Feedback from our customer discovery process:

After sending this to one friend, she said this:

* I'm not sure what happens after I pick a few choices that leads me to meals.  Do you provide the recipes?  Does it then link this to a local grocery store by putting in a zip code (and store name) and then the store map is specific?  I wasn't sure what to do at the end of the demo....maybe some of my buttons didn't work?

A second friend had more substantial feedback:

“One of my favorite things to do is scour the internet for recipes, so your website was right up my alley and i think its great!  i have some comments/suggestions, which i'm sure you've already thought of some of these, but i'll list them anyway...”

* one problem i run into often is that i have some ingredient in the house that i need recipe ideas for (e.g salmon, flank steak, etc).  so it would be great to incorporate some function where someone could input a keyword and it would pull up a few options that would use that ingredient.
* i don't see someone's preferences changing from week to week, so you'll have to make sure when someone comes back that they don't get the same recipes.  if someone is able to create a profile on the site, maybe their profile could store what recipes they've already received?  Also, if someone gets a recipe that they don't want, there should be a mechanism so that "dismissed" recipe doesn't pop up again.
* let people rate the recipes.  when i'm searching for recipes on the internet, the first thing i look at is "how many stars it has" and other people's comments.  if people say the recipe sucks, then i move on quickly.
* map of store function.  off the top of my head i can think of at least 15 grocery stores just in Corvallis, including big box stores, co-ops, speciality markets, etc.  do you plan on having a database of the lay out of every possible store?  instead of having specific aisles listed, you could just list the zones (e.g. "dairy", "frozen foods", "produce", etc).  i think if you give people a specific aisle and it ends up being wrong when they go to the store, the user will be confused and irritated.  and a confused and irritated user will not go back to the site.
* include the nutritional information for the recipes

 another thing that i like to do to save time and money, and i think other busy moms do too, is to 1) double or triple a recipes so there are leftovers for dinner the next night or 2) freeze the leftovers.  so i think it would be great to include information in the recipe like "leftovers freeze well" or "double recipe for leftovers"

* i like to use my crockpot, which is cheap and saves time.  maybe have an option to "include X number of crock pot recipes".
* i love that every recipe has a picture.  if i find a recipe and it doesn't have a picture, i move on.
* another thing i try to do is pick recipes for the week that use similiar ingredients to cut down on cost and food waste.  not sure if you could make this a preference option.