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THE CREATORS

# ■ TASK - #06 ■

**DESIGN THINKING BOARD:  
BASED ON HEALTHY MEAL  
KIT DELIVERY SERVICE**

# 1. PRODUCT AND AMBIGUOUS PROBLEM -



**Product:** Subscription-Based Healthy Meal Kit Delivery Service

**Ambiguous Problem:** Many potential customers find meal kit services too complicated or overwhelming, leading to a lack of engagement and potential churn. Users may struggle with meal preparation, feel intimidated by cooking, or find it hard to fit meal kits into their busy lifestyles.



# 2. SOLUTION USING DESIGN THINKING BOARD -

## Design Thinking Steps -

### 1. Empathize

- Conduct user interviews and surveys to understand customer pain points.
- Observe users preparing meals and using meal kits.

### 2. Define

- Synthesize findings from the empathy stage.
- Clearly articulate the problem: “Busy individuals want healthy meal options but feel overwhelmed by the complexity and time commitment of cooking.”

### 3. Ideate


- Brainstorm potential solutions:
  - Simplified meal prep with pre-chopped ingredients.
  - A mobile app that offers video tutorials and step-by-step guides.
  - Option for “no-cook” meal kits that require minimal preparation.



#### 4. Prototype

- Develop a minimum viable product (MVP):
  - Create a sample meal kit with prepped ingredients and a simplified recipe.
  - Build a basic app interface with tutorial videos.

#### 5. Test

- Gather user feedback on the prototype.
  - Observe users as they interact with the meal kit and app.
  - Iterate based on feedback.
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DESIGN THINKING BOARD BASED ON HEALTHY MEAL KIT DELIVERY SERVICE -

Stage	Activities and Insights
Empathize	- User interviews and observations
	- Identify challenges with cooking and meal planning
Define	- Problem Statement:
	"Busy individuals want to eat healthy but feel overwhelmed."
Ideate	- Simplified meal options and personalized plans
	- Mobile app with tutorials and tracking
	- Flexible subscription options
Prototype	- Sample meal kit design
	- Mockup of the mobile app with essential features
Test	- User testing sessions and feedback collection
	- Iterate based on user insights

THANK

YOU!