Rasoi

An mobile application where a working professional can find and hire a cook in new city

Qualitative User Research

We conducted user interviews with 12 individuals to ask them about their experiences with finding cooks when they came to this city.

Interview questions

- Can you walk me through your food habbits?
- What were criteria for selecting a cook.?
- What you did to find out cook.?
- What was the most challenging in this whole process.?
- When was the time you felt the need to hire a cook.?

User statements

Statement	Percentage
Had to talk to nearby people	90% People
Not much about cook expertise, background, etc.	83% People
Limited options	56% People
Cooking style is different	60% People
It is hard to select cook based on 1-2 trials .	41% People
Pricing is highly dependent on timing.	65% People

Quantitative research

We did an online survey using google forms to observe any pattern or similarity in what the potenital users may want, A total of 65 people took part in a survey

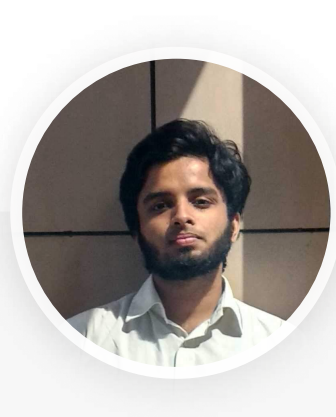
Percentage	Finding
90%	Dissapointed with cook punctuality and leaves
83%	Wanted to change cook but could not beacuse of several reasons
56%	Finding difficulty in finding a new cook
60%	Dissapointed with cook hygiene

User persona

Meet Kamlesh

Kamlesh is 28 year- old based in Hyderabad, who is a structure engineer and his job keeps him very busy

Kamlesh's cooking skills are not strong and his job timing does not let him cook by himself, research revealed that he is frustrated with the way he had to find and hire a cook with lots of discussion with people and cook.



Kamlesh
26 years old

He
Architect
Hyderabad
Health conscious

Rasoi

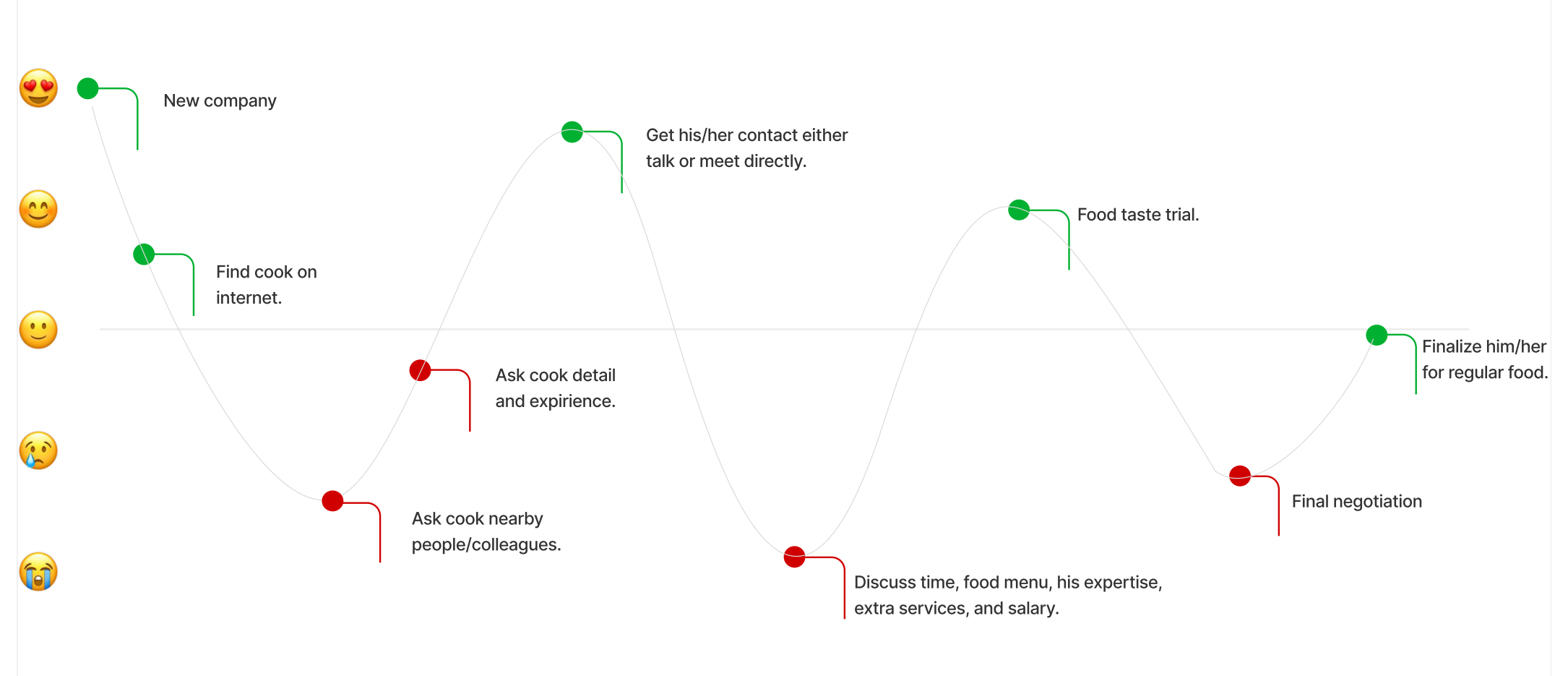
Frustration-
- Had to talk to lots of people
- Word of mouth is the only way of finding
- Not enough information about cook
- Not enough options are available.

Goals-
- Stay healthy and fit
- Work effectively and efficiently
- Save money

Cooking skills
25%
Average

Food type
North indian
Non vegeterian

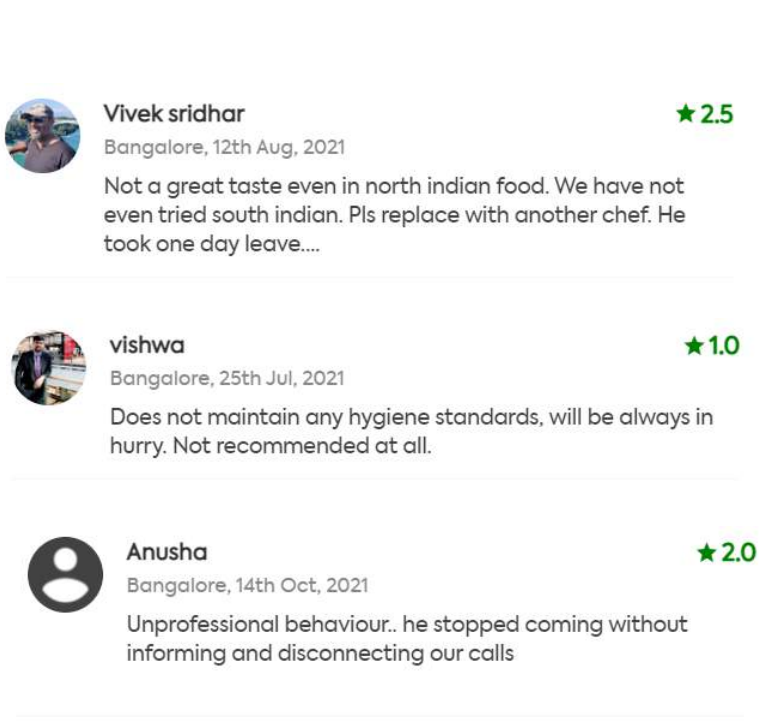
User Journey map



New company
Find cook on internet.
Ask cook nearby people/colleagues.
Ask cook detail and experience.
Get his/her contact either talk or meet directly.
Discuss time, food menu, his expertise, extra services, and salary.
Food taste trial.
Final negotiation
Finalize him/her for regular food.

Secondary research

The goal of this research was to understand the various products currently available in the marketplace and to see the pattern in problems and to validate my assumptions



Vivek sridhar ★2.5
Bangalore, 12th Aug, 2021
Not a great taste even in north indian food. We have not even tried south indian. Pls replace with another chef. He took one day leave....

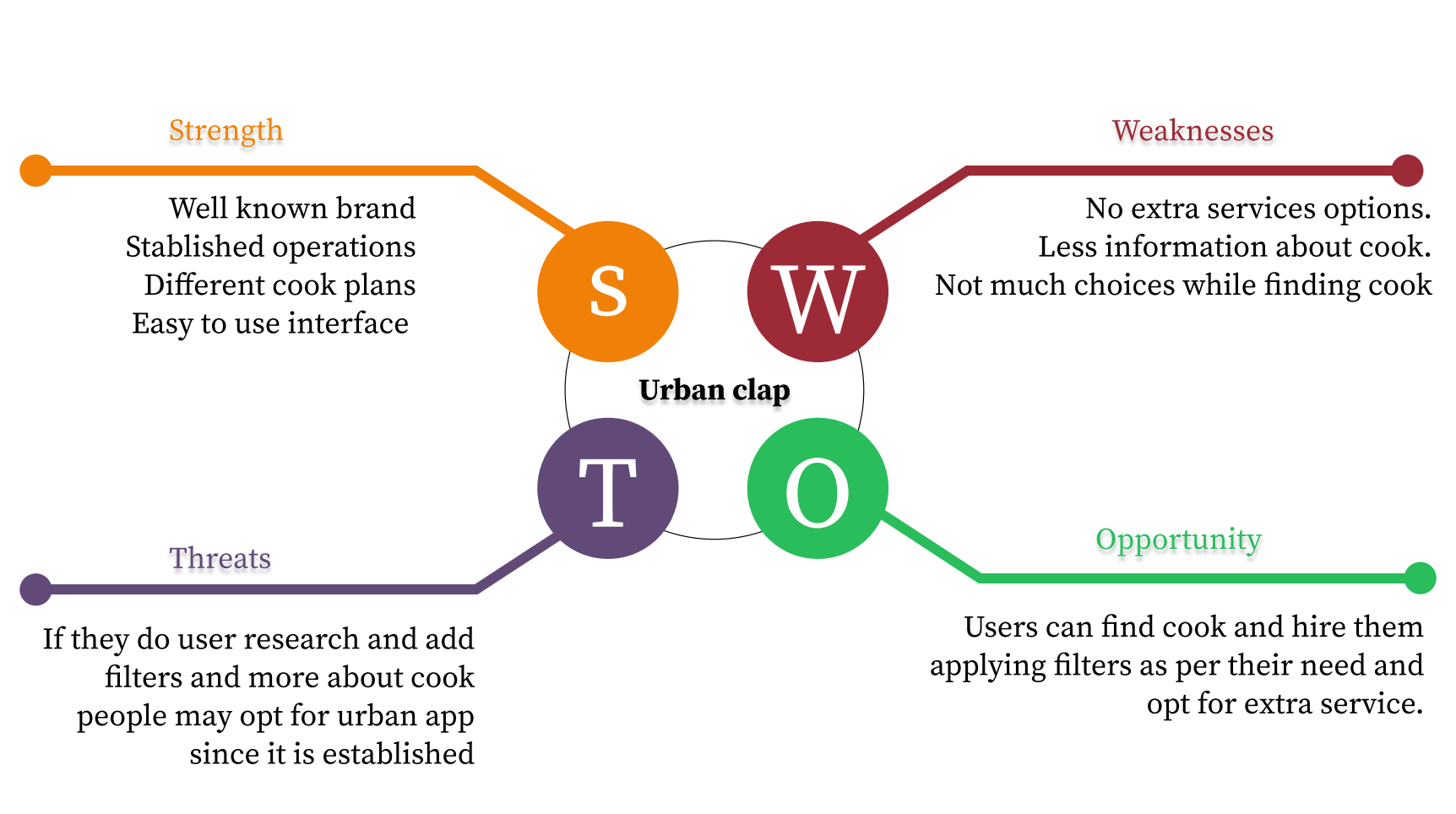
vishwa ★1.0
Bangalore, 23th Jul, 2021
Does not maintain any hygiene standards. will be always in hurry. Not recommended at all.

Anusha ★2.0
Bangalore, 14th Oct, 2021
Unprofessional behaviour.. he stopped coming without informing and disconnecting our calls

Archana ★2.5
Bangalore, 13th Sep, 2021
My evening time I need is 8 pm. This is not working out. It's 8 pm. The kitchen also has not been cleaned up in the morning

Core Competitors

- Urban clap
- My chores
- COOX



S
W
T
O
Urban clap

Strength
Well known brand
Stablished operations
Different cook plans
Easy to use interface

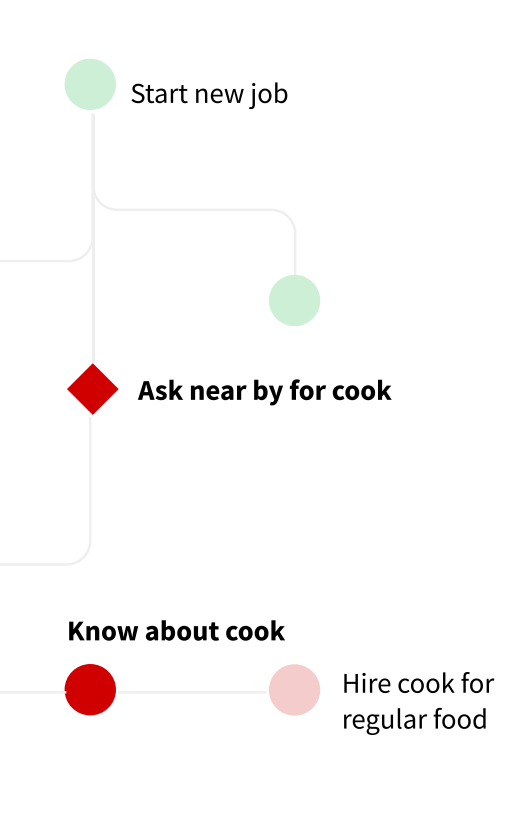
Weaknesses
No extra services options.
Less information about cook.
Not much choices while finding cook

Threats
If they do user research and add filters and more about cook people may opt for urban app since it is established

Opportunity
Users can find cook and hire them applying filters as per their need and opt for extra service.

Project Scope

Considering time and number of other team members constraints i would be focusing into two touchpoints.



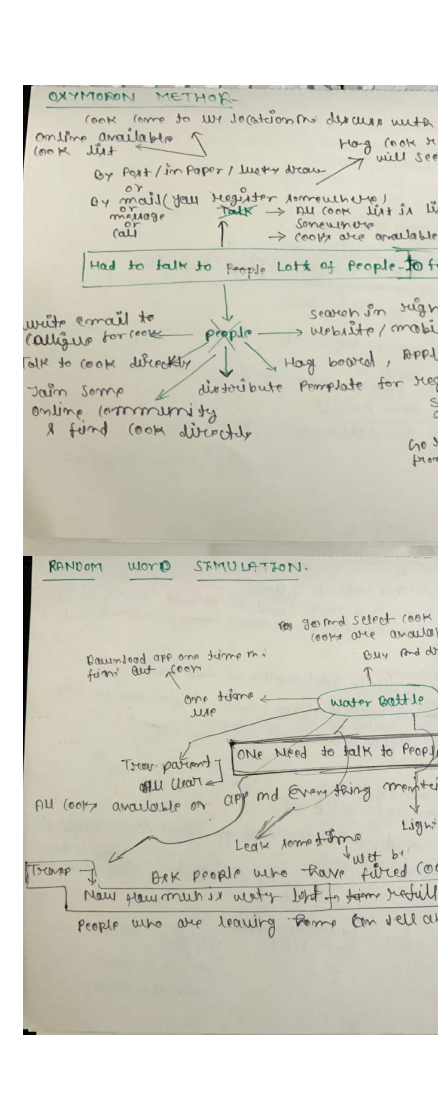
Start new job
Ask near by for cook
Know about cook
Hire cook for regular food

Primary journey

How one find and hire cook in the new city. and how one gets to know about cook details.

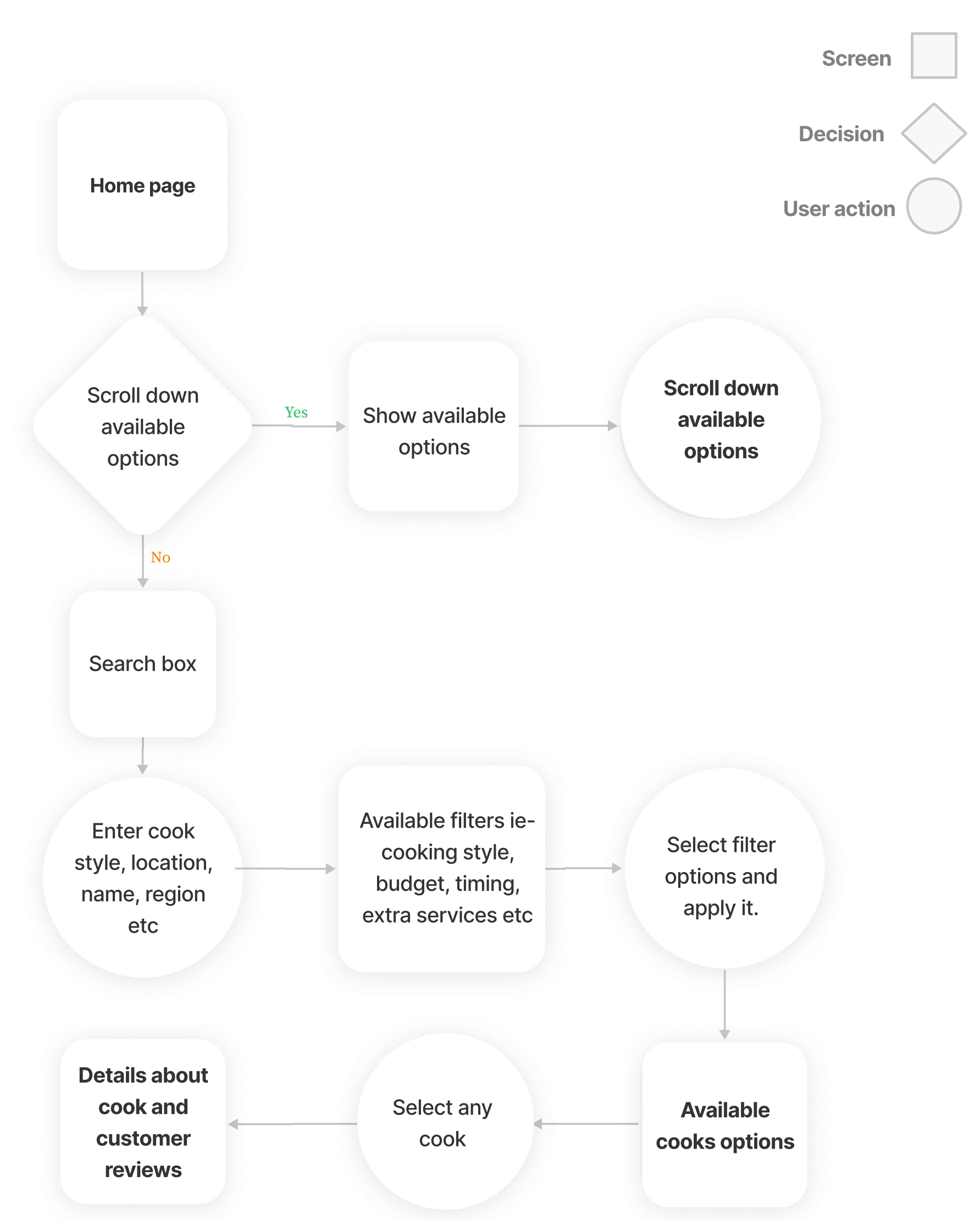
Idea generation

- Available cook list
- Hang board in your gate
- Search in the right platform
- Cook comes in your location and ask
- Know people who are leaving location or city
- Google reviews
- Feedback from ongoing cooking people
- Experience from previous user
- Previous Working photos
- His documents and qualifications



User flow

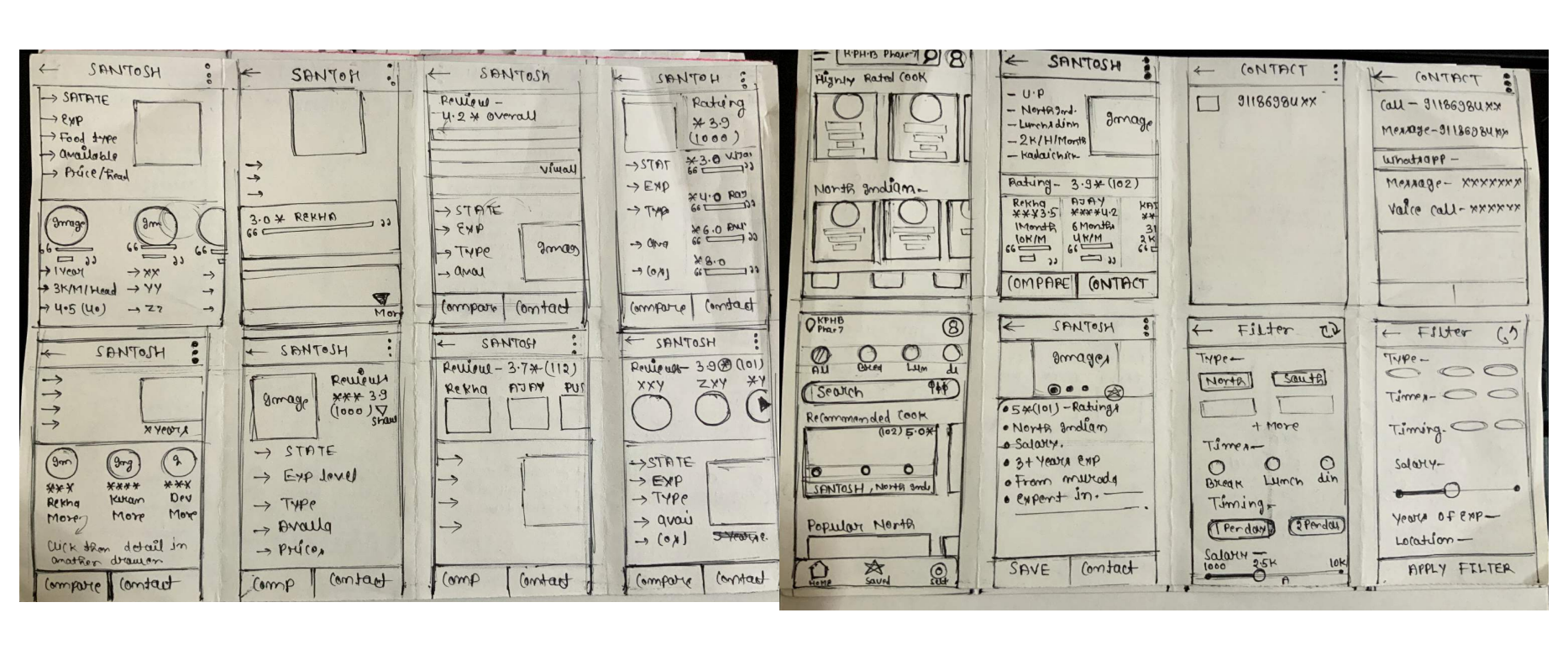
Show available cooks & details about cook



Screen
Decision
User action
Home page
Scroll down available options
Yes
Show available options
Scroll down available options
No
Search box
Enter cook style, location, name, region etc
Available filters ie- cooking style, budget, timing, extra services etc
Select filter options and apply it.
Details about cook and customer reviews
Select any cook
Available cooks options

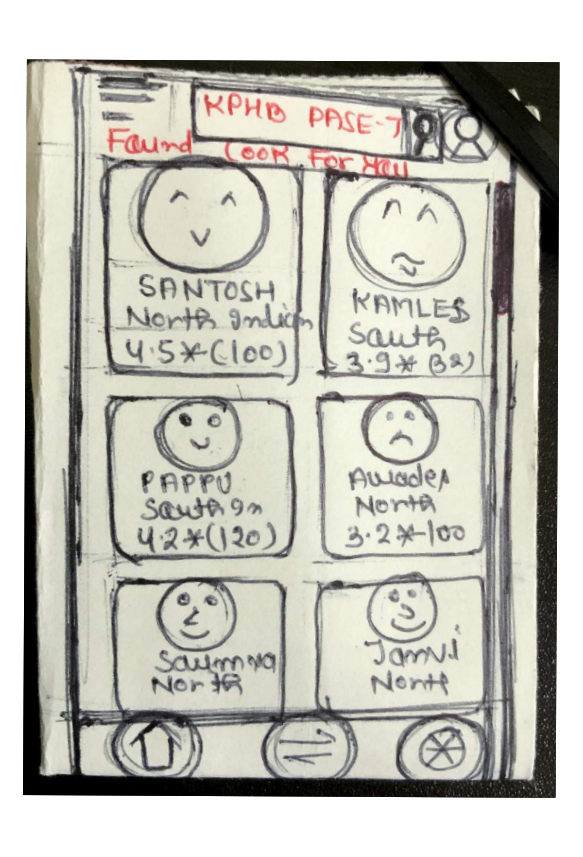
Ideation for

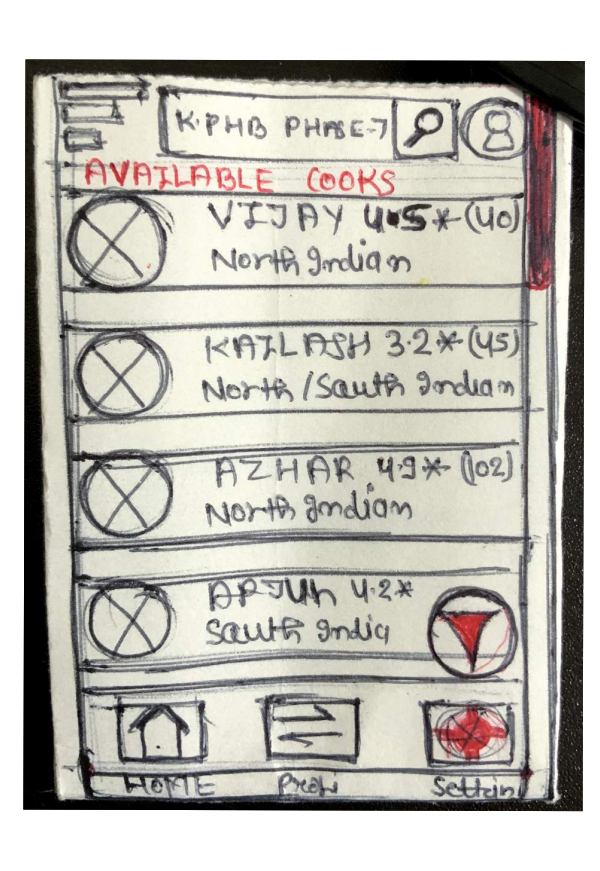
Show available cooks & details about cook

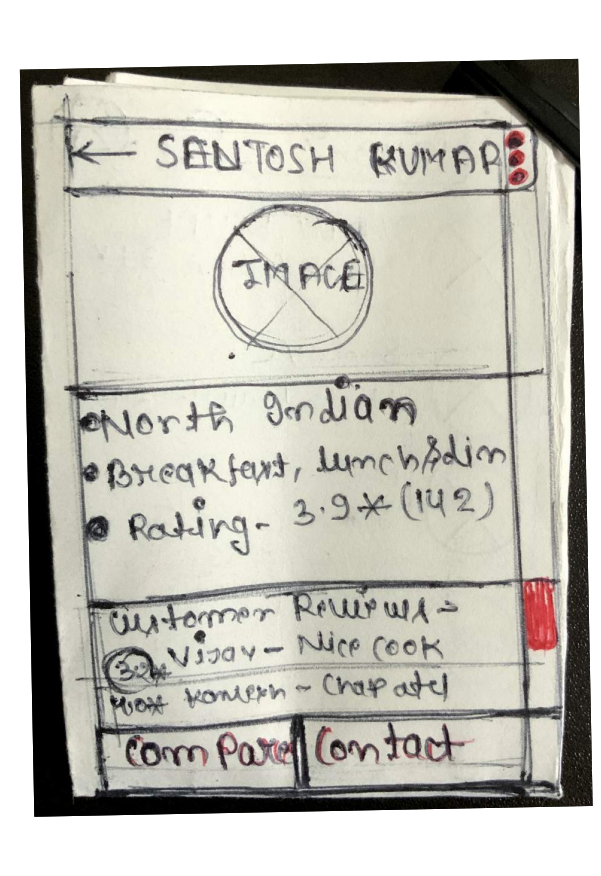


Ideation testing

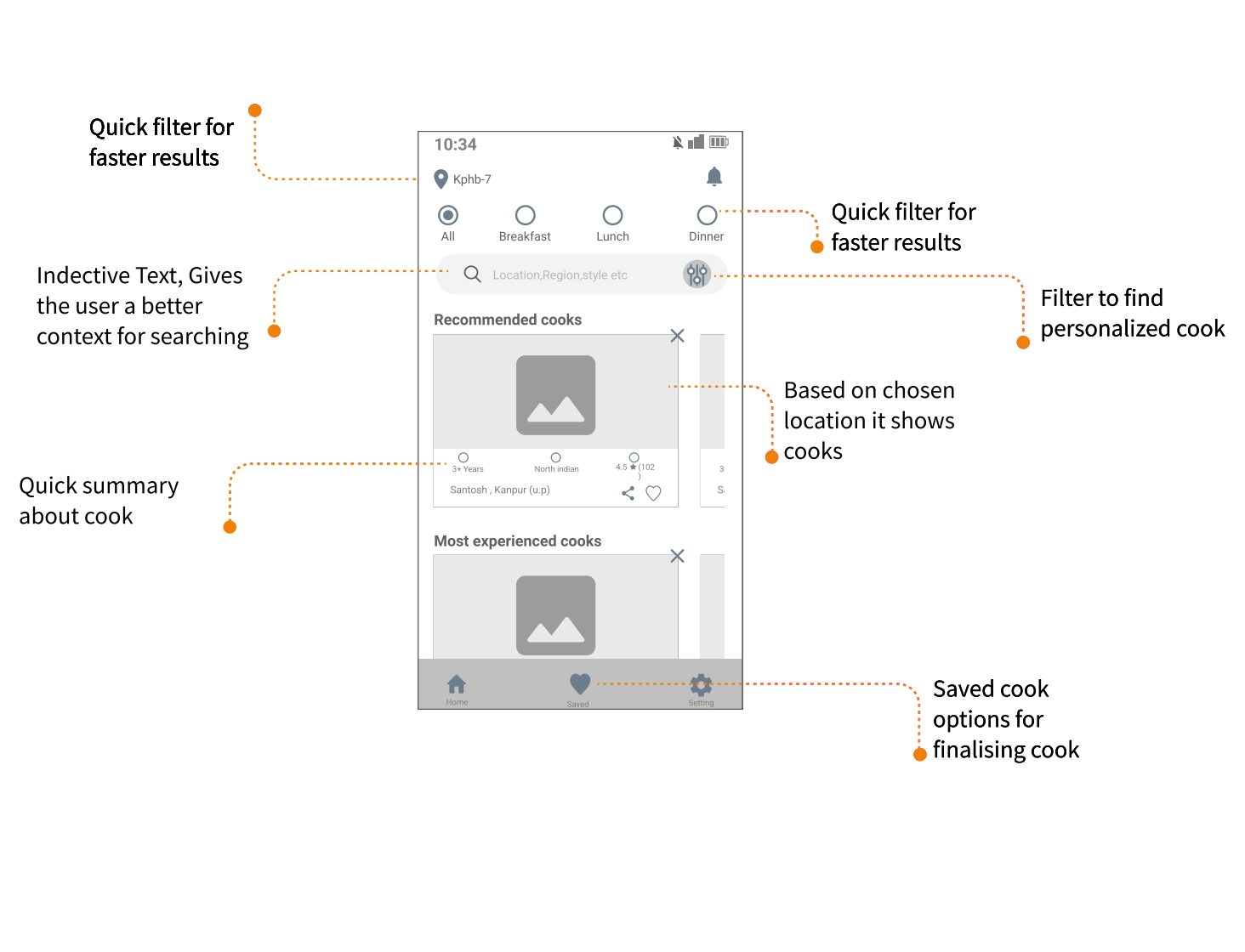
Can you identify what this home page is about.? What can you infer from this page.? Which home page is easier to use.?





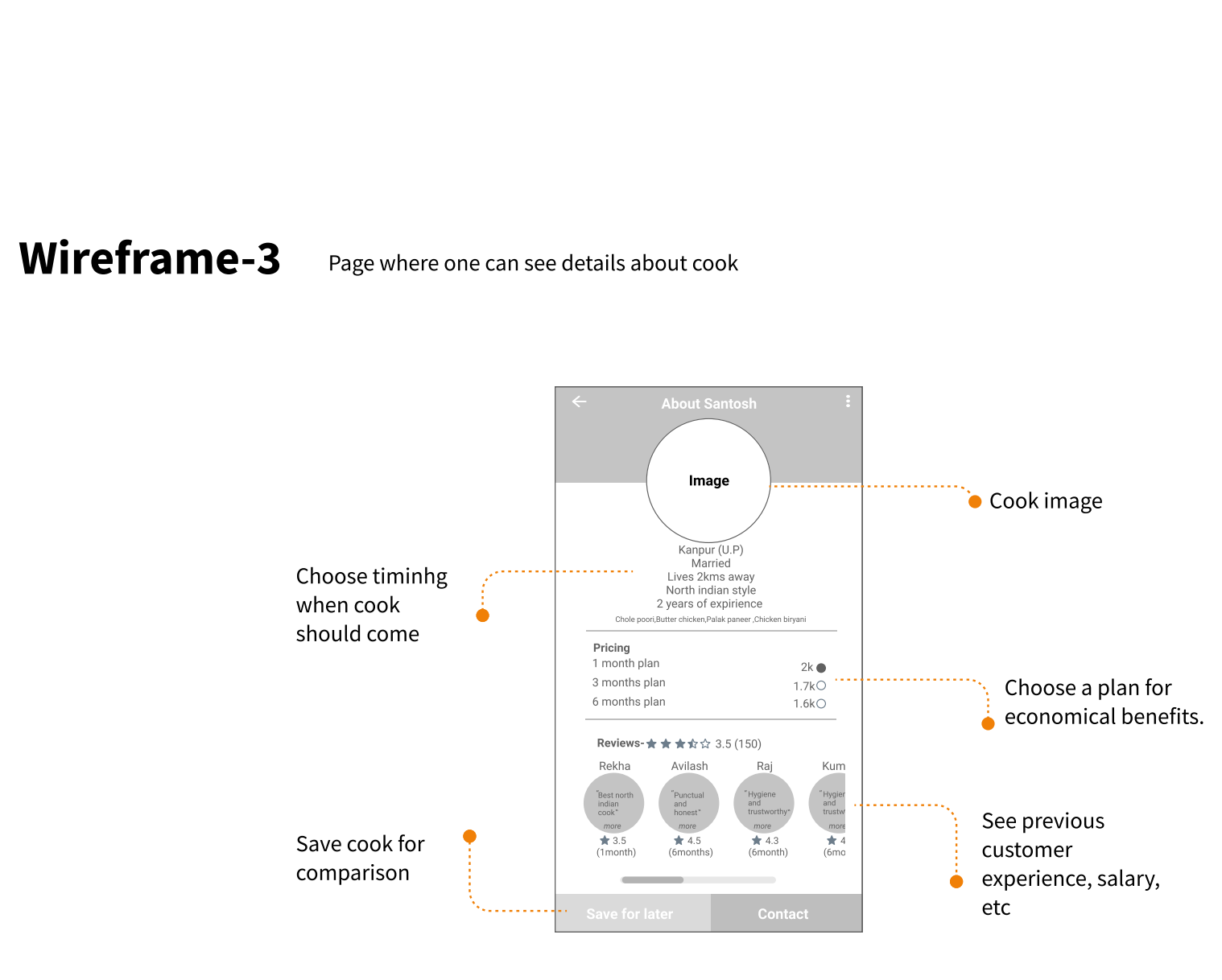


Wireframe-1 Home page where one can find available cooks



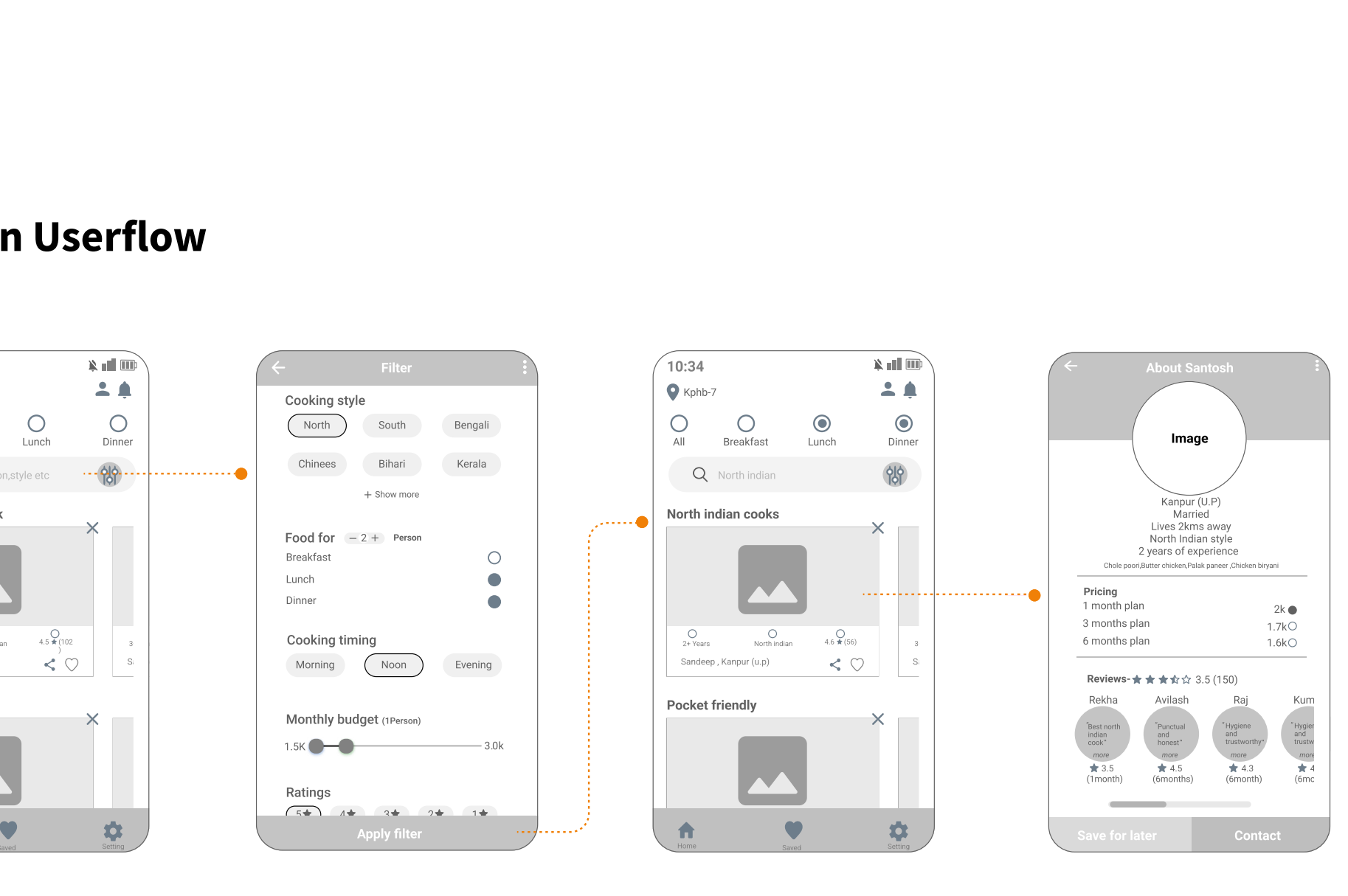
Quick filter for faster results
Indective Text, Gives the user a better context for searching
Quick summary about cook
Quick filter for faster results
Filter to find personalized cook
Based on chosen location it shows cooks
Saved cook options for finalising cook

Wireframe-2 Filter page where one can choose options for as per their requirements



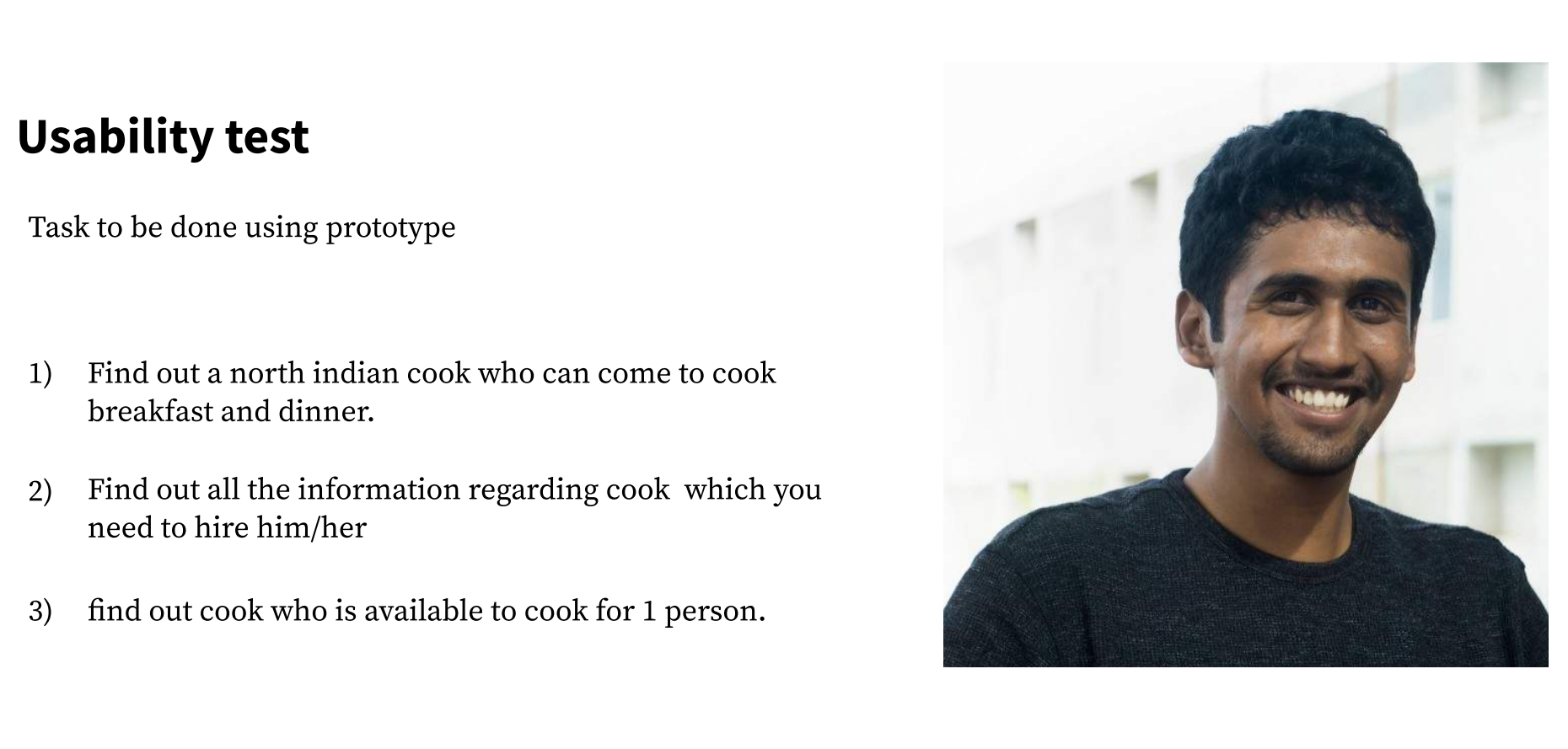
Choose the time when cook should come.
Choose cooking style
Choose nmb of people for food and what all to be cooked
Set your monthly budget
Cook options as per user preferences
Cook options as per user preferences

Wireframe-3 Page where one can see details about cook



Choose timinhg when cook should come
Save cook for comparison
Cook image
Choose a plan for economical benefits.
See previous customer experience, salary, etc

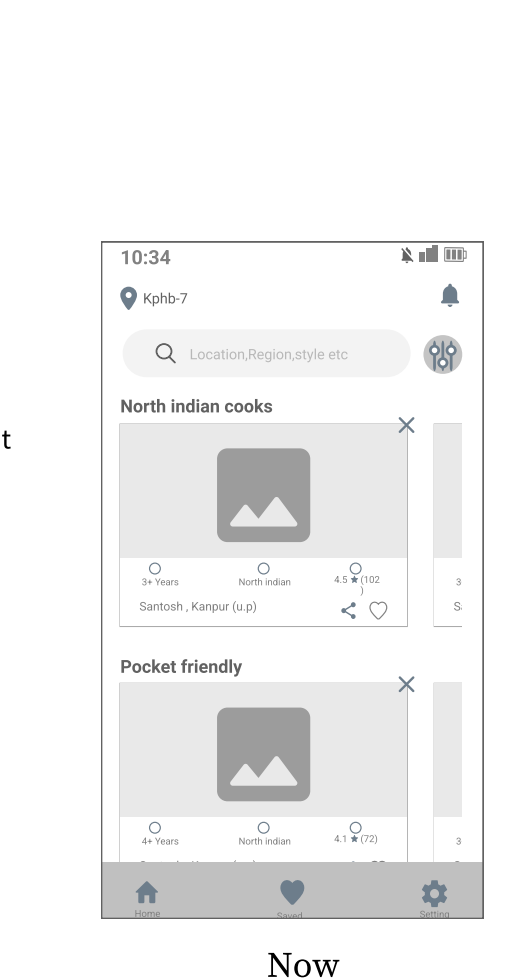
Main Userflow



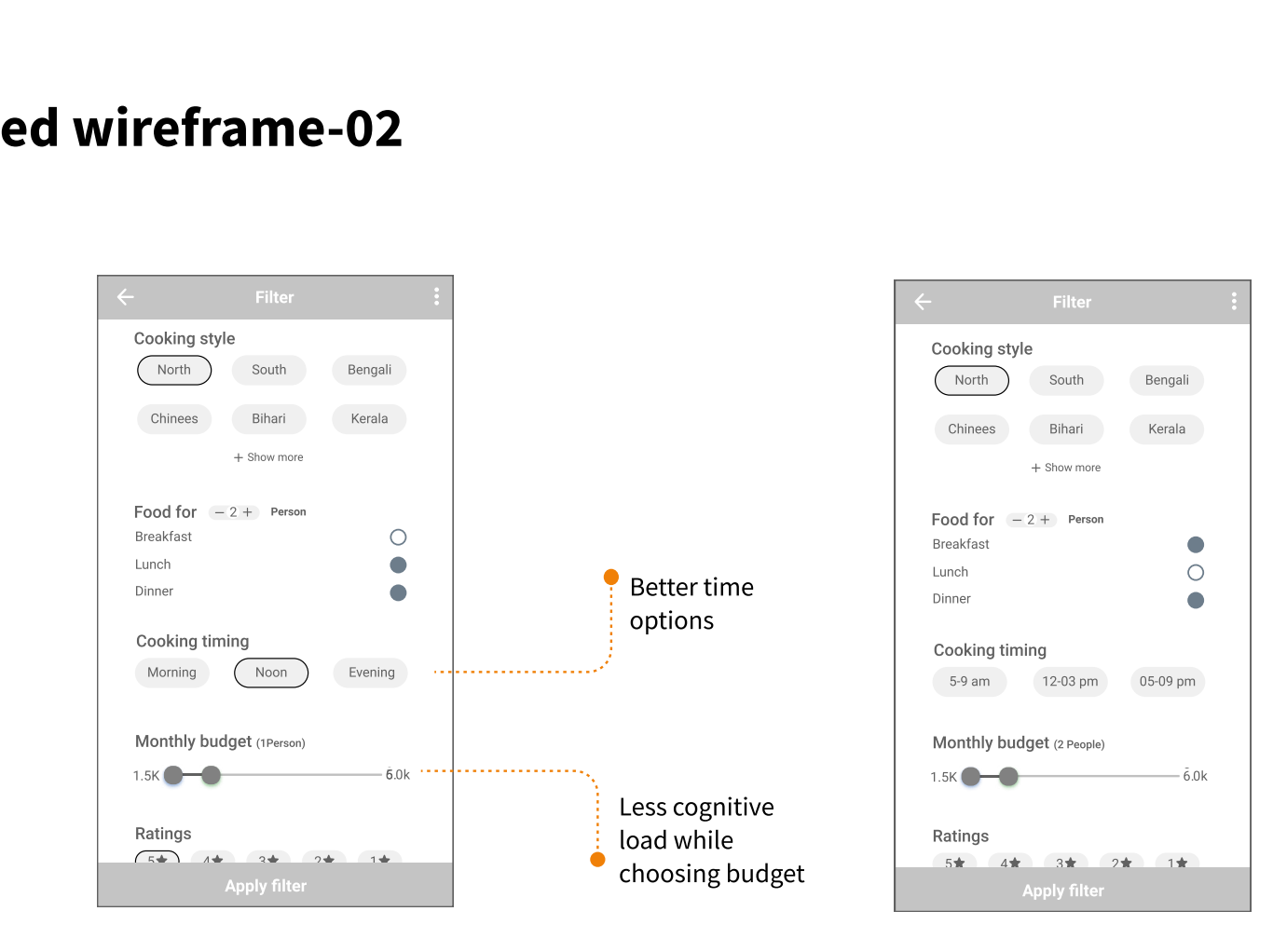
Usability test

Task to be done using prototype

1) Find out a north indian cook who can come to cook breakfast and dinner.
2) Find out all the information regarding cook which you need to hire him/her
3) find out cook who is available to cook for 1 person.

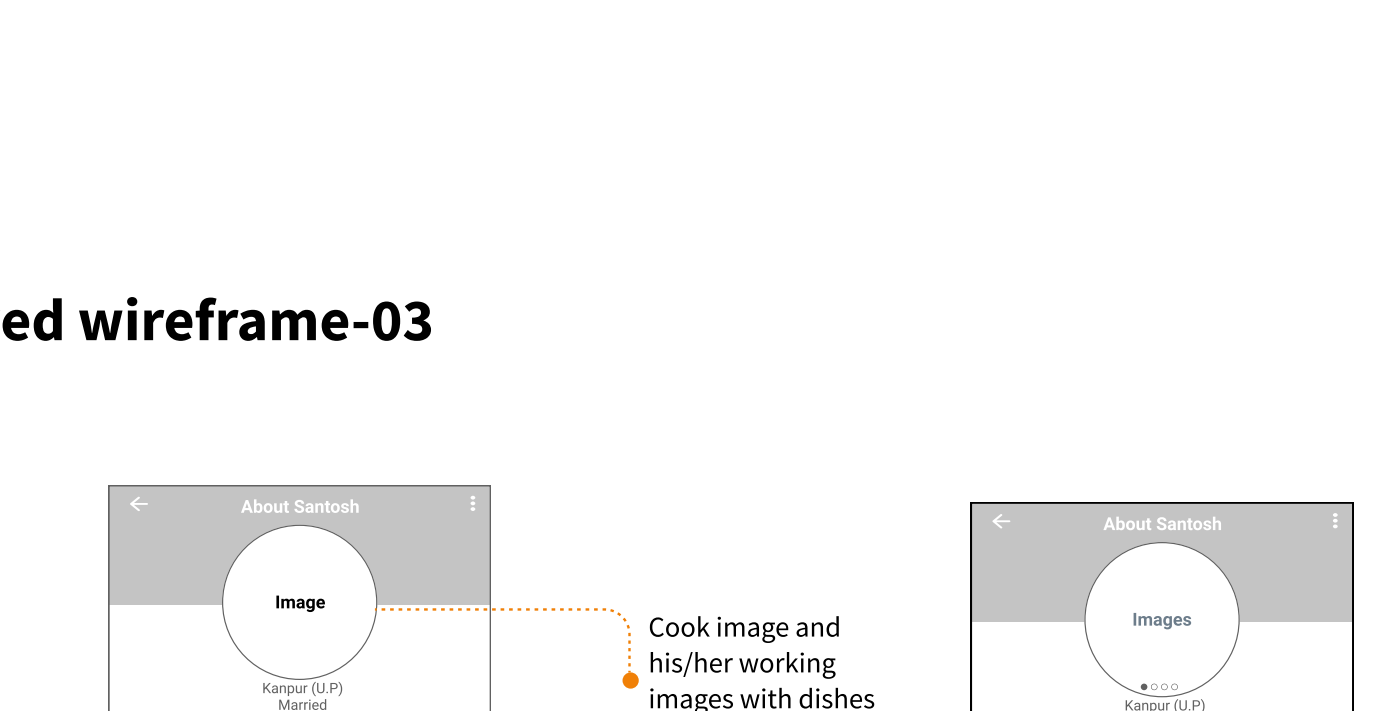


Improved wireframe-01



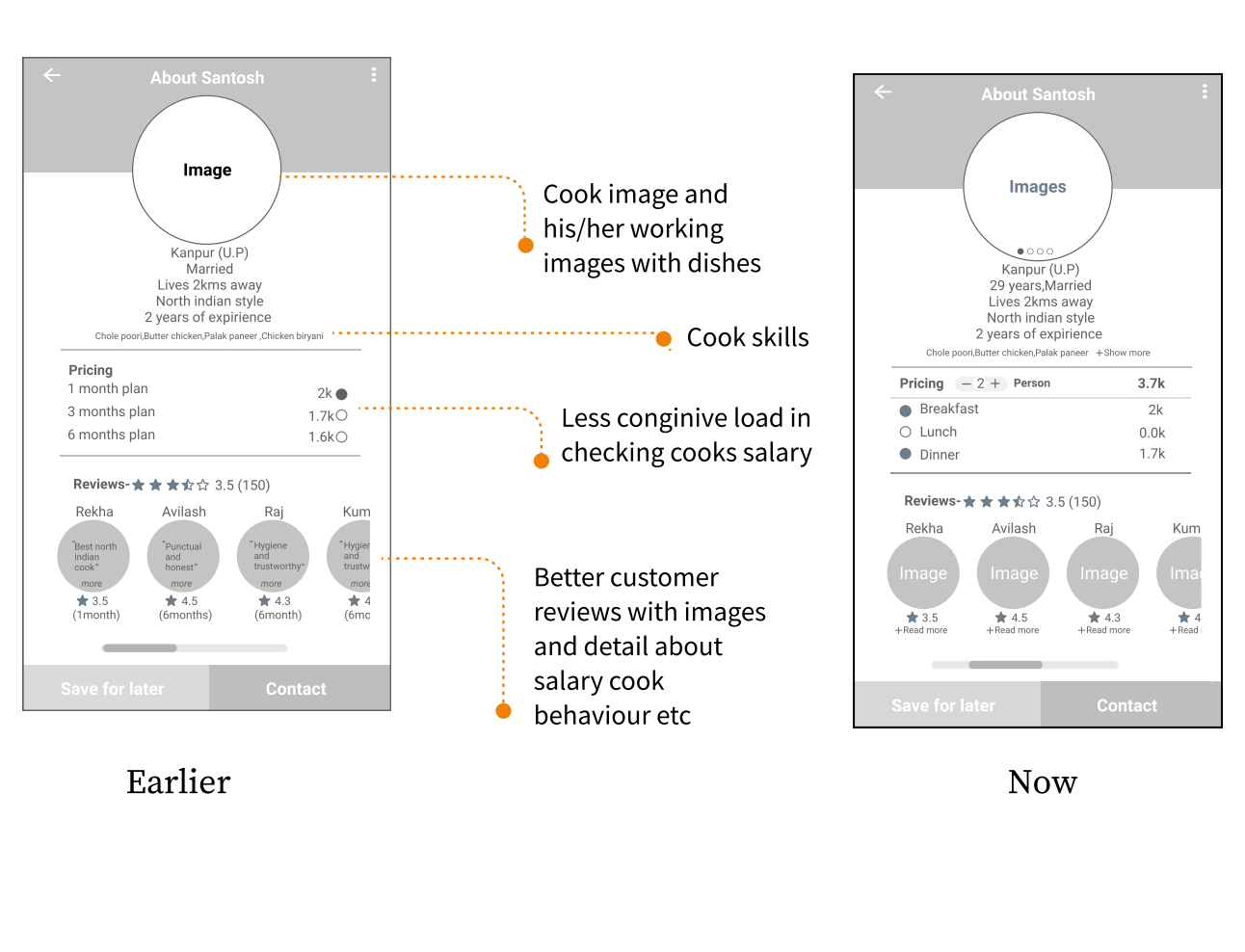
Removed quick filter which was redundant
More prominent filter
Earlier
Now

Improved wireframe-02



Better time options
Less cognitive load while choosing budget
Earlier
Now

Improved wireframe-03



Cook image and his/her working images with dishes
Cook skills
Less congnitive load in checking cooks salary
Better customer reviews with images and detail about salary cook behaviour etc
Earlier
Now