



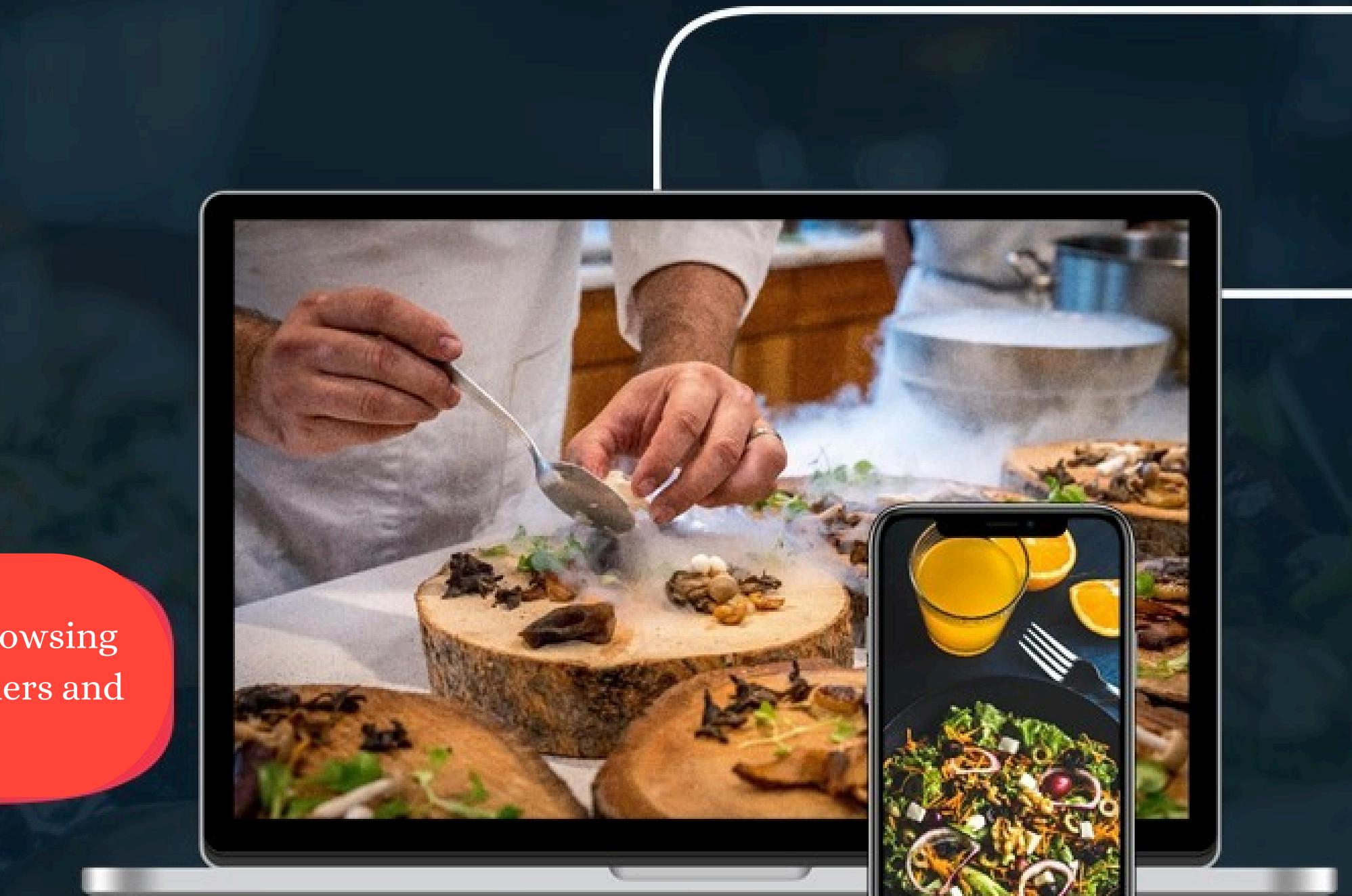
# RECIPE CUP

Improve the overall user experience by optimising the flow from browsing recipes to ordering, ensuring seamless interactions for both consumers and home chefs.

## PRODUCT TEARDOWN

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# UNDERSTANDING THE PRODUCT

## OVERVIEW

**Recipe Cup** is an online platform dedicated to providing a wide range of recipes for food enthusiasts. It offers a user-friendly experience with features like easy recipe browsing, detailed ingredient lists, step-by-step cooking instructions, and personalized recommendations. Recipe Cup aims to inspire and assist users in their culinary journeys, ensuring that they can effortlessly discover and prepare delicious meals.

## MISSION & VISION

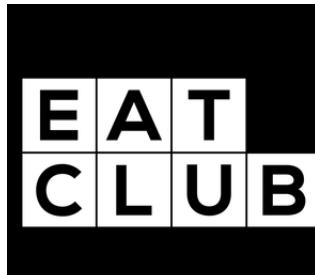
### Community for Food Sellers

Empowering Home chefs to set up their virtual kitchens and expand their food business, one dish at a time

### Platform for Culinary Enthusiasts

Indulge in the goodness of Homemade Meals and Signature Ingredients crafted by passionate home chefs, now with a tech twist!

## COMPETITORS



## STATISTICS

2 %



Market Share

1 M



Monthly Active Users

5K



Orders per day

2 +



Delivery Partners



Cities

10,000



Restaurants Listed

NA



Revenue in Q3FY22

NA



Valuation

500+



App Download

## SERVICES

- Assists home chefs
- Cloud kitchens
- Restaurants

## USER SEGMENT

*Foodies Homemakers  
Working Professionals  
Business Travellers  
Students Local  
Restaurants*

# COMPETITORS ANALYSIS

Parameter	Resipe Cup	Zomato	Swiggy	Eat Club
Market share	2%	55%	45%	8%
Number of restaurants listed	10,000	210,000	185,000	50,000
Number of monthly active users	1 million	32 million	20 million	5 million
Average order value	Rs. 640	Rs. 560	Rs. 400	Rs. 320
Features	<ul style="list-style-type: none"><li>• Recipe sharing</li><li>• food delivery integration</li></ul>	<ul style="list-style-type: none"><li>• Restaurant discovery and reviews</li><li>• Hyperpure for high-quality ingredients to restaurants</li><li>• Zomato Gold for premium membership benefits</li></ul>	<ul style="list-style-type: none"><li>• Food delivery, Instamart for grocery delivery</li><li>• Swiggy Genie for parcel delivery</li><li>• Swiggy One for membership benefits</li></ul>	<ul style="list-style-type: none"><li>• Curated restaurant selection</li><li>• subscription model</li></ul>
Strengths	<ul style="list-style-type: none"><li>• Unique concept</li><li>• engaged community</li></ul>	<ul style="list-style-type: none"><li>• Strong brand recognition</li><li>• Extensive restaurant listings</li><li>• Robust user engagement through reviews and ratings</li></ul>	<ul style="list-style-type: none"><li>• Fast delivery network</li><li>• Diverse service offerings (Instamart, Swiggy Genie)</li><li>• Large user base</li></ul>	<ul style="list-style-type: none"><li>• Higher-end positioning</li><li>• loyal customer base</li></ul>
Weaknesses	<ul style="list-style-type: none"><li>• Niche market</li><li>• limited restaurant options</li></ul>	<ul style="list-style-type: none"><li>• High competition leading to thin profit margins</li><li>• Dependence on discounts to attract users</li></ul>	<ul style="list-style-type: none"><li>• Significant operational costs</li><li>• Competition from Zomato and other local players</li></ul>	<ul style="list-style-type: none"><li>• Limited scale compared to larger players</li></ul>

# USER PERSONAS



## Ayush

### Demographic Info

- 21 Years old
- Lives in Mumbai

### About

An IIT Bombay college student who lives in a hostel Has a limited budget and a busy schedule Loves to explore different cuisines and dishes from various restaurants and cafes

Uses Recipe Cup to order food online, browse menus, read reviews.

### Pain Points

Sometimes the food delivery is late, cold, or incorrect Some restaurants have high minimum order values or delivery charges He cannot order food from different restaurants at a time The quality and hygiene of the food is not always consistent or satisfactory

### Goals/Needs

To find affordable and delicious food options that suit their taste and mood To save time and hassle by ordering food online with fast and reliable delivery To get value for money and convenience by paying bills online and using coupons or vouchers To have a smooth and enjoyable user experience with the app



## Ritik

### Demographic Info

- 32 Years old
- Lives in Bangalore

### About

A professional who travels frequently for work Has a high income and a flexible budget He often travels to new cities where he doesn't know where to order his favorite cuisines. He is always looking for a quick and easy way to find a good restaurant and home made food.

### Pain Points

He cannot schedule food delivery in advance He doesn't get recommendations based on his previous orders. He sometimes remembers late to add something after placing the order but can't modify the order Sometimes the app accepts the order from the restaurants which are closed at night.

### Goals/Needs

To find the best restaurants/kitchen in the city that match their preferences and expectations. To get recommendations from his previous orders To avoid waiting to get food after coming from work. To have a seamless and satisfying user experience with the app.



## Arushi

### Demographic Info

- 23 Years old
- Lives in Delhi

### About

A fitness enthusiast who follows a strict calorie diet and maintains a fixed budget. Likes to cook at home but occasionally orders food online for convenience or variety. Uses Recipe Cup to order food and maintain diet.

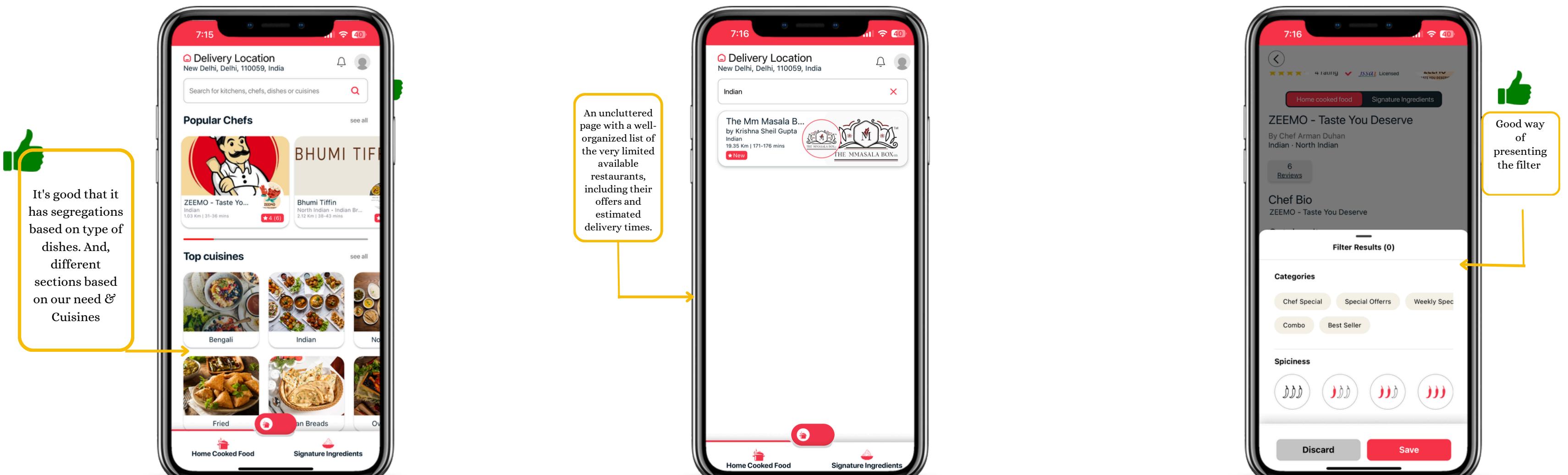
### Pain Points

The app does not have enough options or categories for vegetarian, vegan, gluten-free, or allergy-friendly food The app does not have enough features or functions to interact with other users or share feedback The app does not always show the accurate availability or location of the restaurants

### Goals/Needs

To have more choices and control over their food preferences and dietary requirements To get discounts, offers, and rewards for their loyalty and referrals To have a fun and engaging user experience with the app

# USER JOURNEY



## Discovery

### Actions

Opens App and discovers dishes and restaurants



### Pain Points

The discovery page does not show personalized recommendations based on my previous orders.

## Search Restaurant

Explores different restaurants based on dish & chooses one to go with



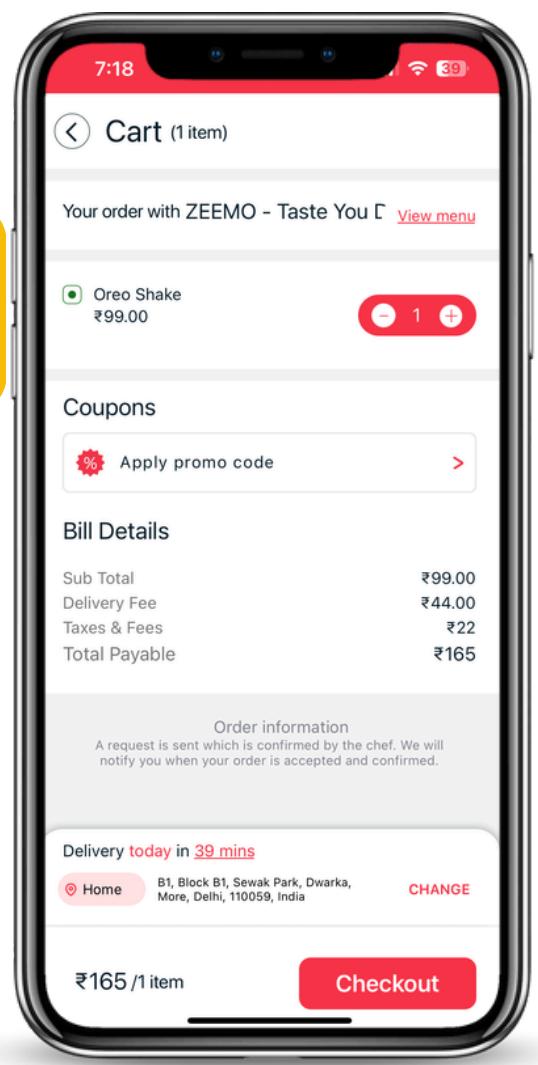
Does not offer an option to filter restaurants by delivery time.

## Browsing through Filter



Cannot add dishes from different restaurants to the same cart

# USER JOURNEY



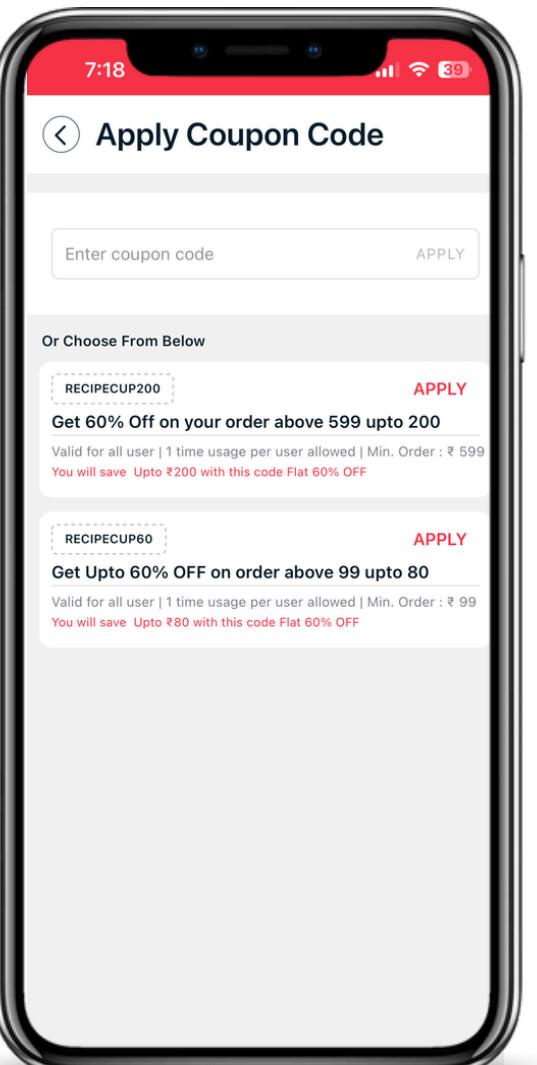
*Checkout Page  
& Cart Review*

## Actions

At the checkout page to place order



Don't have an option to schedule delivery for later

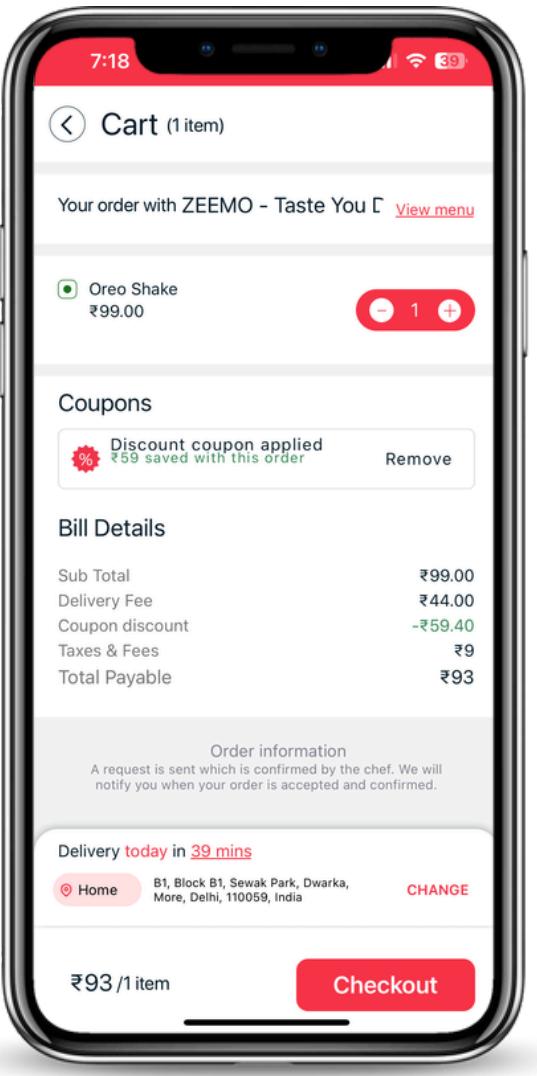
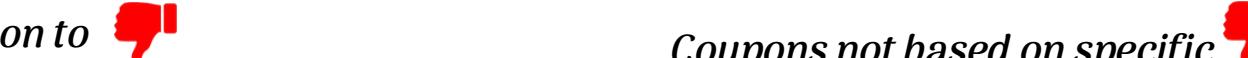


*Coupons discovery*

Explores different coupons to apply and final instructions



Coupons not based on specific account that user has

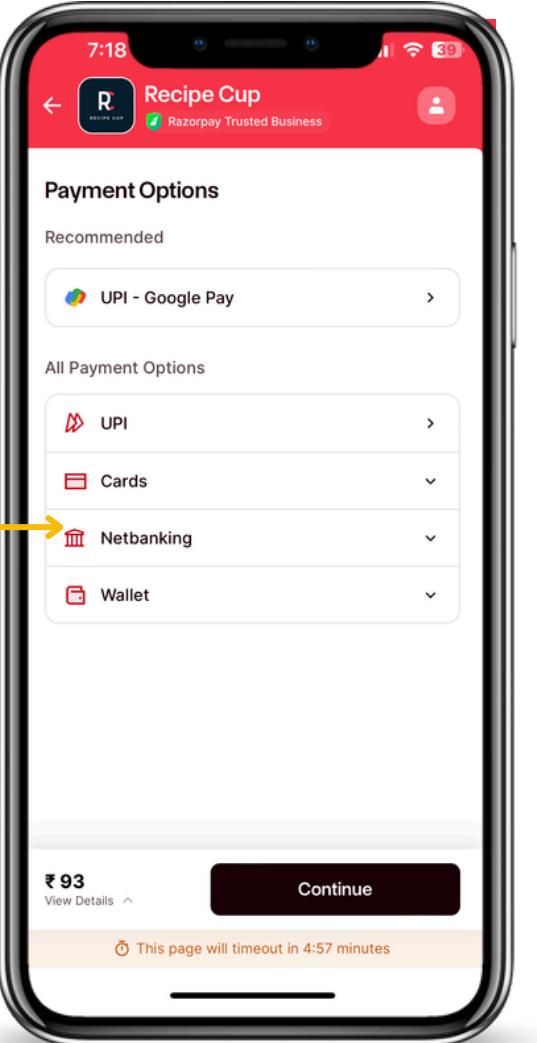


*Payments Page*

Almost at the last step of placing the order and making payment



The cancellation policy is not flexible and there is no refund policy for rare cancellations.



# FRICTION POINTS IN THE JOURNEY

## SEGMENT PRIORITIZATION

ROBIN - Single, Working professional

As companies end work-from-home policies and call employees back to offices, early-career professionals are moving to metro and Tier-1 cities. This shift is expected to increase demand for food delivery services, a segment we relate to and can effectively serve.

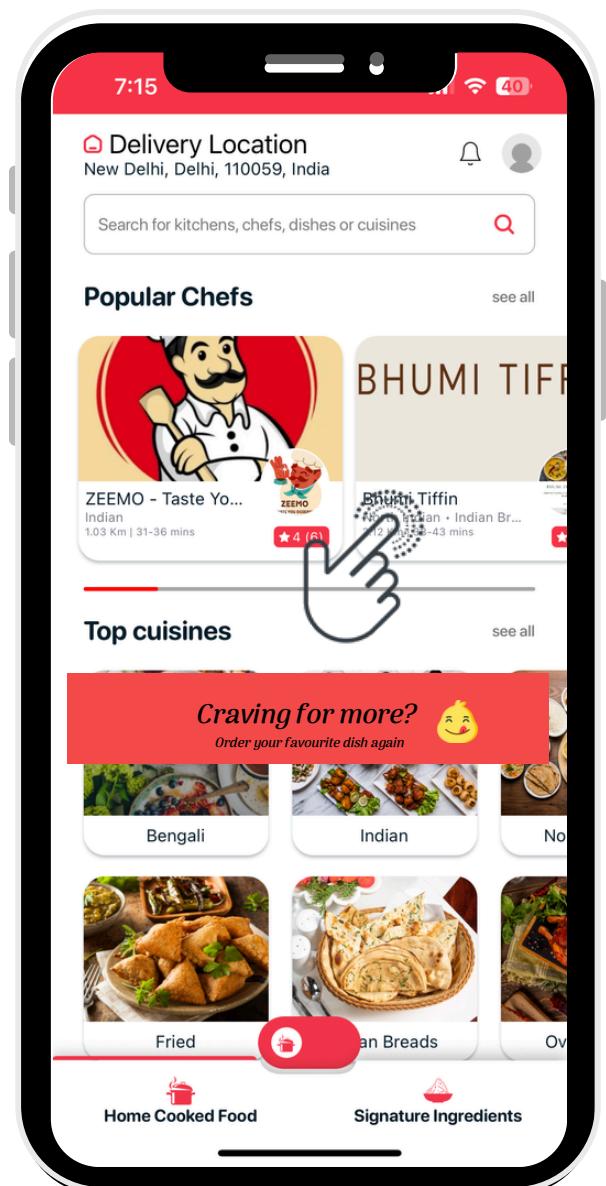
### Discovery Phase

- *User cannot get personalized recommendations based on their previous orders, preferences or location on the discovery page*

Users who want to order food from Recipe Cup cannot get personalized recommendations based on their previous orders, preferences. This can cause dissatisfaction for the users, as they have to spend more time to find the dishes they like or discover new ones.

### Solutions

- A section on the homepage that displays the recommendations based on the users previous orders, preferences, or location, with a clear label and a catchy title such as “hot near you”, “Recommended for you”, “Based on your favorites”,etc.



# FRICTION POINTS IN THE JOURNEY

## Ordering Phase



*User cannot order food in advance or schedule a delivery time for later*

Users who want to order food from Recipe Cup cannot plan ahead or choose a convenient time for their delivery. This can cause frustration, inconvenience and missed opportunities for users

### Solutions

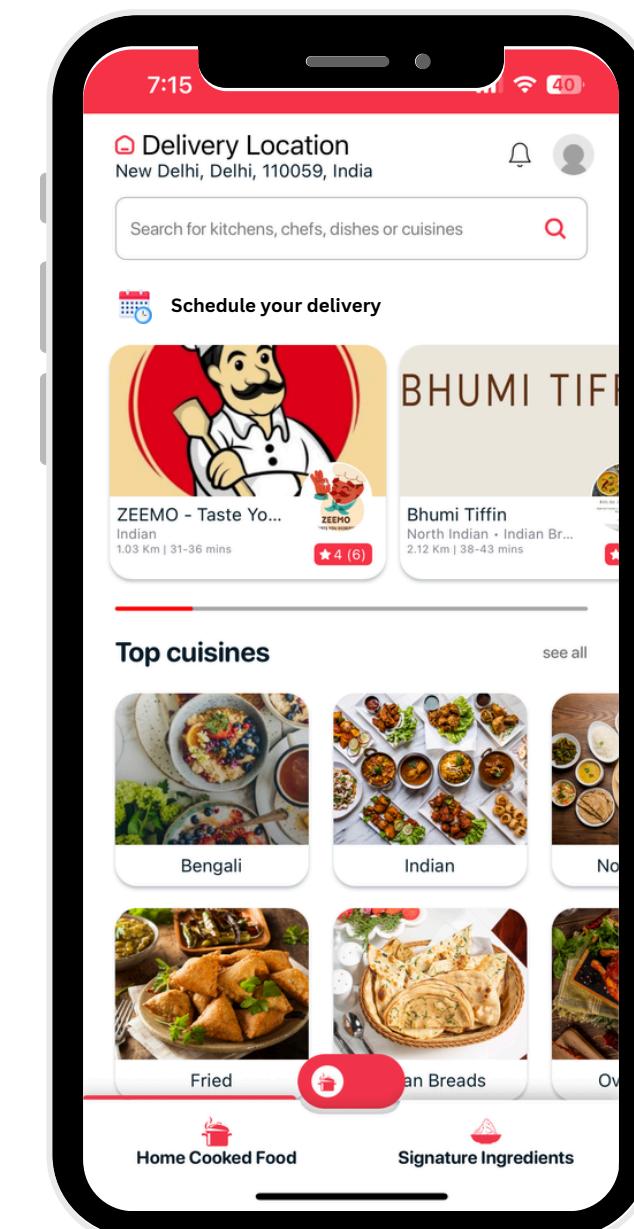


Add a feature that allows users to schedule their orders in advance and select a preferred delivery time slot.

This way users can order food when they are free and receive it when they are hungry, without having to wait or worry about availability

### Value Generated

- This can benefit restaurants by helping them manage their inventory, staff and demand more efficiently
- This can be convenient for users who want to order food for a party or event, or who want to have food delivered to their home after work
- This would give users more flexibility and control over their food orders, and it would make it easier to plan ahead



# FRICTION POINTS IN THE JOURNEY

## Ordering Phase

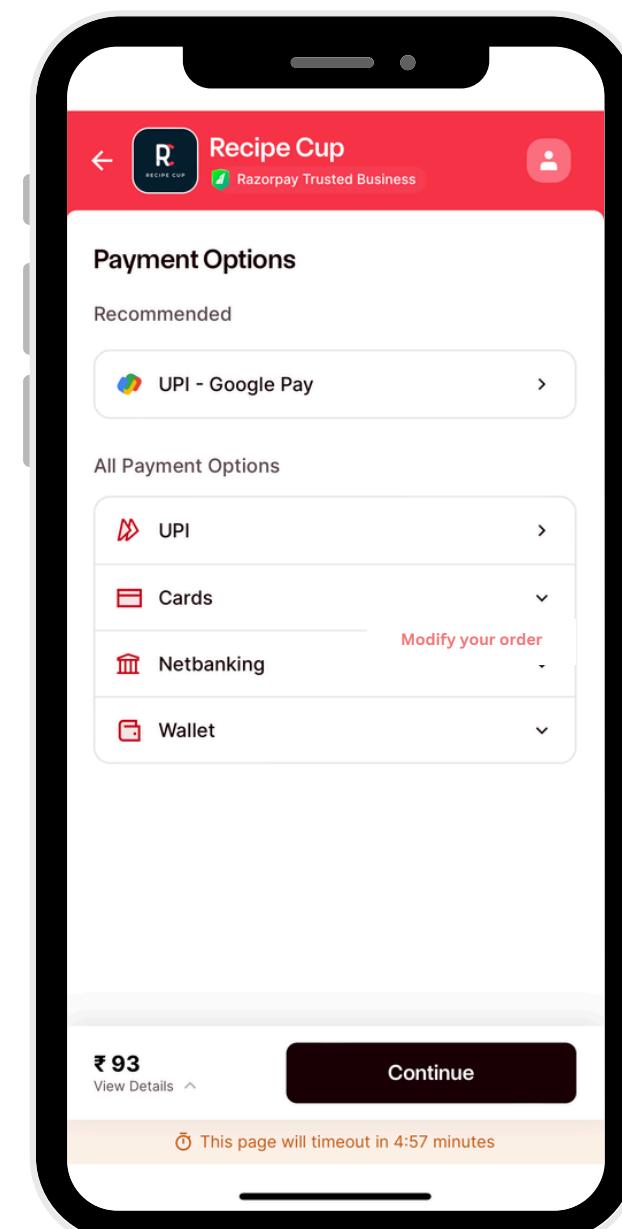


### *User cannot modify their order after placing it without incurring a penalty fee*

Users who want to add more items from the same restaurant after placing their order on Recipe Cup have no option to do that while the order is still in the preparation stage

## Solutions

- ▶ Implementing an additional process that lets users add more items from the same restaurant on the app, till the food is still in the preparation stage
- ▶ Notifying the users and the restaurants about the addition of more items to the order and adjusting the users' bill accordingly
- ▶ Combining the orders from the same user and restaurant and assigning them to the same delivery person, if possible, using algorithms, rules, preferences, etc.



# FRICTION POINTS IN THE JOURNEY

## Ordering Phase

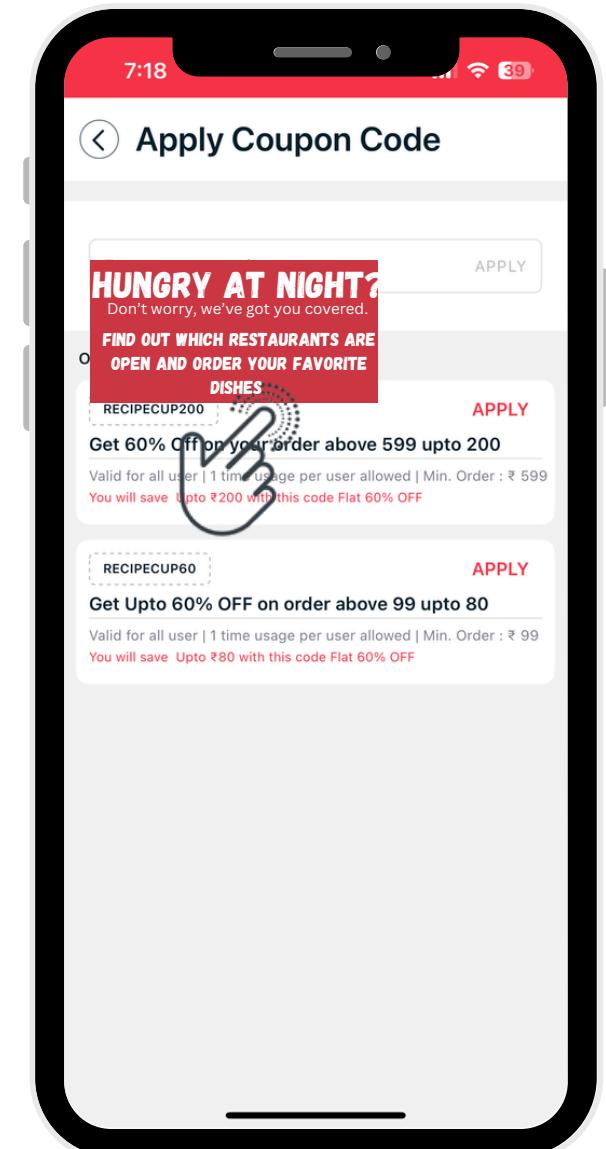


### ***Difficulty finding restaurants open late.***

Users who are looking for food after hours may not be able to find restaurants that are open late on Recipe Cup. This can cause disappointment, frustration and waste of time and money for the users, as they may place an order and pay for it, only to find out that the restaurant is closed and cannot fulfill their order

### Solutions

- Developing a system that tracks and updates the opening and closing hours of the restaurants, as well as their current capacity and inventory, using various methods such as GPS, sensors, APIs, etc
- Implementing a verification process that confirms with the restaurants whether they can accept and deliver the orders from the users, using various methods such as SMS, email, phone call, etc.
- Offering alternative options if their preferred restaurant is unavailable or closed, such as suggesting other nearby restaurants that are open late



# FRICTION POINTS IN THE JOURNEY

## Ordering Phase



### *User cannot add item to cart from multiple restaurants and checkout in a single go*

Users who want to order food from multiple restaurants have to place different orders and checkout separately for each restaurant. This can cause inconvenience, confusion and inefficiency for the users, as they have to repeat the same process multiple times and keep track of different orders, payments and wait until first order is delivered

### Solutions

- ▶ Developing a system that allows users to select multiple restaurants and add items to their cart, using various methods such as checkboxes, tabs, filters, etc.
- ▶ Designing a user interface that displays the cart with the items from different restaurants, with clear labels and subtotals for each restaurant, as well as the total amount for the entire order
- ▶ Implementing this only for second restaurant that is within 5KM of range of first one so that the delivery person can optimize the time of delivery



# FRICTION POINTS IN THE JOURNEY

## Ordering Phase

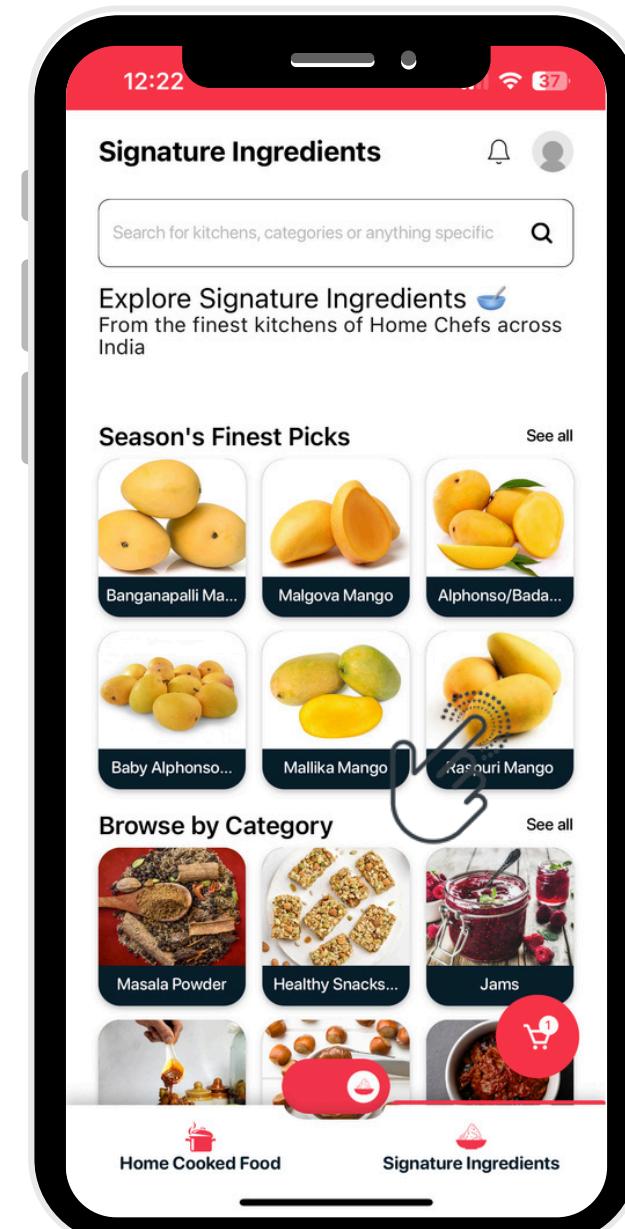


*Users can order a full-day meal plan delivered directly to their doorstep*

Users have the convenience of ordering a comprehensive full-day meal plan, ensuring they receive balanced and nutritious meals without the hassle of cooking. These meal plans are tailored to meet dietary needs and preferences, offering a variety of options for breakfast, lunch, dinner, and snacks. The entire meal plan is delivered directly to their doorstep, providing a seamless and time-saving solution for daily meal preparation.

### Solutions

- ▶ Develop a variety of full-day meal plans tailored to different dietary preferences and nutritional needs, such as vegetarian, vegan, keto, and balanced diets. Ensure each plan includes breakfast, lunch, dinner and snacks.
- ▶ Implement an intuitive ordering system that allows users to easily select, customize, and schedule their meal plans. Include options for recurring orders, dietary adjustments, and specific delivery times to enhance convenience.
- ▶ Partner with reliable logistics providers to ensure timely and efficient delivery of meal plans directly to users' doorsteps. Focus on maintaining food quality and freshness during transit, and offer real-time tracking and customer support to address any issues promptly.



# PROBLEM PRIORITIZATION

<i>Problem</i>	<i>Impact</i>	<i>Effort</i>	<i>Urgency</i>	<i>Value</i>	<i>Priority Order</i>
<i>Modification of order</i>	High	High	Medium	Medium	6
<i>Restaurants open at late hours</i>	Medium	Medium	Low	Medium	2
<i>Ordering from multiple restaurants</i>	Low	High	Medium	High	3
<i>Scheduling an order</i>	Medium	Medium	Medium	Medium	1
<i>Personalized recommendation based on past orders</i>	High	High	Medium	Medium	4
<i>Personalized recommendation for full-day meal plan</i>	High	Medium	Medium	High	5



## NORTH STAR METRIC

*Number of successful food items delivered each week*

## PRIMARY METRICS

-  **Number of orders placed per day**: This is the most important metric for Recipe Cup, as it measures the overall demand for their food delivery service
-  **Average order value (AOV)**: This metric measures the average amount of money that each customer spends on an order
-  **Number of active users (DAUs)**: This metric measures the number of users who open the Recipe Cup app or website on a daily basis
-  **Percentage of orders delivered on time**: This metric measures the accuracy of Recipe Cup delivery times

## SECONDARY METRICS

-  **Number of searches made per day** : This metric measures the level of engagement that users have with the Recipe Cup platform
-  **Number of restaurants listed on Recipe Cup**. This metric measures the breadth of Recipe Cup offering
-  **Percentage of users who leave a review after an order**. This metric measures the level of satisfaction that users have with Recipe Cup service

**That's a wrap**  
**Revolutionising Food**  
**Experiences Together!**

