

Applied Lean

"Behind the Bowl"

The Better Way to Plan Meals and Save Money



weekly
meal plan

+



fast recipes
kids will love

+



savings at your
grocery store

+



organized
grocery list

=



stress-free
mom



foodonthetable.com

Quick Tour



Food on the Table

~3 months ago

Food on the Table



weekly meal plan



fast and easy recipes



savings at your grocery store



organized grocery list

Create a New Account

~or~

Login with Email



Connect with Facebook

Food on the Table



Where do you shop?

We'll tell you what's on sale at your store.
New stores added all the time.

Address, City or Zip



HEB



Albertsons



Randalls



SuperTarget



Sprouts




Greenling




Central Market

Randalls

- 


Randalls

715 S. Exposition Blvd, Austin, TX, 78703

1.9 miles away
- 


Randalls

1500 W. 35th St, Austin, TX, 78703

2.48 miles away
- 


Randalls

2727 Exposition Blvd, Austin, TX, 78731

2.54 miles away
- 


Randalls

3300 Bee Caves Rd, Suite 500, West Lake

3.06 miles away
- 


Randalls

2025 W. Ben White Blvd, Austin, TX, 7870

3.72 miles away
- 

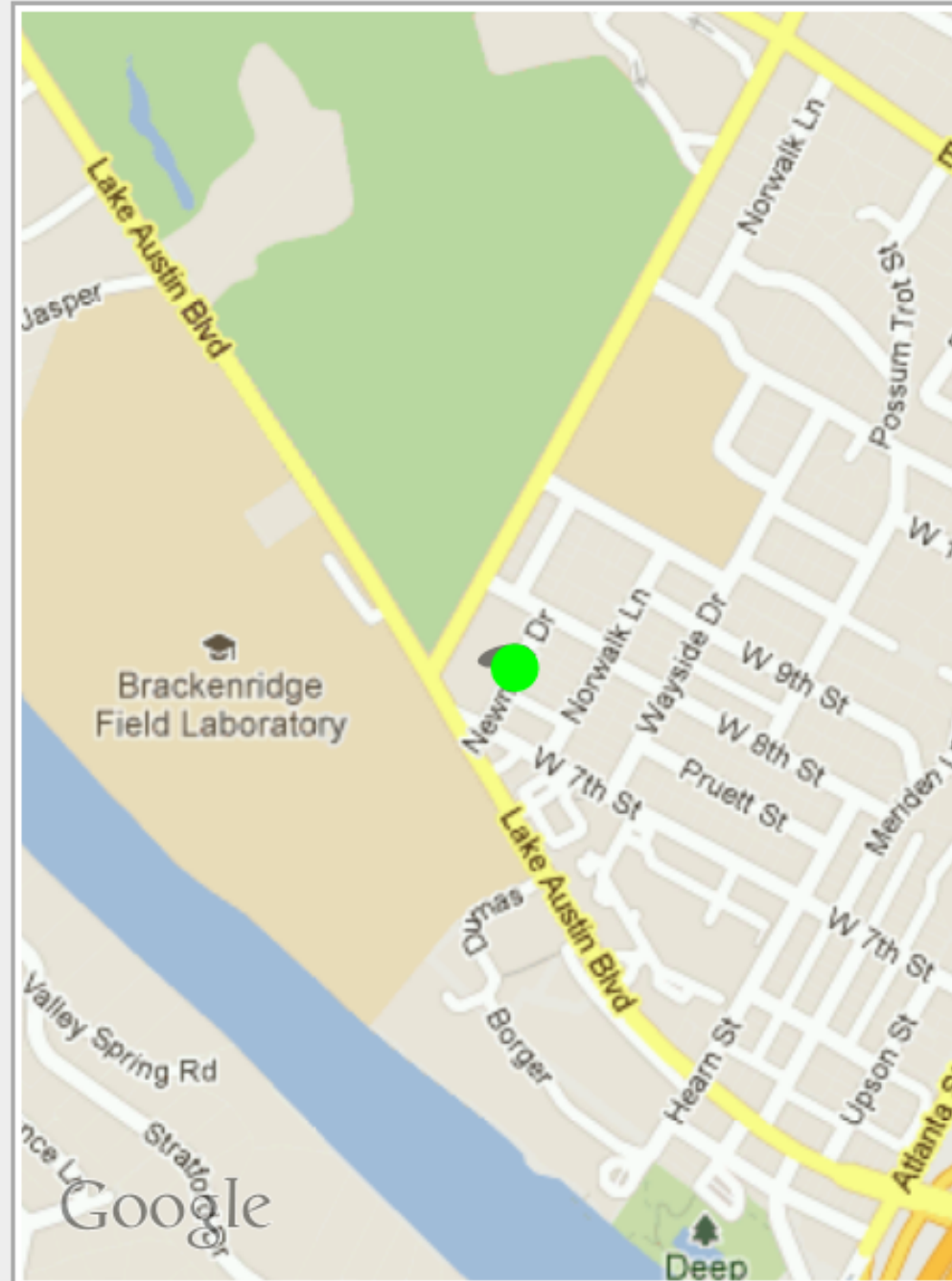
Randalls

5311 Balcones Dr., Austin, TX, 78731

4.56 miles away
- 

Randalls

Randalls



Select This Store

Food on the Table

Meal Plan

Grocery
List

Feedback

Profile

Pick Recipe

*Tap to start
meal planning*



My Recipe



4:01

Search Recipes



On Sale at Sprouts

Ground Beef

SALE

Super Lean Ground Beef \$3.77 lb.

Chicken Sausage

SALE

Fresh Chicken Apple or Basil Sausage \$2.99 lb.

Cod Fillet

SALE

Alaskan Cod Filets \$7.99 lb.

Chicken Thighs

SALE

Boneless Skinless Chicken Thighs \$1.49 lb.

Italian Sausage

SALE

Fresh Pork Bratwurst Sausage \$1.99 lb.

My Recipes

Recent

Chicken Sausage

Sausage Zucchini Boats	★★★★★	TBD
Easy Paella	★★★★★	TBD
Penne with Spicy Chicken	★★★★★	45 minutes
Chicken Sausages With Warm	★★★★★	35 minutes
Chicken Sausage and Brown	★★★★★	TBD
Mushroom, Leek, Chicken	★★★★★	50 minutes
Sausage-Kale Soup	★★★★★	1 hour 5 minutes
Crisp Apple and Chicken		



4:06

Penne with Spicy Chicken Sausage, Beans, and Arugula

Servings 4.0 **Prep** 10 minutes
Spiciness 2.0 **Cook** 35 minutes
Wait 0 minutes

ADD

Ingredients

1/2 (pound) penne pasta

4 (link) spicy chicken sausage

2 (tablespoon) olive oil

3 garlic cloves, crushed

1/3 (cup) pesto

1/2 (cup) white wine

1 (15.0 ounce
can) cannellini beans, undrained

3 (cup) torn arugula leaves

2 (cup) grape tomatoes, halved

1/48 (oz) Black pepper, to taste

1/2 (cup) crumbled goat cheese

1/48 (oz) Salt, to taste

Directions

1. Bring a large pot of lightly salted water

Food on the Table

Meal Plan

Grocery
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Sprouts

110 North Interstate 35, Round Rock, TX, 78681
sales valid through 08/24/2011

Grains, Pasta & Sides

½ lb penne pasta

☐

Used in Penne with Spicy Chicken Sausage,
Beans, and Arugula

1 15.0 ounce can beans

☐

Used in Penne with Spicy Chicken Sausage,
Beans, and Arugula

Meat & Fish

4 link chicken sausage

☐

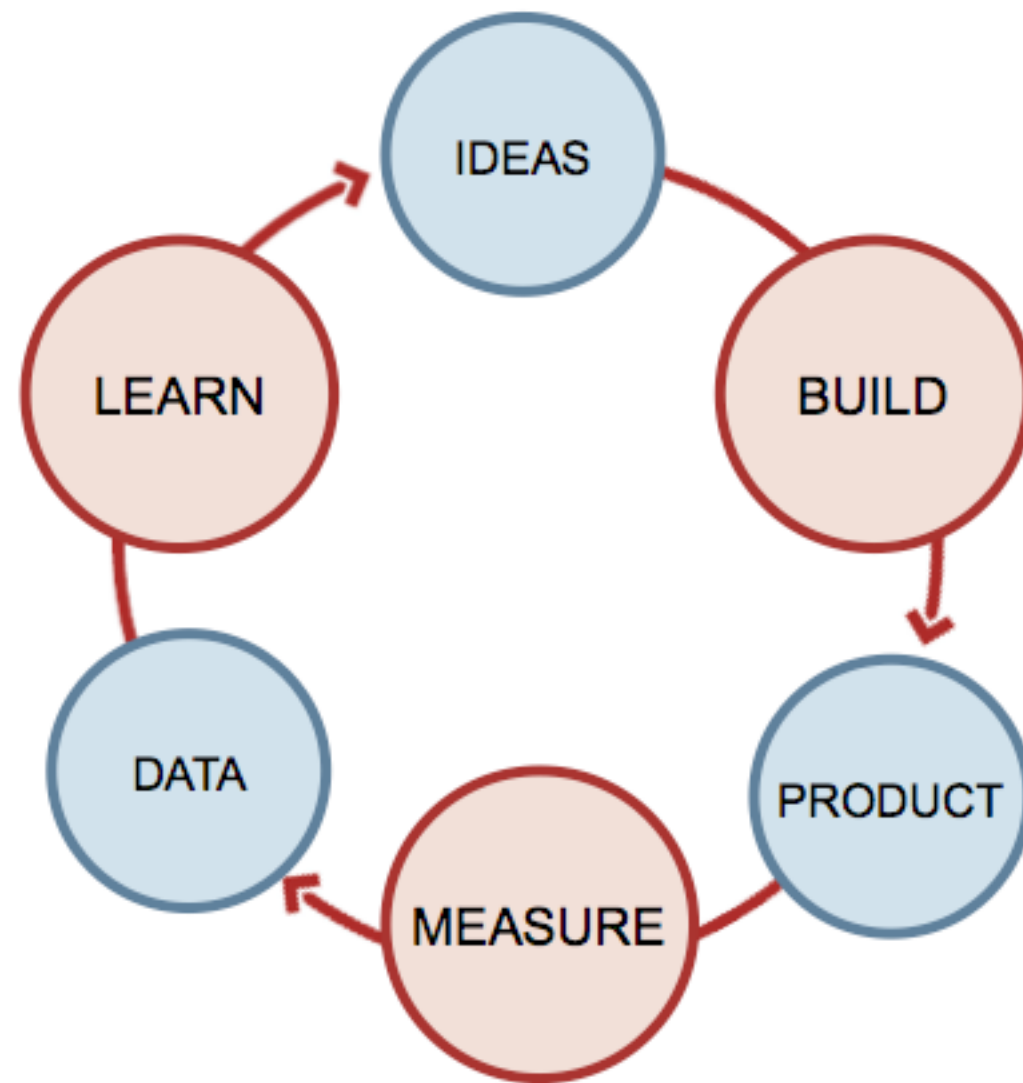
Used in Penne with Spicy Chicken Sausage,
Beans, and Arugula

SALE Sprouts Sausage Bonanza Chicken and
Dark Links or Bulk \$2.99/lb

Clear Checked Items

+

So, what's next?





Against Total # Devices

Against Prior Step

mobile_signup

store_selected

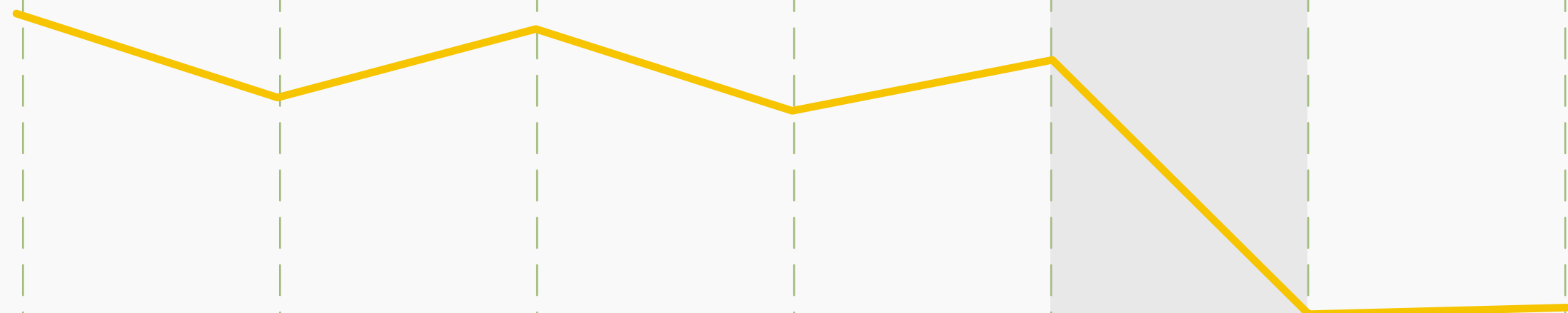
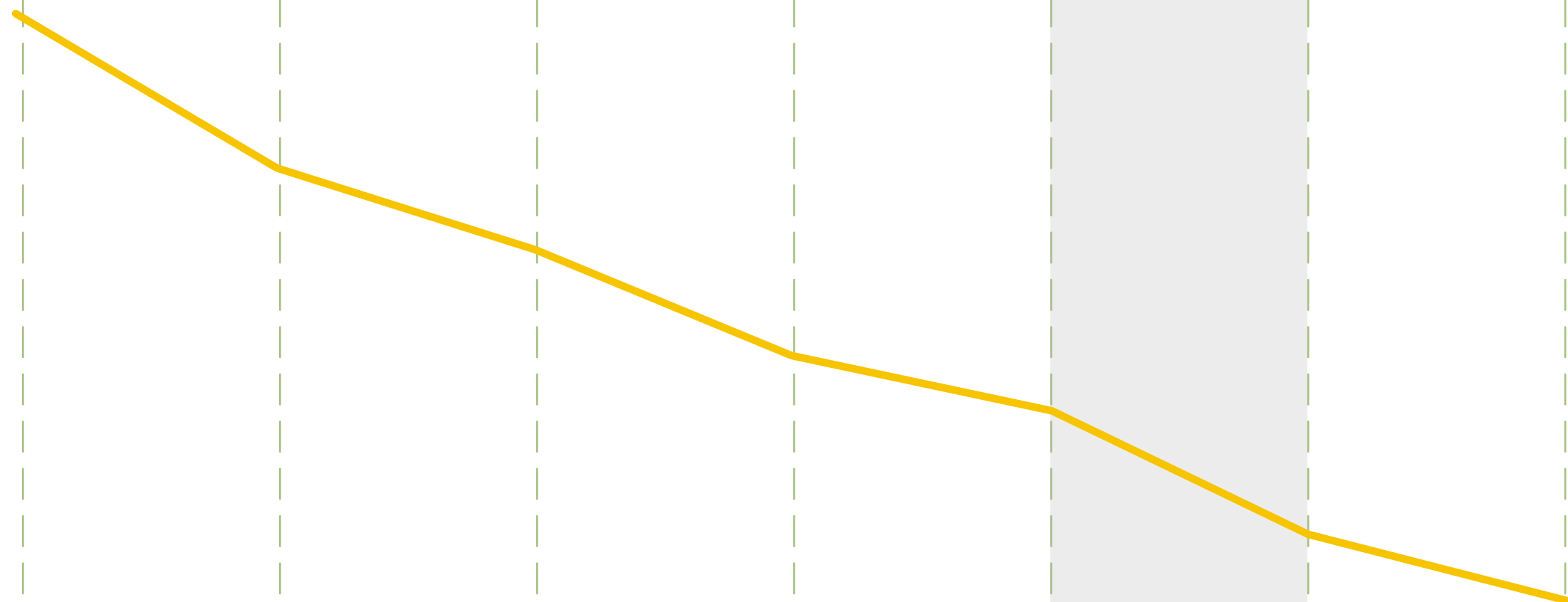
started_mp

viewed_carousel

viewed_recipe

added_recipe

checked_item



Problem

Users aren't adding recipes.

Hypothesis #1

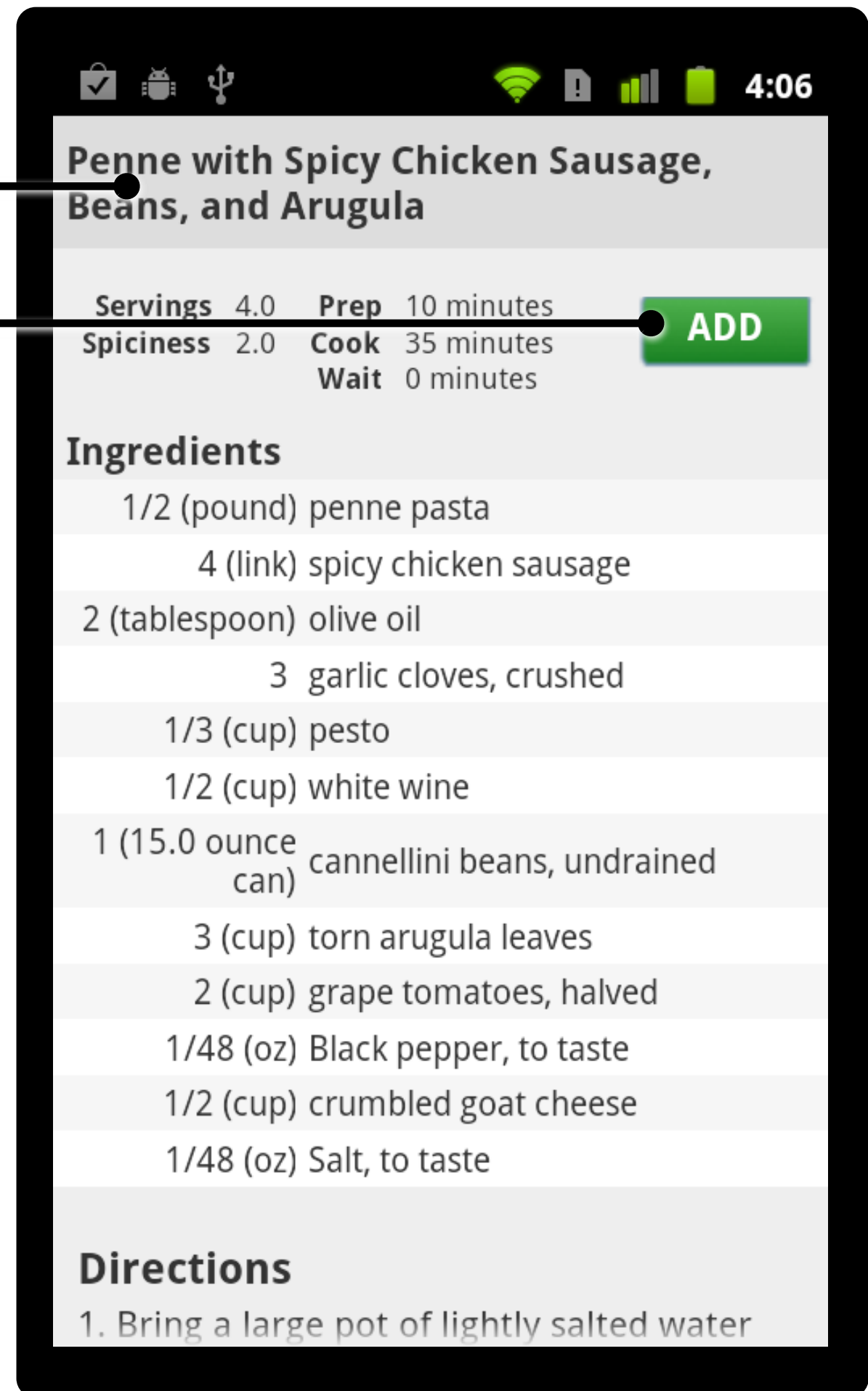
Users don't know how to add a recipe.

Fixed Area

Scrolls w/ Page

Experiment: If we “fix” the add button in the header, then users will add recipes.

Quantitative Test



Vanity A/B Experiment

```
1 ab_test '#2321 Android Add Recipe Position' do~  
2   description 'Hypothesis: improved recipe add will increase recipe adds after  
  recipe view. Metric: add_recipe. {mobile closed}'~  
3   alternatives 'fixed', 'inline'~  
4   metrics :add_recipe~  
5 end~
```

<http://github.com/assef/vanity>

481 Users Later

#2321	Android Add Recipe Position (A/B Test)	activation funnel	alternatives
Hypothesis: improved recipe add will increase recipe adds after recipe view. Metric: add_recipe. {mobile closed}			
Option A:	fixed	51.9% (2% better than option B)	users SHOW
Option B:	inline	50.7%	users SHOW
There are 481 participants in this experiment. The best choice is option A: it converted at 51.9% (2% better than option B). This result is not statistically significant, suggest you continue this experiment. Option B converted at 50.7%.			
Started Mon, Jun 20			

No Change!
FAIL

Hypothesis #2

Users can't find recipes they like.

Recipes are no good.

Not able to find recipes they like.

KissInsights

What recipes do you consider "The Basics"?

Displayed on foodonthetable.com/dashboard

~1
MONTH14,756
VIEWS3,382
RESPONSES[VIEW RESPONSES](#)[PREVIEW](#)[EDIT SURVEY](#)**What is your favorite meal to make for your kids?**

Displayed on foodonthetable.com/meal_plans/current/edit

~1
MONTH24,992
VIEWS2,692
RESPONSES[VIEW RESPONSES](#)[PREVIEW](#)[EDIT SURVEY](#)**What are main ingredient for kid friendly recipes?**

Displayed on foodonthetable.com/meal_plans/current/edit

~1
MONTH707
VIEWS121
RESPONSES[VIEW RESPONSES](#)[PREVIEW](#)[EDIT SURVEY](#)**How many ingredients should a kid friendly recipe have?**

Displayed on foodonthetable.com/dashboard

~1
MONTH695
VIEWS131
RESPONSES[VIEW RESPONSES](#)[PREVIEW](#)[EDIT SURVEY](#)**When you find a recipe on a website how would you prefer to enter it to food on the table?**

Displayed on foodonthetable.com/dashboard

~1
MONTH1,413
VIEWS271
RESPONSES[VIEW RESPONSES](#)[PREVIEW](#)[EDIT SURVEY](#)**How long should a kid friendly recipe take?**

Displayed on foodonthetable.com/meal_plans/current/edit

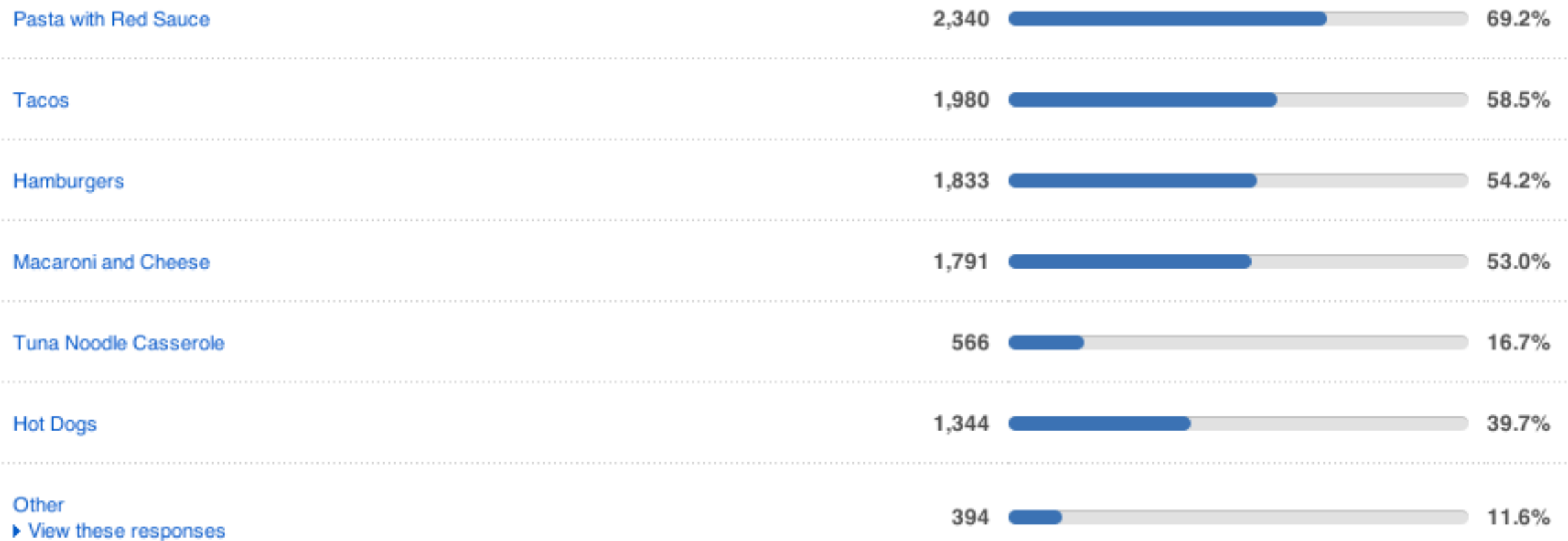
~1
MONTH1,681
VIEWS353
RESPONSES[VIEW RESPONSES](#)[PREVIEW](#)[EDIT SURVEY](#)**Where do you get the recipes you cook with?**

Displayed on foodonthetable.com/dashboard

~1
MONTH1,054
VIEWS209
RESPONSES[VIEW RESPONSES](#)[PREVIEW](#)[EDIT SURVEY](#)

What recipes do you consider "The Basics"? (multiple choice)

10,248 total responses from 3,382 people



What recipes do you consider "The Basics"?

☐ Pasta with Red Sauce

☐ Tacos

☐ Hamburgers

☐ Macaroni and Cheese

☐ Tuna Noodle Casserole

☐ Hot Dogs

☐ Other

SEND 

	Free For starters	Premium \$29 per month
Number of surveys ?	Unlimited	Unlimited
Customizable surveys ?	✗	✓
Custom thank you message ?	✗	✓
No KISSinsights branding ?	✗	✓
Number of responses ?	30	Unlimited

Results (ongoing)

- Improved recipes based on feedback
- Recipe Search
- Better Recipe Categorization
- Family Preferences

Hypothesis #3

Users don't understand **why** they should add recipes.

Confusion

Recipe App?

Grocery App?



UserTesting.com

Scenario

You are responsible for grocery shopping and cooking for your family. This is a stressful task for you. Someone you trust tells you that the 'Food on the Table' mobile app could help.

You decide to check it out.

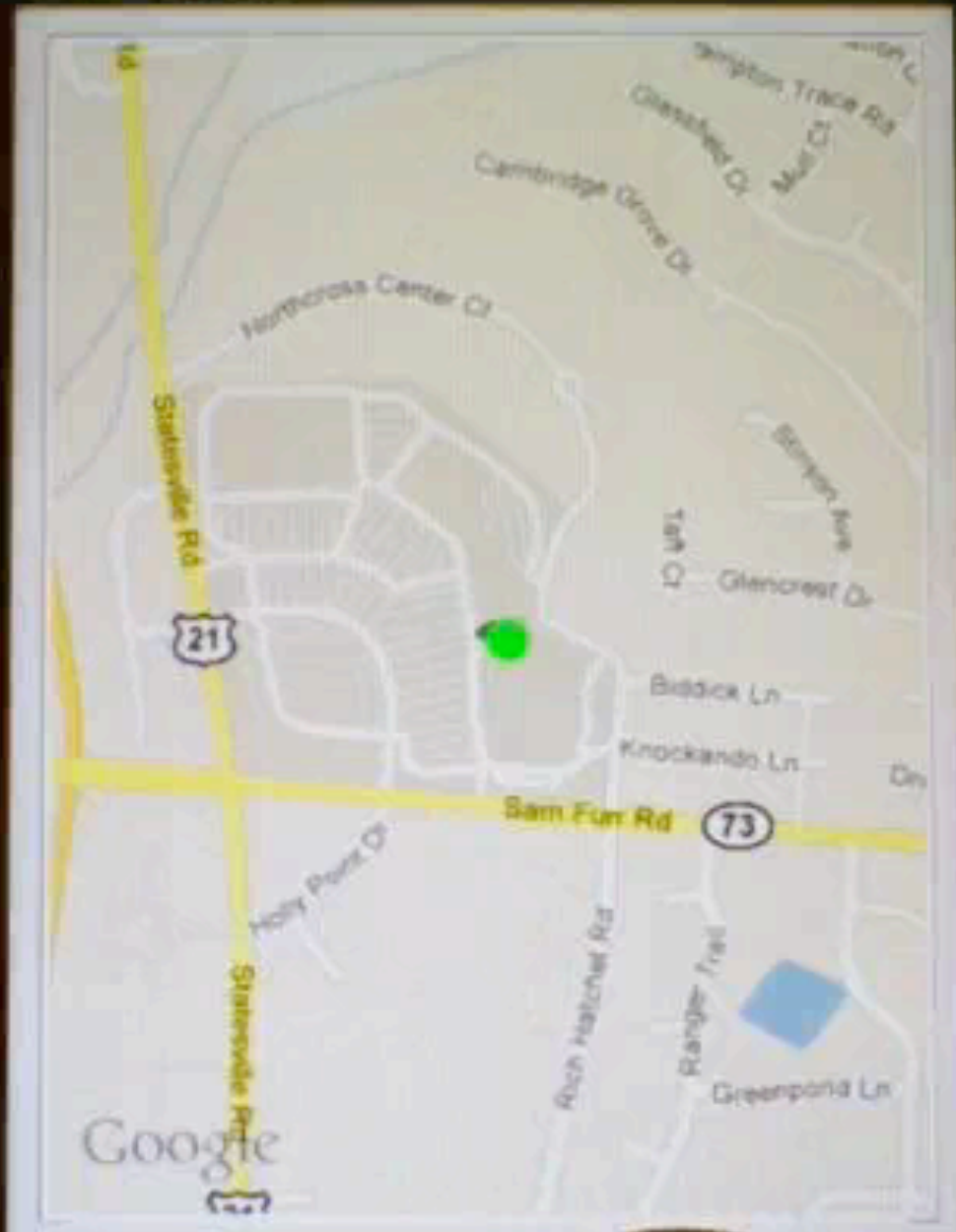
Tasks

1. Register and setup your account.
2. Spend 8-10 minutes exploring the app. Use the app exactly as you would had you been invited by a friend. Indicate if there are points at which you would give up and leave the website to go do something else.

Questions

1. How would you describe the app to your friends?
2. Did you find recipe navigation to be intuitive and easy to use?
3. Was it clear at each step what you needed to do next?
4. At what point did the value of the app become apparent?

Harris Teeter



Select This



menu

\$39 / Test

Typically need at 3-5 for best results

User Interviews

- Friends & Family
- Craigslist
- Facebook Ads (more targeted)
 - Gender, Interests, Children, etc.
 - approx. \$5/day for 4 users/week
- \$20-\$30 Amazon Gift Certificate

User Interviews

- In office, with device
- Screenshare, with mockups
- In store, with device (or paper list)

What do you see?

What do you think you'll see next?

Does this message resonate with you?

Questions

What would you do next?

How does this make you feel?

What are you thinking right now?



OmniGraffle Pro



Skype



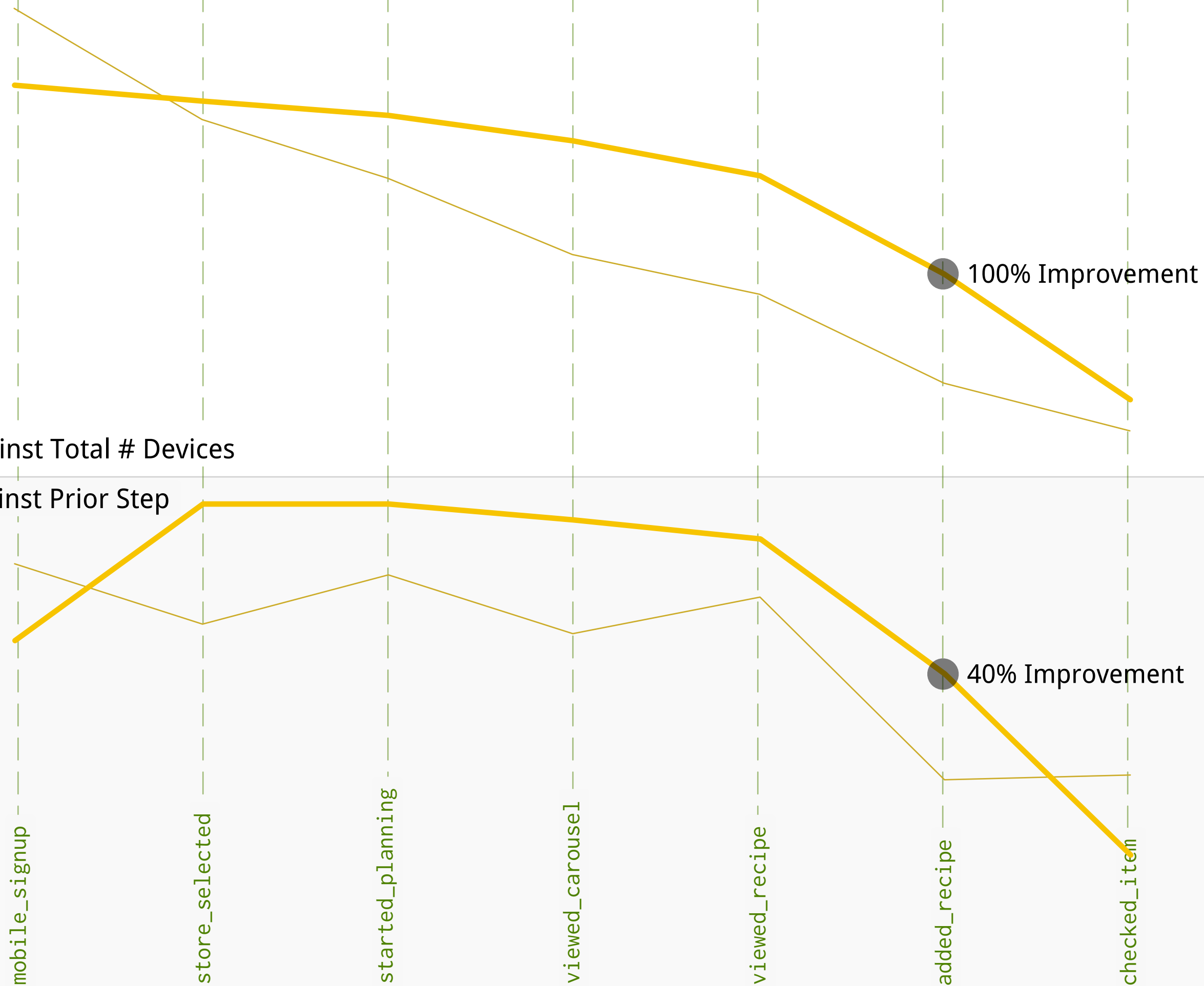
join.me

Results (ongoing)

- Improved Onboarding
- Improved Landing
- Better Inline Education
- Family Preferences (again)

Against Total # Devices

Against Prior Step





The Lean Startup

How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses

lean.st

Tools

Vanity

join.me / Skype

SQL / Excel

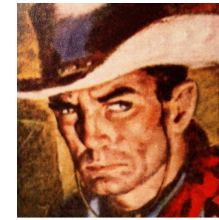
KissInsights

UserTesting.com

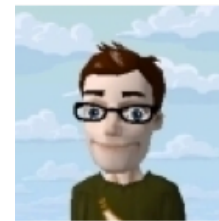
Facebook Ads

OmniGraffle

Contact



@shadr



@mirven



@foodonthetable



@tableapps