PRD: MAP A MEAL

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Vision

For students, working professionals and busy families who crave for home cooked meals, Map A Meal is a subscription + loyalty based meal delivery service that provides nutritious meals cooked from home chefs with convenient, customizable, and affordable options. Unlike competitors like Factor75, Freshly, Trifecta, our focus is on personalization, affordability, health, wellness for our customers addressing time and skill limitations in the meal delivery industry.

Purpose

Many people today have difficulty finding the time and skill for preparing their own meals, creating a demand for convenient meal delivery services. Our application, Map A Meal, seeks to meet this demand by providing a subscription-based meal service that links users with meal providers. Students, working professionals, and families seeking nutritious meal options are catered to by our service, which prioritizes convenience and nutrition. Unlike our competitors Factor75, FreshNly, and Trifecta, we emphasize customization and affordability, filling the void for individuals who lack the time or skills to prepare wholesome meals.

Motivation

Customer Segments

a. **College Students & Young Adults:**
- Comfort and Ease- Students frequently lack the energy or time to prepare meals at home due to their hectic schedules filled with classes and extracurriculars so they often skip meals. This service will be very cost effective, practical, and affordable for them
- Time-saving- By eliminating the need for students to go grocery shopping and prepare their own meals, they save time and effort. This frees up time for them to study, pursue hobbies, or socialize

- **Persona: Name- Vaishnavi Bhoite Age- 22**
  Occupation- Full time student and part-time employee at Northeastern University. Vaishnavi is a college student pursuing MSIS at Northeastern University. She is always preoccupied with lectures, submissions, and on-campus job, leaving little time for cooking meals at home. She wishes to eat healthy but frequently orders fast food or skips meals.

b. **Seniors or Elderly Individuals:**
- They may find it difficult to prepare meals for themselves due to their possible limited mobility
- Because of health issues, they may have dietary restrictions such as low-salt or low-sugar meals
- They may not have a cook and may be living alone
- **Persona**- **Ben Thompson Age- 68**
  Occupation- Retired pensioner
  Ben lives in Georgia, ATL alone while his son's family is based in Savannah. Ben is a diabetic and has knee arthritis. He needs to consume at least 2 meals daily with high nutritional value to sustain arthritis while considering his diabetic restriction. He needs to have home cooked meals conveniently delivered to his doorsteps

c. **Working Professionals:**
- Working professionals may become bored with eating the same meals over and over. Meal services can provide a diverse range of meals that are tailored to their preferences and dietary needs
- May have time constraints due to unplanned urgent meetings and pressing deadlines
- Since many working professionals have a lot of extra money to spend, this service may be feasible for them. Furthermore, when compared to dining out frequently, meal-service can be more cost effective in the long run
- **Persona: Name- Anand Bonde Age- 41**
  Occupation- Senior R&D Engineer at Microsoft
  Anand and his wife Komal love to eat healthy food and enjoy cooking together. Because both are working professionals, they tend to compromise their preferences and end up

having one to many pizza nights. They are now expecting a baby in a month and that is why they are stressed about routine activities like cooking. They want to find a feasible and effective alternative for home cooked food.

Unmet Needs

We believe that each of our target segments have unique unmet needs. Thus we pinpointed the problems faced by our primary 3 **segments and** mentioned them below per demographic.

a. **College Students & Young Adults:**
● Meal options that are healthy and nutritious while also catering to their dietary preferences and restrictions.
● The ability to customize their meals, including vegan, gluten-free, and low-carb diet options.
● Meal delivery schedule flexibility to accommodate their versatile schedules.

b. **Seniors or Elderly Individuals:**
● Meals which are easy to chew and digest while also meeting their nutritional needs.
● A simple ordering system that caters to their specific needs and allows them to customize their meals based on their dietary restrictions.
● A meal delivery service that considers their limited mobility and provides doorstep delivery.

c. **Working Professionals:**
● Options for quick and effective delivery that can accommodate their hectic schedules and impromptu meetings.
● Meal options that satisfy their dietary requirements and nutrition while still providing a broad range of options.
● Flexible plans to alter the subscription model with the ability to cancel, pause or modify services and choose the number of meals as they want.

Existing Solutions

What existing solutions do target customers currently rely upon? What hypotheses do you have about ways in which existing solutions are insufficient in meeting key customer needs?

Factor75: For those who are concerned about their carb intake and want nutritious food delivered to their door, this service offers keto and low-carb meals.

Pros:	Cons:
✅Adequate serving sizes	❌There are no options for breakfast
✅Excellent selection of meal plan choices	❌Fewer options for those who have food intolerances
✅Using grass-fed meats and clean/biodegradable ingredients	

Fresh N Lean: Consumers can turn to Fresh N Lean for high-quality, organic pre-made food options. Their products are made using gluten-free, organic, and fresh ingredients that are not genetically modified.

Pros:	Cons:
✅ Free from GMO and gluten-free food	❌ Fixed menus are set for the meal plans
✅ Ingredients that are sourced naturally	❌ Must microwave food before consumption
✅ Several varied meal options are available	

Trifecta: This subscription service is designed specifically for athlete- enthusiasts and uses premium ingredients like caught wild-fish and grass-fed meat, quite rich in protein.

Pros:	Cons:
✅ Wholesome Portions	❌ Fewer taste options
✅ Provide the precise ratios for every meal	❌ No freedom of meal selection
✅ Created with quality packaging components	❌ Cost in comparison to others is higher

Differentiation

- **Loyalty + Subscription based model for Home Cooked Meals.**

For our home-cooked meal delivery app, implementing a loyalty and subscription-based strategy can be a crucial differentiator from our rivals. While a subscription model offers predictable recurring income and aids in menu planning and inventory management, a loyalty program can promote repeat business and foster customer loyalty. Convenient delivery options can make it simple for customers to receive their meals, and offering customizable meals can ensure customer happiness and minimize food waste. Additionally, giving customers suggestions that are specific to them can improve customer relations and loyalty.

Our app differentiates itself from rivals by combining these features to give consumers convenience, flexibility, and individualized service. Additionally, a loyalty and subscription-based model can help build trust and loyalty with customers who are looking for dependable and consistent meal delivery services given the increase in demand for healthy and fresh meal choices. For a new home-cooked meal delivery app, a loyalty and subscription-based business strategy can help distinguish the brand and give it a competitive edge in a crowded market.

Why Now?

In today's busy environment, most people wish for some meals made at home and live distant from their families. Home-cooked meals are, as we all know, the healthiest and most hygienic choice. Most people crave home-cooked meals because they feel happier and more at home while not having to cope with the hassle of making a meal from scratch after a long day at work. The optimum moment to create an app that connects individuals looking for home-cooked meals with homemakers is now for several reasons:

1. ***Increasing Demand for Home-Cooked Meals***: There is a growing trend of consumers seeking healthier and more authentic food options, which has led to an increasing demand for home-cooked meals. Consumers are more aware of the benefits of consuming fresh, locally sourced food, and are willing to pay a premium for high-quality home-cooked meals.

2. ***Rise of the Sharing Economy***: The sharing economy has disrupted traditional business models and created new opportunities for individuals to monetize their skills and assets. By leveraging the sharing economy model, your app can help home makers generate income from their culinary skills, while providing consumers with an alternative to traditional restaurant meals.

3. ***Advancements in Technology***: Technological advancements have made it easier than ever to connect consumers with home makers. With the widespread availability of smartphones and high-speed internet, consumers can easily access and order home-cooked meals from the comfort of their own homes.

4. ***Increased Convenience***: With the fast-paced nature of modern life, consumers are increasingly looking for convenient and time-saving solutions to their daily needs. Your app can offer consumers a convenient way to access high-quality, home-cooked meals without the hassle of cooking themselves or going to a restaurant.

5. ***COVID-19 Pandemic***: Many people are choosing to eat at home rather than going out to eat because of the COVID-19 outbreak. Your app can assist in supplying the rising demand for home-cooked meals while abiding by the rules of social distance and lowering the risk of contracting the virus.

This is a perfect time to create an app that links homemakers with those looking for home-cooked meals due to the rising sharing economy, rising demand for home-cooked meals, technological improvements, improved convenience, and COVID-19 epidemic.

Verbal/Visual Walkthrough of Use Cases
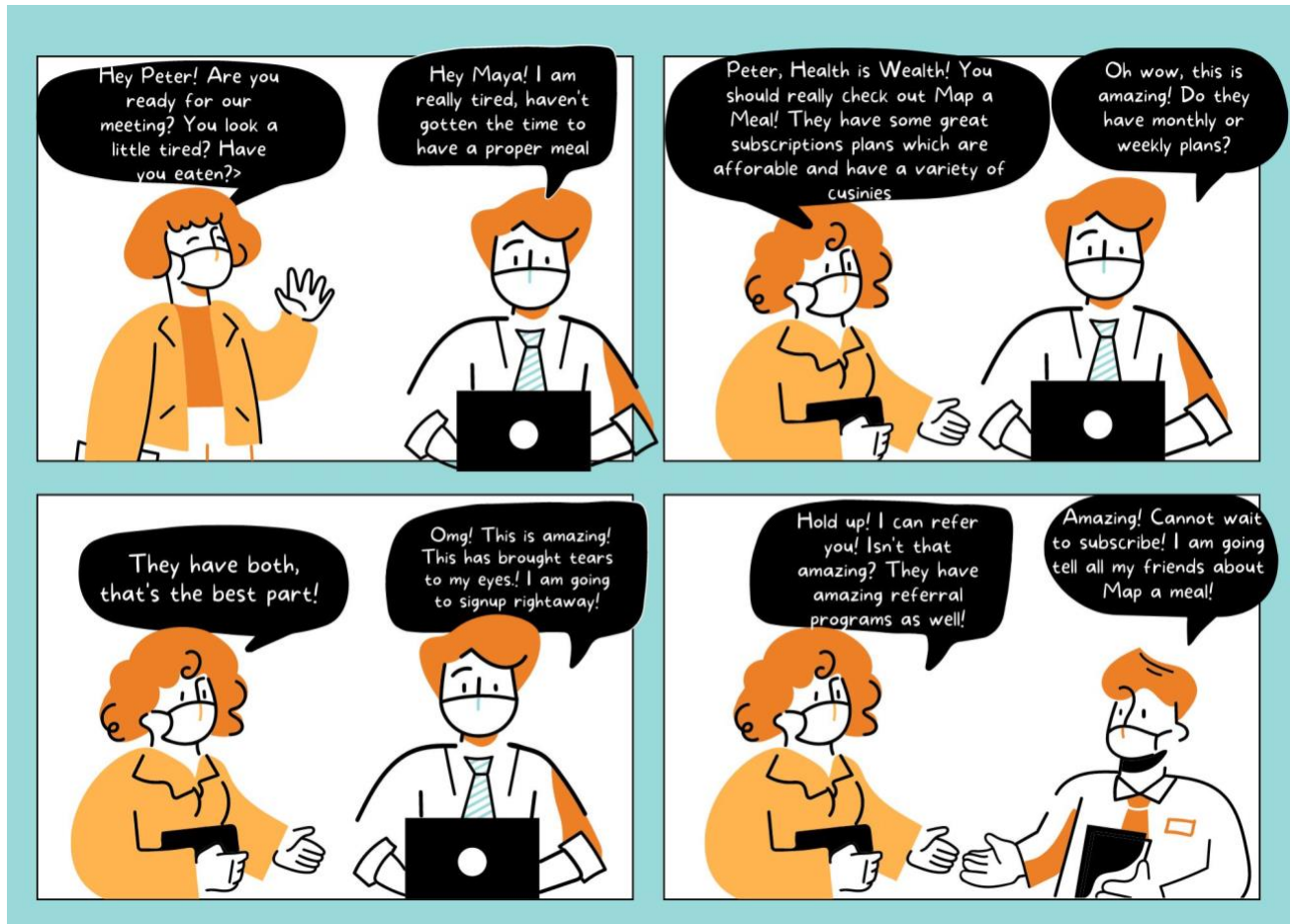
Use Case 1:

Senior Citizen

To order healthy and nutritious meal rather than sticking to frozen food
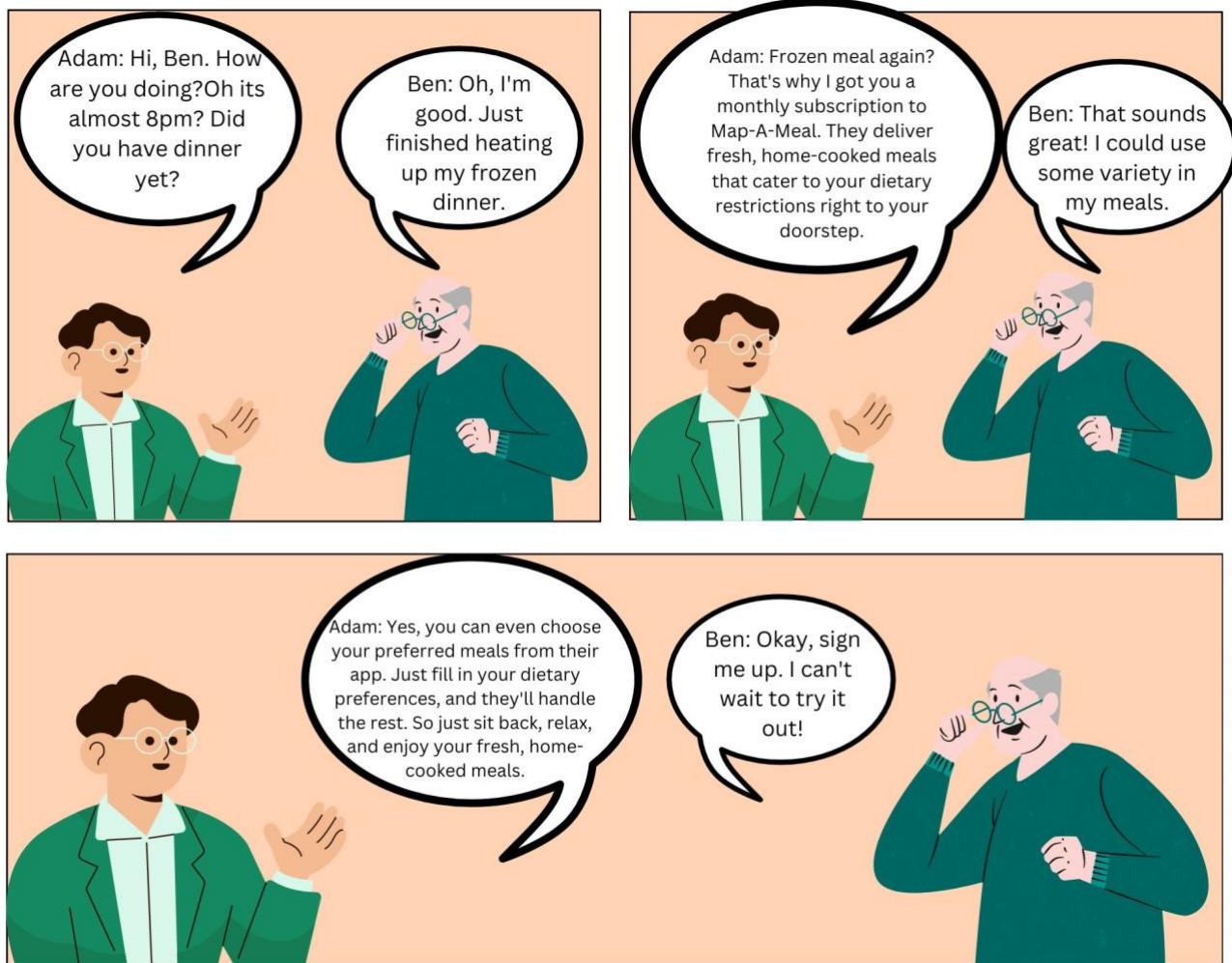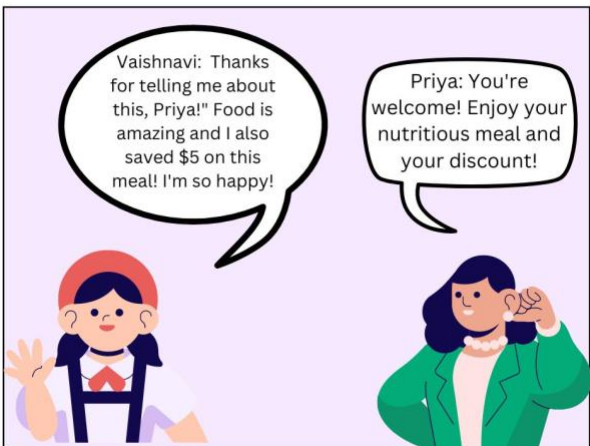
Use Case 2 :

Working Professionals

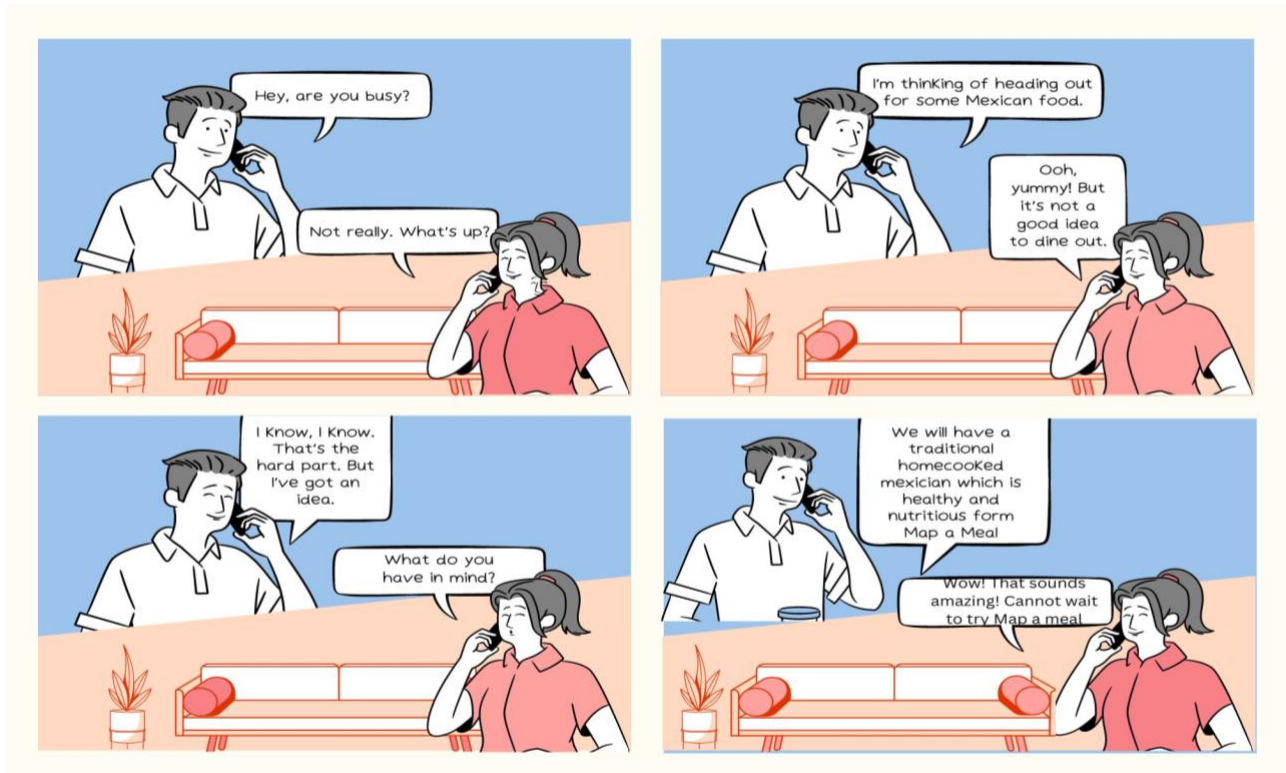**Get a meal subscription plan and additional benefits from our referral programs**

Use Case 3:
Students
Rewards and Discounts

Use Case 4:

Personalized Meal Experience

Customize your meal based on a variety of cuisine options
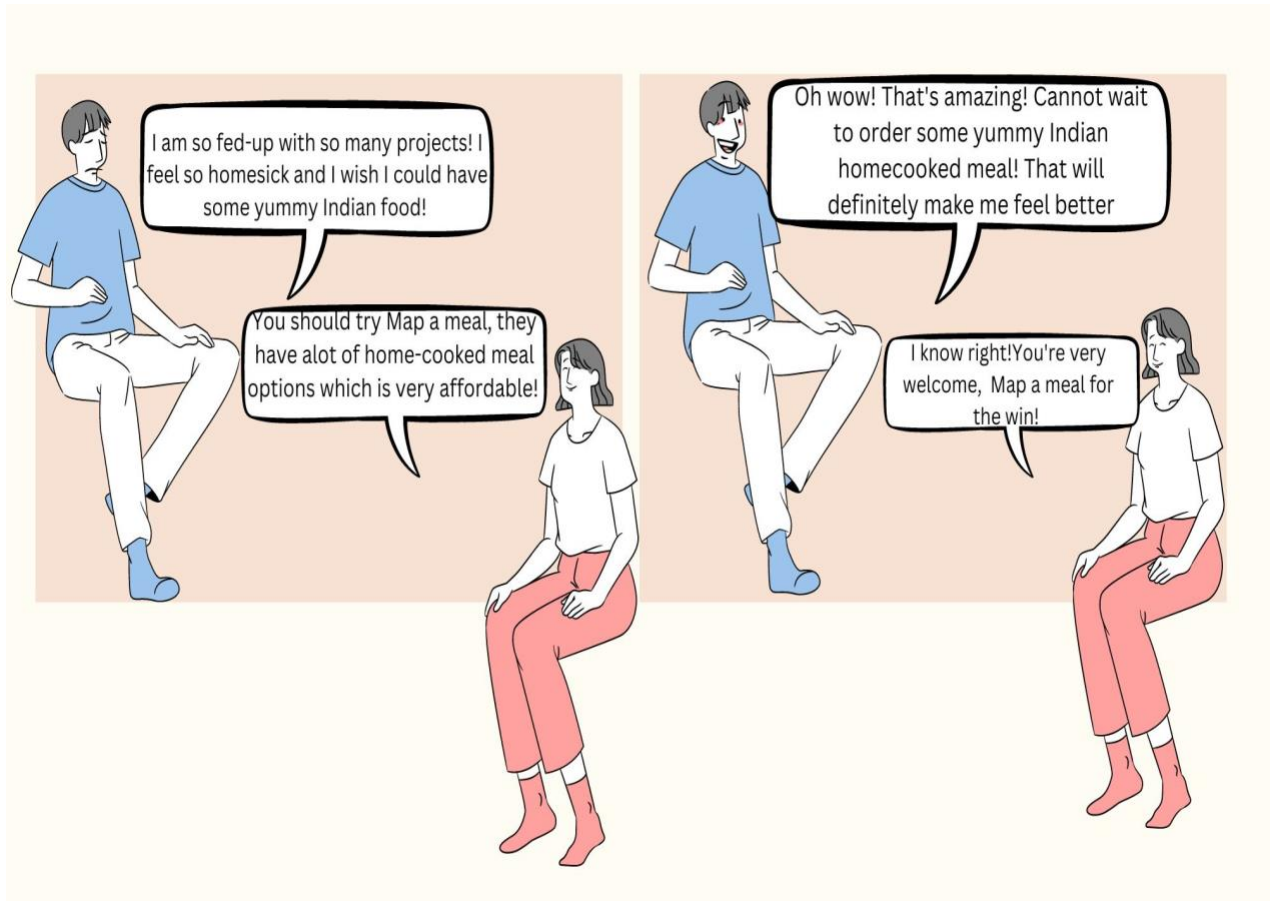
Use Case 5:

Live Tracking

Live tracking at your service, so that you know where and when your food will arrive

Use Case 6:

Home-cooked Experience

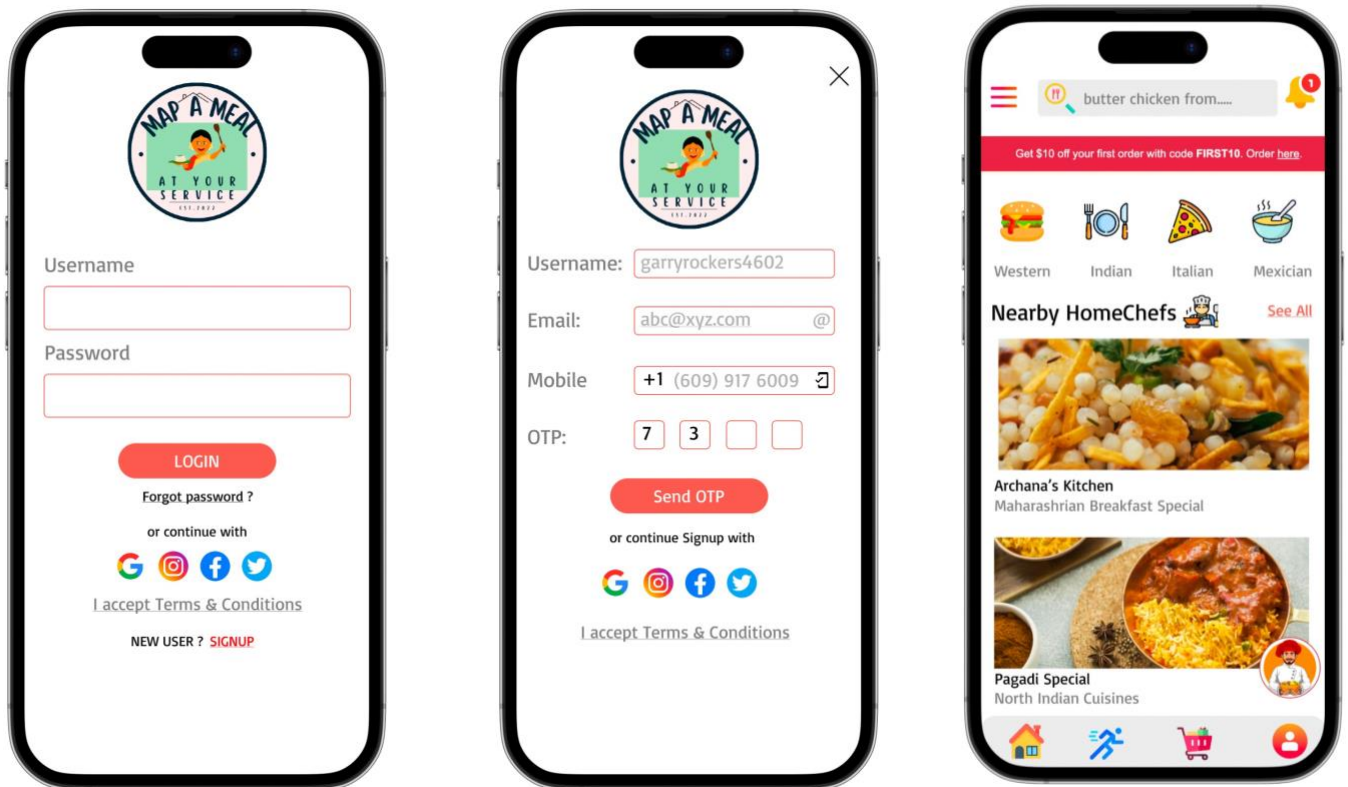**Get a varied options of home-made meal plans**

Detailed Design & Features Description

Design Principles

1. Easy to Navigate
2. Visually Appealing
3. Smooth and Intuitive User Experience
4. Minimum Screens
5. Brand image consistency

Features/information architecture [draft]

Few Prototype Screens (using Figma Software)

Feature Table

Sr. No	Feature (Mobile App)	Description	Dependencies
1	Mobile App Login	Users can login using their username and password post signup to access the home page. Login using social media - Users should be able to login using social media platforms with one click Forgot Password - User should be able to reset password through a link sent to registered email during signup	- Fetch stored username and map with entered password to allow users to proceed without errors - OAuth (authorization) and APIs integrated with Google, Meta and Twitter to be functioning
2	SignUp	Allows users to create an account with required information of USERNAME, EMAIL, MOBILE NUMBER for user profile.	- One Time authentication System to provide unique dynamic 4-digit PIN

3	Home page	Main Screen: Two main sections: one highlighting the nearby chefs' kitchens and another showcasing various cuisine choices. The chefs' kitchens section upon click will have chef information about the chefs like reviews, ratings, specialties, a list of cuisines cooked, and their signature dishes. The cuisine choices section will provide a variety of options for users to explore different types of cuisines. Search - Allows users to look up specific dishes or cuisines	- Onboarding Homechefs and making them available on the app platform - Details of the chef - Users to allow GPS location access - Keywords for search to be mapped
4	Hamburger Menu	A drawer opens and closes from the left side. it contains below options User Profile Your Address Referrals Customer support Subscriptions Payment options Notification toggle Policies FAQs T&Cs Logout	- Referral invites should be smart and unique to a user. Needs to support backward compatibility basis app version - Basis any update, retrieve and show user profile details from database

5	Meal Plan Selection	Users can choose meal plan options preference basis daily, weekly, monthly. This screen shows a wide range of meals with attractive images, brief description, price helping users make informed choices based on dietary preferences, portion sizes and nutritional information. Once user select their desired meal and plan, they can proceed to streamlined checkout process	- Access to various meal plans that are convenient to the consumer - Having the knowledge of all the information about their meal including prize and portions
6	Order Schedule	A user friendly interface that displays address, name of the meal, total price, available delivery slots, meal quantity preference. Users can select their preferred delivery schedule and modify it, cancel it or reschedule it. After all details are filled iit, user can proceed to checkout	- Access to calendar to schedule spots - An easy user interface which allows a user to modify, reschedule the order
7	Checkout	A simple and secure interface that displays order summary, delivery schedules and payment details. Users can review and modify the order and choose from multiple payment options	-Checkout process should be quick and easy - Multiple payment methods including Apple pay, Card/ Debit should be included

8	User Address	User must populate detailed address in the text boxes specifying street address, unit number, zip code etc. An option to pin the drop off location on the map is also provided. User will be allowed to populate pre saved addresses from past order along with an option to save multiple addresses like home, office etc.	-Accurate and detailed address -prepopulation of favorite address -movable pin on map to locate the building accurately -option to choose from multiple pre saved addresses - option to skip
9	Live Tracking	This page updates the user after the checkout process is complete. It translates the real time progress of the order using a timeline that states the stages, like order placed- preparing the food- food picked up- out for delivery. Highlight of the page is real time tracking in the map using live location of the delivery driver Additionally, options to contact the delivery driver and edit/ cancel the order is also available on this page.	-Access to delivery drivers live location -Connections with restaurants and drivers for updating timeline updates -feasibility of editing order well before time - correct and active contact details of the driver
10	Customer Support	As part of our home-cooked meal delivery app, we offer a live customer support screen that allows our users to get instant help and support whenever they need it. Our goal is to provide quick and effective assistance to our users, and we've designed the interface to be user-friendly and easy to navigate. The live customer support screen displays a chat interface that allows users to connect with a customer support representative in real-time. To initiate a chat, all users have to do is tap on the	-Accessible on various channels via chat and phone calls. -The response time should be short, and prompt responses -Should be accessible and available at most times -The escalation process should be prompt so that the customer satisfaction is maintained -Implementation of customer feedback helps in understanding the customer's

		chat button, which is prominently displayed on the screen. We understand that it can be frustrating when something goes wrong or doesn't work as expected, so we've made it easy for users to attach screenshots or images to help illustrate their issues. We also provide clear information about the support process, such as expected response times and the type of support available. Our customer support representatives are knowledgeable, helpful, and friendly. They are dedicated to providing prompt assistance to users and resolving their issues as quickly as possible. We also have a system in place for users to rate the support they receive, which helps us ensure that our support team is responsive and helpful. Overall, we're committed to providing our users with excellent customer support. By offering a live customer support screen that's easy to use and provides quick access to assistance, we can build trust and loyalty with our users, and improve their overall experience with our app	requirements and what changes need to be implemented.
11	Loyalty	To develop and maintain customer loyalty, our meal suppliers are consistently going to provide high-quality food, prompt and dependable delivery, and outstanding customer service. They may also offer loyalty reward programs, such as discounts, complimentary meals, and other benefits, to encourage customers to continue using their service.	-Providing good quality, healthy food. -The delivery should be fast and consistent so as to increase customer satisfaction. -The pricing should be affordable and convenient to all the target users

12	Premium Subscriptions	A premium subscription Our service provides consumers with benefits that are completely exclusive in addition to those offered by standard meal plans. These advantages may include customizable meal plans, expedited delivery, and special discounts on additional services and various rewards. By subscribing to the premium service, customers can enjoy a more customized and expedient dining experience while saving money on their meals.	-Access to various meal plans that can be customized and tailored to a subscription plan by the consumer - Various options to have a faster delivery option inclusive of live tracking - Access to various special rewards and benefits

v1 aka Minimum Viable Product (MVP)

What makes the minimum viable product for launch? Can you break this into Priority 0 (p0, p1, p2, c)?

Priority 0

1. SignUp and Login
2. Meal Plan Selection (with minimum homechefs onboarded)
3. Order Schedule
4. Checkout
5. Add User Address

vNext – Priority 1

1. Subscriptions
2. Live Tracking
3. Referrals
4. Loyalty

Vlongterm – Priority 2

1. Enhancing Customer Support through Chats/Voice Bot
2. Additional Payment Methods
3. Premium Subscriptions

Roadmap/Timing

In preparation for the product launch, we intend to carry out a thorough analysis of consumer segments to comprehend expectations and initially encourage feedback from company and customers while producing the MVP.

In the first quarter, consumers will be able to use the MVP, which is the most basic version of the app and includes fundamental security safeguards to guarantee that client data is not compromised. To conduct beta and A/B testing, a distinct version of the app will be made available to a selected group of users. This will make it easier to provide comments and aid in bug fixes. A thorough grasp of consumer expectations, software flaws, which version generated greater user interaction, etc., may be gained from the feedback. Along with the already chosen features for the quarter, these inputs can be considered and implemented in Quarter 2.

We plan to develop our live tracking function in Quarter 2, which will allow customers to track the food they have ordered through the app and get an estimated time of arrival. The purpose of these features is to enhance client satisfaction and experience. We intend to implement a loyalty and referral program to increase our customer conversion rate by at least 5%. Additionally, by helping with user retention, these campaigns will increase app income.

The live customer support service, which allows users to communicate in real time and receive prompt assistance, will be launched in the third quarter. Customers who have chosen the premium subscription receive additional savings and incentives. The application intends to work with small businesses to boost sales and brand recognition by 5%.

After gathering sufficient feedback and data from businesses and customers on the offers and user experiences of Quarter 3, we finally intend to introduce our long-term features in Q4. Additionally, we want to offer more payment options to the app. Partnerships that improve consumer interaction, give customers additional savings, and enable the associated brand and our app both earn more money. The figure below shows themes based on which features have been prioritized to that a roadmap which will help to generate the desired value proposition for Map-a-meal

MIRO LINK - https://miro.com/app/board/uXjVMT2y6Yc=/?share_link_id=122602861759

Timeline	Launch Features	Goal
Pre-Launch Survey	● Comprehend expectations and initially encourage feedback from company and customers while producing the MVP	To create a client base and apply early input from customers and businesses to the MVP
Q1	● Launch Minimum Viable Product	To introduce our product to the market

		with its primary features and get feedback to improve in the following versions of the product. This quarter will see the development of priority 0 features such as sign up/login, OTP verification.
Q2	• Scalability • Implement Live tracking • Referral and Loyalty Program	To implement live tracking and referral/loyalty program to ensure enhanced customer satisfaction and engagement on the app.
Q3	• Premium subscription • Collaboration with small business through Ads	To improve customer satisfaction and retention while generating income from premium subscriptions and fostering connection with the brand by working with small companies.
Q4	• Additional Payment Gateways • Partnerships • Customized Meal Plans	By forming partnerships and offering a simple and convenient payment experience, the app will expand the audience and user base

Metrics

Metric	Description	Success Criteria	How to Compute?
Daily, weekly, and monthly active users	Metric counts unique app users per day, week, or month. This metric tracks user interaction and app usage for the home-cooked meal delivery app.	High — Ideal Active users boost user engagement and app success.	Tracking app logins and usage
Number of provider (home chefs) onboardings per month	This metric tracks monthly home chef signups. This statistic enables the app offer a variety of meals.	High — Ideal More vendors means more meal alternatives for clients	Track the number of new chef profiles established on the app each month
Average number of orders placed by each customer	This metric tracks customers' average app orders. It helps the home-cooked meal delivery app learn user behavior and preferences.	High—Ideal Recurring revenue is best with a high average number of orders per customer	Computed by dividing the total number of orders by the total number of unique customers
Meal order fulfillment time	This metric tracks order fulfillment and delivery. This measure affects consumer satisfaction and experience for the home-cooked meal delivery app.	Low -Ideal faster delivery and customer satisfaction.	Tracking the time between an order's placement and order fullfilment
Customer lifetime	This indicator counts the number of time users order meals on the app. This indicator helps to measure client loyalty and success	High—Ideal Longer client lifetimes suggest loyalty and better recurring revenue	Tracking the duration between a customer's initial order and their last app use
Average order value	This indicator measures customers' average order spend. It helps the app learn user behavior and preferences	High—Ideal higher average order value is better for income	This metric measures customers' average order spend. It helps the app learn user behavior and preferences. Calculated by dividing revenue by orders.
Meal deliveries per week/ month	This measure tracks the app's weekly or monthly meal deliveries. This metric measures performance and income	High—Ideal Delivery growth indicates app success and rising revenue.	Metric can be computed by counting the number of orders that have been delivered and fulfilled

Order issue %	This metric measures the percentage of orders with issues like errors, late deliveries, or cancellations. This measure helps to find order fulfillment process improvements	Low—Ideal Fewer order difficulties mean better customer service and app success	This metric can be computed by dividing the number of orders with issues by the total number of orders
User Churn Rate	This metric tracks program uninstalls over time. This indicator helps to assess customer attrition and find areas for development	Low—Ideal Low churn signals app success and user retention	Calculated by dividing the number of users who ceased using the app during a specific time period by the total number of users at the start of that time period
Average time spent on app per login	This metric indicates the average time users spend on the app each login session. It to understand customer behavior and engagement	High —Ideal Higher average time on the app implies user engagement and app success	Tracking user app usage throughout login sessions and average across users yields this measure
Customer acquisition cost	This metric gauges client acquisition cost. This measure helps the home-to assess marketing and advertising costs	Low—Ideal Low cost customer acquisition improves app success.	Computed by dividing the total cost of customer acquisition efforts (such as marketing and advertising) by the total number of new customers acquired
Net promoter score	This metric evaluates user app recommendation likelihood. This measure helps to understand consumer happiness and word-of-mouth marketing	High —Ideal High net promoter score means satisfied customers and more referrals	Computed by asking users to rate how likely they are to recommend the app on a scale of 0-10, and calculate the difference between the percentage of users who rate 9 or 10 and the percentage who rate 0-6
User retention rate	This metric gauges app retention. This number helps to evaluate its customer retention	High —Ideal High retention rates imply app success and user commitment	Computed by dividing the number of users who continue to use the app over a given period by the total number of users at the beginning of that period
Number of app downloads	This metric counts app downloads. This measure helps to understand its reach and user base	High —Ideal More app downloads mean more reach and engagement	This metric can be tracked through the app store console where the number of downloads is displayed
App ratings and reviews	It corresponds to the app's user rankings and reviews in the app	High —Ideal indicates that users are	App store ratings and reviews can track this

	store	satisfied with the app and more likely to recommend it to others	metric

International

Expanding a digital platform like Map-a-Meal that connects home cooks with customers to deliver fresh home-cooked meals internationally can be challenging, and the success of the business will depend on several factors. It is important to consider the following factors before considering an expansion in the international market:

1. ***Cultural Differences***: The cultural differences in food tastes and dietary constraints are one of the most difficult aspects of operating a home-cooked meal delivery service worldwide. Certain cuisines, for example, may be less popular or readily available in certain nations, while dietary restrictions and tastes might vary greatly. To accommodate these cultural variances, extensive market research, recipe development, and menu diversity would be required.

2. ***Regulatory Requirements***: Regulatory restrictions are another element to consider. Food safety, labeling, and packaging requirements differ by nation. Adapting to these requirements might take time and money. Furthermore, worldwide expansion would necessitate collaboration with local suppliers, delivery providers, and payment processors. This can be difficult, especially in nations with less established logistical infrastructure.

3. ***Competition in Each Region***: Finally, worldwide market rivalry might be strong. Home-cooked meal delivery is a developing sector, and each area may have established companies that are tough to compete with.

Verdict: While it is not hard to extend a home-cooked meal delivery service overseas, it would need substantial market research, customization, and adaption to local restrictions and competitors. Before considering international development, it may be more practical to focus on creating a strong presence and brand in the United States.

Projected Costs

A digital platform like Map-a-Meal that connects home cooks to deliver fresh home cooked meals to individuals with unique features like a loyalty program, real time food tracking, and customizable meal plans will cost approximately $160,250 over a 4-month time frame (1 quarter) and $480,750 over a 12-month period.

Here is a financial summary of the estimated expenditures for every project role:

Position	Quantity	Projected Compensation for **4 months**	Projected Compensation for **12 months**
Software Engineer(s)	2	$55,000	$165,000
Business Analyst	1	$27,750	$83,250
UI/UX Designers	1	$20,000	$60,000
Marketing Specialist	1	$22,500	$67,500
Product Manager	1	$30,000	$90,000
Operational and Equipment Costs	-	$15,000/year	$15,000/year
Total Projected Cost	-	**$160,250**	**$480,750**

Operational Needs

Customer satisfaction, experience, and support are essential considerations for every digital business, including Map a Meal. These components are critical for customer retention and strong word-of-mouth referrals. Providing exceptional customer service can foster trust and loyalty, resulting in repeat business and improved user engagement. Map a Meal may improve its interaction with clients and develop long-term relationships by focusing on providing great value. Map a Meal will invest in strategies to reconnect with its consumer base and give great customer care that develops loyalty and motivates them to spread the word about their positive experiences to achieve this. Clear communication is crucial when scaling or releasing new features, which will depend on consumer requirements.

We will offer a chat option within the app or website to provide value and engage more with our customers. Extensive product and market research will be required as our meal service evolves and grows.

Furthermore, a robust marketing plan is critical to expanding our consumer base. The marketing specialist should do in-depth market research and oversee inbound and outbound marketing operations. Technical product assistance, such as assisting consumers with online orders or troubleshooting delivery issues, will also be required. The marketing specialist will be in charge of outbound marketing and market research to drive product outreach and customer engagement. Both the marketing expert and the product manager will be in charge of keeping track of business learnings and product roadmaps. This work structure supports and aligns with the functional functionality of the meal service. The product manager will be in charge of maintaining the quality of the food and the delivery process, as well as dealing with any technological issues that may emerge.

Quality control is also a key component of the business, as it is crucial to guarantee that the meals satisfy the required requirements for flavor, hygiene, and nutritional content. This could entail having a specialized quality control staff that checks the meals on a regular basis, inspects the kitchen and storage spaces, and ensures that all equipment and supplies are in good working condition. A dedication to quality control can aid in the development of client trust and loyalty, resulting in repeat business and recommendations from satisfied customers. Overall, encouraging open communication and a strong commitment to customer satisfaction will be critical to our meal service's success. The commitment for each of these support and operational assistance needs may be proportional to the business's size and development. Most commitments may be finite, while others may require ongoing support to maintain the quality of the product and services.

Addressing Caveats/Risks

Consider presenting risks in table format with columns providing detailed description and possible mitigants for each risk.

Risk	Description	Mitigation Plan
Food Safety	Foodborne disease is one of the most serious concerns involved with providing home-cooked food	· Assure that all home chefs have undergone food safety training and that they are following proper food safety standards when preparing and delivering meals · Provide explicit instructions and recommendations on safe food handling techniques to home cooks, and expect them to follow these principles
Legal Liability	If a consumer falls ill after eating home-cooked food acquired through the marketplace, he or she may face legal consequences	· Ensure that all home chefs have the necessary permits and insurance to run a food business, and that they present proof of insurance and licensing
Quality Control	When working with several home cooks, it can be difficult to ensure uniform food quality	· Create explicit quality control standards and procedures for home chefs to adhere to · Check in with home cooks on a regular basis and conduct periodic quality control checks to ensure that they are fulfilling these criteria

Delivery Logistics	Food delivery might be difficult to ensure on time, especially at peak hours or in bad weather	· Create explicit delivery instructions and practices for home cooks to follow, including packing, labelling, and delivery timeframes · Utilize technology to track delivery in real time and offer clients with status updates on their orders
Customer Complaints	Customer complaints about meal quality, delivery times, or other difficulties are possible	· Provide clear ways for consumers to raise complaints or criticism, and react to these complaints and feedback immediately and professionally · Utilize client input to enhance the platform and the service offered by home cooks
Payment Fraud	Customers may lodge complaints regarding food quality, delivery timeliness, or other issues	· Implement secure payment processing solutions that adhere to industry best practices and standards · Monitor transactions using fraud detection software and identify any unusual behavior
Competition	The online meal delivery business is very competitive, and other platforms may provide comparable services	· Differentiate the platform by providing one-of-a-kind features or perks, such as a broader range of cuisines, personalized suggestions, or a loyalty program

Appendix

1. Survey Results and Visualization

User Survey Analysis (60 user responses)	
How much are you willing to spend for a home cooked meal?	
$5-$10	39
$10-$15	17
>$15	4
What factors do you consider when choosing a meal delivery service? (Multiple choices allowed)	
Cost per meal	45
Quality of food	55
Dietary restrictions and Nutrition Preferences	20
How often do you eat food outside or get food delivered?	
Once a week	29
Quality of food	16
Dietary restrictions and Nutrition Preferences	15
What features do you expect from a home cooked food delivery service? (Multiple choices allowed)	

User Survey Analysis (60 user responses)	
How much are you willing to spend for a home cooked meal?	
$5-$10	39
$10-$15	17
>$15	4
What factors do you consider when choosing a meal delivery service? (Multiple choices allowed)	
Cost per meal	45
Monthly subscription	30
Choice of home cooked meals	45
Free delivery	38
Allergy preferences	10
What do you miss most about the home cooked meals from India? (Multiple choices allowed)	
Taste	50
Nutrients	24
Comfort	36
Affordability	44

Based on the responses received, a survey visualization is shown
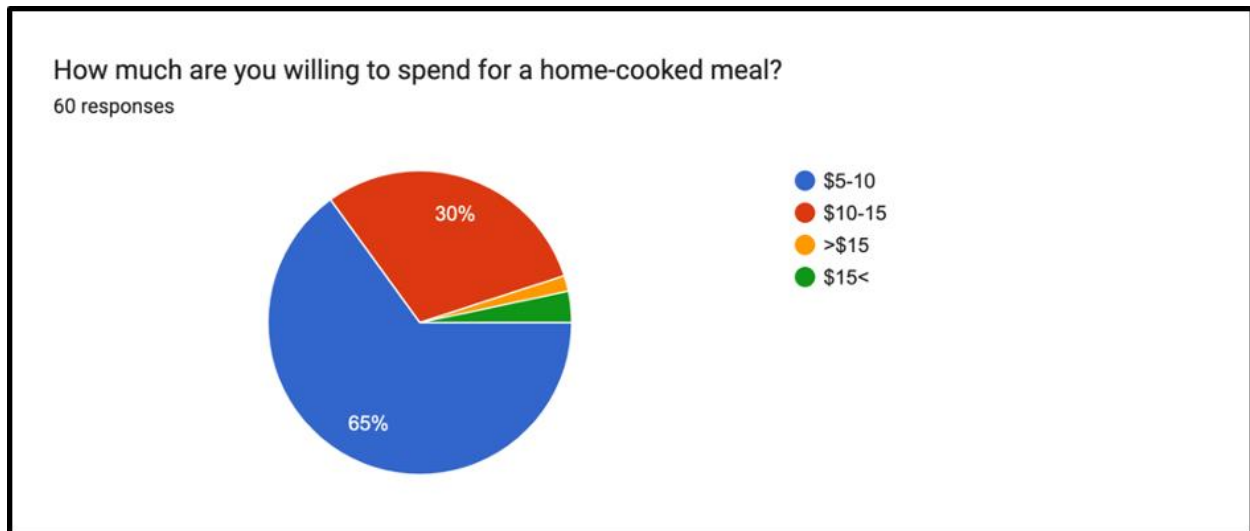
Figure 1: Spending Habit on Meal delivery
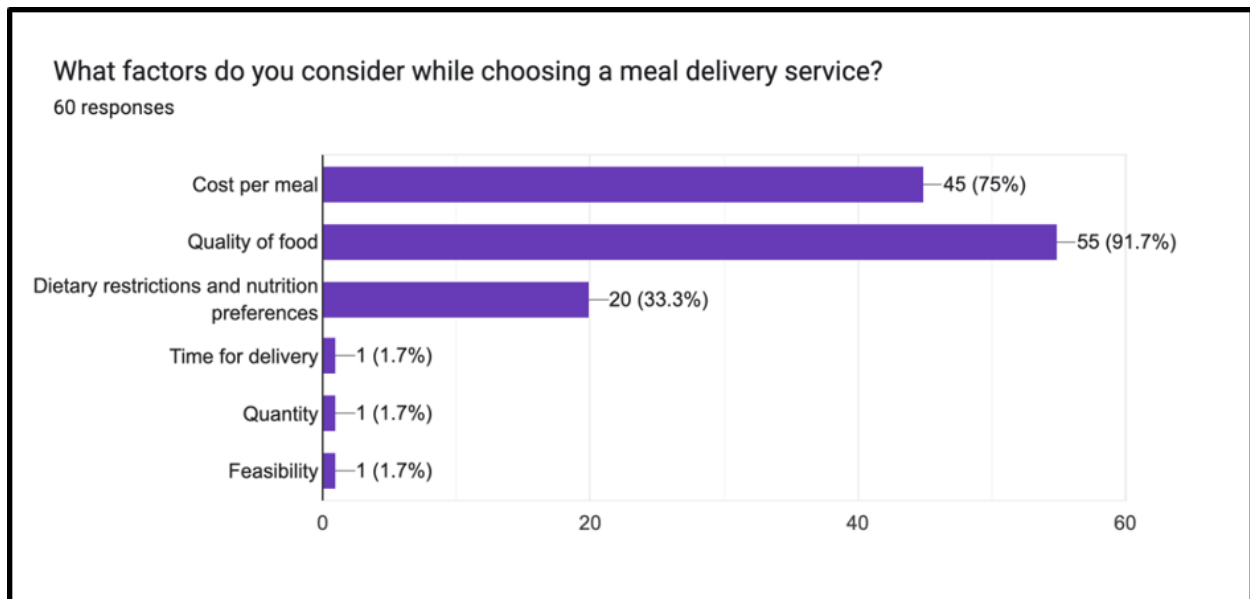
Figure 2: Top Factors consideration for a Meal delivery by users
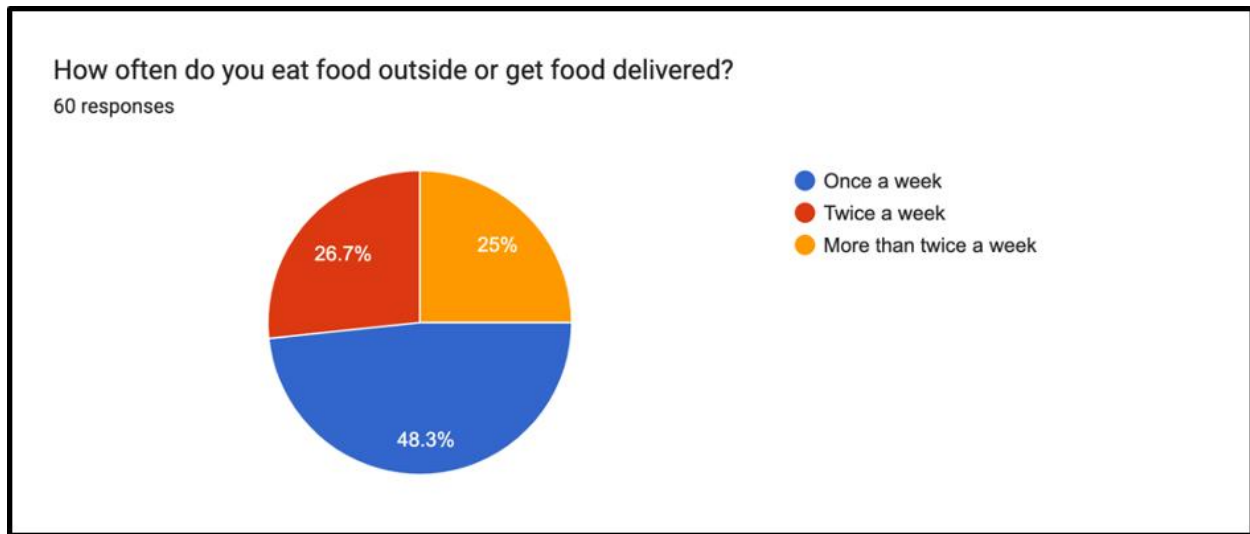
Figure 3: Frequency of ordering food outside
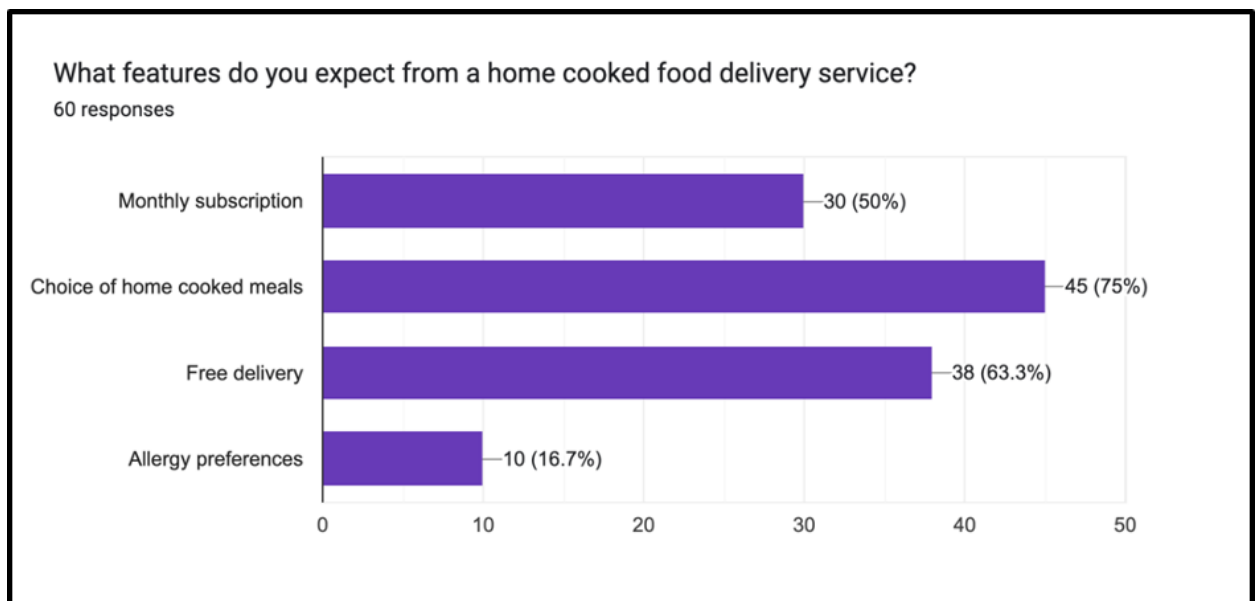
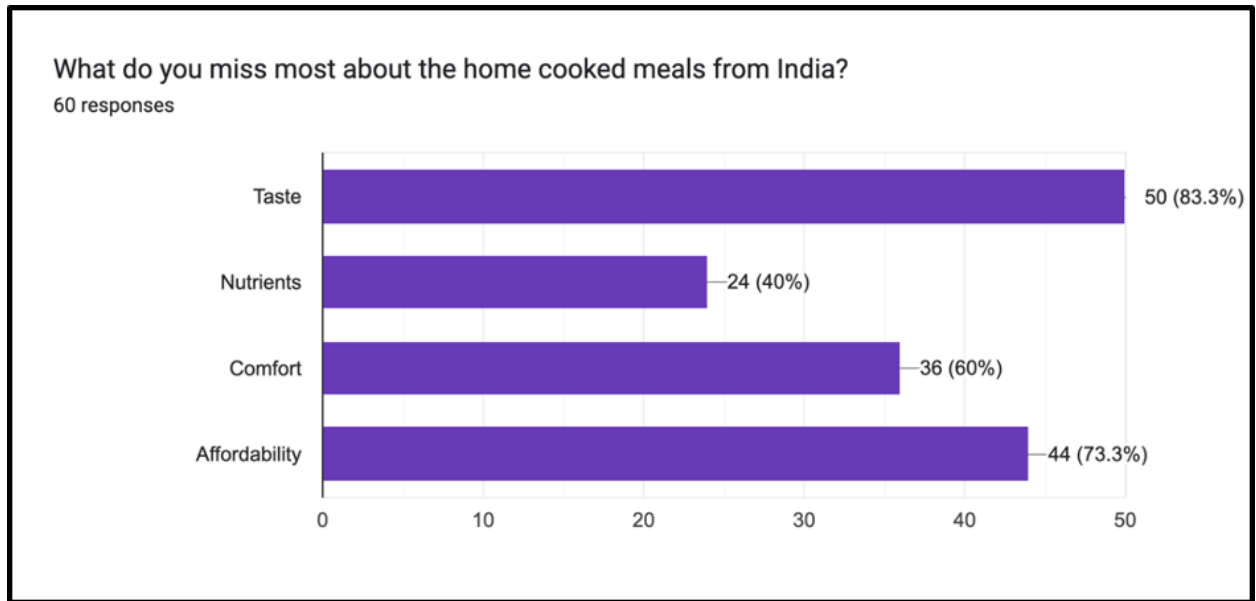*Figure 4: Features expected from home cooked meal delivery service*

What do you miss most about the home cooked meals from India?
60 responses

Figure 5: Emotional Connect to home cooked origin food

2. Storyboarding

Low-Fidelity wireframes for the mobile application

The following storyboards are built from the user perspective

1. **Login**
   When a user opens the mobile app, this screen focuses on gathering user credentials to form a relationship with a new user.

2. **New User Registration**
   As a student, I want to be able to create a new account for myself or my family members in case they don't have an existing profile to be able to access all the delicious home-cooked meals in and around their area.
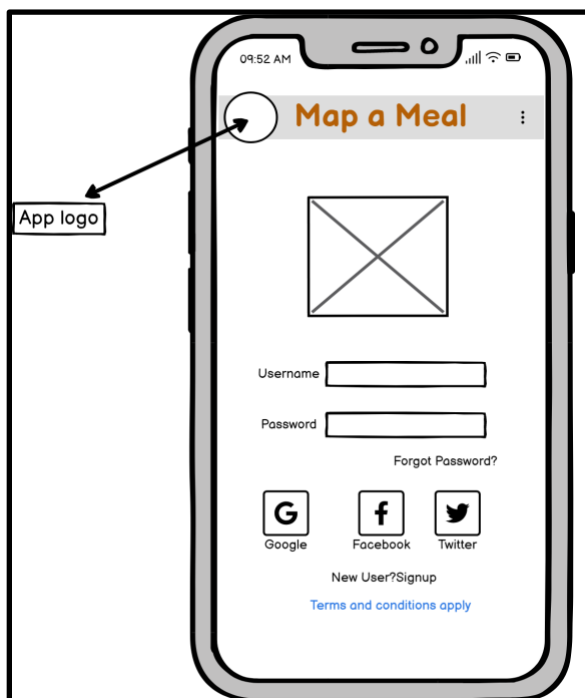
Login   New User Registration

33

3. **Home Page**
   As a user, I want to land on a homepage where I find either the chefs' kitchens or cuisine choices. They can also search specific dishes/ cuisines in the search option.

4. **Hamburger Menu**
   As a user, I want the hamburger menu to delve deeper into the app and explore additional features like view order history, address books, ongoing subscriptions etc
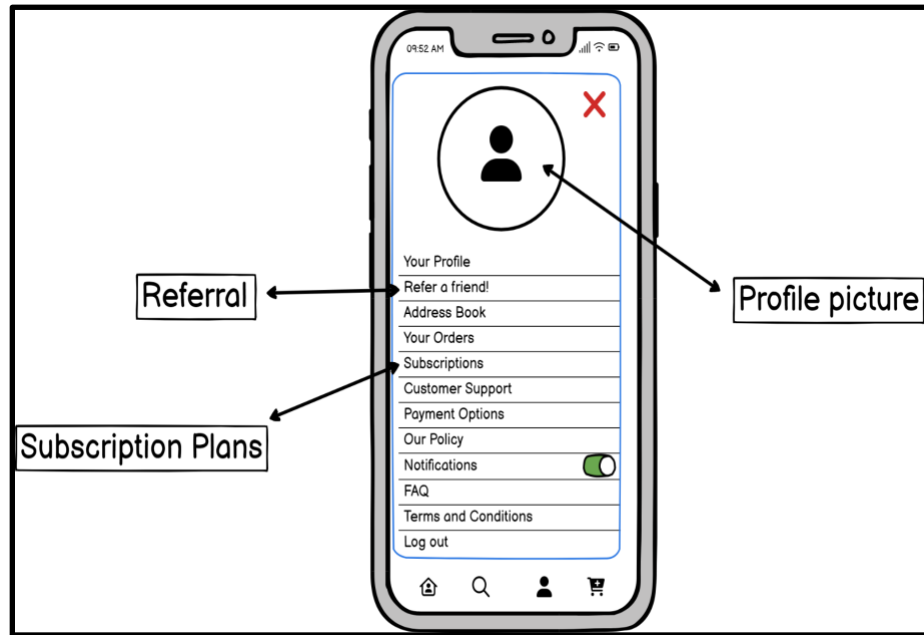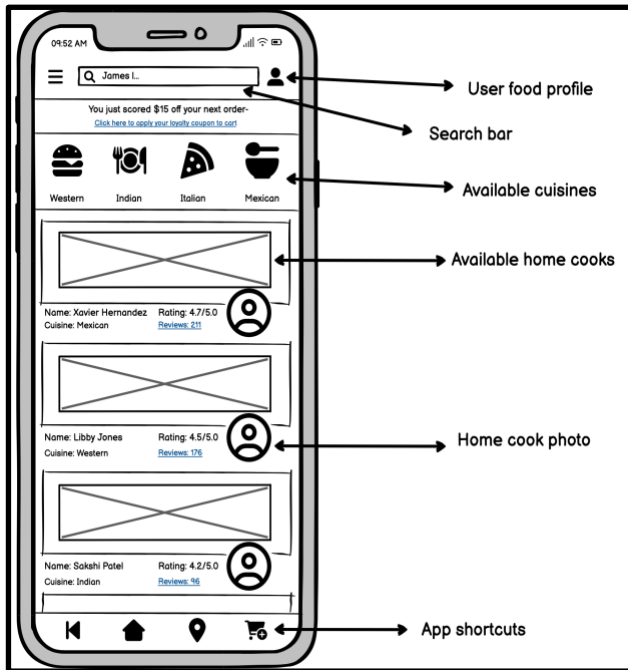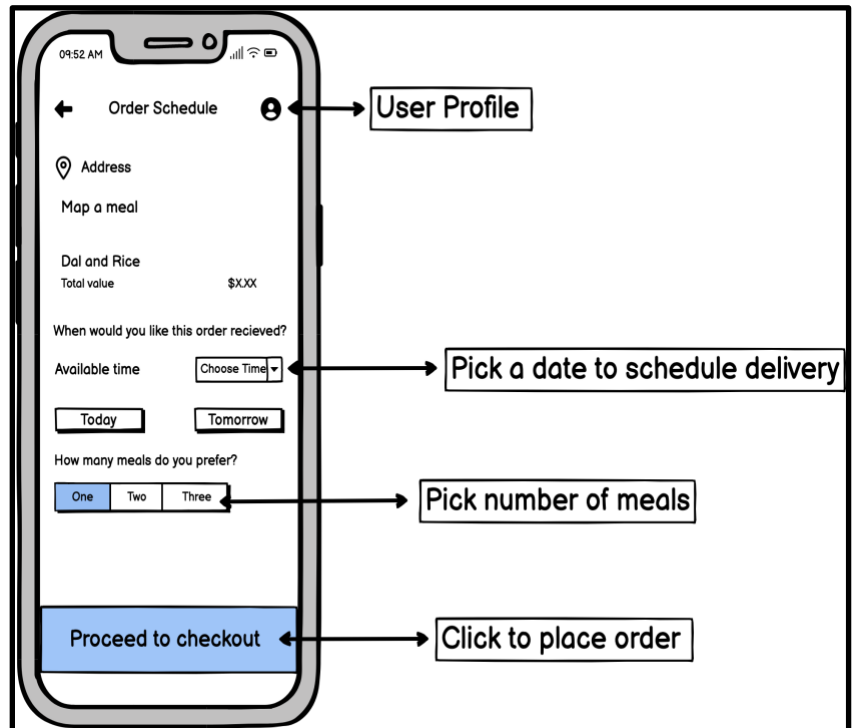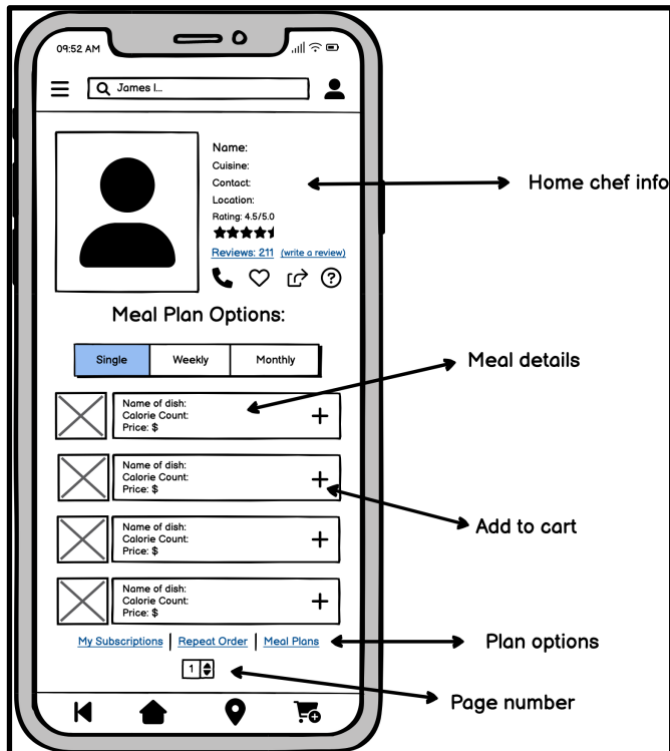
5. **Meal Plan Selection**
   As a working adult I land on the meal plan selection page where I can either order a meal for myself today, or I can pick a subscription model for my elderly father for the next month. I can see all the local kitchens in my area which also show their reviews and ratings and go on with the plan prep.

6. **Order Schedule**
   As a senior citizen I am bound to timely medications. Hence I need the food delivered to me punctually and at the time of my convenience. I land on the order schedule page to pick available delivery day and time slots.

Left screen labels:
- Home chef info
- Meal details
- Add to cart
- Plan options
- Page number

Screen text (left):
- 09:52 AM
- James L.
- Name:
- Cuisine:
- Contact:
- Location:
- Rating: 4.5/5.0
- Reviews: 211 (write a review)
- Meal Plan Options:
- Single | Weekly | Monthly
- Name of dish: / Calorie Count: / Price: $
- My Subscriptions | Repeat Order | Meal Plans

Right screen labels:
- User Profile
- Pick a date to schedule delivery
- Pick number of meals
- Click to place order

Screen text (right):
- 09:52 AM
- Order Schedule
- Address
- Map a meal
- Dal and Rice
- Total value $X.XX
- When would you like this order recieved?
- Available time   Choose Time
- Today   Tomorrow
- How many meals do you prefer?
- One   Two   Three
- Proceed to checkout

7. **Checkout**
   This is the final page that allows the user to pick one of our flexible payment options while checking out. It also contains a detailed breakdown of the total amount, availability to add promo codes, and other delivery details.

8. **User Address**
   When a user has picked his plan he enters the address details to gather estimated delivery details and enables live delivery tracking option.
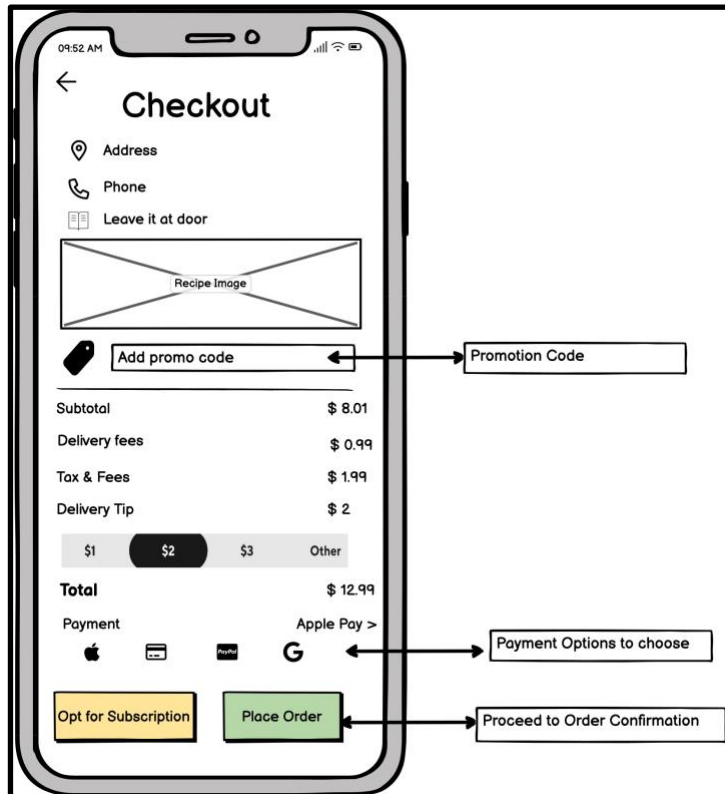
9. **Live Tracking**

   As a busy professional, having a real-time order tracking system allows me to accurately predict delivery time and contact the delivery person if I need help. This allows me to plan my schedule appropriately and makes sure my purchase arrives promptly and in an accessible way

10. **Customer Support**

    In a home-cooked food delivery app, a customer support representative is usually in charge of responding to customer queries, worries, and grievances. They would interact with customers over the phone or through chat and assist them with problems relating to their orders, shipments, payments, and menu items.
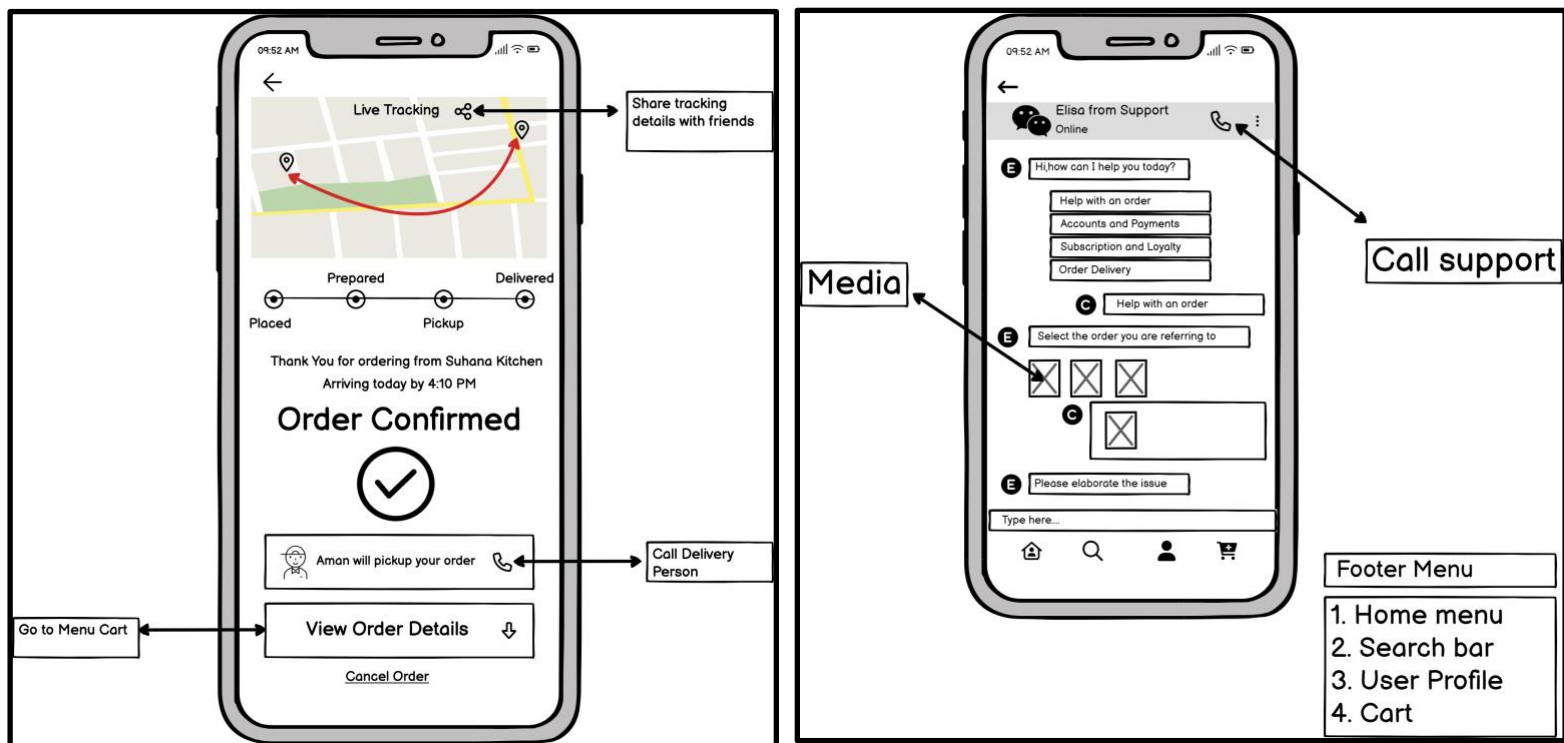
3. Competitive Analysis

Click here to access the google sheet: Google Sheets

Factors	Map-a-Meal	Trifecta Nutrition	Fresh n' Lean	Freshly	Factor
Description	A digital platform for home cooks to deliver fresh home cooked meals to individuals with unique features like a loyalty program, real time food tracking and customizable meal plans	A meal delivery service that offers organic, pre-cooked meals that are ready-to-eat or can be heated up in minutes	A meal delivery service that offers pre-cooked, healthy, and organic meals that are customizable according to dietary preferences and restrictions	A meal delivery service that offers chef-cooked, pre-cooked meals that are delivered fresh and can be heated up in minutes	A meal delivery service that offers chef-crafted, pre-cooked meals made with organic and non-GMO ingredients customizable according to dietary restrictions
Meal Pricing	Flat $10 meal price for a single meal Meal plans may vary according to each home chef	Starting at $10/meal depending on the type of meal plan	Starting at $9/meal	4 meals a week: $12.50 / meal 5 meals a week: $12.40 / meal 6 meals a week: $11.33 / meal 7 meals a week: $10.71 / meal	4 meals/week - $15 per meal 6 meals/week - $12.83 per meal 8 meals/week - $12.38 per meal 12 meals/week - $11.50 per meal
Delivery Charges	free delivery inside a 2 mile radius	flat $9.99 shipping fee	Free	$9.95 (orders under $50) $6.95 (orders between $50-100) $3.95 (orders between $100-150)	$9.99 shipping fee with each order
Quality of Ingredients	Fresh, High-quality	Organic	High-quality	Fresh, non-ogranic	Organic, Non-GMO
Loyalty Program	Available	Not Available	Not Available	Not Available	Available
Order Placing Options	Mobile App	Website and Mobile App	Website and Mobile App	Website and Mobile App	Website and Mobile App
Real Time Order Tracking	Available	NA	NA	NA	Available
Meal Plan Customizability	Full Customizability Available	No Customizability Option	Fully Customizable	Limited Customizability	Fully Customizable
Variety of Cuisines and Meals	Wide Variety	Limited	Limited	Limited	Multiple Options
Packaging and Sustainability	Environmental friendly packaging	Recyclable Material	Can be composted	Harmful plastic packaging	Recyclable Material
Reputation and Customer Reviews	NA	Mixed Reviews	Mixed Reviews	Positive Reviews	Positive Reviews

4. References

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