Onboarding games

Team Mindful Chef

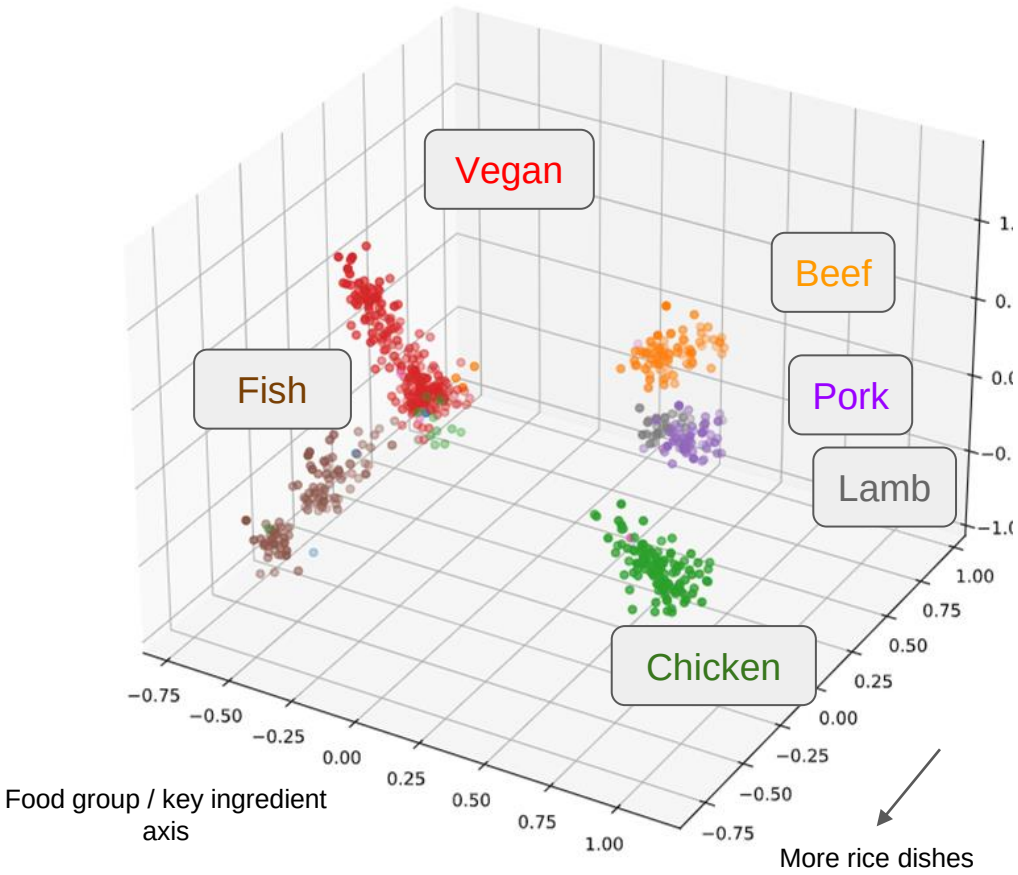
Game One : Baseline

- The first question will show all the available food groups, e.g. vegan, fish, beef, etc.
- The customer can choose any number of food groups
- 2 questions will be asked in the following pages, one for each order
- Each question will have 10 images shown, along with the recipe names
- These images are chosen absolutely at random from that particular food group
- The customer can choose 2-5 recipes for the both the orders
- The chosen recipes are then saved in a database

Game Two: Using Food groups and adventurousness

- The first question will show all the available food groups, e.g. vegan, fish, beef, etc.
- The customer can choose any number of food groups
- In the next page, the customer will be shown 10 images, from which the customer can choose 2-5 recipes
- How do we decide which images to show from each food group?
    - After doing analysis without considering food groups, and plotting all the recipes in the recipe feature space, e.g. similar to Meatiness vs Soupiness (but not exactly), we found different food groups fall into different regions

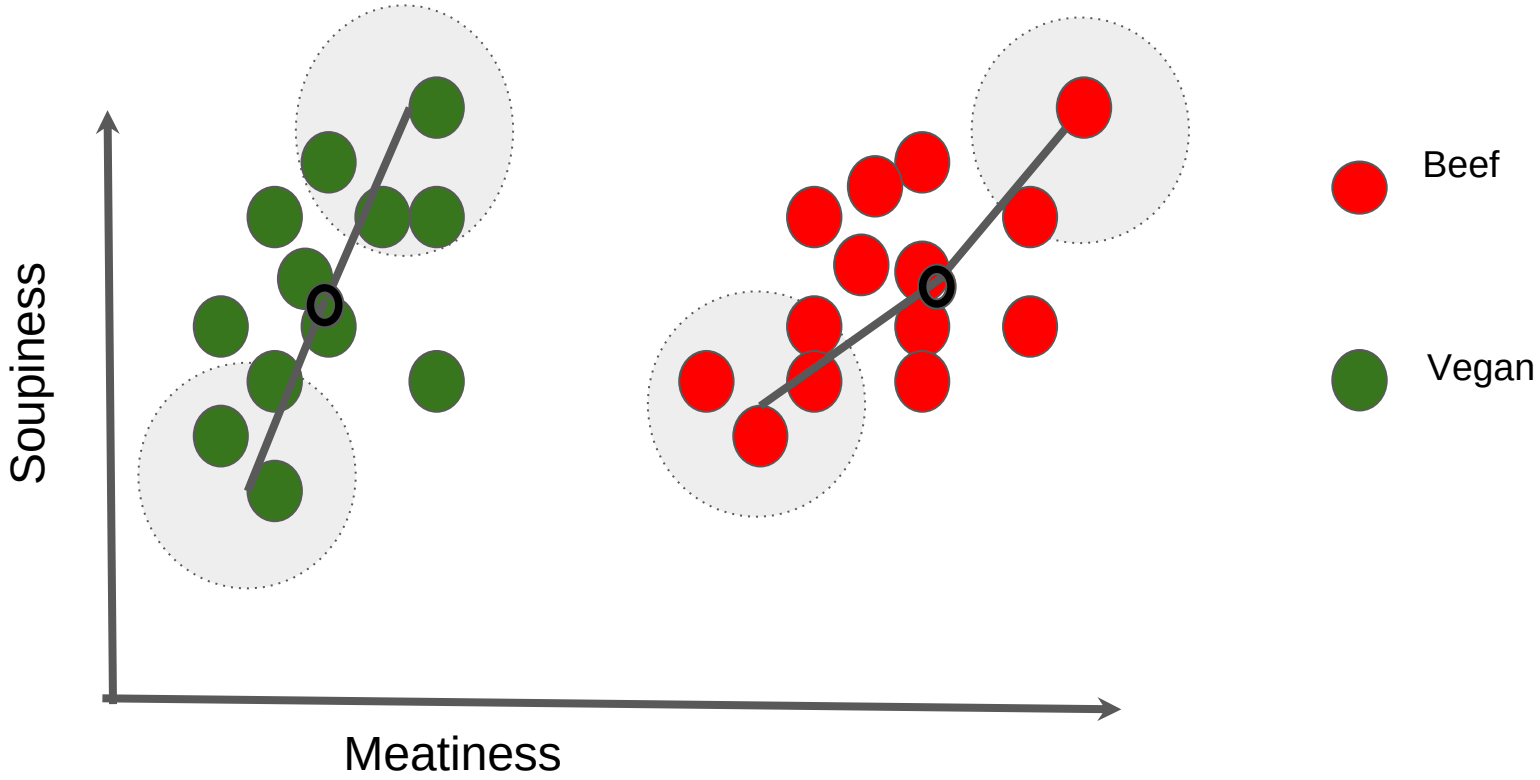
Plotting adventurousness in 3D



More curries

More salads, baked dishes

Taking recipe descriptions, and plotting in 3D space


Soupiness
Meatiness
Beef
Vegan

We choose randomly (weighted by the corresponding ratings table) from the extremes and also around the central region of the red and green clouds.

This will give the freedom for the customer to be adventurous as well as non-adventurous

Repeat for the 2nd Question

If we have time, we will also try to put a feedback loop to control the degree of adventurousness depending on the first response

Game Three:
Using clusters to detect customer's behaviour

Customers will be asked 4 question:

In the whole game will see five images from each of the four clusters we have identified.

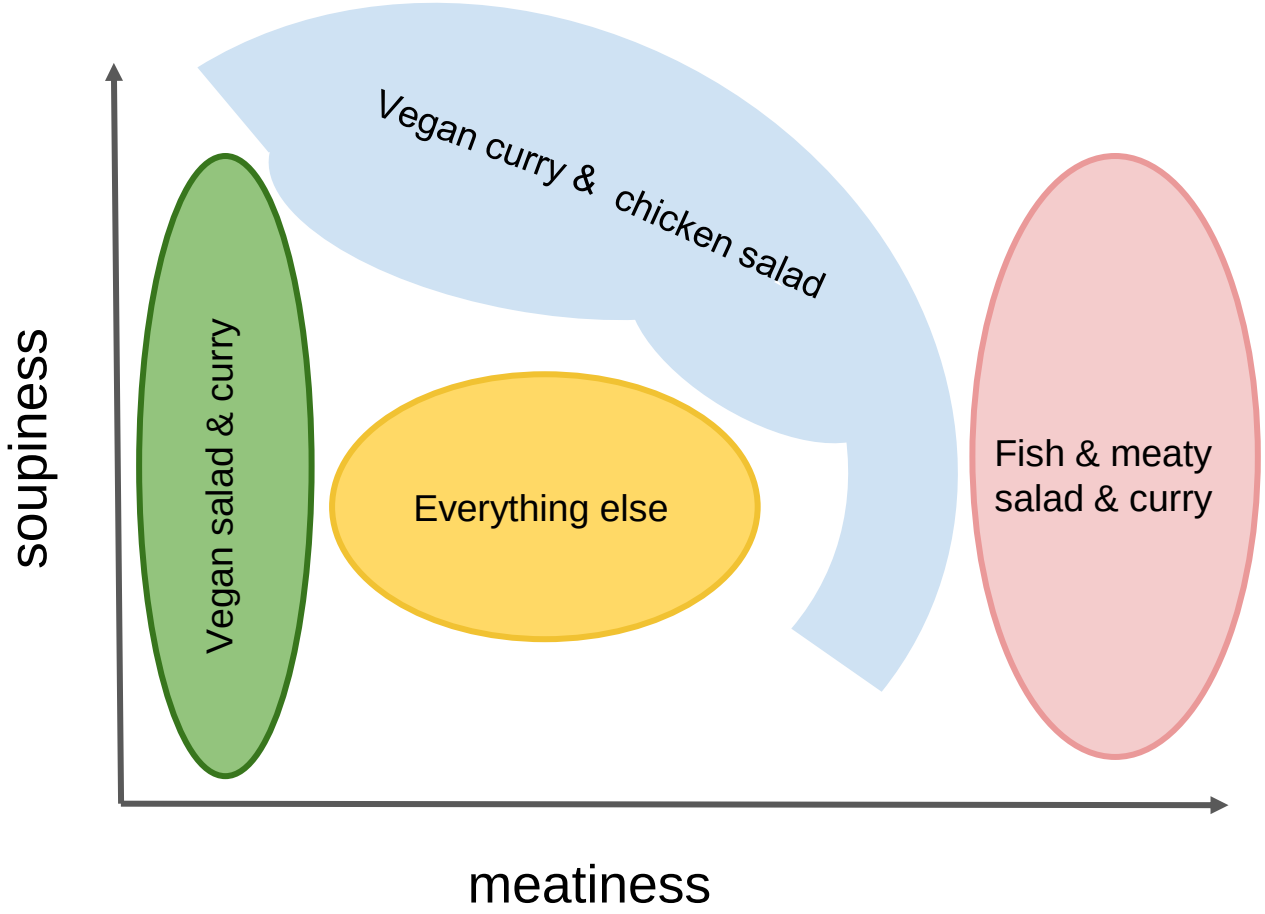
Customers will be asked to select from a minimum of five up to twenty images .

Two orders will be generated by matching the percentage of recipes picked by the customer from every cluster.

EXAMPLE

If at the end of the game we observe that 30% of recipes have been chosen from cluster 2

Then we will generate an order in which 30% of recipes are taken from cluster 2


Vegan curry & chicken salad
Vegan salad & curry
Everything else
Fish & meaty salad & curry
soupiness
meatiness

Post-survey

- The survey will be sent to approximately 23000 existing customers, roughly 7650 customers per game.
- We will wait for a maximum of two days after the emails to the existing customers have been sent out
- The “fake order history” will be stored in a database for every customer responding
- We will then compare it with the actual last two orders made by the customer
- This comparison will give the performance measure of each of the games

Status of the project

- The first game is ready to be deployed in production
- The second game is almost ready
- The third game should be ready by this weekend
- Writing the responses from the customers in a database is ready
- The web app has been tested locally in our machines
- A public URL has also been generated and accessed from other machines
- We now need to embed the user ID in the URL (with the help of Jad)
- We need to check if it will work in mobile phones or not (perhaps we need to use an additional package to ensure that)