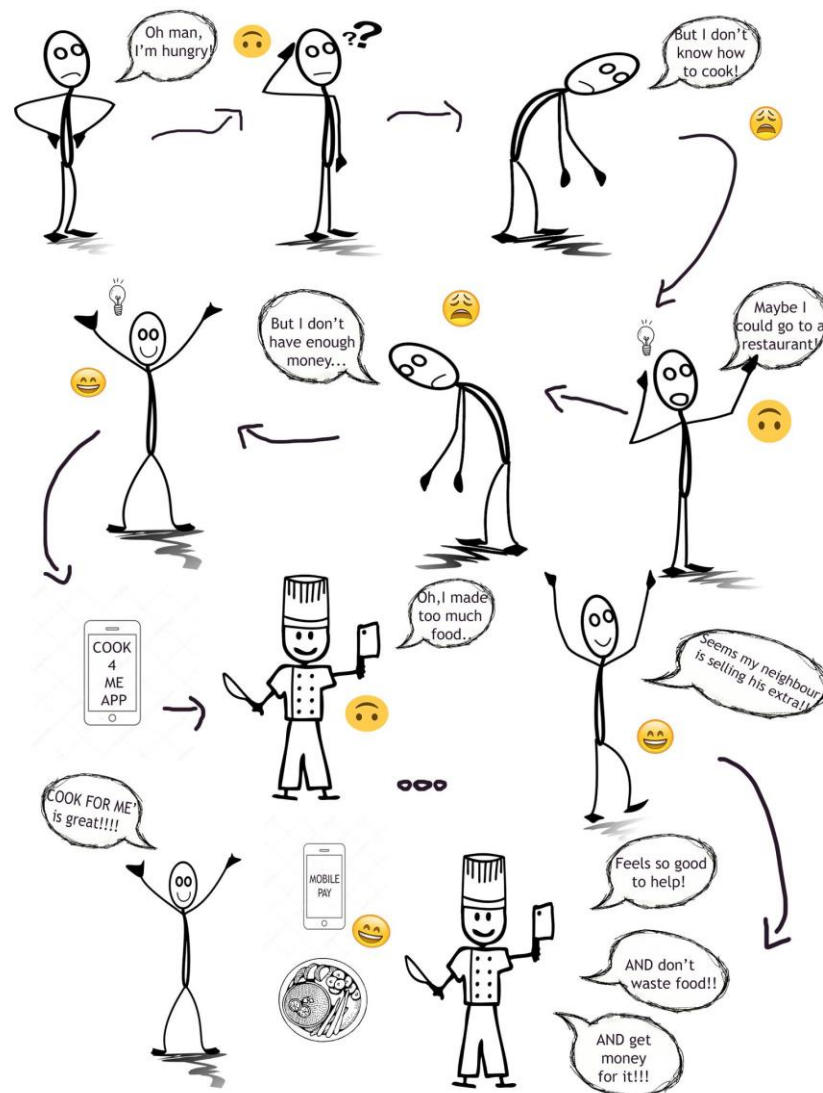
Apart from these, there are some other conditions that will be expected to be fulfilled by the customers. Being a company which focuses on a large market consisting of various age groups and social backgrounds, it is appropriate and necessary to divide the customers into two major groups.

The first one which is named „The Makers“ consists of any person that has a previous cooking experience and skills, to ensure that they can provide edible and delicious meals. The main focus is on groups like seniors or single parents for their obvious free time. However, there are no limitations for this group to be divided into those two categories. The goal is to include everyone with a wish to share the food which they will not eat or need.

The second group, „The Takers“, would be made of anybody consumed by hunger. Due to lack of time, money or skill they miss that one meal which will be provided by The Makers. It is presumed that the majority of this group might consist of youngsters with little time and resources and bachelors without required skills. Of course, any person can get involved and experience *Cook 4 Me*.



## Customer journey



Picture 5. Customer journey

As for the customer journey, the intention was to contour a context in which a possible user might come across *Cook 4 Me* application, so that a better understanding of the users' needs and wishes might be achieved.

First of all, the purpose of this was to comprehend users' behavior and the reasons that might lead to them needing to use this app.

From the customer journey analysis a possible reason was detected: low-cost budget. Because of this particular motive, it was agreed that this company and business will offer reasonable and accessible prices for all customers, therefore being an inexpensive alternative.

for a restaurant and fast food chains. As a result, an 'implemented price range' was set, which will basically restrict the user to charge a large amount of money per meal.

Other possible motives that would lead the costumers to use the app are the lack of skills in cooking, the lack of free time, curiosity about other cuisines or, a simply attempt to socialize with other community members. The company decided that food is a great mean to bring people together, but, at the same time, socializing is not one of its first goals. Consequently, it was decided is best to let the users decide whether or not they are willing to get in touch with their customers by allowing them to choose between sharing the meal, inviting them into their home or delivering the meal without any social contact.

What is more, the customer journey highlighted a possible drawback in using the app: the final opinion regarding food. It is important for the users to understand that the company is not the one producing food; the company offers a platform that helps people sell or buy food. Therefore, the company does not take responsibility for the quality of the dishes being sold. However, a review-based evaluation of the users that are selling food is implemented, so that the ones misconducting can be penalized. The company plans on implementing a set of rules, terms and condition that the users need to agree on and follow and those who fail to do so will be banned from the app. Moreover, the company is considering implementing a membership based business model as to state clearly that the customers must behave under health and social regulations.

Another possible drawback might be the form of payment. It is assumed that mobile pay would be the most convenient solution but allowing the users to choose the way that suits them and their needs best is the company's main goal.

All in all, by creating the customer journey important insights were achieved and a better understanding of the user's behavior and his needs was reached and implemented in the business model.

## Communication plan

AUDIENCE	MESSAGE TYPE	DELIVERY METHOD	SCHEDULE	MESSAGE SOURCE
<ul style="list-style-type: none"><li>Both males and females above 18 years old</li><li>Students</li><li>Senior citizen</li><li>Bachelors</li><li>Housewives</li></ul>	Sharing is the key to create a waste-free world	<ul style="list-style-type: none"><li>Social media</li><li>Word of mouth</li><li>Physical advertisement</li><li>News media</li></ul>	After developing the app in a final stage there will be daily advertising.	The message source will be the company launching the app and at some point the stores that the company will have partnership with in exchange of advertisement.
WHO?	WHAT?	HOW?	WHEN?	OWNER?

## Selling proposition

*“Thirsty for food”* is a selling proposition meant to represent the app *Cook 4 Me*. The idea behind this phrase is to engage the users by its unusual structure.

The play of words in the sentence creates a contrast which stimulates curiosity. Most people would not normally use "thirsty" in connection with food, but using it in this context attracts attention.

This witty way of showing raw need for food is supposed to awaken passion and enthusiasm within the users, leading to interest in the app.

## Conclusion

The aim of this report was to introduce a developing digital business. The first step was to decide on a concept. This business is based on communication between community members and exchange of goods in form of meals. The main idea behind this project is to promote waste-free lifestyle and to encourage being sociable by providing the users with an opportunity to interact with each other. Then it was tested in this case using a survey, to confirm if the idea is feasible.

After obtaining a positive feedback, the next step was to define a target audience and create a base for the company by stating its mission, vision and values.

With a knowledge about the users, it was necessary to create a customer journey in order to visualize potential customer behaviour and actions.

Furthermore, there were steps taken to approach and develop the marketing concept through the selling proposition, creation of logo and the business model canvas<sup>2</sup>. The business model canvas was used to set up its details and future development.

All in all, the above mentioned aspects helped confirm the potential of the idea and to envision the approach of the company regarding it.

## Bibliography

- “people, food, photos.” Pexels. 13 Nov. 2017. [www.pexels.com](http://www.pexels.com)
- “create, survey.” SurveyMonkey. 15 Nov. 2017. [www.surveymonkey.com](http://www.surveymonkey.com)
- Osterwalder, Alexander & Pigneur, Yves. Business Model Generation. Chichester, UK: John Wiley & Sons Ltd, 4 Oct. 2010.

## Appendix 1. Survey

*Cook 4 Me* survey,

### 1. Gender

- Male
- Female
- Other

### 2. Age

- 18-25
- 26-30
- 31-40
- 40+

### 3. Occupation

- Student
- Part-time worker
- Full-time worker
- Self employed
- Pensioner
- Not employed
- Other

### 4. Would you consider trying dishes from different cultures?

- Yes
- No
- Don't know

### 5. How much time do you spend on cooking per week?

- 2 hours
- 5 hours
- 10 hours
- Don't know

### 6. Do you often cook more than you need and you have to throw the food away?

- Yes
- No
- Don't know

**7. Would you consider to sell extra food?**

- Yes
- No
- Don't know

**8. Do you sometimes feel that you are too busy to cook but you still crave for some goodies?**

- Yes
- No
- Don't know

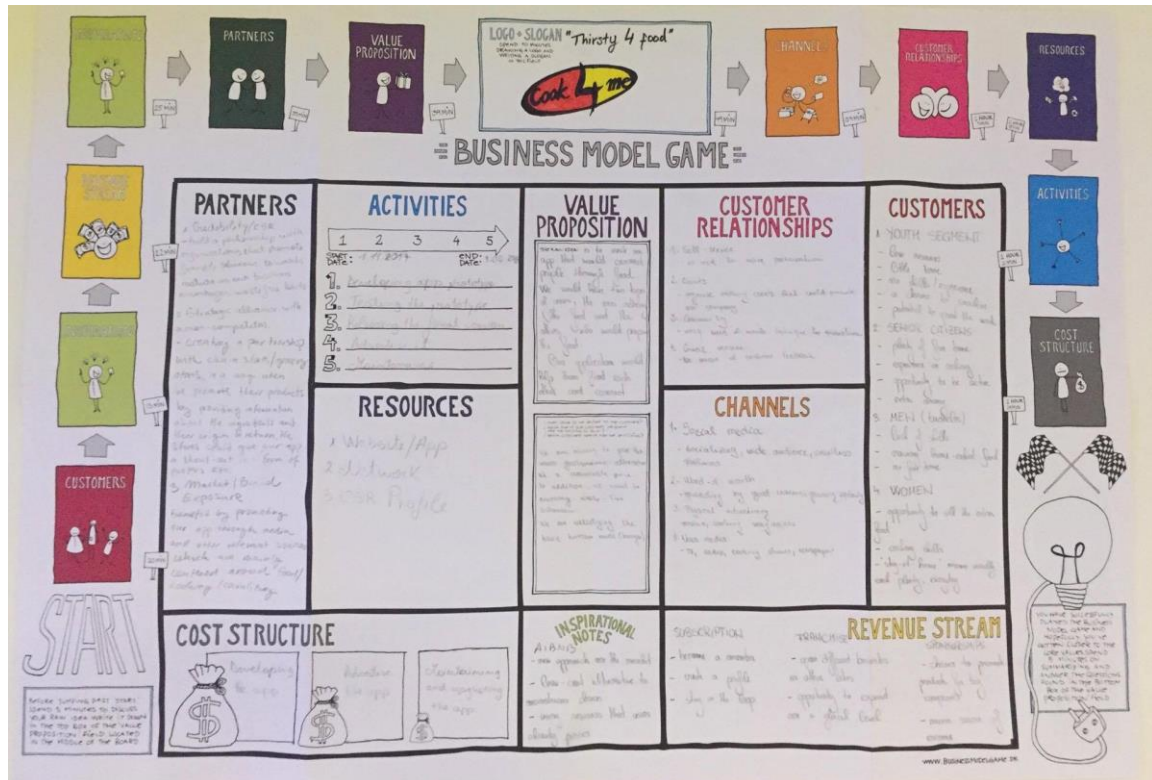
**9. Would you like to buy home cooked meals from nearby your place, for a reasonable price?**

- Yes
- No
- Don't know

**10. Would you consider using an app that would help you do that?**

- Yes
- No
- Don't know

## Appendix 2. Business Model Canvas



Picture 6. Business model game – Cook 4 Me



Picture 7. Logo – Cook 4 Me

**Slogan:** "Thirsty for food"

### Value proposition

The raw idea is to create an app that would connect people through food.

There would be two types of users, the ones ordering the food and the others preparing the food.

The app would make them find each other and connect.

The app is aiming to give the users a gastronomic alternative at a reasonable price, also to encourage waste-free behavior.



## **Inspirational notes**

### **AIRBNB**

- new approach on the market
- low-cost alternative to mainstream choices
- using resources that users already possess

## **Partners**

### **1. Credibility/CSR**

Build several partnerships that promote friendly behavior towards nature as the company encourages waste-free behavior.

### **2.Strategic alliance with a non-competitor**

Create partnership with chain stores, the company is promoting their products, by providing information about the ingredients and their origin. In return the stores could give the app a shout-out in form of posters and other physical materials

### **3. Market/ Brand exposure**

Gaining benefit by promoting our app through media and other relevant sources, which are mainly centered around food, cooking, socializing.

## **Activities**

Start date: 01.11.2017

End date: 01.06.2018

1. Developing app prototype
2. Testing the prototype
3. Releasing the final version
4. Advertise it
5. Maintenance

## **Cost structure**

- developing the app
- advertise the app
- maintaining and upgrading the app

## **Resources**

1. Website/App
2. Network
3. CSR Profile

## **Channels**

1. Social media
  - socializing, wide audience, countless platforms
2. Word of mouth
  - operating by good reviews, gaining popularity
3. Physical advertising
  - posters, cooking magazines
4. News media
  - TV, radio, cooking shows, newspaper

## **Revenue stream**

1. Subscription
  - become a member
  - create a profile
  - stay in the loop
2. Sponsorships
  - chance to promote products for big companies
  - main source of income

### 3. Franchise

- open different branches in other cities
- opportunity to expand on a global level

## Customers

### 1. Youth segment

- low resources
- little time
- no skills/experience
- a chance to socialize
- potential to spread the word

### 2. Senior citizens

- plenty of free time
- experience in cooking
- opportunity to be active
- extra money

### 3. Men (bachelor)

- lack of skills
- craving home cooked food
- no free time

### 4. Women

- opportunity to sell the extra food
- cooking skills

## **Customer relationships**

1. Self-service

2. Events

- organizing cooking events that could promote the app

3. Community

- using word of mouth technique for promotion

4. Great service

- be aware of customer feedback

## Appendix 3. The Kanban Chart

Beginning of week 1



End of week 1



Beginning of week 2



End of week 2

