

Freshly Chopped delivery feature



7 UX Studio

Team: Antonio Garcia, Esther Li, Shriya Kattoju

Problem

Low percentage of returning visitors

Mandate

Add delivery feature to the app

Summary

- 1 Incorporate new features with the current UI and app structure
- 2 Focus on offering local and environmentally conscious Options to users
- 3 Integrating more business opportunities

Our design process

Our Design Process

1

Freshly chopped
user data

2

Competitor
Analysis

3

User Personas
& Storyboards

4

User Flows

5

Low fidelity
Wireframes

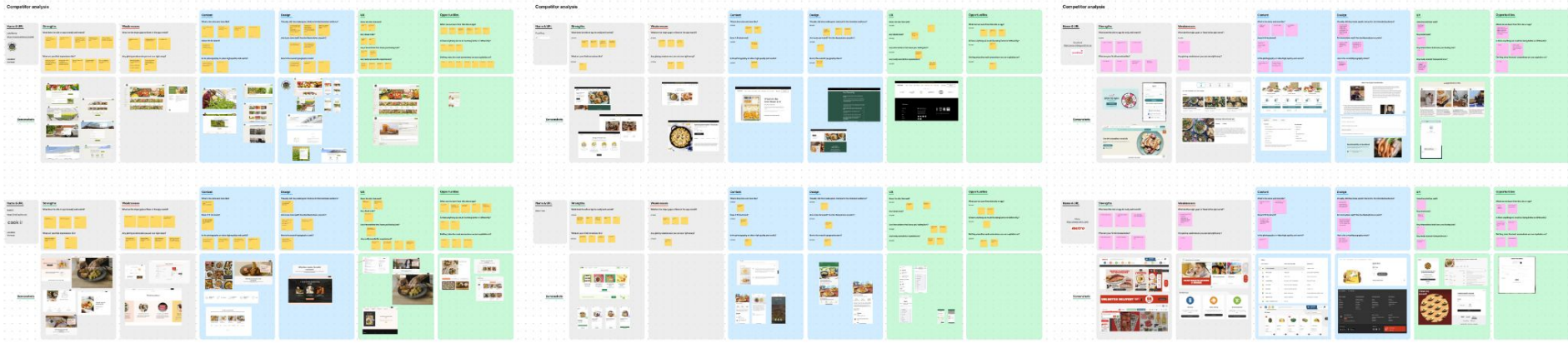
6

User Testing

7

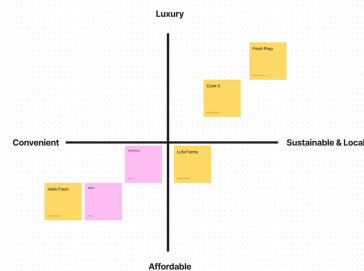
Medium Fidelity
Wireframes

Competitor analysis



Team 7

Features	Hello Fresh	Fresh Prep	Lufa Farms	Cook It	GoodFood	Metro
customer service chatbot						X
Recipe bookmark		X			X	
Kids menu	X	X			X	
Instruction Video						
Reusable packaging	X					
Pick up points	X					
App		X				
Breakfast						
Lunch - Dinner						
Single Serving	X					
Family serving						
Step-by-step						
Transparent Pricing	X					
Recipe selection						
Unsubscribe option	X	X				
Feedback		X				
Multicultural recipes	X	X				
Nutritional information						
Delivery Tracking						
Reusing delivery packaging	X			X		



We analysed a range of businesses from grocery delivery services to online meal kit subscriptions.

Brands Analysed:
Lufa farms
Cook it
Fresh Prep
HelloFresh
GoodFood
Metro

User Personas

- Insights led us to a user who is conscious about personal health and sustainability
- Users who are willing to spend time and money to make the right choices for their values

Quillaume Bélanger

Bio
He lives in Montreal with his girlfriend and 3-year-old baby. Loves to spend time on his weekends. Works with a special interest to support local businesses.

Core needs

- Eating local and seasonal
- Learning how to cook and eat healthy
- Finding new ways to support local businesses while having little free time
- Disconnecting from work

Frustrations

- Not being able to buy directly from producers and farmers
- Repetitive menu at home
- Food waste

Brands
Local food markets, get food without going to grocery

Personality
Curious, Outgoing, Tech-savvy, Collectible, Thrifty, Adaptable, Spontaneous

Payment medium
Credit Card, Cash

Platform
Mobile, Apps

Andy Yang

Bio
Andy is currently living in downtown Montreal with his girlfriend. He is a recent graduate and started his own business. He doesn't really know how to cook and usually relies on his girlfriend or delivery services. He recently started going to the gym and is trying to learn how to cook healthy meals when he can.

Core needs

- Eating healthy
- Learn how to cook
- Cost efficient

Frustrations

- Not being able to buy directly from producers and farmers
- Repetitive menu at home
- Food waste

Brands
Local food markets, get food without going to grocery

Personality
Active, Motivated, Curious, Tech-savvy

Payment medium
Credit Card, Cash

Platform
Mobile, Apps

Elaine Lee

Bio
Elaine is a working mother with 2 small children (3 and 4), who lives in Montreal. Her priority is keeping her family healthy and active and has been trying to find ways to make healthier choices for her children.

Core needs

- Clear eating
- Time management
- Long-term solutions

Frustrations

- Not being able to buy directly from producers and farmers
- Repetitive menu at home
- Food waste

Brands
Local food markets, get food without going to grocery

Personality
Curious, Outgoing, Tech-savvy, Collectible, Thrifty, Adaptable, Spontaneous

Payment medium
Credit Card, Cash

Platform
Mobile, Apps

Profile

Veronique



AGE 42
EDUCATION Masters
STATUS Married
OCCUPATION Education
LOCATION Montreal
TECH LITERATE Medium

Quote

“I want to make the right choices for my body and the planet”

Personality

Advocate for things she believes in
community service
Nature lover
Health conscious
yoga

Platform

Platform
Websites Apps
In store

Bio

Bio Veronique works in a university and lives an active lifestyle. She cares about being environmentally conscious and wants to do her part as an individual and support ethical companies and buy local. As she has a better work-life balance in her career currently, she wants to make the most of her time and focus on being healthy and living a conscious lifestyle

Core needs

Core needs

- Eating sustainable and seasonal
- Supporting local businesses
- Reducing carbon footprint
- Optimizing nutrition and health
- Cooking for a family with kids
- Community involvement
- Sustainability learning

Frustrations

Frustrations

- Not being able to buy directly from producers and farmers
- Repetitive menus at home
- Food waste
- Overspending in food
- Disconnection between food producers and consumers

Brands

Brands



Payment Method

Payment medium

Interact (Debit)
Credit card
Cash

How do users integrate freshly chopped into their daily lives?

PERSONA: ANITA YOGA

USER STORY/SCENARIO: ANITA DOWNLOADS THE APP TO MAKE SURE SHE TYPES IN HEALTHY RECIPES SHE CAN FIND



ANITA IS GOING TO THE GYM TO HALF HER FAT. SHE HAS A SPEECH BUBBLE SAYING 'US VS CA'.



ANITA GOES HOME AND DECIDES TO RESEARCH RECIPE WEBSITES. SHE HAS A SPEECH BUBBLE SAYING 'FRESHLY CHOPPED'.



ANITA GOES TO THE GROCERY STORE TO PICK OUT INGREDIENTS. SHE HAS A SPEECH BUBBLE SAYING 'GROCERY STORE'.



ANITA GOES HOME & STARTS COOKING BUT REALIZES SHE FORGOT A COUPLE OF SPICES. SHE HAS A SPEECH BUBBLE SAYING 'ANITA GOES HOME & STARTS COOKING BUT REALIZES SHE FORGOT A COUPLE OF SPICES'.



ANITA CALLS THE DISH REGARDLESS BUT IT TASTES BAD. SHE HAS A SPEECH BUBBLE SAYING 'TASTE BAD'.



ANITA DOESN'T REVISIT THE SITE BECAUSE SHE HAS NEGATIVE MEMORIES ATTACHED TO HER EXPERIENCE WITH FRESHLY CHOPPED.

DATE:

STORYBOARD: INKGROUP.COM

PERSONA:

USER STORY/SCENARIO:



ANITA IS AT A YOGA CLASS. SHE HAS A SPEECH BUBBLE SAYING 'YOGA CLASS'.



ANITA IS THINKING ABOUT HOW TO EAT HEALTHY. SHE HAS A SPEECH BUBBLE SAYING 'HOW DO YOU MANAGE TO EAT HEALTHY?'.



ANITA IS LOOKING AT A SMARTPHONE. SHE HAS A SPEECH BUBBLE SAYING 'YOGA CLASS'.



ANITA IS SCROLLING THROUGH RECIPES ON A SMARTPHONE. SHE HAS A SPEECH BUBBLE SAYING 'SHE SCROLLS THROUGH RECIPES AND CHECKS HER PANTRY'.



ANITA IS LOOKING AT A LIST OF INGREDIENTS. SHE HAS A SPEECH BUBBLE SAYING 'I LIKE HOW DETAILED THE INGREDIENT LIST IS BUT THE SCREEN IS TOO SMALL AND CONFUSING'.



ANITA IS LOOKING AT A LIST OF INGREDIENTS. SHE HAS A SPEECH BUBBLE SAYING 'FINDING LOCALLY + ORGANIC + HEALTHY FOOD TO COOK AND EXPENSIVE. I WISH I COULD ORDER IT!'.

DATE:

STORYBOARD: INKGROUP.COM

PERSONA: VERONIQUE - USING FRESHLY CHOPPED

USER STORY/SCENARIO: USING FRESHLY CHOPPED APP FOR THE FIRST TIME



VERONIQUE IS IN A COMMUNITY EVENT. SHE HAS A SPEECH BUBBLE SAYING 'THE APP HAS GREAT RECIPES'.



VERONIQUE IS DOWNLOADING THE APP. SHE HAS A SPEECH BUBBLE SAYING 'THIS APP IS GREAT!'.



VERONIQUE IS LOOKING AT A SHOPPING CART. SHE HAS A SPEECH BUBBLE SAYING 'SHE GOES TO THE GROCERY STORE AND FINDS THE APP'.



VERONIQUE IS LOOKING AT A RECIPE. SHE HAS A SPEECH BUBBLE SAYING 'SHE LOOKS AT THE APP AND ENJOYS IT'.



VERONIQUE IS LOOKING AT A RECIPE. SHE HAS A SPEECH BUBBLE SAYING 'SHE LOOKS AT THE APP AND ENJOYS IT'.



VERONIQUE IS LOOKING AT A RECIPE. SHE HAS A SPEECH BUBBLE SAYING 'SHE LOOKS AT THE APP AND ENJOYS IT'.

DATE:

PROJECT/TEAM:

DATE:

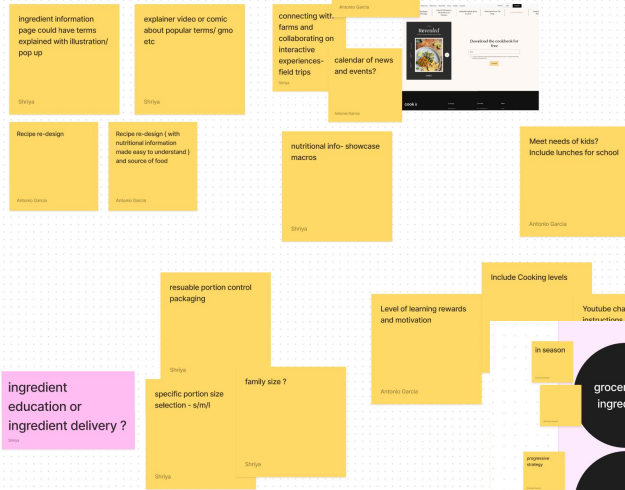
STORYBOARD: INKGROUP.COM

Storyboards as ideation

Research summary

- Meal kits struggle to retain users, we can retain users by building a loyal audience
- Users are willing to put in time and effort to achieve health goals
- Users want to integrate applications with their existing lifestyle rather than optimise it

Ideas: quantity>quality



Key Pain Points

**Ingredient
Source**

Community

**Nutritional/
Health Info**

**Food
Terminology**

How might we
bridge that gap
between
'ingredients' and
food producers?

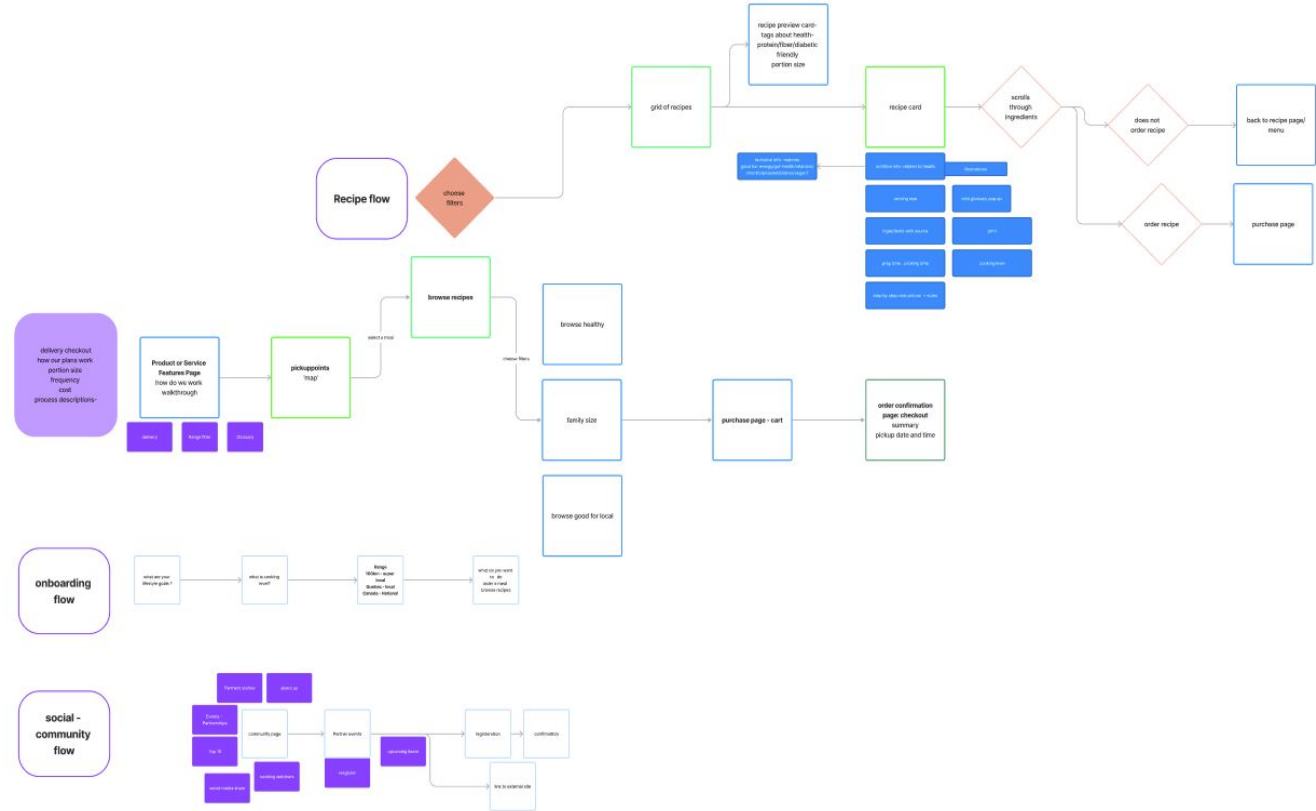
How might we
illustrate the health
benefits and
nutrition of a meal?

How might we
encourage
learning?

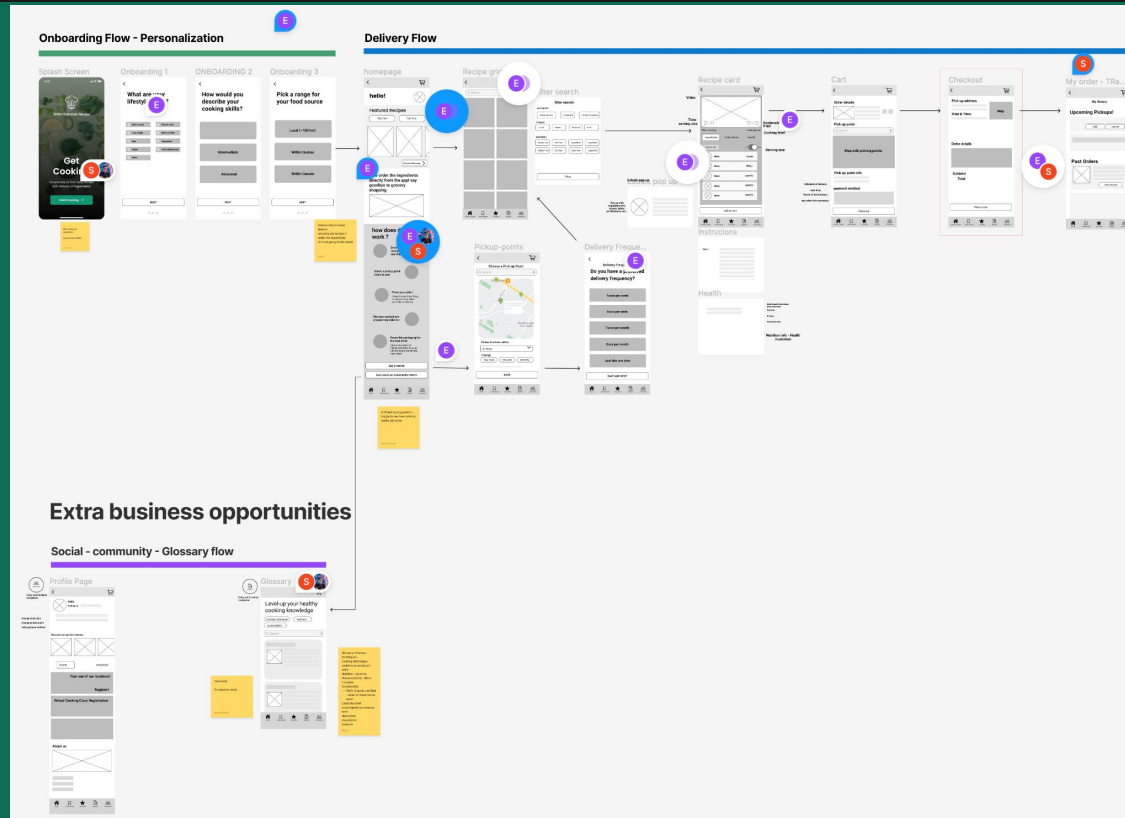
User Flows

Summary

- We divided the sections of the existing prototype
- Our focus was integrating features with minimal disruption to the existing application.



Low Fidelity wireframes



Our Proposed features

1. Onboarding personalization process.
2. Pick up point delivery
3. Community feature as salesforce
4. Health & Nutrition information inside recipe cards
5. Partnerships with farmers (Events & Experiences)

Link to our competitive analysis and Ideation

<https://www.figma.com/file/pRzhH7aA2jE7kMAhRtXbov/7-UX?type=whiteboard&node-id=0%3A1&t=Yclhn8r0hvJ5gEia-1>

Link to Figma

Wireframes and Mid fidelity prototype
<https://www.figma.com/file/zvoPFY088DDAcq6SOn60i/Freshly-Chopped-Wireframes-Group-7?type=design&node-id=130%3A4347&mode=design&t=Qv1RMS3QWbbjlrKw-1>

How will we measure success?

KPIs

Rate of returning
users

Number of user sign ups
through community
features

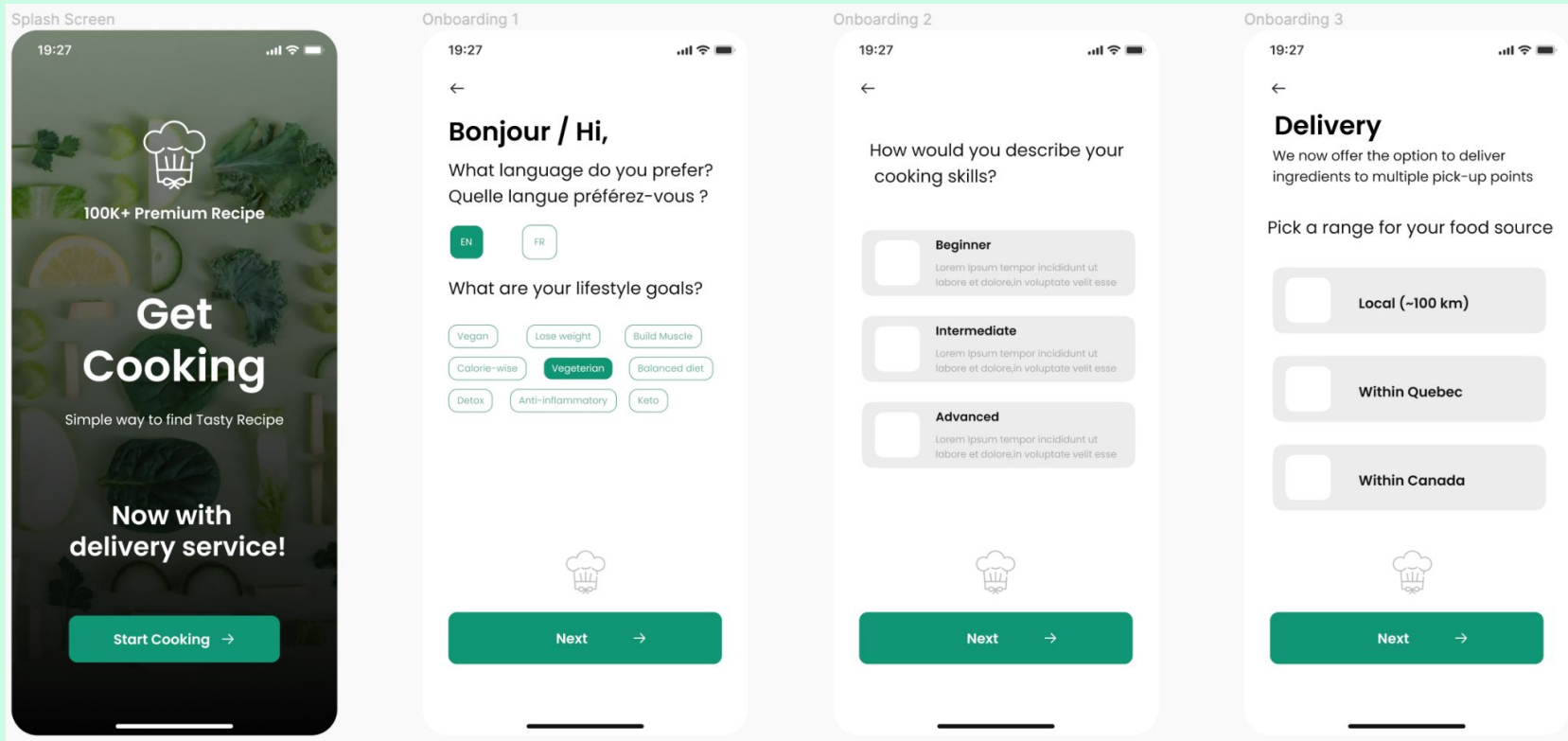
ROI

Building a dedicated
user base

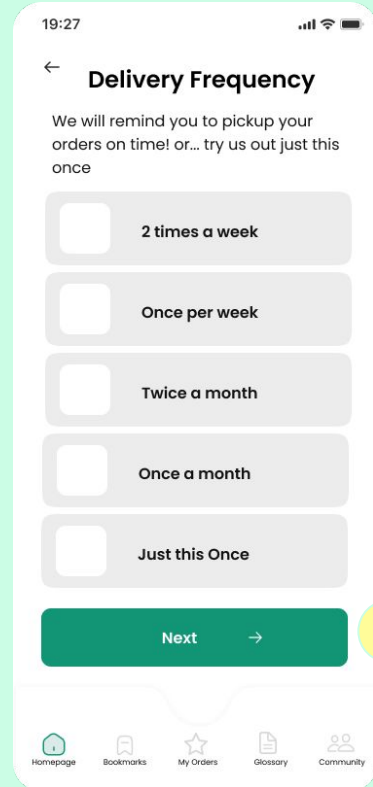
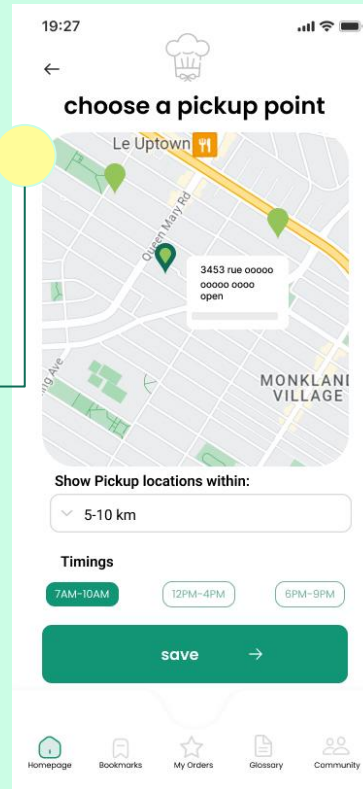
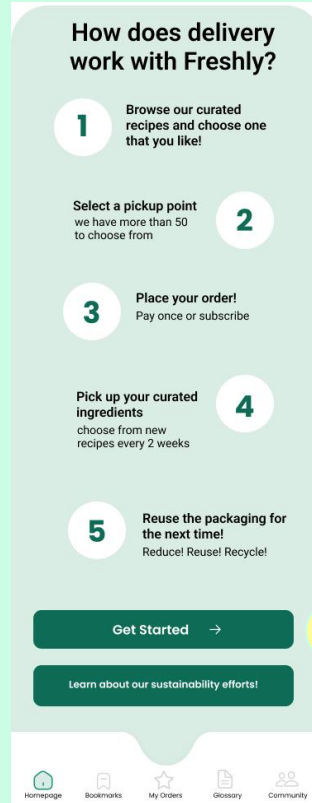
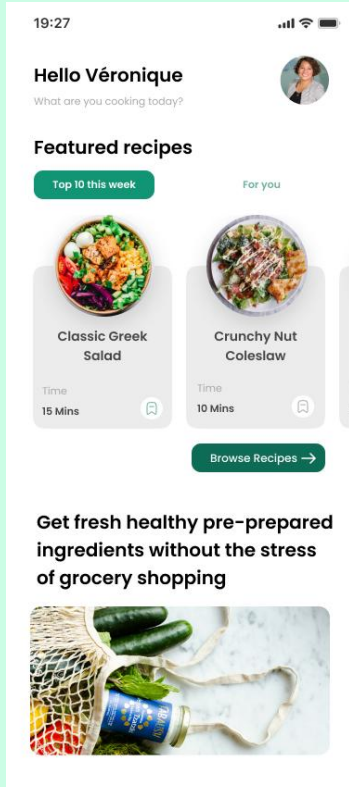
Improved supply chain
by partnerships with
local producers

Delivery flow integration

Onboarding (personalization)

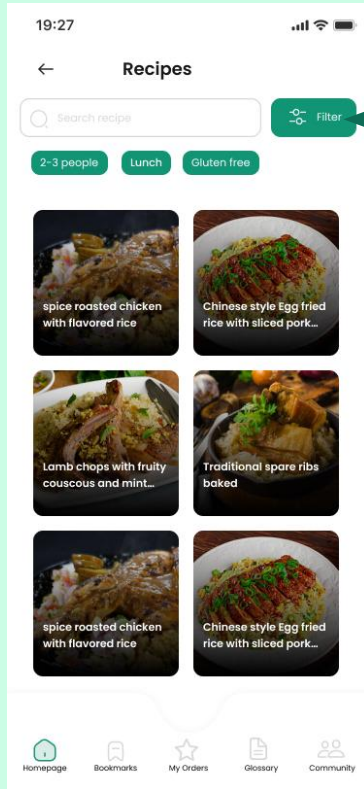


Delivery

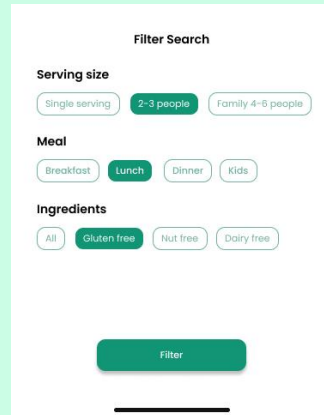


Ordering a meal

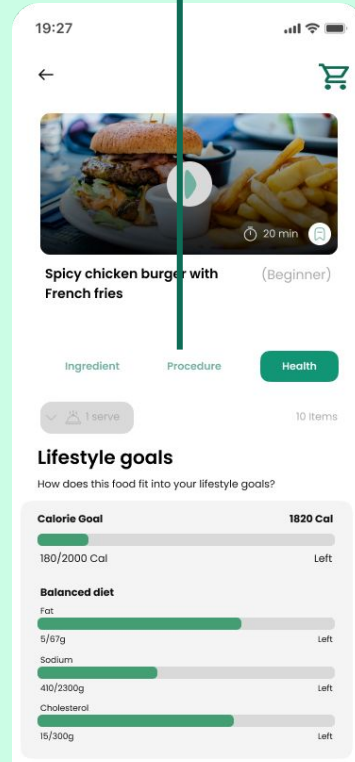
Added additional views for nutrition



Included filter placement



Removed features
- rating and author



Nutritional info

Percentages are based on a diet of 2000 calories a day.

Carbs	26 g	Carbs	26 g
Dietary Fiber	1 g	Dietary Fiber	1 g
Sugars	1 g	Sugars	1 g
Fat	5 g	Saturated	3 g
Saturated	3 g	Polyunsaturated	0 g
Polyunsaturated	0 g	Trans	0 g
Trans	0 g	Percentages are based on a diet of 2000 calories a day.	
Protein	9 g		

Ingredients information

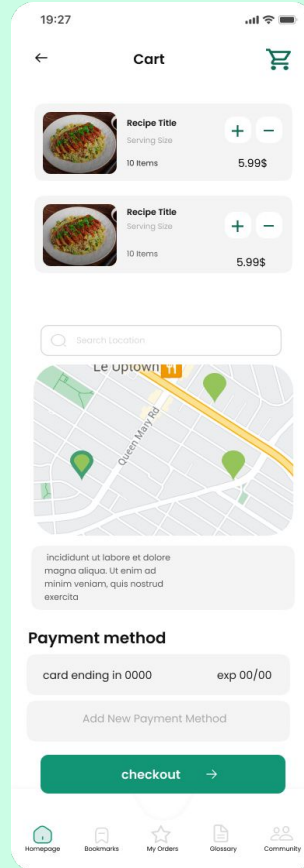
Understand ingredient processing and ingredient source and how it impacts you



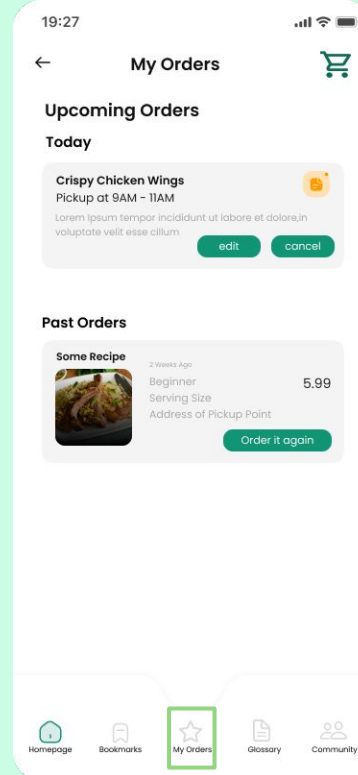
Add to cart →

Order updates

Pickup point
confirmation or
change in pickup



Ability to edit orders



Allowing for quick
repeat orders

Entry point- bottom
menu navigation

**Community/Glossary Flow
+
Extra Business Opportunities**

Partnerships: Community – Glossary Flow



Entry point bottom navigation

Profile Page Mid-Fidelity

19:27



Community



Hello Veronique!

Pickup point: Address St. 123...

Change meal plan



Change pickup point



Add payment method



Discover our partners' stories



Events

Newsfeed

Tour one of our locations!

Lorem ipsum dolor sit amet consectetur. Etiam nunc fermentum diam mattis euismod amet tellus facilisi.

Register!

Lorem ipsum dolor sit amet consectetur. Etiam nunc fermentum diam mattis euismod amet tellus facilisi.

Virtual Cooking Class Registration!

Lorem ipsum dolor sit amet consectetur. Etiam nunc fermentum diam mattis euismod amet tellus facilisi.

About Us



Lorem ipsum dolor sit amet consectetur. Etiam nunc fermentum diam mattis euismod amet tellus facilisi. Posuere justo consequat malesuada dignissim volutpat dignissim eu in.



Homepage



Bookmarks



My Orders



Glossary



Community

Partnerships
events= extra
revenue stream



Entry point bottom navigation

Glossary

19:27



Glossary



Level-Up Your Healthy Cooking Knowledge

Nutrition

Cooking Techniques

Sustainability

Search

Protein: Essential Building Blocks



Lorem ipsum dolor sit amet consectetur. Etiam nunc fermentum diam mattis euismod amet tellus facilisi.

Carbs: Energy Providers



Lorem ipsum dolor sit amet consectetur. Etiam nunc fermentum diam mattis euismod amet tellus facilisi.



Homepage



Bookmarks



My Orders



Glossary



Community

User testing

User Tasks:

1. You are trying out new app and want to make a healthy recipe (focus: delivery flow start to end)
2. you are trying to make dinner for a picky child (focus: filters)
3. you want to change your pickup location for your current order
4. partner comes back with groceries and you want to cancel your order
5. you want to learn more about the food you eat; how would you achieve that?

Insights:

- Users pay attention to onboarding processes and make detailed decisions
- Users like to use a trial and error method rather than read instructions
 - Navigation and cancellation
- Users show interest in social features without being prompted to do so.
- Users are drawn to visually engaging elements
 - high-quality images and interactive content

Our final recommendations

1. Onboarding Process - Personalization
2. Delivery Process — Additional Features:
 - Set pickup points
 - Health features like:
 - Lifestyle goal selection
 - Nutritional + ingredient information
3. Community and Glossary - Personalization:
 - Additional revenue from partner events

Thank you!

Questions?