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...with the aim to usher in a generation of new and seasoned cooks to the digital age cooking experience

One time Registration	Discovery	Ingredients	Cooking RecipeAtomizer™	Follow-up
Give a quick and useful tour of the e2e solution. Drill down into specific parts of the solution	Ability to share user's favorite (shortlisted) recipes at other applications/sources and show on Pepper	Provide platform for user to • Plan cooking recipes over a period of time – assign	Provide voice based assistance to any and/or multiple recipes by normalizing any recipe on the internet	Capture missing user information on a ongoing basis • Ecosystem credentials
Ability to capture users credentials for the	board	recipes to a day/time	Provide detailed	Personal preference
larger eco-system to move data and experience seamlessly	Allow user to capture any preferred recipe at other sources and add	 Aggregate and generate easy to use grocery lists 	glossary (audio visual) of technical terms	Capture feedback recipes cooked
Ability to capture user's preferences for	to their Pepper roster Ability to give recipe	with ingredients required to cover day(s) of cooking	Break prep and cooking steps into logical buckets where relevant	Capture feedback on user experience on using Pepper and how it
DietCuisineComplexity of	options to user if user initiates this process at Pepper	 Add and delete ingredients based on availability in 	Provide standardized scales for	can be improved
recipes • Ways to interact with the voice solution	 Based on available ingredients Based on event or situation 	 pantry Ability to order list at Amazon Green or Instacarts etc. 	Cooking complexityUtensils/Tools needed	
InfotainmentNotification timing	Based on specific recipe or cuisine	Options to buy baskets	Standardize outputs of voice conversation on to	
and channel	 Based on time and other dietary 	of ingredients to cover >80% of specific cuisines	the app/chatbot to give user a visual option too	1

constraints

Module mapping across the user journey (Phase I)

These modules can be invoked at any time across these stages

One time Registration			Discovery	Ingredients	Cooking		Follow -up	
Solution channels	Voice Light Touch		Light Touch	Light Touch	CORE PROPOSITION		Light Touch	J
	App	CORE	CORE PROPOSITION	High Touch	 			
	Chat		CORE PROPOSITION	High Touch				
	Web	CORE	Light Touch	Light Touch				
Key features	R1 Audio Visual – solution feature set		D1 Sync favorites with your recipe app of choice	Manage favorites recipes and assign to days	C1 Finalizing chosen recipe	C2 Multiple recipe navigation	F1 Feedback	
		R2 Capturing eco- system credentials	Add any recipe, anywhere, to Pepper's 'My Favorites' board	in a week 12 Aggregated ingredient list	C3 Context based jumps across recipe	# of serving extrapolation	loop into discovery	
	Capturing personal preferences		D3 Discovering a recipe based on multiple variables	based on quantum of grocery runs	C5 Multi-media glossary	C6 Downtime Infotainment	Customer Support/	
		R4 Edit/Add missing pieces as needed	Recommendations engine: Based on feedback, behavior and preferences	1-step online ordering	C7 Smart Timer	C8 Ad engine	Training	

External product placement through the user journey

















