

REVA UNIVERSITY

SCHOOL OF COMPUTING AND INFORMATION TECHNOLOGY

UI/UX PROJECT

CASE STUDY ON MEAL KIT SUBSCRIPTION APP: "Makery"

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CERTIFICATE

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BONAFIDE CERTIFICATE

This is to certify that the mini project report entitled on CASE STUDY ON MEAL KIT SUBSCRIPTION APP is the bonafide work of

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who carried out the project work under my supervision during the academic year 2021 – 2022.

Signature of the Supervisor

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ABSTRACT

Our project is an intensive case study on a meal subscription app/website that provides a similar service that covers the UX design process. The challenge here is to find a unique solution that helps these people get their meals quickly and easily. The goal is to design an accessible app/website to provide users with the option of preparing meals at their convenience.

We combed through many websites and apps and found one that we thought was impressive. The website is called Makery (https://makery.in/). Makery is a meal kit delivery website that specializes in providing quality meals at the ease and comfort of your own home. They provide you with the ingredients and recipe, the customer will have to prepare the meal fresh out of the box. Makery crafts delicious ready to eat and ready to cook meals that you can store in your fridge for up to 2 days. We found this website very interactive and aesthetically appealing.

INTRODUCTION

Among various types of applications, the ones devoted to food present a very popular category. Recipes and cooking tips, restaurant and food delivery apps, calorie trackers and food diaries – more and more applications now help people to keep on with all the faces of eating, which means UX designers work on a variety of interfaces of that kind. Today, we are sharing the case study on one of them, the website called Makery that combines the functionality for cooking and buying what's necessary for users' meals. To make UX more extended, it allowed users to buy already prepared meals that they can just heat up and enjoy.

The website design included the comprehensive and diverse functionality which had to be presented to users in a simple and clear way. The designers had to analyze and prioritize all the points, as there was a high risk of overloading the screen. By research and testing, the user scenarios were created to determine which information about the meal in the recipe is found the most important and attractive. The application layout is structured around intuitive navigation, high readability, light background, and eye-catching visuals. The light and airy background sets the effective space for a variety of photos and graphics that may come with the recipes. Color contrast is used for amplifying quick navigation: bright color accents attract users' attention to interactive zones and active states of the layout elements. The search field is easily found on the top of the screen: its functionality is clarified for users with both text prompt and search icon. Photography is a good way to impress users with realistic and clear visuals as well as set the needed associations. With rapidly developing photo stock websites, designers have more and more opportunities to find good images; still, for many projects, especially e-commerce ones, the creative teams shoot the original content totally corresponding to the goals of the product. It is especially noticeable in the spheres close to everyday life: fashion, toys, food, drinks, etc. That was the direction for the Perfect Recipe app as well.

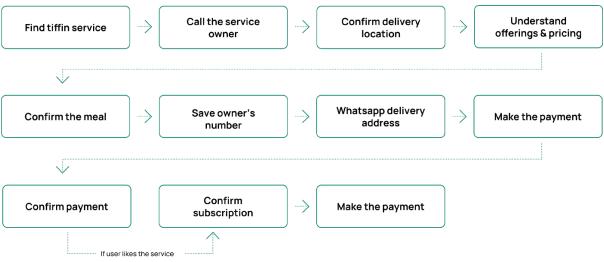
The card and the screen of a specific recipe for the mobile user interface look mouthwatering. Big recipe cards enable photo content to attract maximum attention while appetizing videos set the needed associations and theme on a full recipe screen. Coming out to the market, the product has to be ultimately attractive. That enables us to collect the feedback and analytics data which can be used as a basis for the next stage of the creative search for solutions enhancing user experience.

DESIGN CHALLENGES

Students & working professionals staying away from their homes struggle to find healthy & affordable home-cooked meals.

College students and working professionals living in metro cities have a very fast-paced life. With their busy schedules, they have little to no time to cook their own meals. Few of them don't even have enough resources or space to cook. In India, a lot of these young adults subscribe to local tiffin services because they deliver budget-friendly, fresh, and home-cooked meals at their doorstep. But a better user experience could benefit both the customers & tiffin service businesses.

To get an idea of why people subscribe to local meal kits and what kind issues they face, we tried to figure out the target audiences and the entire process of acquiring the meal, right from searching for an agency providing meal kit catering service to the final payment and delivery. Here's the flowchart of the process:



User journey of subscribing a service

We also explored the pain points of the users based on reviews and comments posted by them in various websites that provide meal kit delivery services.

Finding a tiffin service: • Users have to do their own research to find a good service •
 Confirm delivery location • Confirm veg/pure Jain options

- Dependency on calls and WhatsApp: Some customers are hesitant to call the owner to ask for a menu, cancelling deliveries or feedback, etc.
- Few accepted payment methods: Some kitchens only accept cash and send the bill with their delivery boys
- After subscription issues: Not able to know the menu Not able to track deliveries •
 No clarity in the billing process Sometimes there are discrepancies in the bill because of the cancelled/added items.
- No refund policy: Users go through bad experiences when they choose to discontinue the service. They have to make efforts to get a refund for the service they didn't continue.
- No customer support or feedback system: Users have to call and give their feedback •
 Feedback is not taken seriously.
- Food quality concerns: Users don't get to know what to expect in terms of taste, quality, safety, packaging, etc.
- The cost of one bad experience is high: People are sceptical of trying food from unknown services At the most people are likely to try 1 or 2 tiffin services because of the investment in terms of time and relationship with the tiffin service owner.

MOTIVATION TO YOUR WORK

Our goal in this case study is to analyze the website we have chosen, Makery, to see whether it finds the solutions to all the pain points of the customers. Our goal is also to explore solutions for the pain points that haven't been addressed on the website and brainstorm about making the design elements better to cater to the users' needs.

DESIGN PHASES / RESEARCH PHASES

COMPETITOR ANALYSIS

In order to understand the current market better we identified many websites and apps that provide meal kit subscription services and evaluated them. We determined which parts of Makery's competitors were worth investigating. They included aspects of the website's growth and reputation, marketing methods, target audience, years in operation, theme, menu, pricing, payment methods, quality and quantity and a lot more. We conducted a thorough research of all the competitors based on these parameters and recorded them in a table. This table helps in visualising the position of different products in the market and we could compare where Makery stood in relation to its competitors.

	Masalabox	Indian	Innerflame kitchen	Thecuminclub	Spicebox
		meal kit			
		store			
Menu items	Menu	Includes	Not	No concrete menu or	Menu divided
	divided into	vegetarian	extensive(includes	filter options that	into
	breakfast,	meal kits	mostly kitchari kits	shows different	vegetarian
	lunch, snacks			options	and non-
	and dinner				vegetarian
					with options
					for breakfast,
					lunch, dinner
					and snacks
Growth and	Featured in	Featured in		chefs' kitchens are	Mixed
reputation	Deccan	La Crasse		FSSAI (Food Safety	response from
	Herald, the	Tribune,		Standards Authority	customers
	better India,	Coulee		of India) licensed	
	Business	Region	-		
	Line, Deccan	Women's			
	Chronicle,	magazine,			
	etc	Seven			
		magazine			

Marketing	Facebook,	Facebook	Facebook,	Facebook and	Facebook,
methods	twitter,		YouTube,	Instagram	twitter,
	Instagram,		Instagram		Instagram
	LinkedIn				
Target	Local chefs,	9-5	Health enthusiasts	9-5 workers	9-5 workers
audience	homemakers	workers			
	of India and				
	9-5 workers				
Additional	HomeSe - an	Chai and	Cleanse kits,	Gift boxes and gift	No additional
services	app that	gift cards	immune boosters,	cards	service
	allows		pranayama and		
	customers to		meditation course		
	sell food		and catering		
	online				
	Beverages				
	and desserts				
Ordering	Through	On their	On amazon	On their official	On their
apps	their app	official		website	official
		website			website
Theme and	delicious	authentic	Delicious meal kits	5-Minute authentic	Ghar ka
menu	home-cooked	Indian	and teas to help	Indian kit meals	Khana/Home
	food	vegetarian	strengthen your		Style food
		food	immune system		
pricing	Well priced	Expensive	Little on the higher	Affordable	Well priced
			end		
Portion size	Filling	Quite less	Filling	Quite less	Suffice
Fan	Classic Jeera	Navratan	Kitchari kits	Pav Bhaji, Palak	Rotis and daal
favourites	Aloo	korma		Paneer, Ven Pongal	
Local	Partnered	Not	Not partnered with	expert chefs across	Not partnered
partners	with local	partnered	any local chefs	India	with any local
	chefs	with any			chefs
		local chefs			

offers	Monthly	No offers,	Sold on Amazon so	No offers, but offer	Offers on
	meal plan	but offer	depends on that	gifting options that	Friday
	offers	gifting		include gift box and	
		cards for 2		gift card	
		- 4 people			
newsletters	Blog	mailing list	No newsletter or	Blog and newsletter	No newsletter
	available	for	blog available	available	or blog
		updates,			available
		events and			
		recipes			
Delivery	Partnered	Not	Delivers through	Not partnered with	Not partnered
apps	with eatfit	partnered	Amazon	any delivery apps	with any
		with any			delivery apps
		delivery			
		apps			
Process all	Online	Paypal and	Pay on delivery	Online payment:	Online:
types of	payment:	online	Credit/Debit	Credit/Debit	Credit/Debit
payments	Credit/Debit	payment	card	Card/Net Banking	Card/Net
	Card/Net		Net Banking		Banking >
	Banking		Unified Payment		Offline:
			Interface (UPI)		Delivery
					(payment
					pick-up)
Track	Only delivery	Only	Only delivery can	Only delivery can be	Not available
supplies	of meal can	delivery	be tracked	tracked	
and	be tracked	can be			
ingredients		tracked			

USER RESEARCH (Quantitative, Qualitative and Analysis)

Makery is an online food delivery app which is highly focused on providing the users a healthy, plant-based, earthly diet.

It provides a range of salads, in vegan, vegetarian and non-vegetarian varieties. Vegan options go from a range of brown rice to quinoa bowls. Vegetarian options involve dishes based on noodles, pasta, and yoghurt. Non-vegetarian options include dishes having mainly chicken and fish. Makery has made their website more user-friendly by including categories like glutenfree and contains-nuts in the filters.



Makery delivers in 2 cities, Delhi, and Gurgaon as of now using Zomato's delivery service. It has 3 delivery locations in Delhi, namely Pandara Road Market, Lajpat Nagar 1, and Okhla Phase 1. In Gurgaon, it delivers in one prime location, the Golf Course Road.

The Pandora Road Market branch averages a 4.0 out of 5.0 based on 27 reviews. While most of the reviews were on the positive side, there are a few negative reviews as well. One among the users mentioned getting a cold bowl and not getting a refund. Most of the positive reviews were based on good portion size and how Makery is going towards a healthier approach

The Lajpat Nagar branch averages a 4.0 out of 5.0 based on 28 reviews. The positive reviews included usage of fresh ingredients, authentic taste, variety of salads and drinks and good quality. The only negative review here didn't have a reason as to why they didn't like the place. The Okhla Phase 1 branch averages a 4.3 out of 5.0 based on 72 reviews. The positive reviews focused on quick delivery, good quantity and quality, and the packaging. The negative reviews focused on hardening of the grams used and dry salads

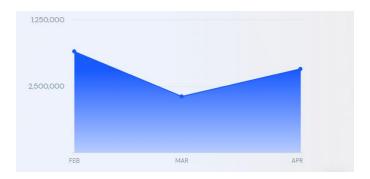
The Gurgaon outlet, located in Golf Course Road averages a 4.0 out of 5.0 based on 44 reviews. The positive reviews focused on maintaining the taste and authenticity when focusing on being healthy, well curated menu and the food being quick to assemble. The users who gave negative reviews didn't clearly mention what went wrong for them.

Makery responded to most of the users who gave negative reviews asking them for proper feedback.

Overview

Makery is a content-to-commerce cooking platform. It crafts a delicious meal or drink by collaborating with the top chefs and gets the highest quality ingredients to ensure that you can serve fresh meals every day.

Makery is ranked 1,077,265 among websites globally based on its 31,247 web visitors. Global Ranking of makery.in



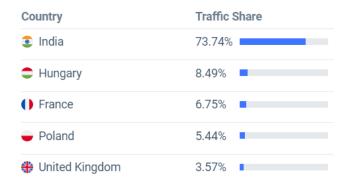
Traffic and Engagement

Show how well a website fulfils visitor expectations and holds their attention. The traffic to makery in has increased by 70.18 percent over the previous month.

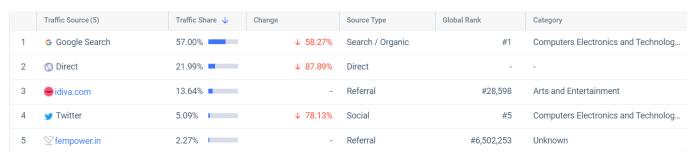
Monthly Visits	10,516
Monthly Unique Visitors	<5000
Bounce Rate	20.85%



Site Traffic by Country



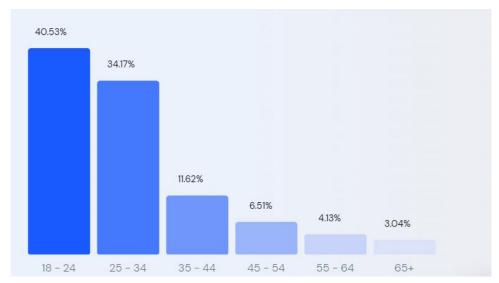
Traffic Sources



Audience Demographics

The audience of makery.in is 57.72% male and 42.28% female. The largest age group of visitors are 18–24-year-old.

Age distribution is as given below:

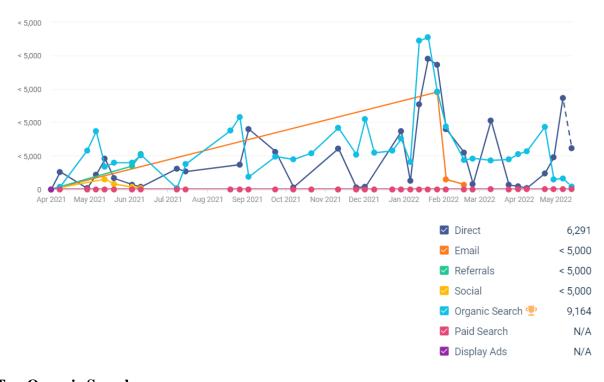


Gender distribution is as given below:



Marketing Channels Overview

makery.in receives traffic from both search (75.61%) and direct sources (24.39 percent). "Social" is an underused channel.



Top Organic Searches

makery	21.90%	↓ 42.68%
meal kit in delhi	10.62%	↓ 100%
salad kits in gurgaon	8.87%	↓ 97.2%
makery india	8.81%	-
diy kits food delhi	7.17%	↓ 96.52%

BUSINESS OPPURTUNITIES

The past decade witnessed the emergence of unique eCommerce businesses. A few of them are meal prep websites

Why are consumers attracted to meal prep websites?

Three primary models:

- ordering from meal prep sites saves time in meal planning
- reduces time in grocery shopping
- introduces food from diverse cuisines

Viable business models for a meal prep website

Entrepreneurs interested in starting a meal prep business require to understand its viable business models. The existing meal prep businesses are relying heavily on the following models and as per our expertise in the eCommerce industry.

1. The meal-kit delivery model: Under this business model, consumers demand meal-kits on an on-demand and subscription basis. In subscriptions, they can select how many kits they want to be delivered per week and the business delivers those kits accordingly.

Business flow:

- Consumers browse recipes/meals on meal prep websites
- They add a recipe/meal to their cart or select how many meals they would like to be delivered along with the frequency of delivery
- Consumers make the payment and the business owner delivers the meal(s)

Why the meal-kit delivery model holds value for consumers?

- It saves their time on meal planning and on shopping
- Makes it easy to cook festive meals such as on Easter and Christmas Eve
- Pre-cut veggies/meat, accurate proportions and disposable packing reduce clutter and shorten clean-up time
- **2. Goal-oriented meal delivery model :** Consumers with special diets and health goals require cautiously prepared meals made with handpicked ingredients. Not only these meals

have long prep times but are also expensive for daily consumption. Goal-oriented meal delivery model assists the consumers requiring special diets by subscribing them to week or month-long meal deliveries.

Meals subscriptions also tend to be more affordable in comparison to placing onetime orders on food delivery platforms. Some examples of goal-oriented meals for consumers with health issues are: Diabetic-friendly meals, Gluten-free meals, low sodium meals, low fibre meals, low uric acid meals, Vegan meals Similarly, gym and fitness enthusiasts can subscribe to lean-protein, high carbs and keto diet meals as per their fitness requirements.

Business flow:

- 1. Consumers browse goal-oriented meals on the meal prep marketplace
- 2. They subscribe to a meal
- 3. Consumers make payment and the business owner delivers the selected meal(s) routinely

Why the goal-oriented meal delivery model holds value for consumers?

- Does not require consumers to be health-conscious while eating meals
- Assist consumers in achieving their health goals
- 3. Pre-cooked storable meal delivery model: Despite the ease and flexibility meal-kit delivery and goal-oriented meal delivery models provide, they are not preferred by extensively occupied consumers. Working professionals and students living alone cannot always be available at their residential address to accept routine delivery of meal-kits containing various raw ingredients.

Thus, they are more inclined towards pre-cooked frozen meals like instant noodles and rice, lentils and beans, porridge, Steak, mashed potatoes, frozen burritos, frozen pizzas

Pre-cooked storable meal delivery websites differ from grocery delivery websites as the products sold on them require the bare minimum efforts to prepare for eating (like reheating or adding seasonings).

Business flow:

- 1. Consumers browse pre-cooked meals on the website
- 2. They add meal(s) to their cart and select the order quantity
- 3. Consumers make payment and the business owner delivers all the meals at once

Why the pre-cooked storable meal delivery model holds value for consumers?

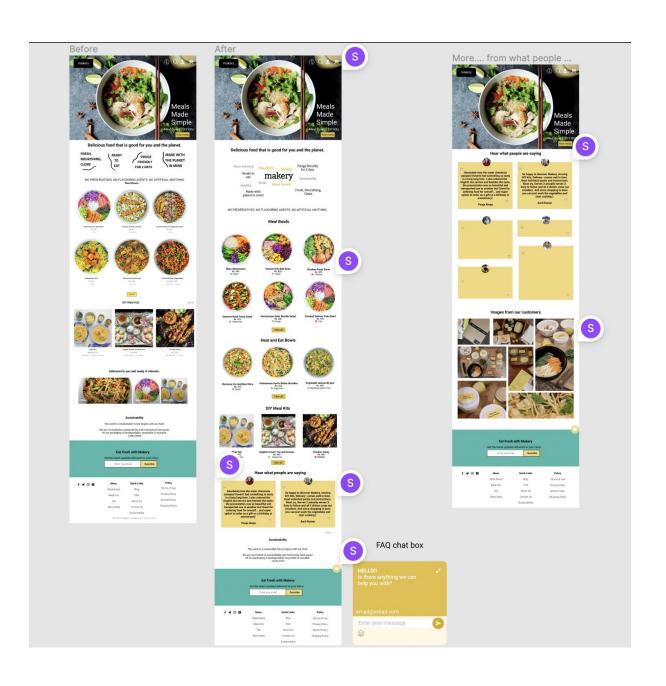
- Easy to preserve and requires bare minimum efforts to prepare for eating and saves time shopping
- Properly packed containers ensure the least possible clean-up time
- Suitable for consumers with busy life schedules

OUTCOMES

Design changes made

We noticed that the website did not have a quick link or button for the about page which had all the information of the website. The about page had information about what Makery is, their team, where they have been featured, etc. The quick link to this about page is in the footer. when a user logs into a website, especially a food website they would first want to know about the website or the app, and having a link to that page right in the beginning say the nabber of the website makes it much more easier and faster to navigate. Hence we added an about page button in the nabber. another Another element that users usually look for is the testimonials from other users. We make the decision of choosing a product based on what other users who have already used the product and have some experience say about it. so having a review/testimonial section is important particularly for a food website. We inserted a "what people are saying" section. This section is the mini version of the entire review section. The entire section can be viewed by clicking the more button. the extended section also has images from the users. A lot of us have many questions and queries as customers. many apps provide means to ask their queries and one such way is through the FAQ section where users can post their questions and the answers to them would be delivered. We designed an "FAQ chat box" which can be viewed by clicking on the message icon placed in the footer. we also noticed that the menu section was repeated in any places so we removed it in places it is not needed. The attractive food cards have information such as name, price. but it was missing a visual element that indicated whether it was vegetarian or non-vegetarian. We inserted little red and green dots, which is the standard notation, to show which category the meal belongs to.

All the changes made were designed on Figma which is a collaborative interface design tool that helps us design websites, applications, logos and much more. <u>Link to the Figma design</u> file



CONCLUSION

After the extensive research and figuring out the pain points of using the website, we hope the changes made to the design of the website addresses all the issues. Our further task would be to figure out a way to add several more elements such as video instructions to each meal, section displaying the calorie content of each meal, a section to track every ingredient and know where it is coming from, a page that talks about all their chefs, etc.

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