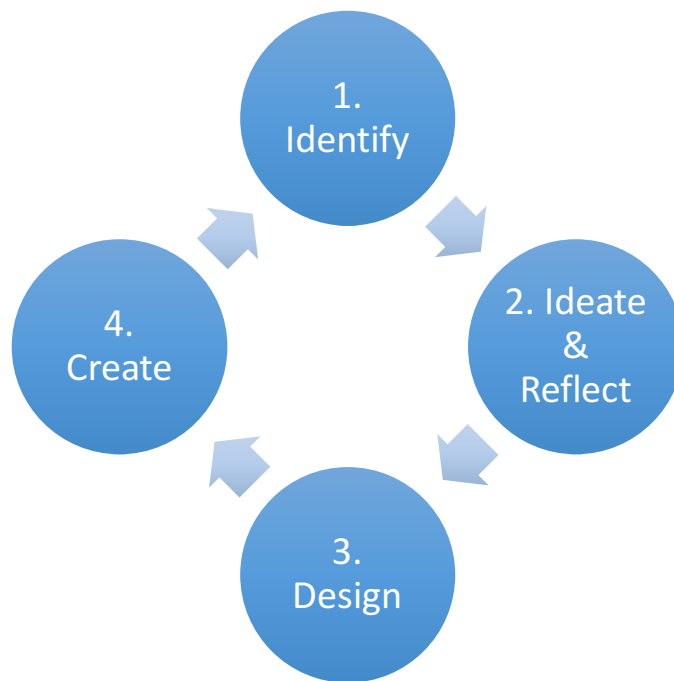


Iteration Process



1. Identify:
 - a. The first step in my iteration process was to understand the customer segments, value propositions, and the other components of the business model that are important to Anabel's by using the Business Model Canvas.
2. Ideate/Reflect:
 - a. The next step was to put forth ideas that would help Anabel's address certain issues that they were facing. The main issues that I understood from our visits to Anabel's was that Anabel's team had troubles with real estate expansion and storage space, and that there was not enough publicity about Anabel's to the general student body at Cornell. Unfortunately, I do not have any relevant connections with anyone or organization that could help with the first issue, but for the second main issue, I realized that there are definitely a multitude of low cost solutions that I could potentially provide.
 - b. I noticed that on Anabel's site, there exists a handful of recipes based on ingredients that are available in the store, and likewise, there are more physical paper handouts in the store with recipes as well; however, these paper handouts are scattered around the store. Normally, I think that would be fine to have these handouts scattered, but considering that there is a very

limited amount of space in the store, it would not be beneficial if there are people constantly lingering around parts of the store to look at the recipes.

3. Design:

- a. To somewhat incorporate a solution to both issues, the main creation I came up with was to combine both the recipes online and the physical ones into one booklet. That way, Anabel's team could potentially add and publicize this booklet full of nutritious, low cost, and feasible recipes to the general student body. The booklet could be placed at the front of the store, or available online so that students would be able to benefit from it, and learn about Anabel's as well. An ongoing idea I had to pair with this, is that the recipes would be combined with the tip cards that Anabel's also have, have new recipes provided to students that are part of the Shopper's Club or who have access to the booklet, and that perhaps Anabel's could feature some of these recipes on campus (such as setting up a tent on Ho Plaza to showcase food made by these recipes). My hopes for this creation are that it will bring some more students (especially freshmen) to Anabel's because they have been exposed to some of the great recipes and tips that Anabel's has provided.

4. Create:

- a. I did not make use of MannUFactory; what I did instead was to grab a copy of the different cards provided in Anabel's Grocery, and compiled these recipes along with the recipes available on Anabel's Grocery's website into one booklet using www.flipsnack.com. The amount of customization I had was limited as I did not sign up as part of a corporation or team, but I wanted to use this service as a way of showcasing some of the tools that might be beneficial to Anabel's team moving forward (as there are many more customization options for this recipe booklet too).