

Hi! We are CLOVE

Aura. Linda. LJ. Pei



CLOVE

Hi Margaret,

I am thinking of you and wanted to send you this meal. I really hope you are doing well and I will speak to you soon!

Love,

Nancy



MISSION

The Spice of Life

The spice of life is **variety**.

The essence of home is **food**.

Our goal is to combine the two into a healthy **Clove** package a meal full of delicious flavor and care delivered right to your front door.



The slide features decorative images on the left and right sides. On the left, there is a top-down view of a white plate with a variety of fresh fruits including kiwi, dragon fruit, and orange slices, next to a white teapot and a fork. On the right, there is a collection of various spices and herbs including cinnamon sticks, star anise, rosemary, and other dried botanicals.

Bring the Spice Home

Local restaurants are now struggling to find business. The **elderly** can't receive food directly from their families living far away.

Our service provides a **safe, affordable**, and most importantly **easy** method of receiving food.

We strive for excellence by accommodating as **many types of palates, diets, and cultures** as possible.

We connect them both with **care**, allowing family members to send a note and gift along with the meal delivery.

Research

1 GROCERY STORES remain the most popular

94% of survey respondents said they get their food from going in person to the grocery store.

2 COST AND CONVENIENCE are the most important

Respondents ranked the factors they consider when buying food such as variety, health benefits, cost, convenience, and dietary restrictions. The majority claimed cost or convenience as their top choice.

3 MEAL DELIVERY SERVICES are widely used and popular

37% of survey respondents said they use meal delivery services such as UberEats & Postmates as compared with 20% using grocery delivery services.

4 9.5 MILLION SENIORS are threatened by hunger

5.5 million of which are food insecure or very low food secure

Source: [Meals on Wheels](#)

Meet Nancy



Middle-aged Nurse
Lives far from family
Works long hours
Uses technology



Retired
Lives with her husband
Has diabetes
Uses technology

Meet Margaret

REVIEW
The transaction and the delivery are completed.
The customer then reviews their experience.

ORDER
The customer compares different websites, places order, and checks for status updates.



SHOPPING
The customer wants food and cannot leave the house.

PREFERENCES
The customer researches different options and asks friends about their experiences.

CONSIDERATION
The customer wants food that is customizable to their specific palate that is affordable enough to repeatedly order.

Buyer Journey

Reviews feel like they leave no impact on future orders.



Customer looks at the current food and grocery delivery options



Current options are too expensive for recurring usage and customer support is not reliable.



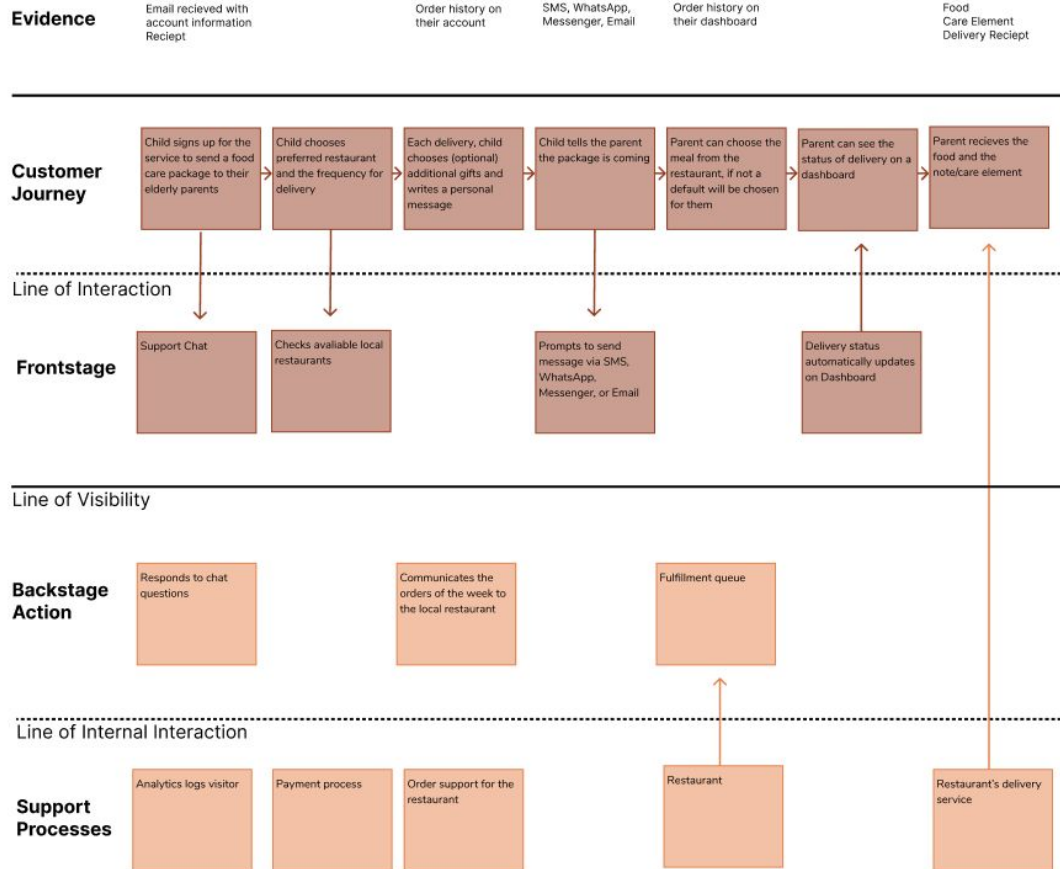
Website layouts can be confusing, slow, and convoluted, especially to those who are not as familiar with technology.



Current options are not inclusive of the majority of diets or allergies.



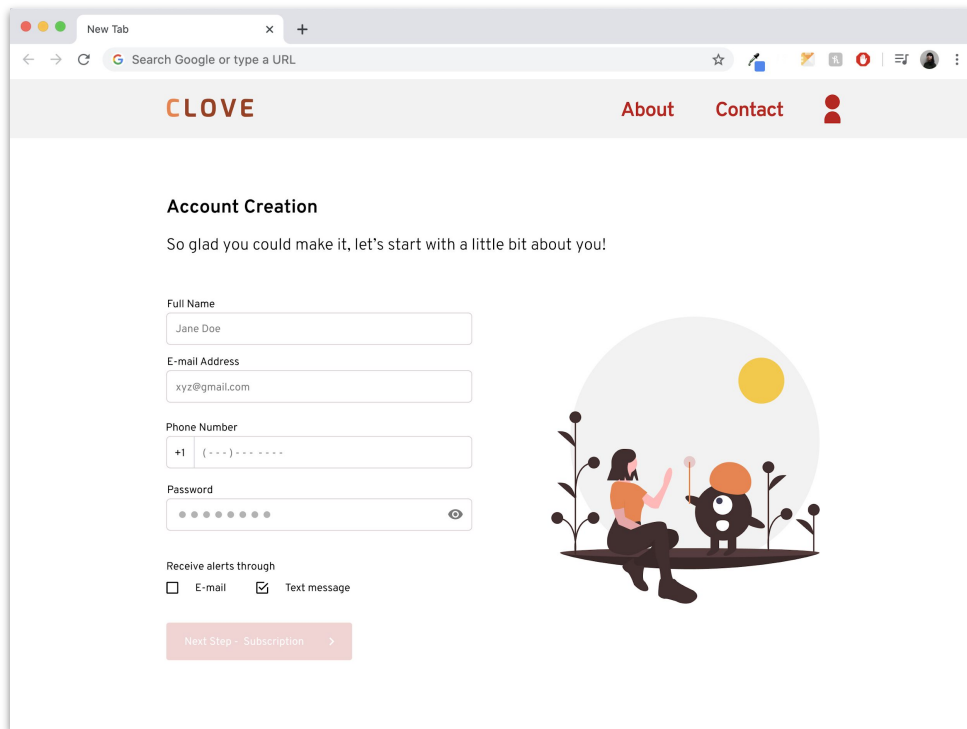
Service Blueprint



Demo

Let's take you through
the sign up process!

[Click to see prototype](#)



The screenshot shows a web browser window with a single tab titled "New Tab". The address bar contains the text "Search Google or type a URL". The website header features the "CLOVE" logo in orange, with "About" and "Contact" links and a user profile icon to the right. The main content area is titled "Account Creation" and includes the text "So glad you could make it, let's start with a little bit about you!". The form consists of several fields: "Full Name" (containing "Jane Doe"), "E-mail Address" (containing "xyz@gmail.com"), "Phone Number" (with a dropdown set to "+1" and a masked input "(---) - ----"), and "Password" (with a masked input of ten dots and an eye icon for toggling visibility). Below these fields, there is a section "Receive alerts through" with two options: "E-mail" (unchecked) and "Text message" (checked). At the bottom of the form is a pink button labeled "Next Step - Subscription" with a right-pointing arrow. To the right of the form is a stylized illustration of a person with long dark hair, wearing an orange shirt and dark pants, sitting on a dark, rounded object and holding a small plant. The background of the illustration features a large yellow sun and some dark, leafy plants.

New Tab

Search Google or type a URL

CLOVE

About Contact

Account Creation

So glad you could make it, let's start with a little bit about you!

Full Name

Jane Doe

E-mail Address

xyz@gmail.com

Phone Number

+1 (---) - ----

Password

● ● ● ● ● ● ● ● ● ●

Receive alerts through

☐ E-mail ☒ Text message

Next Step - Subscription >

Page Elements: The Button

Light Pink - Disabled button, will activate once form elements are filled or a next step is available

Red - Active button

White button - Displays when multiple choices are involved

Brown button - Tertiary button; step back OR for less important actions. Not as important as the red

Next Step - Schedule Your Meals >

Buy

Select Plan

< Previous Step

Future Considerations

User Base

Groceries

Interactive Support

Visual/Audio Toggle



Thank you, any questions?



Aura. Linda. LJ. Pei.

Our Process & References

- [Notion Workspace](#)
- [Figma Workspace](#)
- [Figma Prototype](#)
- [Brizy UI Kit](#) & [Dashboards UI Kit](#)
- [Unsplash](#) & [Pexels](#)

S Strengths

Delivering an element of care with the meal.

Thoughtful partnerships with local restaurants.

W Weaknesses

Resource limitations.

Do not have our own distribution channels we partner with the restaurants.

O Opportunities

Emerging need for our service.

Underserved market of meals for the elderly since most meal services target younger customers.

T Threats

Emerging competitors.

Cost to start can be prohibitive.