



# Portion One

**“Preparing individual  
meals for you”**

E-Business Proposal - SMAD 407

18 November, 2019

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# Company Information

Our company provides fresh, portioned ingredients for meals that are fit perfect for one person.

PortionOne.com



# Usability Requirements



Desktop - at home



Mobile - on the go

## Keyword Analysis Process

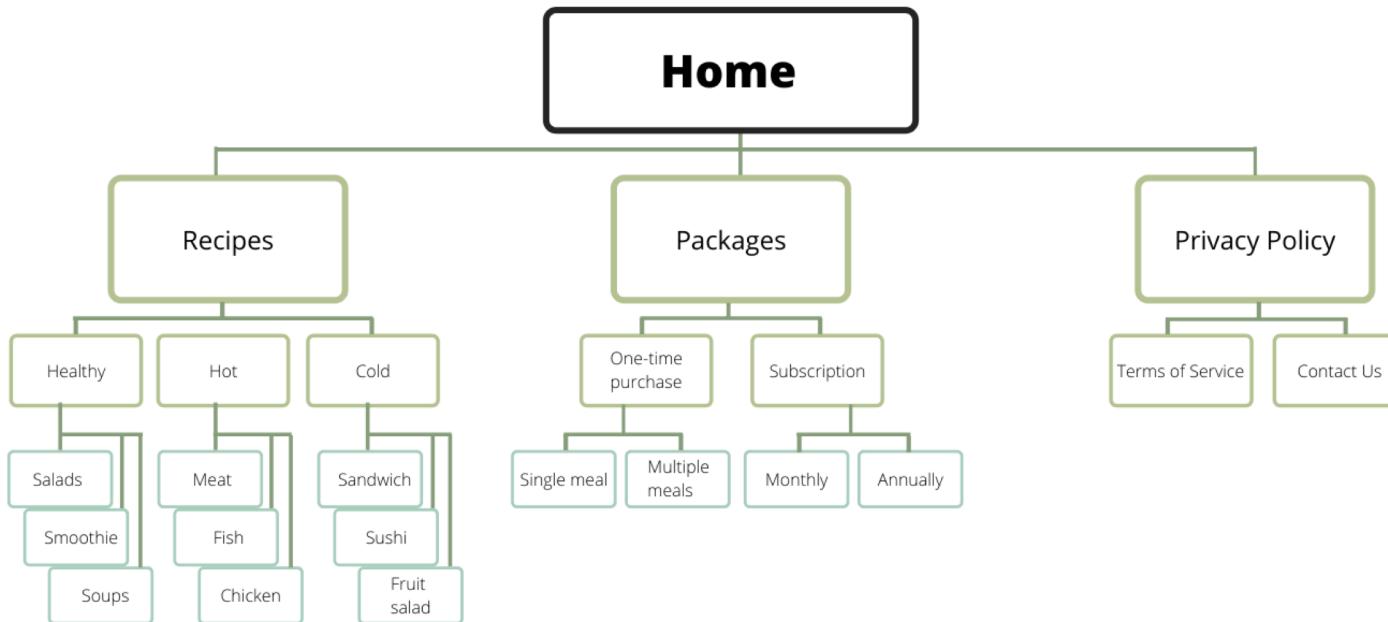
The image features a central, large blue word 'PORTION ONE'. Surrounding it are several other words in various colors: 'COLLEGE MEAL' in green, 'EASY MEAL' in orange, 'QUICK MEAL' in orange, 'RECIPES' in green, 'DELIVERY' in green, 'HEALTHY' in green, 'COLLEGE FOOD' in orange, 'PORTION ONE' in orange, 'MEAL DELIVERY' in green, 'EASY MEAL' in blue, 'INGREDIENTS' in green, 'RECIPES' in blue, 'QUICK MEAL' in blue, 'COLLEGE MEAL' in blue, and 'DELIVERY' in blue.

# Keyword Analysis Example

Category: All categories		
Week	college recipe: (United States)	college meal: (United States)
2014-11-16	87	43
2014-11-23	99	28
2014-11-30	64	42
2014-12-07	84	34
2014-12-14	75	27
2014-12-21	84	17
2014-12-28	100	39
2015-01-04	64	46
2015-01-11	78	42
2015-01-18	62	47
2015-01-25	70	43
2015-02-01	57	45

College recipe  
vs.  
College meal

# Keyword Distribution



## Competition Analysis



Alexa, Google Keyword Planner and Similar web were both used to extract the data for the competition analysis.

Recipe and Meals are similar keywords to our other competitors.

# Link Popularity/Traffic Visitor Activity

## HelloFresh

- a. Traffic/Visitor activity
  - i. Total visitors: 4.2M
  - ii. Most traffic sources come directly from the URL.
    - 1. Top referring sites: ticketmaster.com, stubhub.com, spirit.com, msn.com, groupon.com
  - iii. Organic Keywords
    - 1. Hello fresh
    - 2. Hellofresh
    - 3. Hello fresh login
    - 4. Hello fresh menu
    - 5. Hello fresh recipes
  - iv. Paid Keywords
    - 1. Hello fresh
    - 2. Hellofresh
    - 3. Blue apron
    - 4. Freshly
    - 5. Hello fresh menu
  - v. Three top social media traffic visits from: Youtube, Facebook and Pinterest.

## Blue Apron

- a. Traffic/Visitor Activity
  - i. Total visitors: 1.22M
  - ii. Most traffic sources come directly from URL and searching the brand
  - iii. Organic Keywords
    - 1. Blue apron
    - 2. Blueapron
    - 3. Blue apron recipes
    - 4. Blue apron menu
    - 5. Blue apron login
  - iv. Paid Keywords
    - 1. Blue apron
    - 2. Blueapron
    - 3. Blue apron menu
    - 4. Hello fresh
  - v. Three top social media traffic visits from: Youtube, Facebook and Pinterest.

## HomeChef

- a. Traffic/Visitor Activity
  - i. Total visitors: 19.5M
  - ii. Most traffic comes directly from searching
    - 1. Top referring sites: stubhub.com, groupon.com, tawsci.com
  - iii. Organic Keywords
    - 1. Home chef
    - 2. Homechef
    - 3. Homechef login
    - 4. Home chef menu
  - iv. Paid Keywords
    - 1. Home chef
    - 2. Homechef
    - 3. Home chef menu
    - 4. Blue apron
  - v. Top three social media: Facebook, Youtube, Pinterest

# Takeaways

- Importance of creating brand awareness - most traffic from our Competitors came direct sources/searches
- Bounce rate: People stay on hellofresh longer than they do on blue anron
- On the keyword meal delivery and food they pop up either on the first or second page Food and food network

Total Visits	 <b>4.12M</b>	 <b>1.22M</b>
Avg. Visit Duration	 <b>00:04:29</b>	 <b>00:02:11</b>
Pages per Visit	 <b>6.53</b>	 <b>3.55</b>
Bounce Rate	 <b>38.53%</b>	 <b>52.44%</b>

# Persona 1



Name: Jessica Collins  
Occupation: Undergraduate College Student  
Age: 20  
Financial Level: Low

"I've always wanted to try a meal subscription service but my roommates never cook with me so I don't know who to split it with!"

## Background

Jessica just started her Junior year at Ohio State University. This is her first year living off campus and not having a full meal plan. She has very low experience with buying groceries and cooking. Her roommates and her are all on different schedules with different dietary needs so they never cook dinner together. Jessica has a hard time figuring out what to cook for dinner and tends to repeat the same meals often. She wishes she could branch out. She has browsed some meal subscription services but they all tend to serve 2+ people and she doesn't know who to split them with.

## Frustrations

- Not experienced with cooking
- Cooks solo but all meal subscriptions she has found serve 2+ people
- Tired of buying groceries that go bad before she ends up cooking them

## User Story

Jessica tries searching for a meal subscription service again. She searches "meal subscription for one" and finds PortionOne.com. She skims the website and is excited to find a meal subscription service that serves just one person. She is excited that she can afford the low prices and that she can purchase meals as a one time buy. Other sites had scared her off because of the commitment to a subscription. She orders a couple of meals and once they arrive at her college apartment, she is pleased with how easy they are to make. She keeps the recipes on hand for future grocery store trips.

## Goals

- Branch out and try new meals
- Be able to use a meal subscription service without having to find someone to split the cost with
- Find new ideas for healthy dinners she can cook for herself

# Persona 2



Name: Phil Fitzgerald  
Occupation: Sales Associate  
Age: 25  
Financial Level: Medium

"I live alone and I hate having leftovers, why can't there be a meal subscription service for just one person?"

## Background

Phil lives on his own in the outskirts of Atlanta. Since moving out on his own, he has begun to enjoy cooking more and focusing on eating healthy. He has such a busy schedule that he often forgets to go grocery shopping and resorts to ordering takeout even though he knows its unhealthy and not quite in his financial budget. His siblings have told him about meal subscription services they have used and loved but he doesn't like how they all serve 2+ people. He hates having leftovers and he doesn't want to price the price of two servings when he only needs one.

## Frustrations

- Finding time in his busy schedule to grocery shop and cook everything before it goes bad
- Lives solo and wants a single serving size
- Tired of eating unhealthy meals, he wants to start back on his healthy diet again

## User Story

One day at work, one of Phil's coworkers mentions how he has started using a company called Portion One and explains what it is. Phil is intrigued as he has been wanting a service like this for a while now. He goes home that night and looks it up himself. He's pleased to see that all of the meals are portioned for one person and that the prices are unbelievably affordable. After searching through a lot of the healthy recipes that Portion One has to offer, he decides to create an account. Phil's lazy and he makes a decent income so he decides to go with the subscription plan so that he won't be grocery shopping last minute for a while.

## Goals

- Limit the amount of grocery shopping he has to do
- Find a meal subscription service that he can benefit from eating solo
- Begin cooking healthier dinners

# Project Management

- ▶ Trello
- ▶ Google Drive

This board is set to public. You can change its visibility at any time. Learn more here

407 E-Business Proposal

Project Information/Executive Summary

Company Name & Logo

Company URL

One Page Exec Summary

Company Background

Background; What does it sell/do

+ Add another card

User Demographics

Who are our users?

Demographics of users?

How did we come to this conclusion of users?

+ Add another card

Usability Requirements

What kinds of devices will people use?

How did you come to this conclusion?

+ Add another card

Keyword Analysis Process

Use Google Keyword Planner to research terms

Appendix: Google Keyword Planner CSV File

+ Add another card

Butler ... Show Menu

New

My Drive

Shared with me

Recent

Starred

Trash

Backups

Storage

13.3 GB of 15 GB used  
UPGRADE STORAGE

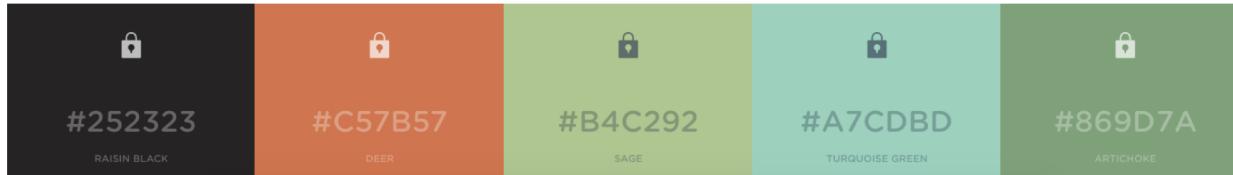
Get Backup and Sync for Mac

Search Drive

My Drive > 407 E-Business Project

Name	Owner	Last modified	File size
Website Examples	Madisen Divine	Nov 11, 2019	—
Usability Requirements.docx	Madisen Divine	Nov 13, 2019	10 KB
top_keywords.png	Madisen Divine	Nov 13, 2019	33 KB
recipe_meal.csv	Madisen Divine	Nov 11, 2019	4 KB
PortionOneLogo.png	me	7:16 PM	216 KB
meals_ingredients.csv	Madisen Divine	Nov 11, 2019	4 KB
keyword-distribution_revised.xlsx	Madisen Divine	7:17 PM	17 KB
Keyword Stats 2019-11-11 at 13_09_32.csv	Madisen Divine	Nov 11, 2019	4 KB
food_meal.csv	Madisen Divine	Nov 11, 2019	4 KB
easymeal.csv	Madisen Divine	Nov 11, 2019	1 KB
E-business Presentation 407	Madisen Divine	7:08 PM	—
college_student.csv	Madisen Divine	Nov 11, 2019	2 KB

# Design Considerations



abcdefghijklmnoprstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 (!#\$%&/.|\*`@',?:;)

**Penultimate**  
The spirit is willing but the flesh is weak  
**SCHADENFREUDE**  
3964 Elm Street and 1370 Rt. 21  
The left hand does not know what the right hand is doing.  
mail@example.com http://www.cufonfonts.com

Optima

abcdefghijklmnoprstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 (!#\$%&/.|\*`@',?:;)

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mail@example.com http://www.cufonfonts.com

Arial Hebrew

# Search Engine Optimization

- ▶ Website & UX Design
- ▶ Increase Users to Our Site
- ▶ Optimize Key Words
  - ▶ “Healthy Meal Subscription Service for One Person”
- ▶ Focus On Website Content

# Online Marketing/Advertising

- ▶ Target college kids, young adults and individuals living on their own
- ▶ - Social Media
- ▶ Facebook, Youtube and Pinterest were the highest social media outlets with our competitors.
- ▶ Presence on Snapchat will set us apart.
  - ▶ display interactive ads that will show up on Snapchat's feed.

# Deliverables



Facebook Ad



Snapchat Ad

PortionOne  
snapchat  
mockup

lambertdesign.co  
@lambertdesign  
@portionone

☰ YouTube



“preparing individual meals for you”

Portion X One

Portion One  
500,000 subscribers

SUBSCRIBE

HOME VIDEOS PLAYLISTS CHANNELS DISCUSSION ABOUT



Fresh Salad  
500,000 views • 1 day ago

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

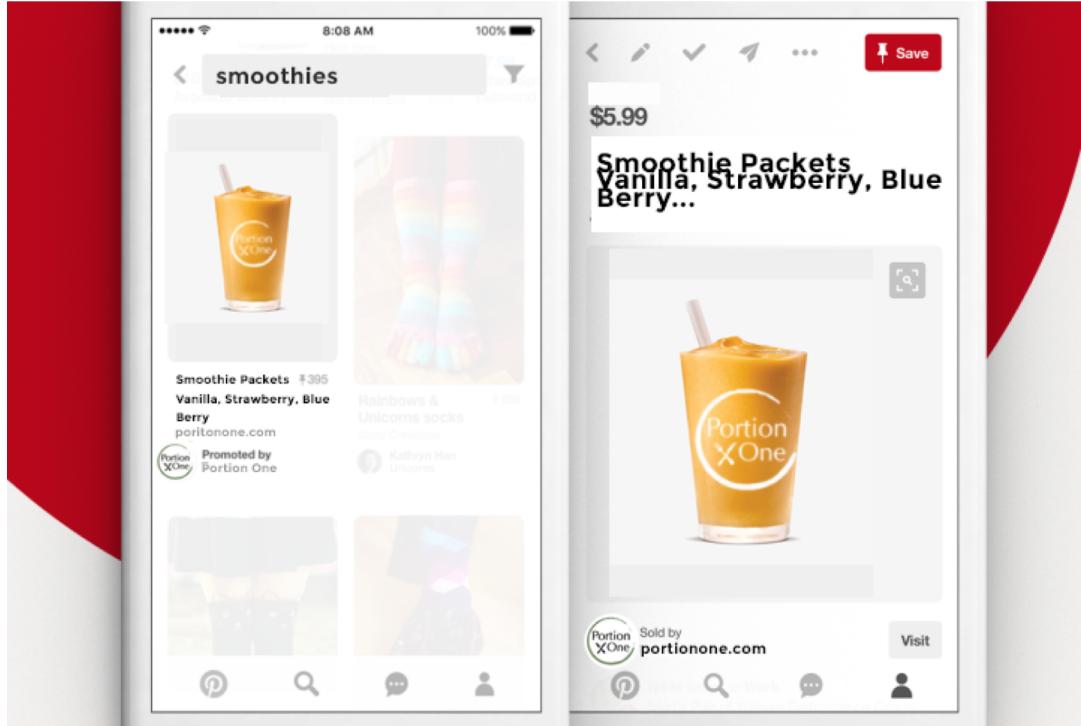
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Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi

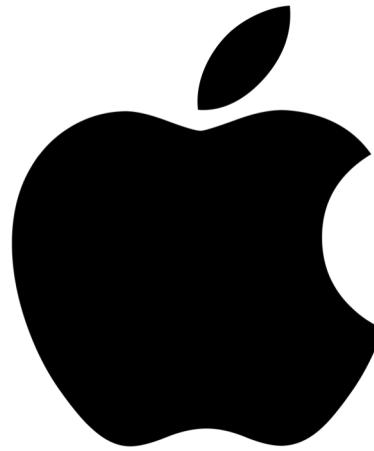
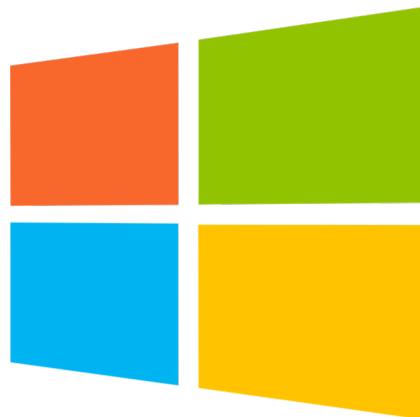
UPLOADS PLAY ALL

Youtube Page

# Pinterest Ad



# Technology Selection



ANDROID

# Hosting



- Dedicated
- We will be using both a store front and a shopping cart system.
- Hot recipes, Cold Recipes, Smoothies - be able to place within the cart.
- Will will not be using a contribution network due to not including videos. Our interface will just include images and date in regards to different meals for consumers.
- We will handle our payments through Authorize.net

# Hosting Package

## 3XL-192 HDD



Intel® Xeon® Gold 6126

12 cores x 2.6 GHz  
3.7 GHz Turbo Boost

192 GB

DDR4 ECC

4,000 GB

(2 x 4,000 GB SATA)  
Hardware RAID 1

\$0.3333  
/hour

= max. \$240/month.

[Configure](#)

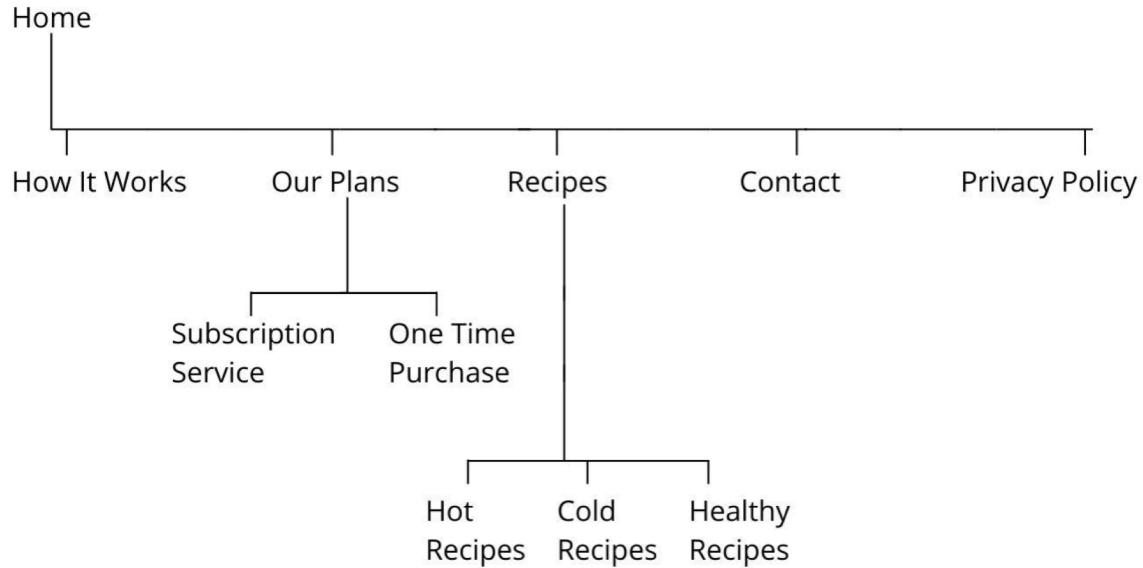
## User Demographics

- ▶ People Cooking for Themselves
  - ▶ College Students
  - ▶ Young Adults
  - ▶ Anyone living on their own
- ▶ Multiple Income Levels
- ▶ Any race/gender

## Privacy & Security

- ▶ Login & User Account Pages will be SSL Encrypted
- ▶ Accounts are protected by user-set passwords
- ▶ Emails must be verified with the user
- ▶ Portion One intends to achieve a digital certificate as a trusted meal delivering company.

## Sitemap / Navigation Map



# Home Page Mock Up

Portion One How It Works Our Plans Recipes

Get Started

Log In



Why Choose Portion One?

Why Choose Portion One?



All of Portion One's meals are portioned perfectly for one person. This makes cooking for one easy, quick and fun.

How It Works



Portion One cares about its customers' lifestyles. That is why we allow customers the decision between committing to a subscription or buy meals as a one time purchase.

View Plans



Portion One meals are healthy, delicious and greatly priced. What more could you ask for? Our meals include only fresh ingredients and start as low as

Browse Recipes

Check Out Some of Our Popular Recipes



Avocado Twist Smoothie



Veggie Cauliflower Pizza with Garlic Sauce



Organic Sesame Chicken Stir-Fry



Pesto Pasta with Sun-dried Tomatoes

Ready for Your First Portion One Meal?

Get Started

<https://xd.adobe.com/view/7d519b4e-a82b-4e22-6ece-b2a82c6e41d0-0b60/screen/806b32c4-9e5f-4244-9e39-a3031f300256/Home-Page-Mock-Up>



How It Works  
Our Plans  
Recipes  
Contact  
Privacy

## Usability Testing

- ▶ Testing will be done in an individual city
  - ▶ Preferably a college town
- ▶ We will launch in beta mode in a few particular spots that we consider potentially booming areas

# Analytics



- Keyword Distributions
- Google Analytics