

Overview

As a part of a service-learning course at Stanford University, I worked with a local non-profit educational farm, Pie Ranch, to assess and lay out a plan on how they could take advantage of their diverse array of organic produce to create a new organization that focuses on bringing a farm-to-table meal kit type delivery service.

Objective

For this project, I was tasked with understanding the user goals associated with meal kit delivery services, what competitors are currently providing for their customers and how FarmKit, the new organization, could find its own niche to successfully compete with those companies.

User Goals

Through user interviews, research on the competitive landscape and conversations Pie Ranch co-founder Jered Lawson, I narrowed the **user goals** to the following:

- Spending quality time with family and friends
- Save time spent on “non-essential” tasks in the meal process
- Transparent meal choices

Provisional Personas

From those user goals and limited user data, I laid out a couple of **provisional personas** to help focus the product and its potential features:

Persona #1:

Demographics: Mid-20s, Working in the Tech Sector

Description:

- Most meals are already provided by tech company
- Limited experience cooking
- Eats out a lot
- No children to take care of

Comments:

This person would most likely want to try out this service as a way to spend time with friends and family on weekends as well as gain valuable cooking experience from easy to use recipes for a variety of meals using a diverse set of ingredients.

Persona #2:

Demographics: Mid-40s, Bay Area employee w/Children

Description:

- Goes grocery shopping regularly

- Decent cooking experience for a few meals
- Eats out only on special occasions
- Responsible for entire family

Comments:

This person is someone who would like to save the time spent shopping for groceries and spend that time with his/her family. Also, having new recipes to cook without worrying about buying the necessary ingredients and wasting money, gives him/her the ability to step out of the comfort zone of cooking.

User Tasks

Then I laid out **user tasks** that could help fulfill those user goals:

As a user...

- I can pick and filter meals based on nutrition facts, ingredients present, tools needed and prep time
- Once I have chosen a meal, I can track my meal's ingredients from farm to delivery location
- I can view and track the environmental impact my meal is making

Exploring FarmKit Features

After seeing the user tasks and goals, I used a brainstorming session to lay out potential features that FarmKit could provide that satisfy those goals found above.

MealKit Process

- Crop Options
 - o Based on the availability of crops
 - o Either use crops already being grown on Pie Ranch or plan to grow new ones
- Recipe Options
 - o HQ paper used
 - o Message chefs who want to help a non-profit
 - Give them some certification: "I've created a recipe for Pie Ranch!"
 - o Accessible Electronically
- Shipping Options
 - o Recyclable Bags
 - o Freezing food?

Marketing and Branding

- What we sell (on the package)
 - o 100% farm-based
 - o 0% waste

- Recycled bags and recycled materials
 - Harvested less than a week ago(?)
 - Note from the farmer
- Other value
 - Fun cooking experience
 - Learn how to cook

Web Platform

- Each Recipe
 - Labeled Ingredients with quantity
 - Nutrition Facts
 - Chef Name and picture (come up with recipe)
 - Reviews from customers
- Subscription Service
 - Allow customers to browse the food before picking
 - Choice of subscription or one-time
 - One-time is a bit more expensive
 - Subscription allows variety

Other Services

- Give short one minute tutorials on how to do different cooking techniques
- Dictionary for cooking terms
- Link to places where they can buy the best cooking equipment

Customer Account

- Message chefs and farmers about experiences
- Free trial for friends and family
- See the carbon footprint aka how much they have contributed to social justice food
- See a map of where the food is from and how it has traveled to your doorstep

UX Flow

After determining these potential features, I also began flowing out the user experience of using the app that they would use to create such a service.

(Omnigraffle Here)

Mockups and Future Plans



Other than the few mockups I created, I wasn't able to finish the UI flows. I plan to re-work on them when I have the time.

Additional Objectives

At the same time, I was working within a team and with the help of SlideDeck to create a slide deck to pitch to angel investors. I focused specifically on the solution slide, showing how the proposed solution would help the surrounding community (seeing that this would be a 501(c)(3) non-profit) and mocking up key features.