

**Product
Space**

Product Teardown Season 8

R | RECIPE CUP

Team Prime Ministers

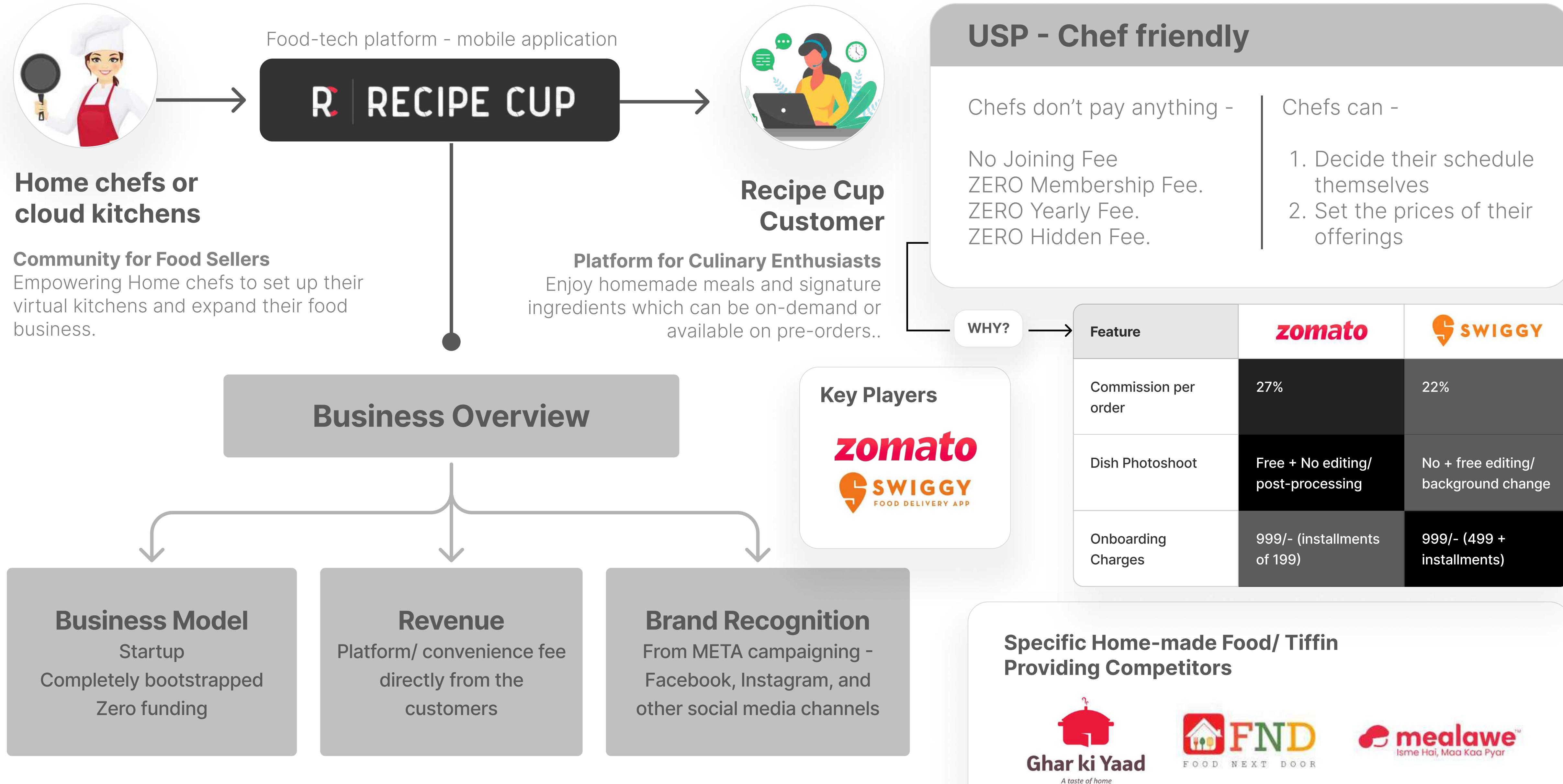
Rajeev Verma

Harsh Gupta

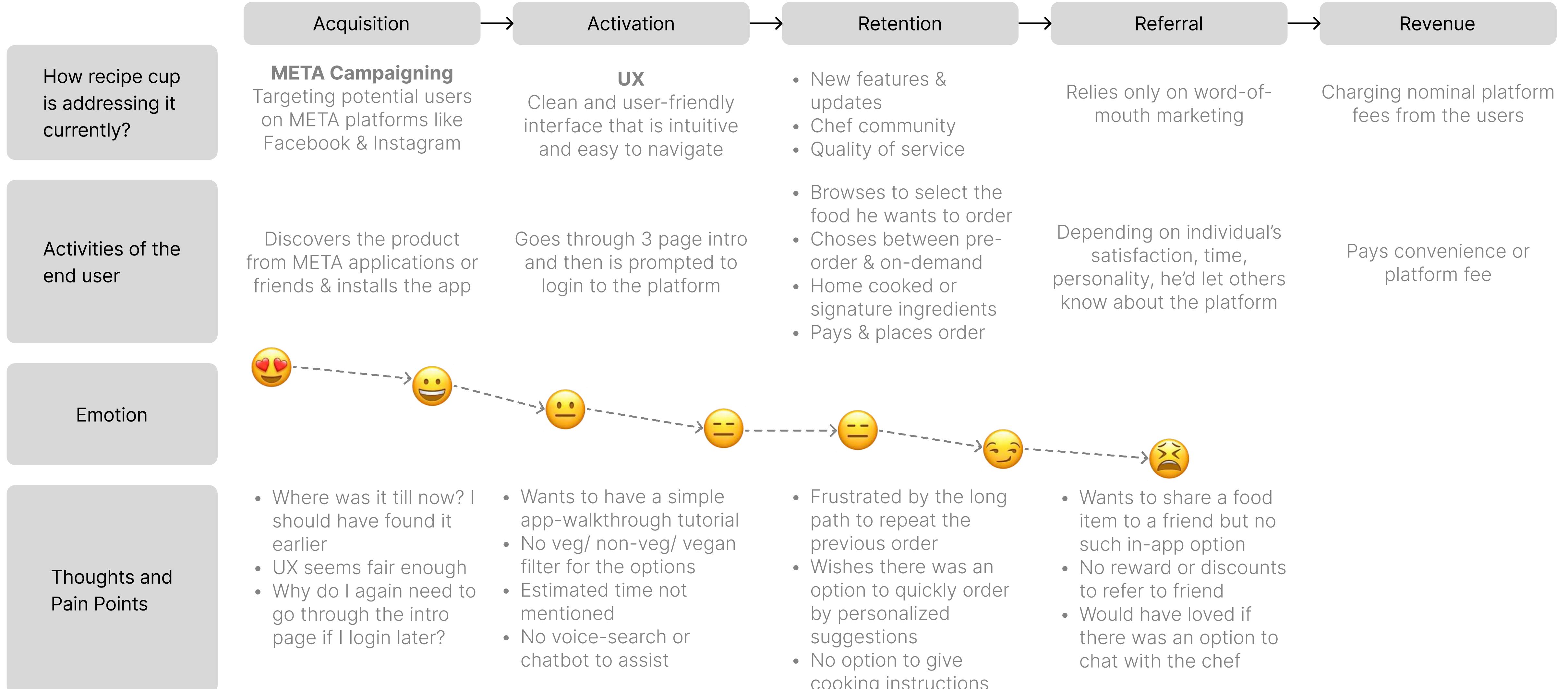
Pranjali Saxena

Sravya Vardhani

“ *Improving the overall user experience by optimizing the flow from browsing recipes to ordering, ensuring seamless interactions between consumers and home chefs* ”



User Journey - AARRR Framework



User Persona



AGE	42
GENDER	Male
STATUS	Married (2 children)
EATS	Vegan 
INCOME	Low Income Group

Adarsh Sharma

Bank Clerk

Regular User

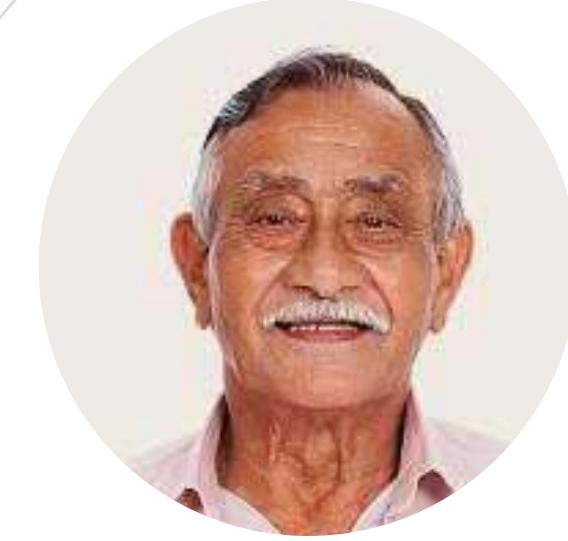
USER STORY Enjoys cooking at home and is always looking for ways to make mealtime easier and more enjoyable for his family.

NEEDS

- Provide healthy, balanced meals for his family which is vegan at the same time
- Save money and earn rewards.
- Easily share meal recommendations with friends.

PAIN POINTS

- Finds it difficult to balance work, family time, and meal preparation.
- Wants to save money and earn rewards for his purchases
- Likes to share favorite meals and recipes with friends but finds the process cumbersome



AGE	61
GENDER	Male
STATUS	Married
EATS	Non-veg 
INCOME	Middle Class

Deep Barua

Retired Government Employee

Frequent User

USER STORY Enjoys a quiet life with hobbies such as gardening, reading, and cooking. Values simplicity and ease of use in technology.

NEEDS

- Simplify meal planning and ordering.
- Discover new recipes and meal options.
- Ensure meals meet both his and his spouse's dietary preferences.
- Get quick support & assistance if needed.

PAIN POINTS

- Prefers straightforward and user-friendly technology to avoid frustration
- Needs clear options to easily find vegetarian and non-vegetarian meals that suit his and his spouse's tastes
- Wants to explore new meals and recipes without much hassle.



AGE	28
GENDER	Female
STATUS	Single
EATS	Veg 
INCOME	Upper-middle Class

Meenakshi

Marketing Manager

Seldom User

USER STORY Busy professional with a passion for health and fitness. Prefers a vegetarian diet and enjoys trying new recipes

NEEDS

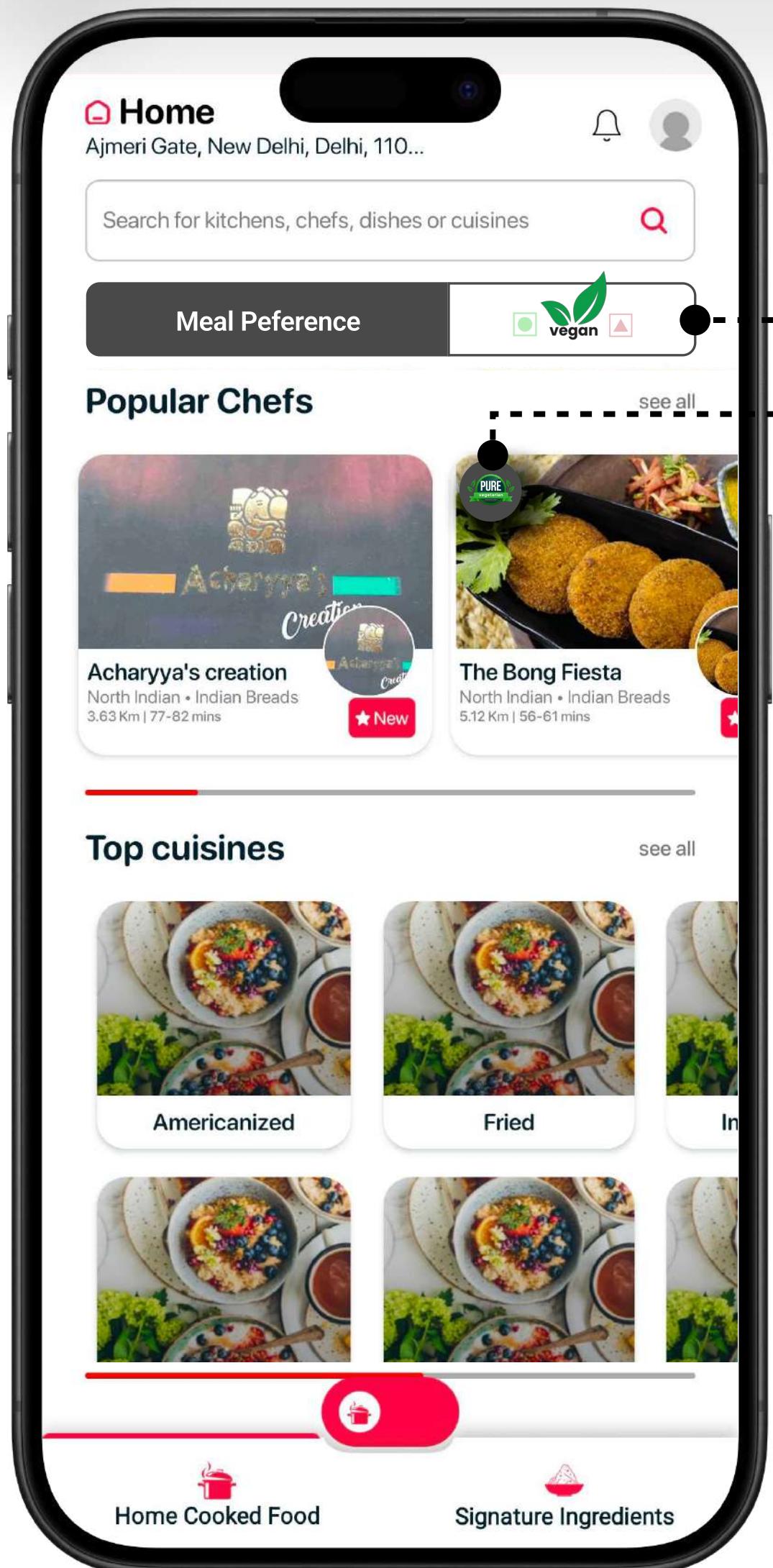
- Maintain a healthy vegetarian diet.
- Save time on meal planning and cooking.
- Discover new vegetarian dishes.

PAIN POINTS

- Finds it challenging to find restaurants and meal services that cater specifically to vegetarians.(veg/non-veg option)
- Struggles to find time to plan and cook healthy meals during her busy workweek. (time management)
- Desires meals tailored to her specific tastes and dietary needs.(customization)

1.

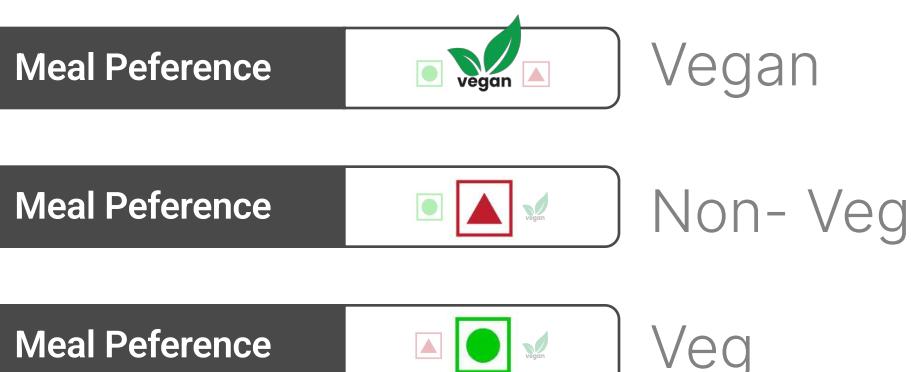
Meal Preference - Veg/ Non-veg/ Vegan



Understanding the solution!

The solution is supposed to be implemented in two ways -

1. Having a meal preference button on the top of the home page which can be toggled to three diet preferences, veg, non-veg, and vegan.



2. Having a certification icon for chefs/ restaurants/ kitchens that only cook vegetarian food.



Metrics & Key Performance Indicators to track the feature!

- **Extent of database update:** Percentage of users who have a set meal preference on the application.
- **Stickiness:** Ratio of DAU/MAU - higher the ratio, more is the percentage of users frequently interacting with the feature.

What pain points does it solve?

- Customer irritation due to unnecessary and clumsy listing of non-veg & dairy items here and there on the application
- Time wastage of customers having veg or vegan dietary preferences

Impacts & Benefits

On Users

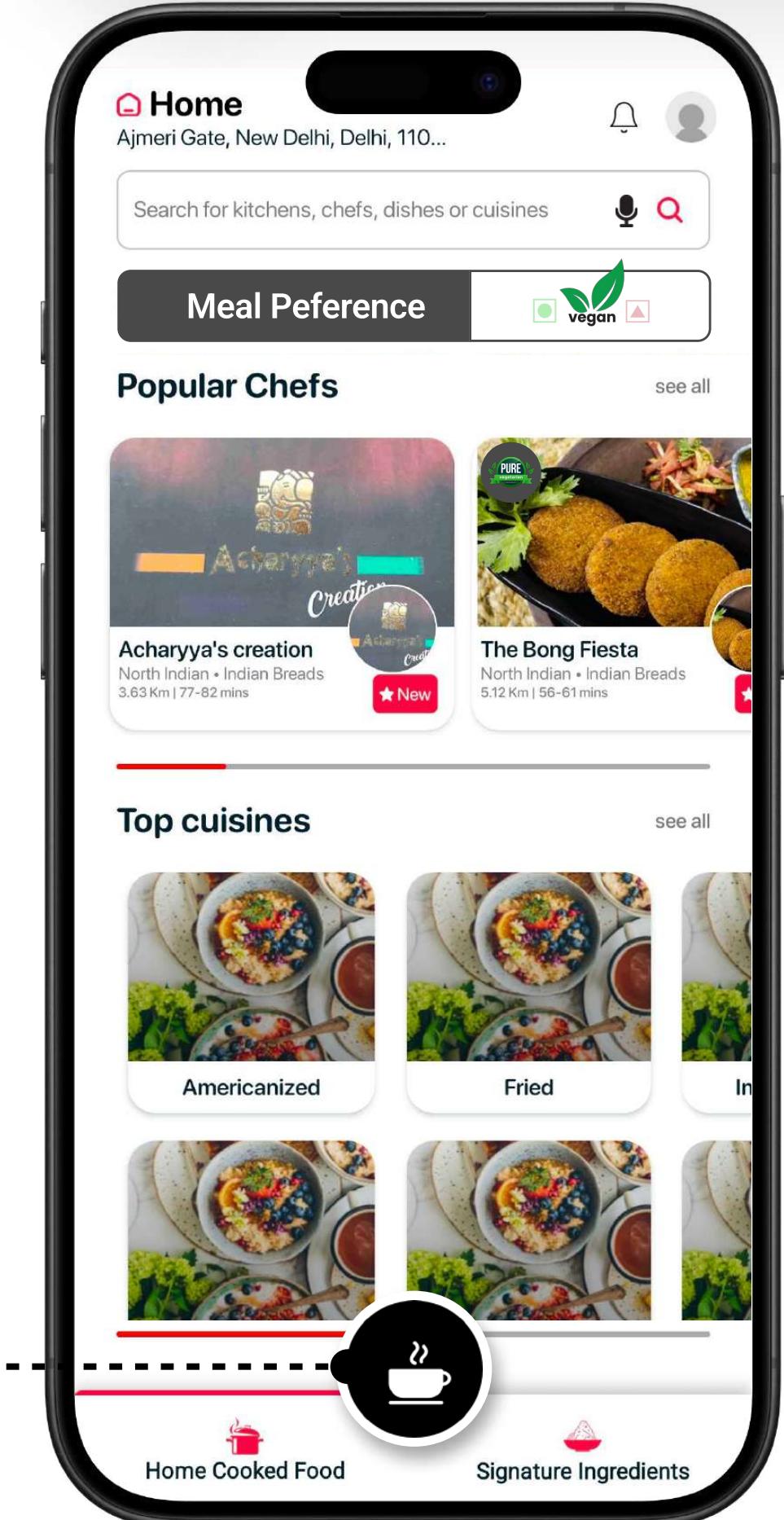
- Increased convenience for the vegan & vegetarian userbase
- Increased relevance of the items listed throughout the the app
- Time-saving, less irritating, & enhanced user satisfaction

On Business

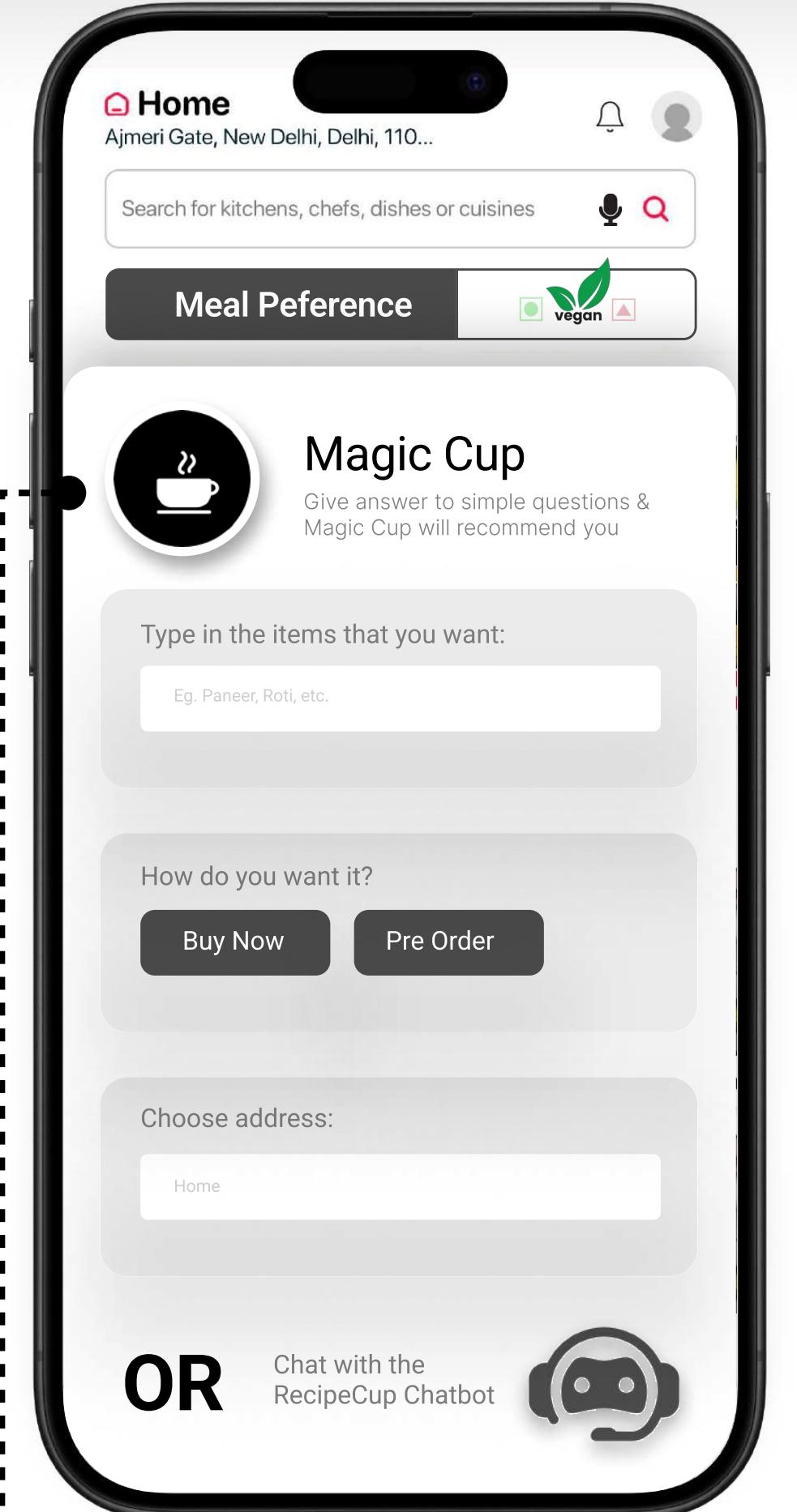
- Enhanced user satisfaction
- Increase in DAU/ MAU

2.

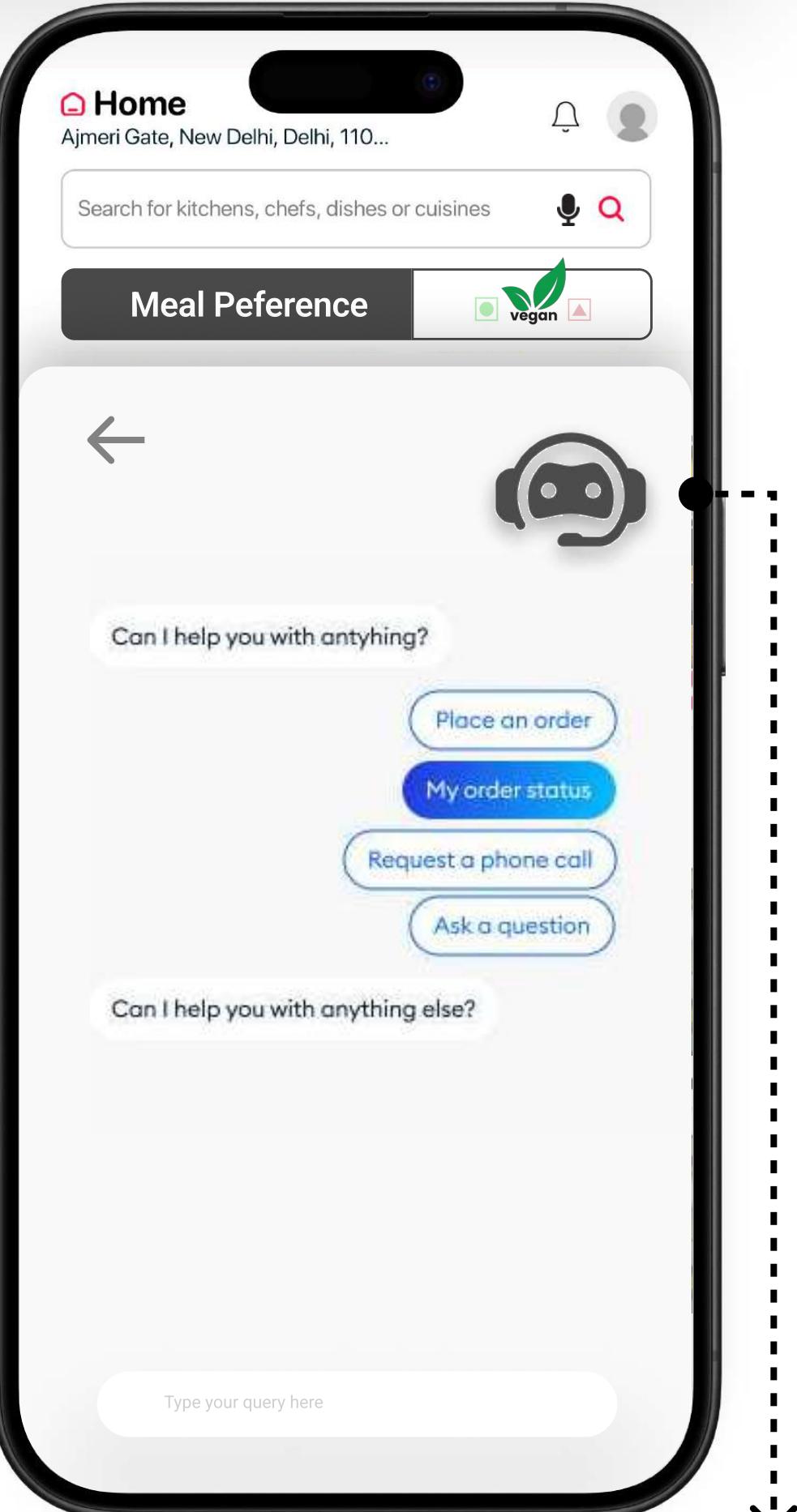
MAGIC CUP - Recommender System-cum-Chatbot



→ Floating button on the home page (which is visible & accessible)



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- Pop-window which opens on clicking the Magic Cup button
 - After following the instructions, a recommendations page having the requested items opens up



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- ChatBot Page to get answers to pre-defined Queries

What pain points does it solve?

- Time wastage in browsing for items
- Lack of accessibility for old userbase
- Redundant home cooked food vs signature ingredients option
- Lack of an option to quickly order by personalized suggestions

Impacts & Benefits

On Users

- Quick and convenient ordering process
- Enhanced accessibility
- Easy to find solutions to queries using the chatbot feature

On Business

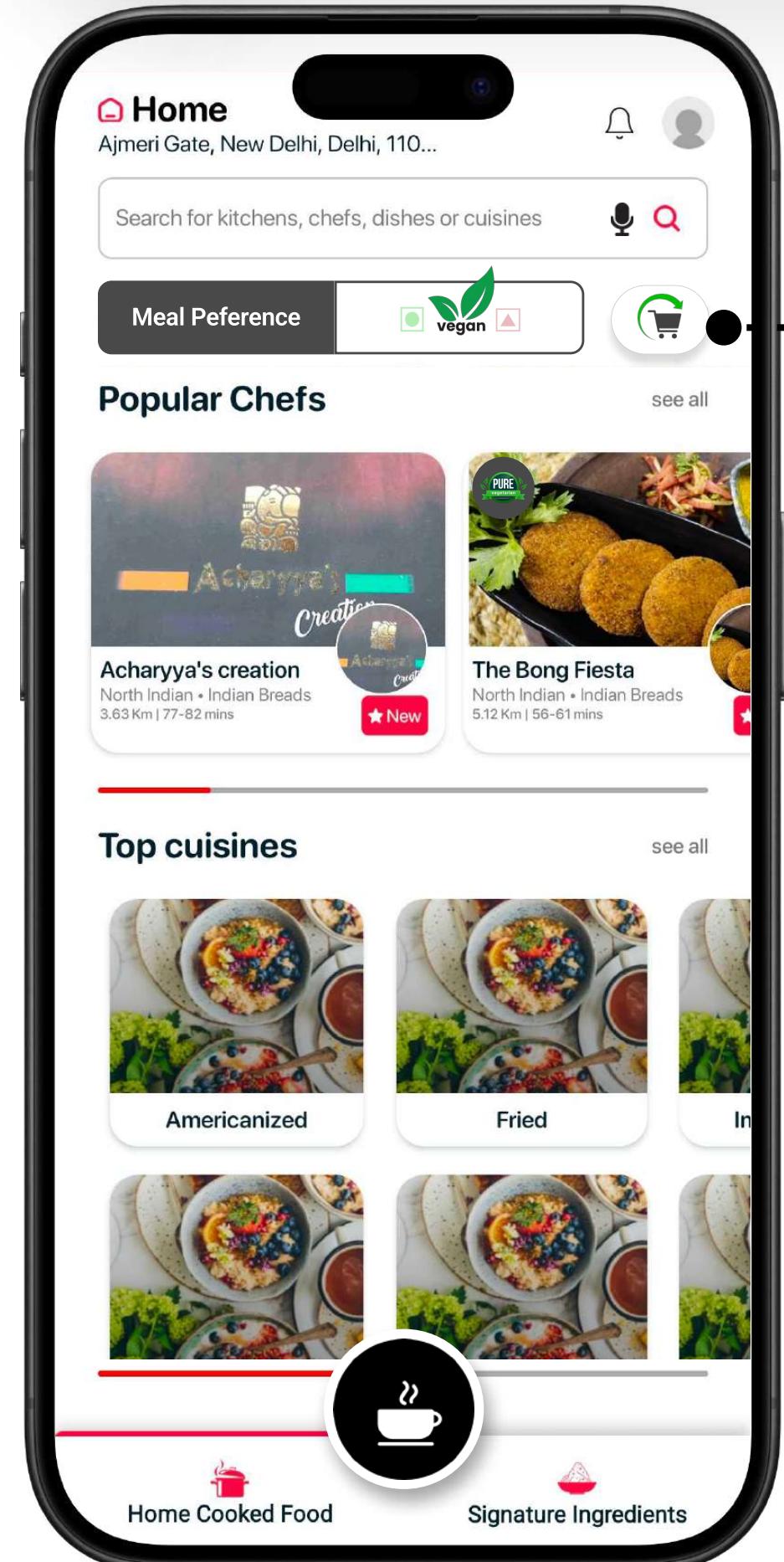
- Catering to more userbase
- Enhanced revenue
- Increase in end-user satisfaction

Impact Metrics & KPIs

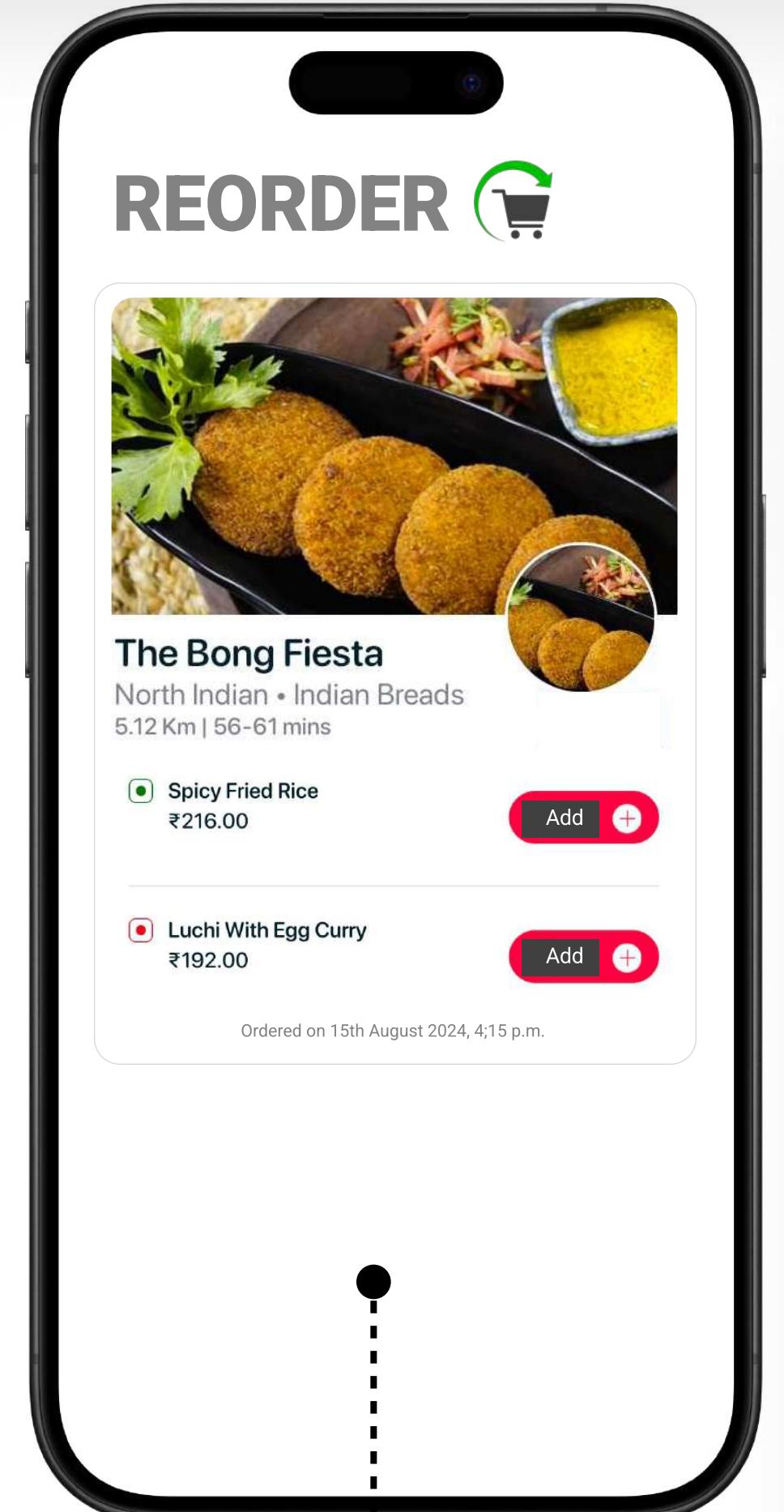
- Daily/ Monthly Active Users
- Average Session Time
- No. of chatbot/ Magic Cup queries

3.

Reorder a Meal & Sharing Food Items



Re-order Button on the home page (which is visible & accessible)



Re-order Page

What pain points does it solve?

- Time-taking and lengthy process to reorder the same thing
- Users not able to share the food items with their friends/ relatives

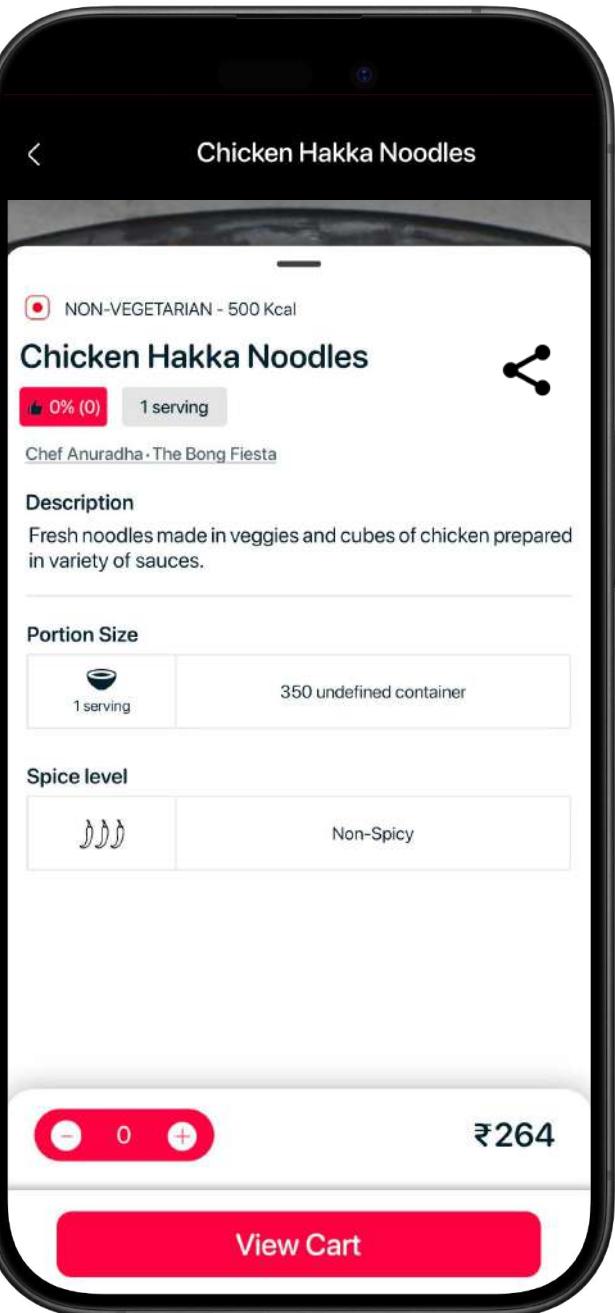
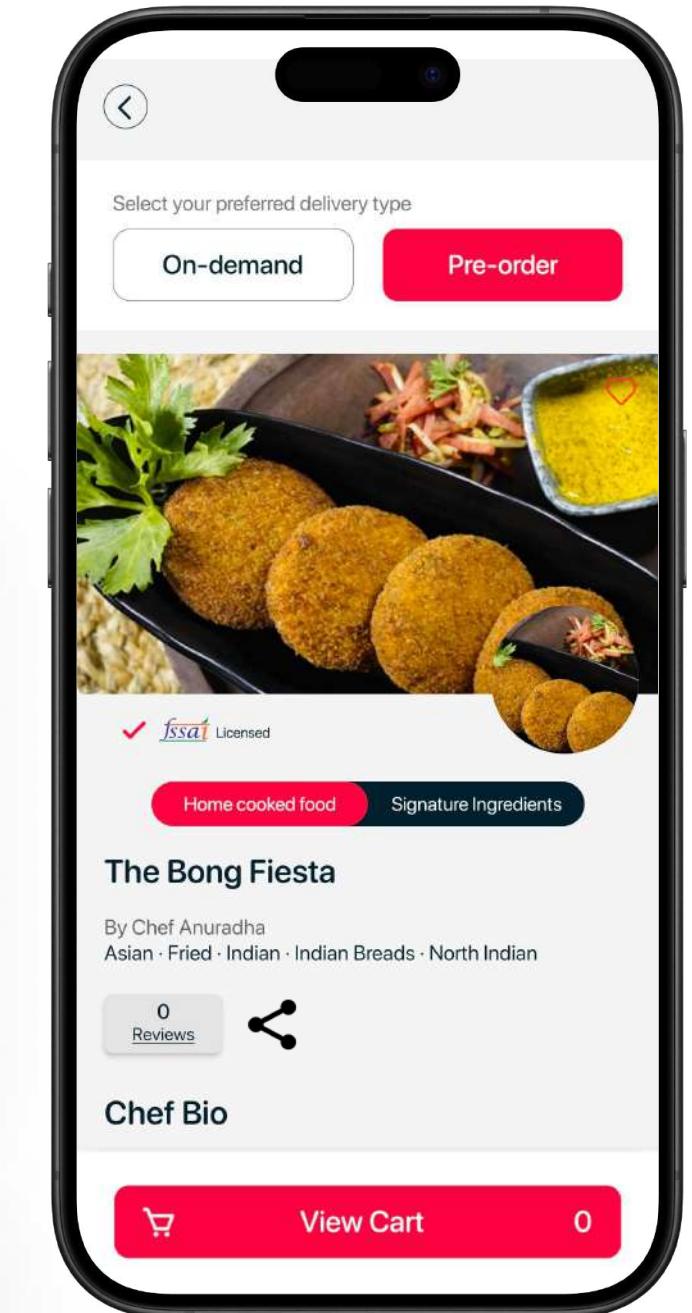
Impacts & Benefits

On Users

- Increased convenience & satisfaction for the entire userbase
- Time-saving & less irritating
- Improved Visibility and Knowledge: Increased visibility and it will make the users aware of the options.

On Business

- Increased Order Volume: Due to easy reordering along with ability to share the food items will increase the order volume

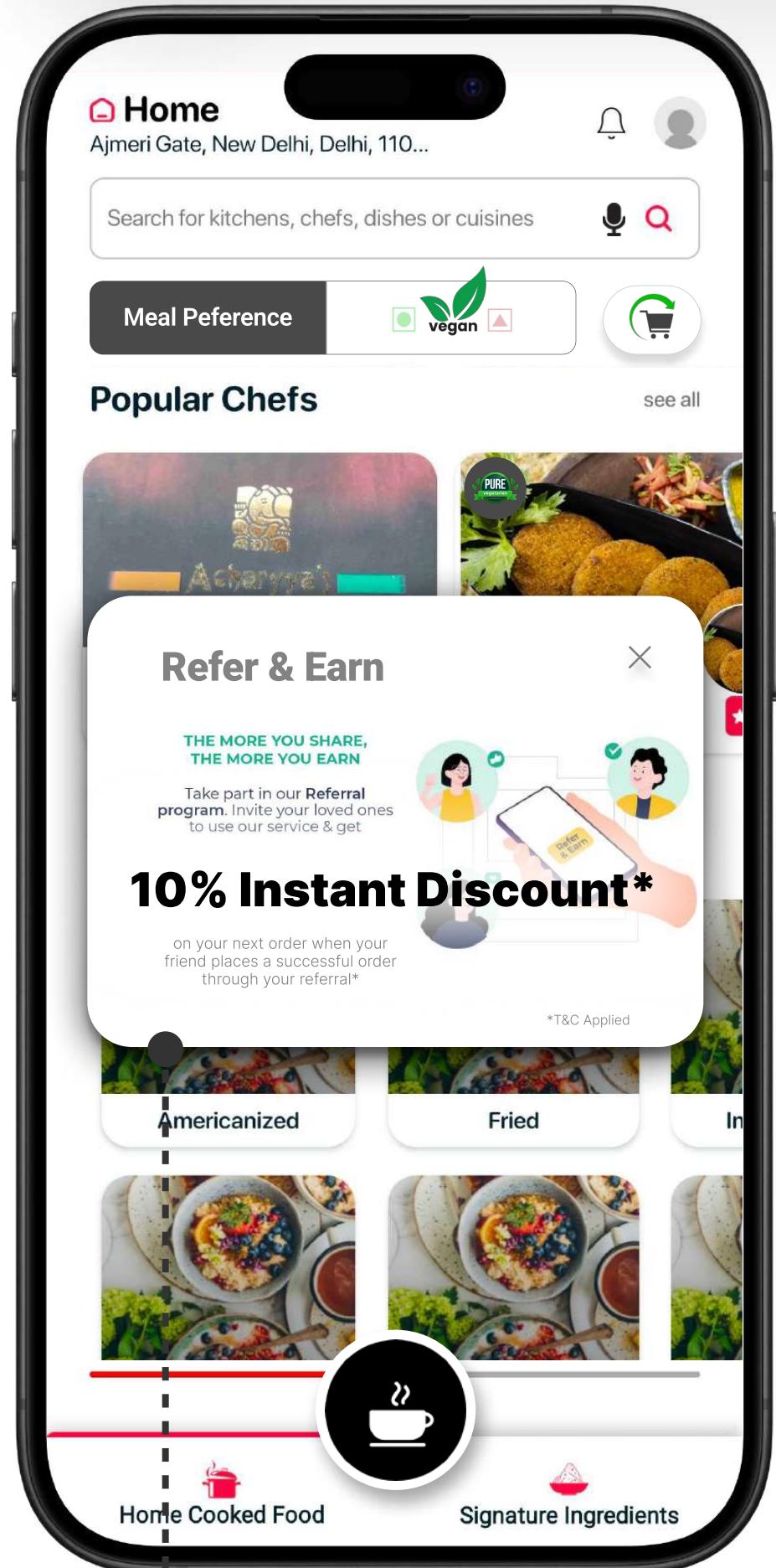


Impact Metrics & Key Performance Indicators

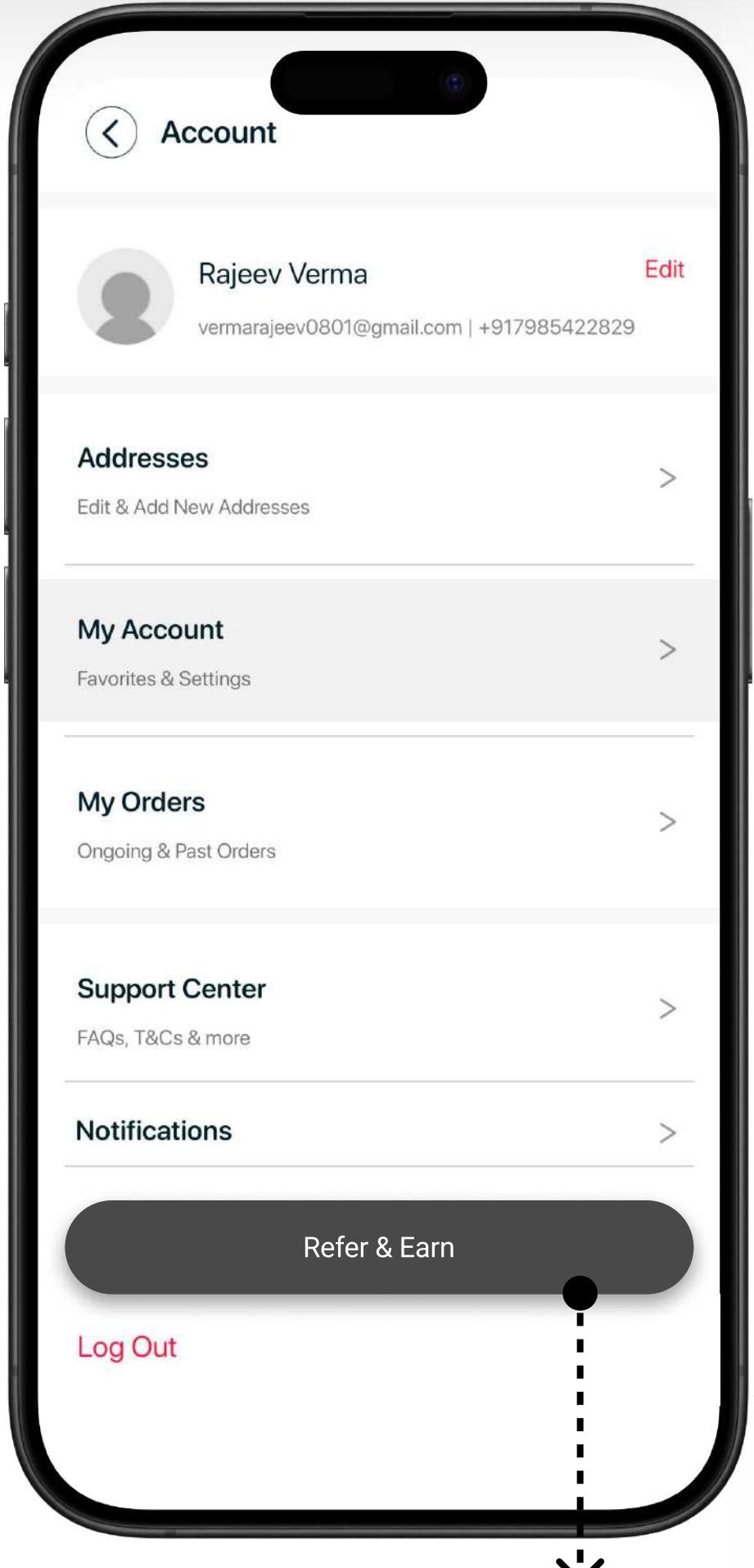
- **Click-through rate (CTR)** on the reorder and share buttons: measures the percentage of users who see the tab and click on it.
- **Button Usage:** Percentage of users who activate the button. This measures user awareness and initial adoption of the feature.

4.

Refer & Earn



→ A pop-up every time a user opens the app notifying about the Refer & Earn feature



↓ In case user misses/closes the pop-up mistakenly, they can find it here

Understanding the solution!

1. The best marketing comes from happy users. Referral focuses on encouraging existing users to recommend our product to others.
2. Offering rewards like discounts or credits for users who refer new users.

Metrics & Key Performance Indicators to track the feature!

- **Net Promoter Score (NPS):** Higher NPS would imply that users are happy with the unique offerings and the overall experience of the application and are recommending it to others.
- **Click-through rate (CTR) on the pop-up:** measures the percentage of users who see the tab and click on it.

What pain points does it solve?

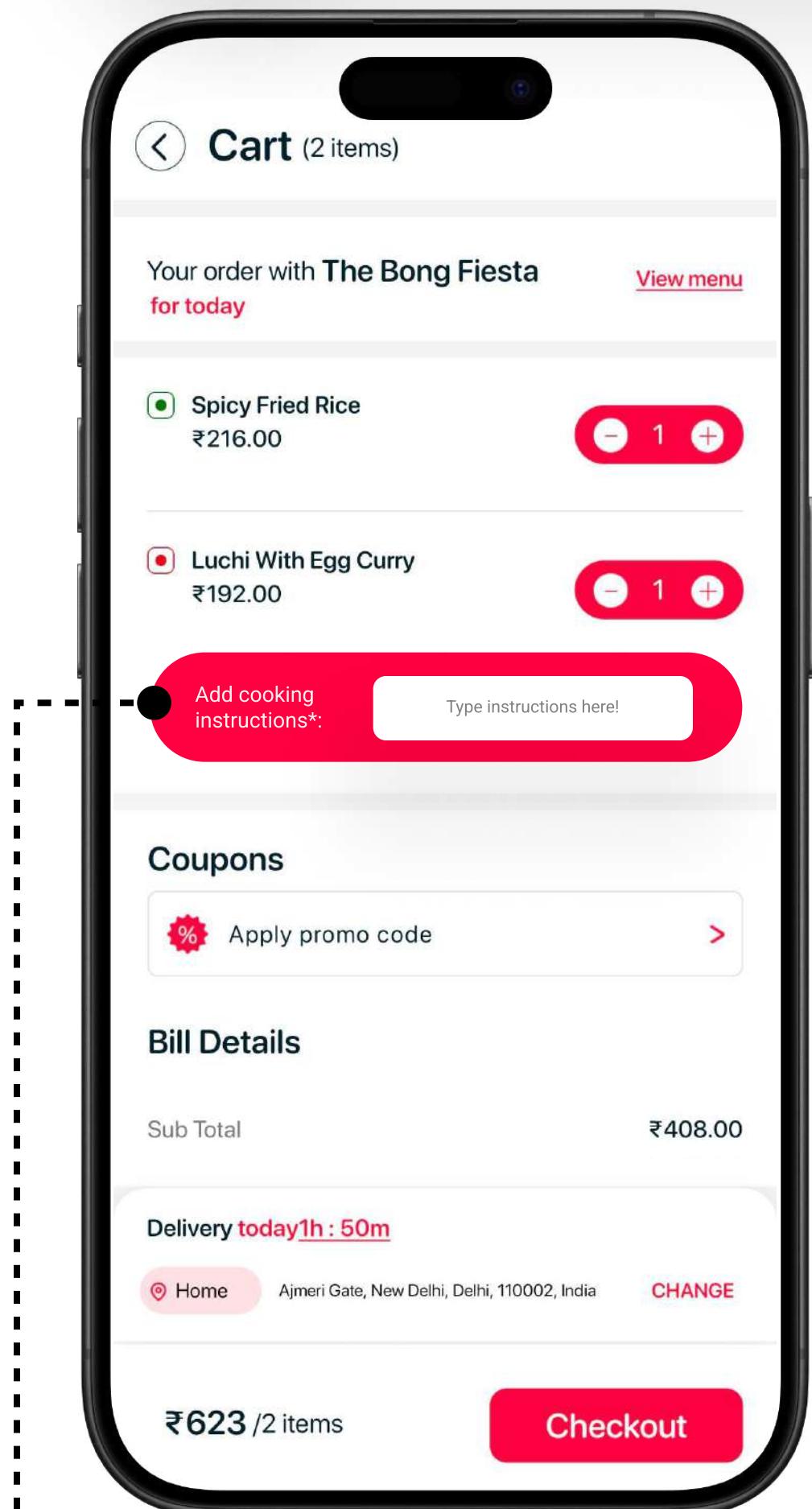
- Customer irritation due to unnecessary and clumsy listing of non-veg & dairy items here and there on the application
- Time wastage of customers having veg or vegan dietary preferences

Impacts & Benefits

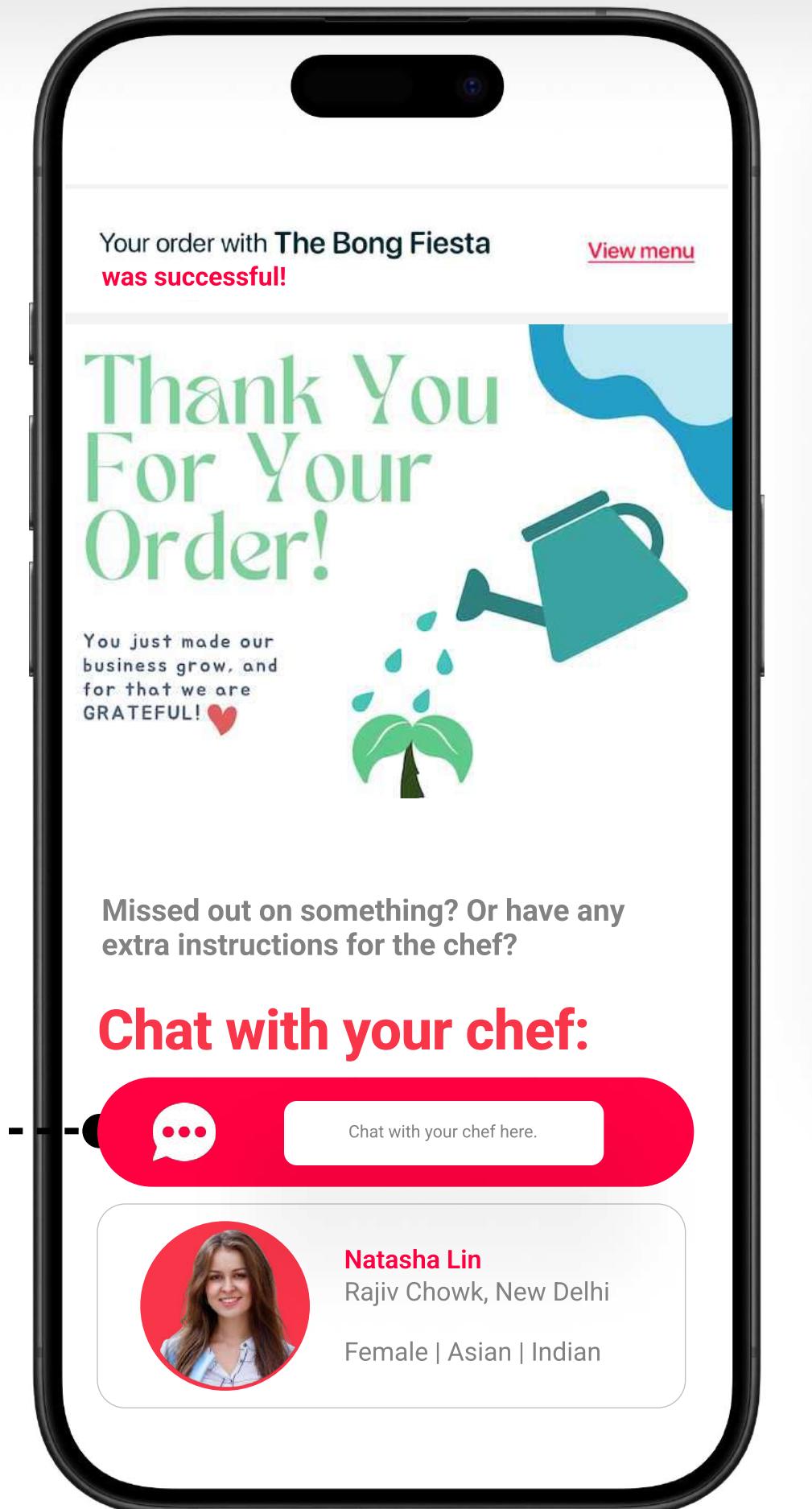
- Reduces the need for expensive marketing campaigns by leveraging word-of-mouth referrals.
- User Engagement: Encourages existing users to stay active and engaged with the app to earn rewards.
- Trust Building: New users trust referrals from friends or family more than traditional advertisements.

5.

Chat with Chef & Cooking Instructions



→ Option to add cooking instructions on the checkout page



→ Option to chat with the chef after the order is successful and cancellation window is closed. Chef details are also present.

Metrics & Key Performance Indicators to track the feature!

- No. of users per cooking instruction - more close is this value to 1 better is the performance of the feature
- No. of messages per user - to track the engagement with the 'chat with your chef' option
- Average session time

What pain points does it solve?

- Customer irritation due to unnecessary and clumsy listing of non-veg & dairy items here and there on the application
- Time wastage of customers having veg or vegan dietary preferences

Impacts & Benefits

On Users

- Increased engagement with the app
- More control over the food that the users get for themselves
- Feeling of 'apnapan' with the product
- Enhanced access & customizability
- Any complaints and feedback can be addressed very directly

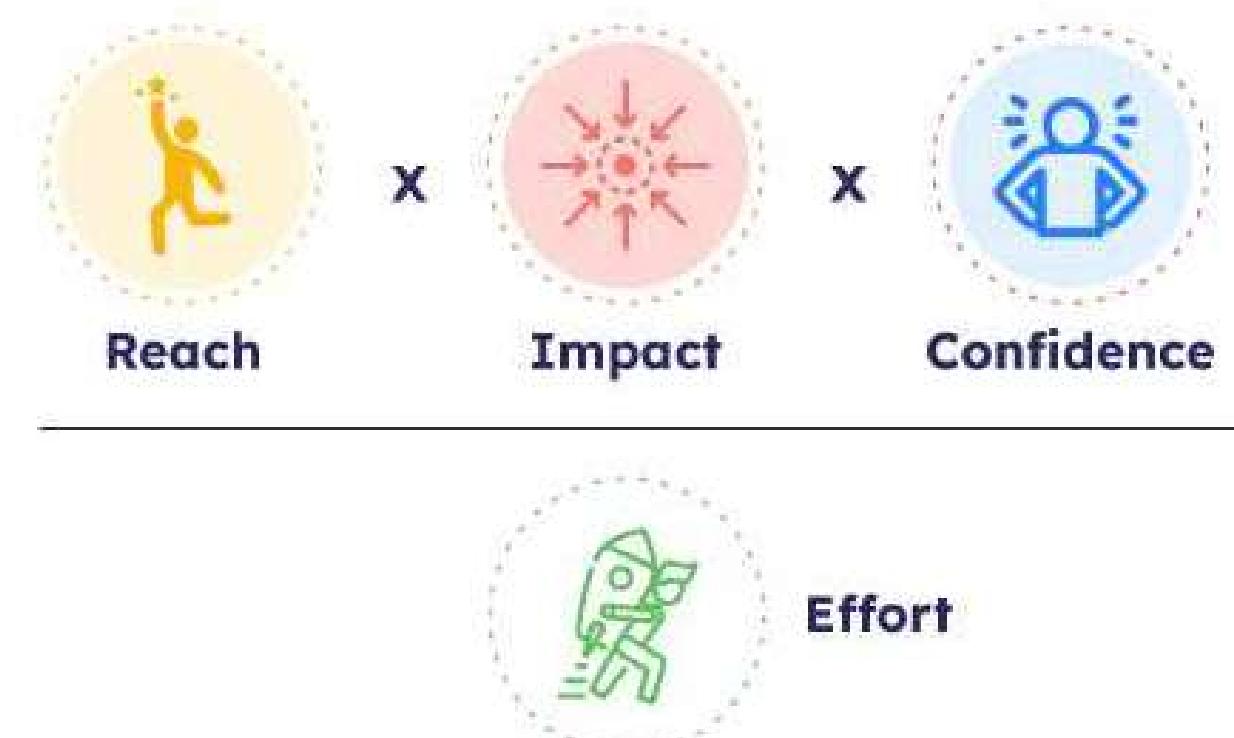
On Business

- Unique offering in the food-space
- Competitive advantage over other players
- A unique channel to get customer feedback

Prioritization - RICE Framework

PROJECT	REACH	IMPACT	CONFIDENCE	EFFORT	SCORE
Chat with Chef & Cooking Instructions	80	<div><div style="width: 100%;">Massive</div></div>	<div><div style="width: 100%;">100%</div></div>	7	34
Meal Preference	65	<div><div style="width: 80%;">High</div></div>	<div><div style="width: 90%;">90%</div></div>	8	15
Refer and Earn	50	<div><div style="width: 80%;">High</div></div>	<div><div style="width: 80%;">80%</div></div>	6	13
Reorder and Sharing	25	<div><div style="width: 60%;">Medium</div></div>	<div><div style="width: 80%;">80%</div></div>	3	7
Magic Cup	50	<div><div style="width: 60%;">Medium</div></div>	<div><div style="width: 60%;">60%</div></div>	10	3

RICE score



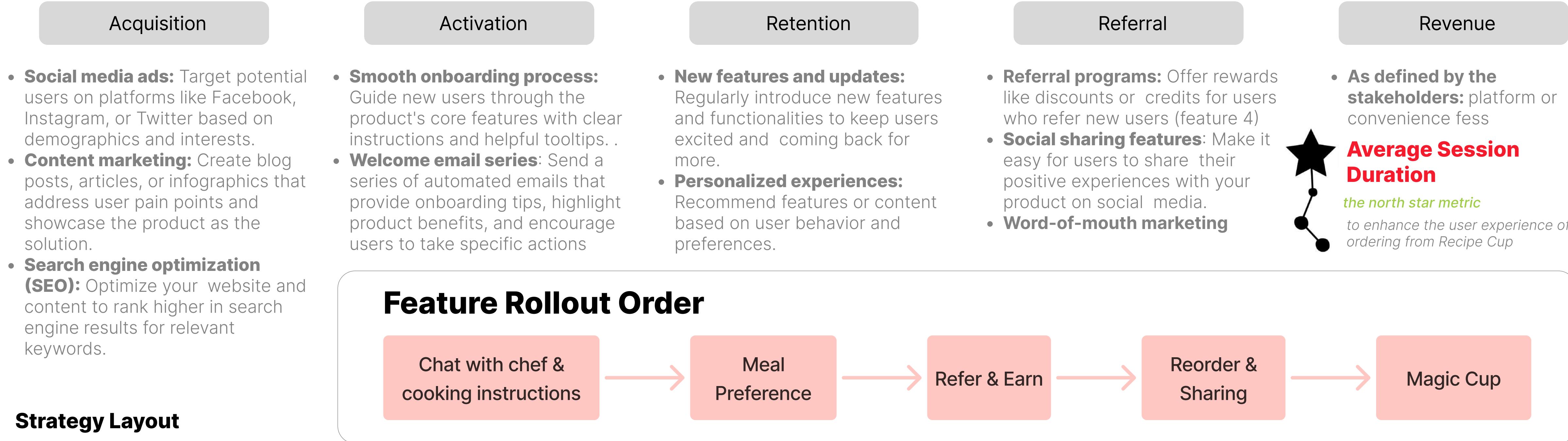
- REACH is calculated with respect to 100 where 100 represents the entire userbase of Recipe Cup
- Effort is calculated on a scale of 1-10 where 10 is given to the toughest feature to implement

Possible Pitfalls

- Incorrect labeling of food items can lead to user dissatisfaction and health issues.(feature 1)
- Consistent and accurate categorization across kitchens requires clear guidelines and verification.(feature 1)
- Seamlessly integrating the recommender system and chatbot with the app infrastructure is technically challenging.(feature 2)
- Developing and maintaining an AI-powered system is resource-intensive, needing careful budget management.(feature 2)
- Ensuring accurate reorders that reflect user choices, including customizations, is crucial to avoid frustration.(feature 3)
- Smoothly integrating the reorder feature with current ordering and payment systems prevents technical issues.(feature 3)
- Complex or unclear referral program rules may confuse users and reduce participation.(feature 4)
- Training chefs to provide consistent and accurate dietary information is necessary.(feature 5)
- Protecting the privacy and security of user-chef communication prevents misuse of personal information.(feature 5)

Go-to-market Strategy

Based on AARRR (Pirate Metric Framework)





Product Teardown

Season 8

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THANK YOU

Team Prime Ministers

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