**Yelp Product Idea**

**Team 5**

**Goal**

Our goal is to help our target users, primarily college going students consume healthy food, be conscious of what they eat and avoid fast food that has often proven to be detrimental to health.

We decided to investigate the dataset to study, narrow down and identify the root cause and reasoning behind unhealthy eating habits and choices people make today. Insights from this exercise of exploratory data analysis helped us identify the kind of features we should be implementing and offering to our customers on our platform to encourage healthy eating habits.

**Insights and Observations from Exploratory Data Analysis**

**1.** **Knowledge of calories per day to be consumed VS diet followed:**

* People who think the importance of consuming measured calories in day is not at all a concern, end up consuming a unhealthy, random and cheap diet most
* People who give some / moderate level of importance to consumption of calories are more or less equally split between ‘healthy diet’ and ‘unhealthy diet’.

**2.** **Cooking frequency VS Diet followed:**

* People who cook everyday tend to majorly follow a healthy diet However, people who cook a couple of times a week *and* cook whenever they can, are split between ‘healthy diet’ and ‘unhealthy diet’ equally.
* People who only help a little during the holidays are the ones who end up consuming an unhealthy diet

**3. Eating changes VS Diet followed:**

* People whose eating habits changed for worse majorly follow unhealthy diet now
* Other categories more or less have insignificant distributions

**4. Eating changes VS Current Diet VS Change in eating parameter:**

* Among people who registered a change in eating habits for the worse, *and* have a current diet that is unhealthy say that their food quality has gotten worse

**5. Employment VS Cooking frequency:**

* Amongst part-time employed people, most people either cook a few times a week, *or*,  cook whenever they can, which is not very frequently
* We also see that people with no job at all also end up cooking less frequently, even though the numbers are a little lower as compared to people with part-time jobs

**6. Diet Current VS Favorite Cuisine**

* Most of the people who consume an unhealthy diet state their favorite cuisine as Italian. Italian food in general is high on calories because most dishes are flour based and contain generous amounts of cheese, contributing to an unhealthy diet

**7.** 60% of surveyed students say their favorite food was cooked at home, and 62% of surveyed students eat out less than 2 times in a typical week.

**Hypothesis:**

* We hypothesize that people there is a segment of the population that is unaware of the nutrition and calorie values of different food types. Because they are ill-informed and not conscious enough, they don’t end up making healthy food choices.
* We also believe that another segment of population, population that saw a change in their eating habits ever since they joined college, has chosen to resort to poor quality food. This could be because they no longer have the time to devote to preparing home-cooked healthy meals and end up consuming fast food from restaurants, either because they have part-time jobs to attend to, or because they are busy with other co-curricular activities.

**User profiles of Interest**

|  |  |  |
| --- | --- | --- |
| **User Profile** | **Obstacles** | **Use Cases** |
| Students who work part-time | -Do not have the time to invest in cooking after a tiresome day at work  -Do not have the energy to sort out and consciously plan what they want to eat | A hassle-free, ready to eat meal service/platform is the need of the hour |
| Students who don’t work but are involved in extracurriculars heavily | -Do not have the time to invest in cooking after a busy and exhausting day full of activities  -Some are not aware of the nutritional value and calories they consume as a product of their food choices | A ready-to-eat meal with nutritional details will help them consume healthy food |
| Students who are ill-informed/mis-informed about the nutritional value of food items | -Do not have the knowledge to make healthier food choices. Because their perception of unhealthy food is flawed, they end up consuming them assuming they are probably not very unhealthy | A detailed, accurate food nutrition and calorie description will help them make a conscious and healthy choice |
| Students who don’t work and/or cook a few times in a week | -Don’t like cooking and would rather grab fast food which is easily available for cheap  -Find cooking complicated or difficult to do on an everyday basis  -Do not have the energy to sort out and consciously plan what they want to eat | An easy-to-order options of wholesome, healthy meals is what they need to give up unhealthy eating habits |
| Students who do exercise 1-2 times per week | -Assuming healthy  -Don’t bother about calorie intake  -Interested to eat outside | A detailed calorie description will help them reinforce health conscious efforts besides physical exercise |
| Students who are more likely to consume fruits regularly | -Assuming healthy  -Lack of nutrition awareness  -Not tracking calorie intake | A ready-to-eat meal with nutrition description will help them follow healthy food habits more diligently without the hassle of having have to consciously make food using healthy ingredients |
| People with salary ranging between $15001 - $50000 | - Don’t enjoy cooking  -Lack of knowledge on calorie intake | A more pocket-friendly, customisable meal plan will encourage them to make healthier choices |

**Solutions & Features**

1. Offer users different cuisines to choose from based on their preference.

2. Display the nutritional details about each meal item to help them make informed choices.

3. Allow for customizable filters that help shortlist a list of dishes that match their dietary needs For example: Vegan, no-pork, calorie upper limits and lower limits, etc. Offer options such as high protein, Keto diet, Vegan etc.

4. Offer meal plans that allow for different food items to be chosen for each meal of the week so that the users don’t get bored of the same preparations.

5. Let users set the number of meals they want in a week i.e. offer subscriptions of varying length of duration

7. Offer group subscriptions (family plans)

8. Incentivize and encourage healthy consumption of food by offering small side salads, fruit cups etc for free

9. Offer doorstep delivery options to students’ dorm and create a category of food called Homemade.

**Steps to ensure high adoption rates**

1. Offer first time discounts/referral codes
2. Offer pocket-friendly pricing keeping student crowd in mind
3. One week trial

**Final Set of Features for our Solution**

1. Offer meal plans that allow for different food items to be chosen for each meal of the week so that the users don’t get bored of the same preparations
2. Incentivize and encourage healthy consumption of food by offering small side salads or fruit cups etc. for free
3. Allow for customizable filters that help shortlist a list of dishes that match their dietary needs. For example: Vegan, no-pork, calorie upper limits and lower limits, etc. Offer options such as high protein, Keto diet, Vegan etc.
4. Display the nutritional details about each meal item to help them make informed choices.

Features such as group subscriptions are harder to implement right away since we need to first customer data to find out how feasible this will be from a profit standpoint.

Doorstep delivery is another feature we plan to implement in the near future, though not right away, since we need to study and work out the logistics and implementation more carefully.

We will consider the other listed solutions/features at a later stage, once the launch of the first rollout takes place owing to difficulty of implementation.