



/ KITCHEN COLLAB /

*You can cook if you want to
(you can leave your "buts" behind)*

DESIGN SPEC

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PROJECT OVERVIEW



Project Overview & Design Question

Kitchen Collab is a drive-through grocery service accessed through a recipe-based mobile and web application.

Kitchen Collab customers order groceries by selecting from a list of daily suggested recipes on the mobile app. Recipe suggestions are based on profile preferences including food, number of servings, pick-up time, and pick-up location. When a recipe is selected, Kitchen Collab translates it into a shopping list. Once the list is confirmed and payment is received, Kitchen Collab transmits the order to a partner store.

Orders are fulfilled by grocery store partners and packed into reusable Kitchen Collab totes. Customers are met by store partners at the designated drive-through grocery location at pick-up time. Orders are verified through the mobile app and loaded into the customer's car.

The goal of this service is to offer day-of recipe planning, eliminate the hassle of grocery shopping, and make it easier for people to cook at home if they desire to do so.

Design Question

How do we help busy people eat healthier and save money by cooking at home more often?

AUDIENCE



Audience

This document is intended to guide the design and development of the Kitchen Collab web and mobile applications. It is also intended to guide the implementation of the drive-through grocery service. Therefore, these design specifications serve as a reference document for the Kitchen Collab designers and developers, as well as Kitchen Collab grocery store partners.

PROJECT SCOPE



Project Scope

The defined scope of work focuses on the consumer facing Kitchen Collab mobile application and drive-through grocery experience.

In Scope:

To date, we have defined the following elements of the Kitchen Collab mobile application:

- Apple iPhone platform
- User preferences set-up
- Notification feature
- Recommended recipe requirements (content not included)
- Favorites set-up
- Serving size feature
- Shopping list creation and modification
- Adjustable pick-up date/time/location feature
- Order confirmation layout
- Recipe screen and features (tablet version)

The currently defined customer-facing drive-through grocery experience elements are as follows:

- Kitchen Collab reusable, canvas bags
- Kitchen Collab badge added to grocery store partner uniform/apron
- Groceries are delivered to the vehicle
- Kitchen Collab partner checks order confirmation and double-checks the bag contents before placing items in the vehicle

Out of Scope

A number of features referenced in the prototypes have yet to be defined, as they were not part of this particular design project.

Application:

- All other platforms other than iPhone
- Home screen and sign-in screen
- Return to home button/logo
- Content and imagery for recipes
- Algorithm for transforming recipe ingredient quantities into quantities available for purchase in stores (e.g. 2 tbsp of butter = 1 stick of butter)
- Order history layout and functionality, including related features such as “recently purchased items” in shopping list frame
- Software and infrastructure to connect Kitchen Collab to grocery store inventory including specific brands available
- Platform for secure payment processing
- System to assign unique barcode for each order as part of the confirmation process
- Grocery store Kitchen Collab order processing UI and functionality, including process for tagging bags with customer name, pickup time, and confirmation number
- Recorded readings of recipe preparation
- Voice activation and voice control of recipes for use during meal preparation

Service:

- Secure grocery store partners
- Grocery store logistics regarding timing required between when orders are received and when they will be picked-up, storage of waiting groceries, and safety of pick-up location
- Cost of purchasing and creating Kitchen Collab reusable canvas bags
- Cost of service (if any)
- Financial ramifications of unreturned reusable bags (e.g. shortage of bags, cost of replenishing supply)
- Customer service issues if not all purchased items are pulled & packed (e.g. missing ingredients/items) or if groceries are not picked up

PROCESS FLOWS



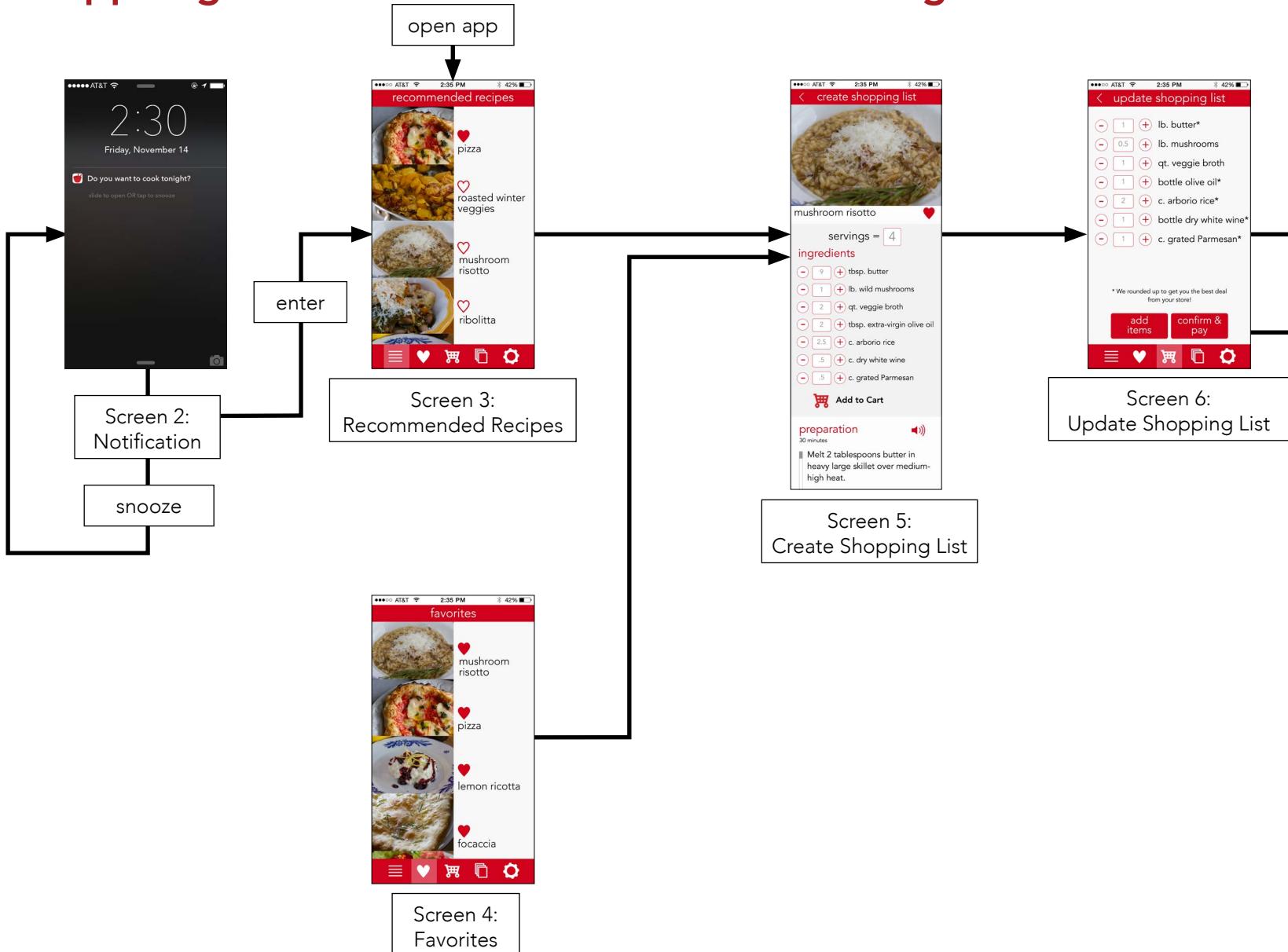
Process flows

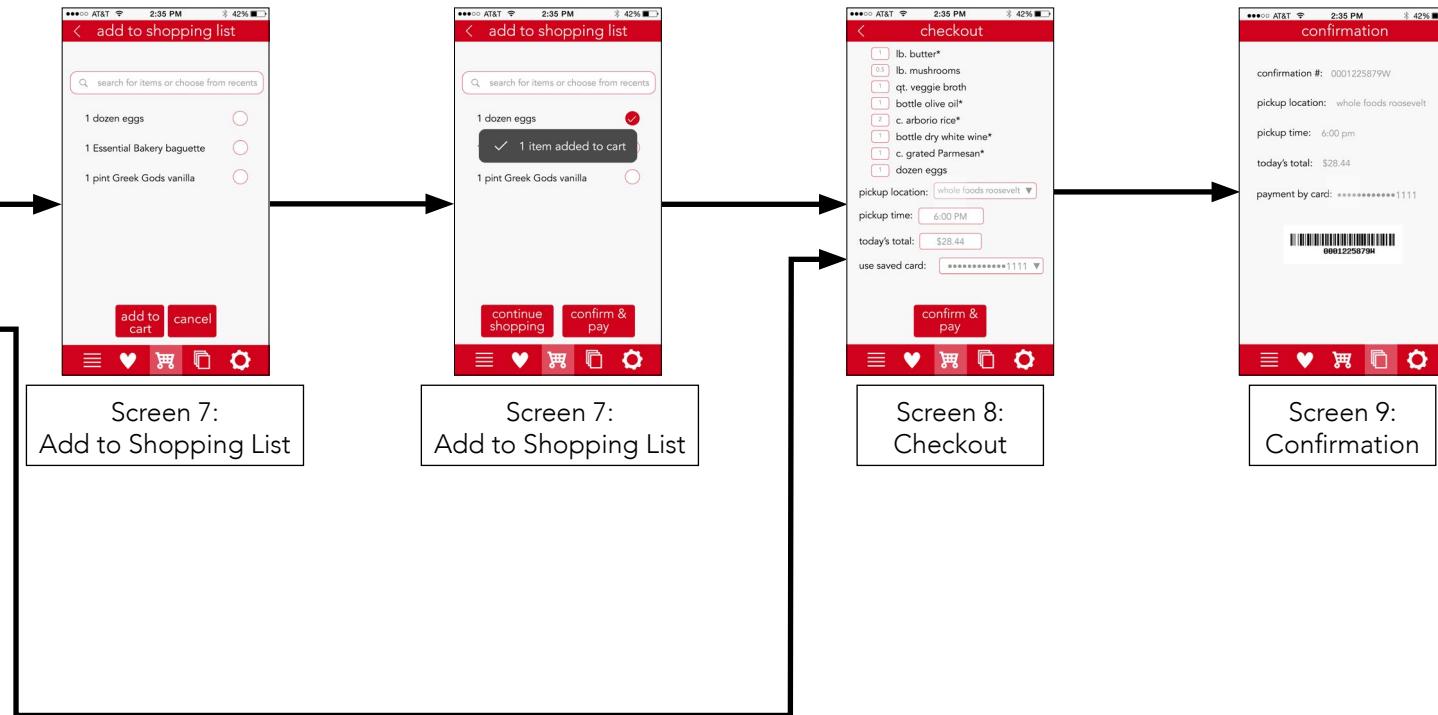
The following process flows illustrate the workflow of the mobile application and the drive-through grocery store experience. Additionally, notations are included to indicate interaction points that have yet to be designed in order to represent the entirety of the Kitchen Collab service.

Mobile app: navigation



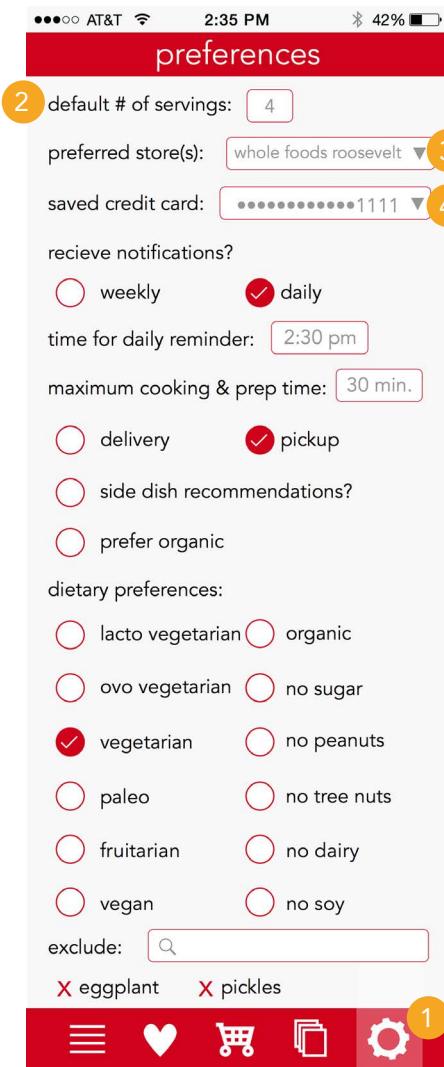
Mobile app: high level workflow - notification through confirmation





Screen 1: Preferences

Customized preferences are used by Kitchen Collab to suggest daily recipes.



(1) Lower tab bar: "Settings" icon highlighted

(2) Default # of servings box

- On tap of box, iPhone scroll wheel appears showing numbers options
- On tap of wheel, new selection is made & appears in box

(3) Preferred store(s) NOT SHOWN

- On tap of box, drop down list appears revealing existing preferred store locations. If no selections have been made, text reads, "add location"
- On tap of "add location" in preferred store box, screen information under *preferred store(s)* slides down to reveal additional form field
- If location settings are activated, a list of stores nearby will appear
- If location settings are not activated, a search field will appear
 - On tap of search field, keyboard slides up from bottom of screen
 - System uses store database to resolve search criteria
 - Once "enter" is selected, keyboard slides off screen
 - New location is added to a list
- On tap of "Add more locations", search field appears again
 - On tap of search field, keyboard slides up from bottom of screen

- Once "enter" is selected, keyboard slides off screen

- When more than one location is added, radio buttons (*roundbuttonUNChecked.png*) appear to allow a default location to be identified

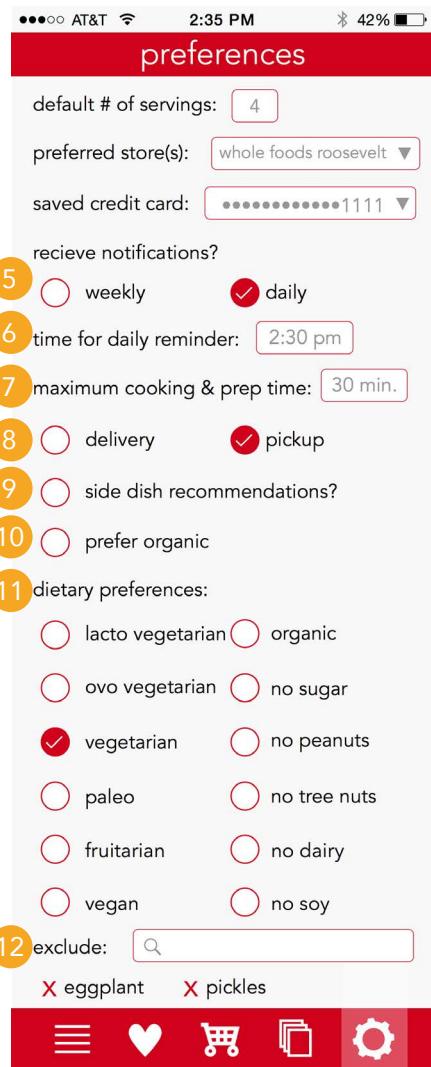
- On tap, radio button changes to *roundbuttonChecked.png*

- On tap of "done," screen retracts back to standard preference screen

(4) Saved credit card(s) NOT SHOWN

- On tap of box, drop down list appears revealing existing credit card(s) inputted. If no selections have been made, text reads, "add credit card"
- On tap of "add credit card", screen information under *saved credit card* slides down to reveal credit card form (name on card, number, expiration date, code, billing address)
- On tap of "add another card", a new credit card form appears (same as above)
- When more than one credit card is added, radio buttons (*roundbuttonUNChecked.png*) appear to allow a default location to be identified
- On tap, radio button changes to *roundbuttonChecked.png*
- On tap of "done," screen retracts back to standard Preference screen

Preferences, cont.



(5) Receive notifications

- Tap on either weekly or daily radio button - only one option may be selected at a time
- On tap, radio button fills in with Kitchen Collab red and reverse type check mark (roundbuttonChecked.png)

(6) Time for daily reminder

- On tap of box, iPhone scroll wheel appears showing time options
- On tap of wheel, new selection is made & appears in box

(7) Maximum time for cooking

- On tap of box, iPhone scroll wheel appears showing numbers ranging 10-30
- On tap of wheel, new selection is made & appears in box

(8) Pick up/delivery

- Tap on either delivery or pick-up radio button - only one option may be selected at a time

(9) Side dish recommendations

- On tap, radio button (roundbuttonUNChecked.png) changes to roundbuttonChecked.png

(10) Prefer organic:

- On tap, radio button (roundbuttonUNChecked.png) changes to roundbuttonChecked.png

(11) Dietary preferences

- On tap, radio button (roundbuttonUNChecked.png) changes to roundbuttonChecked.png
- Multiple radio buttons may be checked at the same time

- After 5 radio buttons are selected - NOT SHOWN:

- Modal window appears with text "NOTE: This number of dietary restrictions may limit the number of recipes we can share with you. We'll do our best though!"

- Modal window will disappear after 6 seconds; exit "X" will be available to dismiss sooner if needed"

(12) Exclude

- On tap of search field, keyboard slides up from bottom of screen
- Once "enter" is selected, keyboard slides off screen
- New exclusion is added to a list
- Up to 15 exclusions may be entered
- After 8 exclusions are selected - NOT SHOWN:

- Modal window appears with text "NOTE: This number of exclusions may limit the number of recipes we can share with you. We'll do our best though!"

- Modal window will disappear after 6 seconds; exit "X" will be available to dismiss sooner if needed"

- Selected exclusions will appear under search field
 - on tap of "X", exclusion will be deleted

Screen 2: Notification

Customer receives daily notification

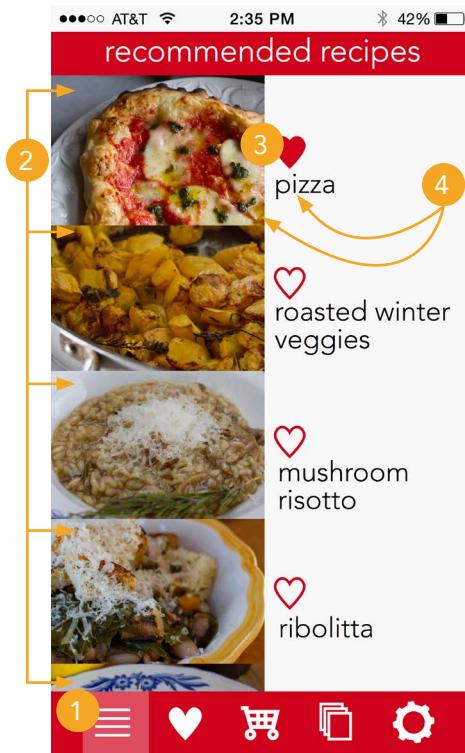


(1) Notification

- Appears on phone at date/time requested in personal preferences
- Stays on screen until interaction occurs (slide or tap)
 - Slide to open – directed to recommended recipes (Screen 3)
 - Tap to snooze – notification will reappear again in 15 minutes

Screen 3: Recommended Recipes

Recommended recipes based on defined preferences



(1) Lower tab bar: "Recipe" icon highlighted

(2) 5 recipes in stacked layout

- Scroll to view additional recipe (if needed)
- Click More button to see more recommendations
- NOT SHOWN

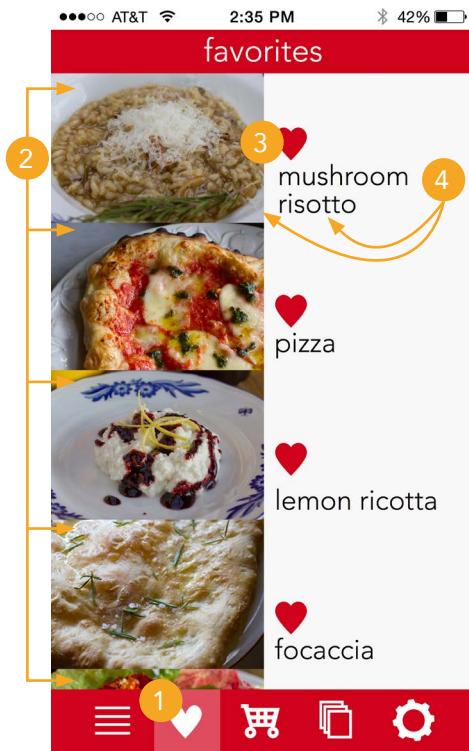
(3) Tap heart icon (*favoritesheart_open_red.png*) to add to favorites

- On tap, heart icon changes to *favoritesheart_filled_red.png*

(4) Tap image or recipe name – directed to create shopping list (Screen 5)

Screen 4: Favorites

Recipes marked as favorites



(1) Lower tab bar: "Favorites" icon highlighted

(2) 5 recipes in stacked layout

- Scroll to view additional recipe (if needed)

(3) Tap filled heart icon (`favoritesheart_filled_red.png`) to remove to favorites

- On tap, heart changes to `favoritesheart_open_red.png`
- Recipe is removed from this screen

(4) Tap image or recipe name – directed to specific recipe selected

Screen 5: Create Shopping List

Review serving size & ingredients, modify list, review preparation and prep/cook time

The screenshot shows a mobile application interface for creating a shopping list. At the top, there's a header with a back arrow, the text 'create shopping list', and a signal strength icon. Below the header is a thumbnail image of a bowl of mushroom risotto. To the right of the image is the dish name 'mushroom risotto' and a heart icon with the number '3'. A slider bar on the left indicates a serving size of '2'. The main content area is divided into two sections: 'preparation' (30 minutes) and 'ingredients'. The 'preparation' section contains a list of steps with accompanying audio icons. The 'ingredients' section lists various items with quantity inputs (e.g., 4.5, 0.5, 1, 1.25, .25, 0.25) and +/- buttons for adjustment. A red callout highlights the quantity input for 'butter' with the number '4'. A yellow callout highlights the quantity input for 'wild mushrooms' with the number '5'. Another yellow callout highlights the quantity input for 'veggie broth' with the number '6'. A red callout highlights the quantity input for 'Parmesan' with the number '7'. At the bottom, there's a red tab bar with icons for a list, a heart, a shopping cart, a document, and settings, and a large orange 'Add to Cart' button.

2 create shopping list

mushroom risotto 3

servings = 2

5 ingredients

6

7 Add to Cart

8

preparation 30 minutes

Melt 2 tablespoons butter in heavy large skillet over medium-high heat.

Add mushrooms and sprinkle with salt. Sauté mushrooms until tender and beginning to brown, 3 to 4 minutes.

Bring 1 quart of broth to simmer in medium saucepan; keep warm.

Melt remaining butter with olive oil in heavy large saucepan over medium-low heat.

Add rice and increase heat to medium.

Stir until edges of rice begin to look translucent, 3 to 4 minutes.

Add white wine and stir until

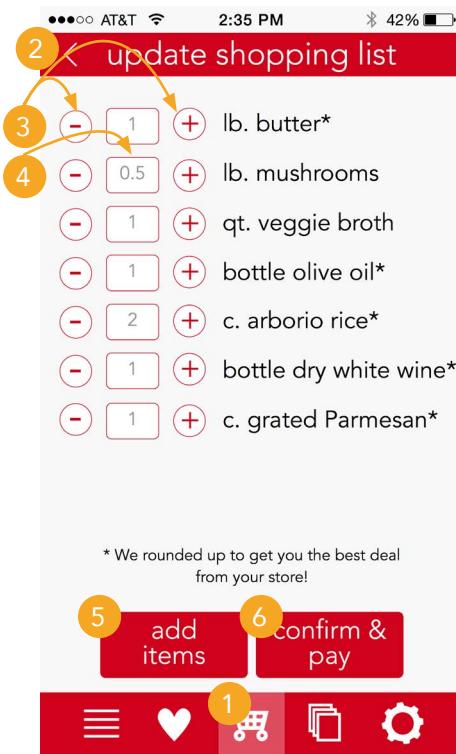
Preparation 30 minutes

Melt 2 tablespoons butter in

- (1) Lower tab bar: "Recipe" icon highlighted
- (2) Tap back arrow in header to return to previous screen – directed to **recommended recipes (Screen 3)**
- (3) Tap on heart icon (*favoritesheart_open_red.png*) to add to favorites
 - On tap, heart changes to *favoritesheart_filled_red.png*
- (4) Tap to modify number of servings
 - Keyboard slides up from bottom of screen
 - Once "enter" is selected, keyboard slides off screen
 - All ingredient quantities adjust based on modified serving
- (5) Tap +/- to modify individual items – quantity adjusts in real time up or down accordingly
- (6) Tap in box displaying quantity to modify individual items
 - Keyboard slides up from bottom of screen
 - Once "enter" is selected, keyboard slides off screen
- (7) Tap Add to Cart - directed to update shopping cart
- (8) Tap audio icon to hear recipe read aloud
 - Voice begins reading recipe
 - Customer may use voice commands to read ingredients or directions, pause, slow rate of the reading, continue, repeat, or exit the feature
 - Slider bar on the left acts as placemarker, moving in tandem with audio instructions (visual process cue)
 - Slider bar can also be used to move forward or backward within the recipe

Screen 6: Update Shopping List

Review items on the Shopping List



(1) Lower tab bar: "Shopping Cart" icon highlighted

(2) Tap back arrow in header to return to previous screen – directed to *create shopping list* (Screen 4)

(3) Tap +/- to modify individual items – quantity adjusts in real time up or down accordingly

(4) Tap in box displaying quantity to modify individual items

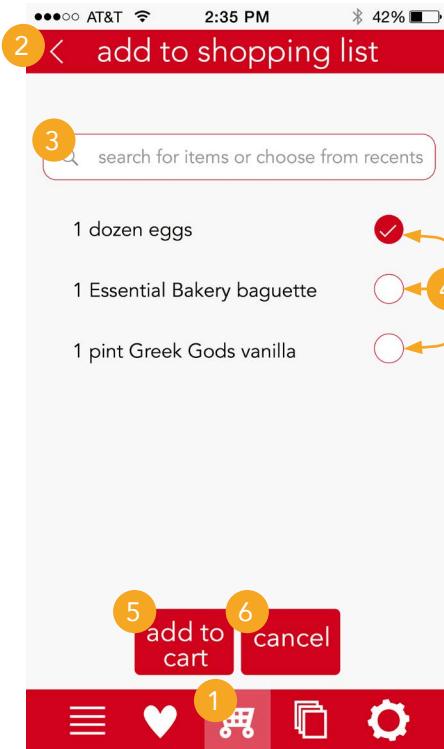
- Keyboard slides up from bottom of screen
- Once "enter" is selected, keyboard slides off screen

(5) Tap *add items* to add additional items to the list – directed to *shopping list search feature* (Screen 7)

(6) Tap *confirm & pay* – directed to *checkout* (Screen 8)

Screen 7: Add to Shopping List

Search or select from recently purchased items to add more to the list



(1) Lower tab bar: "Shopping Cart" icon highlighted

(2) Tap back arrow in header to return to previous screen – directed to *update shopping cart (Screen 6)*

(3) Tap the search form field

- Keyboard slides up from bottom of screen
- Once "enter" is selected, keyboard slides off screen
- Search automatically begins on "enter" click

(4) Tap radio button to add recently purchased item

- On tap, radio button (*roundbuttonUNChecked.png*) changes to *roundbuttonChecked.png*
- Tapping again changes from checked button (*roundbuttonChecked.png*) to unchecked (*roundbuttonUNChecked.png*)

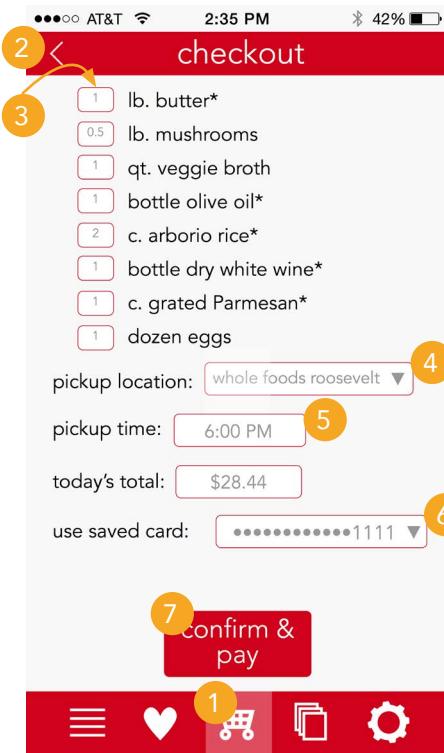
(5) Tap *add to cart (Screen 7)*

- Receive notification via modal window message that item was added
- Modal window appears for 2 seconds before disappearing

(6) Tap *cancel* – directed to previous screen *update shopping list (Screen 6)*

Screen 8: Checkout

Review items in cart, select pick-up time and location, confirm credit card information, and pay



(1) Lower tab bar: "Shopping Cart" icon highlighted

(2) Tap back arrow in header to return to previous screen – directed to *update shopping cart (Screen 6)*

(3) Tap in box displaying quantity to modify individual items

- Keyboard slides up from bottom of screen
- Once "enter" is selected, keyboard slides off screen

(4) Tap pickup location box to change pickup location based on preferences entered

- Drop down menu displays alternate options if more than one location was entered in preferences set up
- If only one location entered in preferences, drop down menu will not be activated

(5) Tap pickup time box to change pickup time

- iPhone scroll wheel feature appears showing time
- On "enter", iPhone scroll wheel disappears

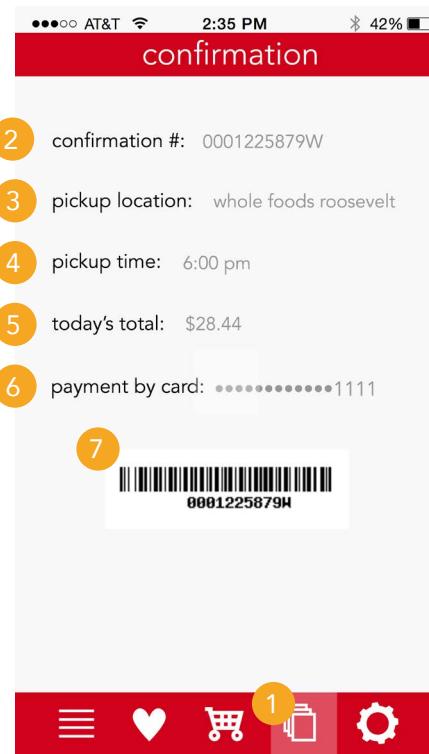
(6) Tap use saved card box to change credit card for the purchase

- Drop down menu displays alternate options if more than one credit card was entered in preferences set up
- If only one credit card was entered in preferences, drop down menu will not be activated

(7) Tap confirm & pay – directed to confirmation (Screen 9)

Screen 9: Confirmation

Order is confirmed



(1) Lower tab bar: "Confirmation & Order History" icon highlighted

(2) Confirmation number assigned and shown after **confirmation #** label

(3) Pickup location shown after **pickup location** label

(4) Pickup time shown after **pickup time** label

(5) Amount billed to credit card shown after **today's total** label

(6) Card used shown after **payment by card** label

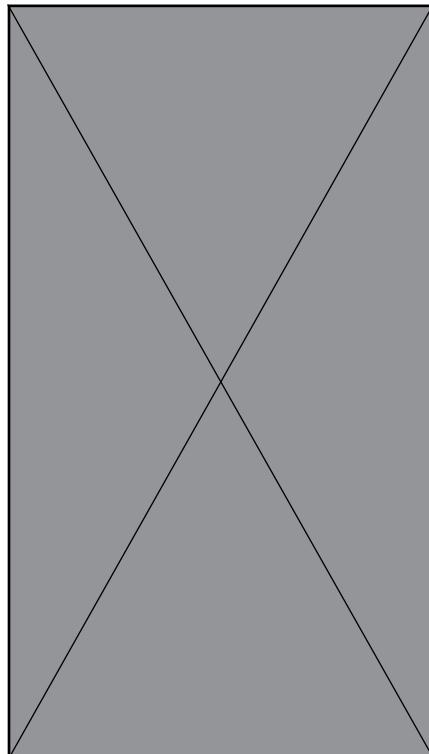
(7) **Unique barcode** auto-generated for each order and shown at bottom of screen

Confirmation remains on screen for 10 seconds – directed to home screen

Automatically saved in *Confirmation & Order History (Screen 10)*

Screen 10: Order Confirmations & History (NOT DESIGNED)

Lists order history & confirmation numbers

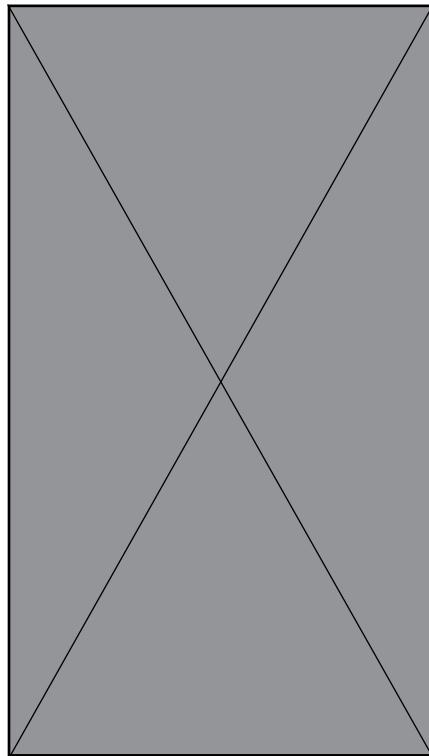


Features to include:

- At top of screen, confirmation numbers for recent orders
 - On tap, confirmation screen appears
 - Remains open until tapped closed
 - On slide, order is deleted from history
- Below confirmation numbers, order history appears in list format beginning with most recent orders
- On tap of a previous order, summary of ingredients appears, as well as total cost of the purchase
 - Include option to re-order without changes – directed to *Confirmation (Screen 9)*
 - Include option to update order – directed to *Create Shopping List (Screen 6)*
 - Include option to “star” specific orders that may be re-ordered on a regular basis

Screen 11: Today's Recipes (NOT DESIGNED)

Displays recipes cooking today, recently cooked recipes, and recommended recipes of the day



Recipe home screen to include:

- Cooking Today:
 - On tap, recipe selected to "cook today" opens
 - If a recipe is not selected that day, screen will appear that says "No recipe selected today."
- Link to Recommended Recipes (Screen 3)
- Link to Recipe History (Screen 10)
 - Lists all previous recipes cooked, beginning with most recent
 - On tap, recipe opens
 - On slide, recipe is deleted from history

Screen 12: Tablet Recipe Screen

Provides easy-to-read preparation instructions while cooking

(1) Tap Kitchen Collab logo to return to home screen

(2) Scroll to view entire recipe

- Only recipe instructions scroll, ingredients and all other navigation remain consistent

(3) Tap heart icon (*favoritesheart_open_red.png*) to add to favorites

- On tap, heart icon changes to *favoritesheart_filled_red.png*
- Tapping again changes filled heart (*favoritesheart_filled_red.png*) back to open heart (*favoritesheart_open_red.png*)

(4) Tap photo icon to take a photo of cooked dish or cooking process **NOT SHOWN**

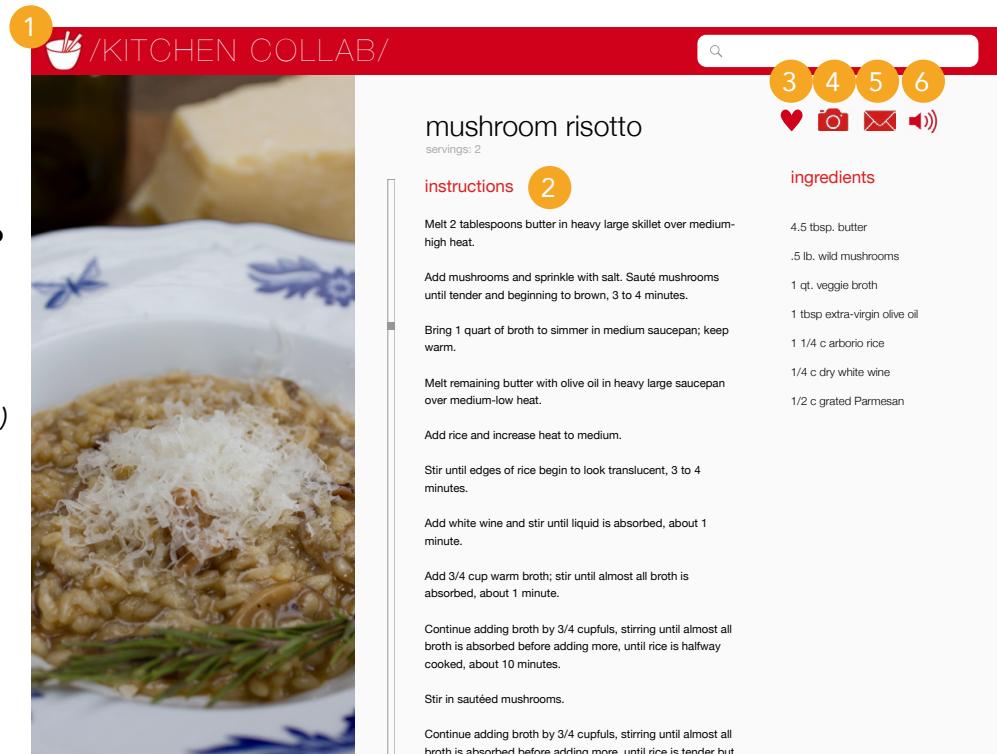
- Photo feature is a within-app feature; photo frame will appear where current recipe photo lives
- Once photo is taken, choose to save to photos, share with friends via Facebook, Twitter, Instagram, or email

(5) Tap envelope icon to share recipe with friends (or email to oneself) **NOT SHOWN**

- On tap, within-app email form appears with recipe link and PDF attached
- Email form is a modal window – not a new screen

(6) Tap audio icon to hear recipe read aloud

- Voice begins reading recipe
- Customer may use voice commands to read ingredients or directions, pause, slow rate of the reading, continue, repeat, or exit the feature
- Slider bar on the left acts as a placemarker, moving in tandem with audio instructions (visual process cue)
- Slider bar can also be used to move forward or backward within the recipe

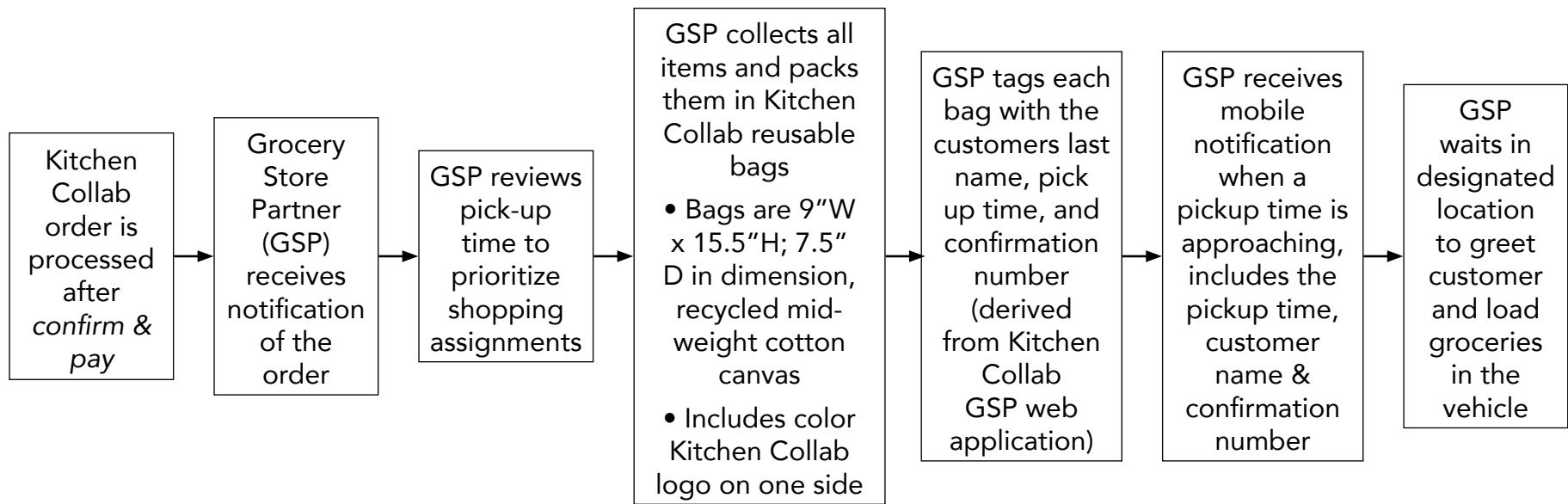


Kitchen Collab Reusable Bag



- ECOBAGS CAN-801-P1C Custom Imprinted Tote Bag
- Recycled Grocery Bag - Printed 1 side
- Size: 19"W x 15.5"H; 7.5" Bottom Gusset
- Imprint Area: 11.5"W x 11.5"H
- Material Type: Recycled Cotton
- Material Weight: 10oz.
- Color: Natural
- Handle Size: 1"W x 10" Drop Length
- Care Instructions: Machine Wash Cold, Hang Dry

High-level process flow: Drive-through grocery store experience



DESIGN REQUIREMENTS



Design Requirements

Overarching Requirements

Quick:

- Time for prep and/or cooking is 30 minutes or less
- Tool is easy to use, no unnecessary steps

Simple:

- Limited number of ingredients and few or no hard-to-find ingredients
- No complicated cooking techniques

Affordable:

- Little to no added cost

Customizable:

- Offers a variety of food options based on special requests and dietary needs
- Scalable for the number of people eating or the desire for leftovers
- Personalized planning for week and weekend meals

Convenient:

- No significant, unique time management required

Social (nice to have):

- Ability to share with friends & family

STYLE GUIDE



Style Guide, iOS app

Colors

Primary colors:

headings, buttons, labels:

KitchenCollabRed1 (KCRed1) = HEX D0021B, HSBA 353,99,82,100

buttons, search box, reverse text:

White = FFFFFF, HSBA 0,0,100,30

all text:

Black = 000000, HSBA 0,0,0,100

search text:

Grey = HEX 979797, HSBA 0,0,59,100

Secondary/logo color: KitchenCollabRed2 (KCRed2) = HEX AA1E23, HSBA 358,82,67,100

Secondary/accent color: KitchenCollab Orange = HEX F5A623, HSBA 37,86,97,100

Background on all screens: light. grey = HEX F8F8F8, HSBA 0,0,97,100

Graphics/icons

filename	visual	notes/usage
LOGO: KitchenCollab_textlogo.png	/ KITCHEN COLLAB /	home screen
LOGO: KitchenCollab_bowllogo.png		home screen

LOGO: KitchenCollab_badgesmalllogo.png		used on badge screen
LOGO: KitchenCollab_appiconlogo.png		sized for app icon
tab bar icons:		tab bar/lower nav
• recipeicon_white.png		tab bar/lower nav
• favoritesheartfilled_white.png		tab bar/lower nav
• shoppingcart_white.png		tab bar/lower nav
• orderhistory_white.png		tab bar/lower nav
• settingsPrefs_white.png		tab bar/lower nav
favoritesheart_open_red.png		on recommended recipes, favorites, recipe screens
favoritesheart_filled_red.png		on recommended recipes, favorites, recipe screens
shoppingcart_red.png		on recipe screens
orderhistory_red.png		home screen

audiobutton_red.png		on recipe screens
settingsPrefs_red.png		home screen
plusbutton.png		shopping list/cart
minusbutton.png		shopping list/cart
checkmark_white.png		
checkmark_red.png		
roundbuttonChecked.png		use for selected ratio buttons
roundbuttonUNChecked.png		use for unselected radio buttons
dropdowntriangle_grey.png		
whitearrow.png		back button on tab bar when noted
preferencesX.png		for "exclude" section in preferences
searchwand.png		in search boxes

recipe images on recommendations, favorites, order history screens:

325px x 217px (3:2 ratio)

no border

on recipe (detail) screens:

640px (full width) x 426px (3:2 ratio)

no border

Fonts and font styles



BARCODE FONT

P1: Avenir Light, Grey, 24px

P3: Avenir Light, Black, 24px

P2: Avenir Light, Black, 30px

P4: Avenir Light, Black, 36px

P5: Avenir Heavy, Black, 36px

P6: Avenir Light, White, 36px

B1: Avenir Light, White, 42px

H1: Avenir Light, White, 48px

H2: Avenir Light, Black, 48px

H3: Avenir Light, KCRed1, 48px

Navigation Bars



640px x 66 px, KitchenCollabRed1

Text: H1

whitearrow.png placed at x = 36px, centered vertically

Buttons



230px x 100px

Rounded corners: radius = 8px

KitchenCollabRed1

Text: B1

Search boxes



Rounded rectangle boxes:

8px corner radius, 50px height, 1.5px thick border, KitchenCollabRed1

Text: appearing in a search/select boxes: P1

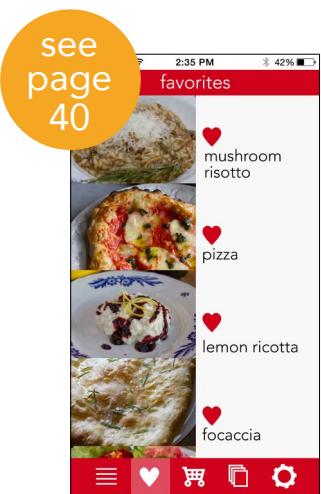
searchwand.png, 30px x 30px, inset from left edge 17px , centered vertically

Tab bar

640px x 98 px, KitchenCollabRed1

Buttons (left - right)

- (1) recipeicon_white.png
- (2) favoritesheartfilled_white.png
- (3) shoppingcart_white.png
- (4) orderhistory_white.png
- (5) settingsPrefs_white.png

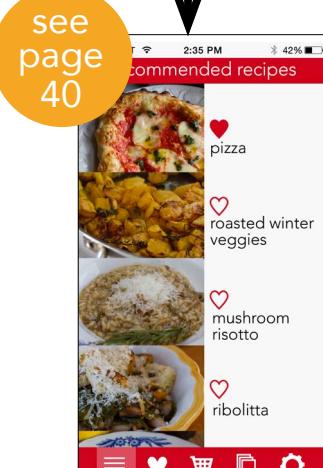


favorites

order history/
recent orders
(not shown)

Button overlay:

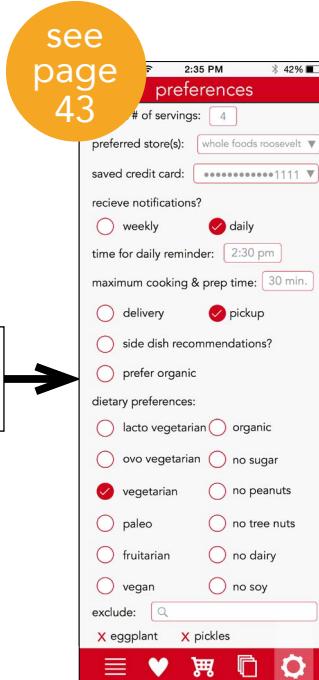
98px x 98px,
30% White (HSBA 0,0,100,30)
centered over icon



see
page
40

see
page
41

39



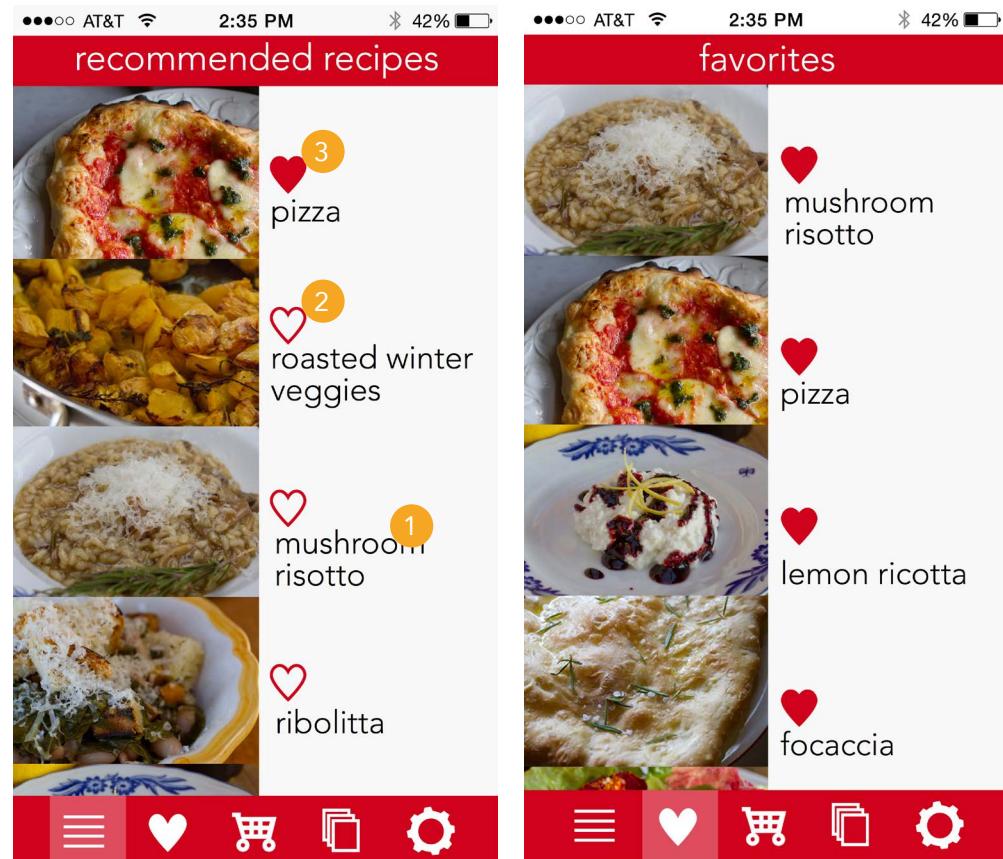
Recommended Recipes and Favorites screens

Text styles:

- 1 Recipe titles: H2

Favorites hearts, 40px x 40px:

- 2 favoritesheart_open_red.png
- 3 favoritesheart_filled_red.png



Recipe Detail screens

Text styles:

- 1 Recipe titles: H2
- 2 Servings: H2
- 3 Ingredients/Preparation headers: H3
- 4 Time: P3
- 5 Ingredients/Recipe directions: P4, line spacing 1.3x

Favorites hearts, 40px x 40px:

- 6 favoritesheart_filled_red.png
- favoritesheart_open_red.png

7 Scrollbar: 15px wide by length of recipe directions, Grey, 1 px weight

8 Scrollbar indicator: Grey, 15px wide by 30px height

9 Quantity:

Text: P1

Rounded rectangle box: 8px corner radius, 80px x 55px, 1 px KitchenCollabRed1 border, white fill

10 Add to cart

Text: P5

shoppingcart_red.png

11 Added to cart button: 490px x 100px,
location: x=75, y=700

text: P6

checkmark_white.png

Add to cart (10) replaced after adding:

"Added" text: P5

checkmark_red.png



more, until rice is halfway cooked, about 10 minutes.

Stir in sautéed mushrooms.

Continue adding broth by 3/4 cupfuls, stirring until almost all broth is absorbed before adding more, until rice is tender but still firm to bite and risotto is creamy, about 10 minutes.

Stir in 1/4 cup grated Parmesan cheese.

Pass additional Parmesan cheese at table.

Shopping Cart Screens

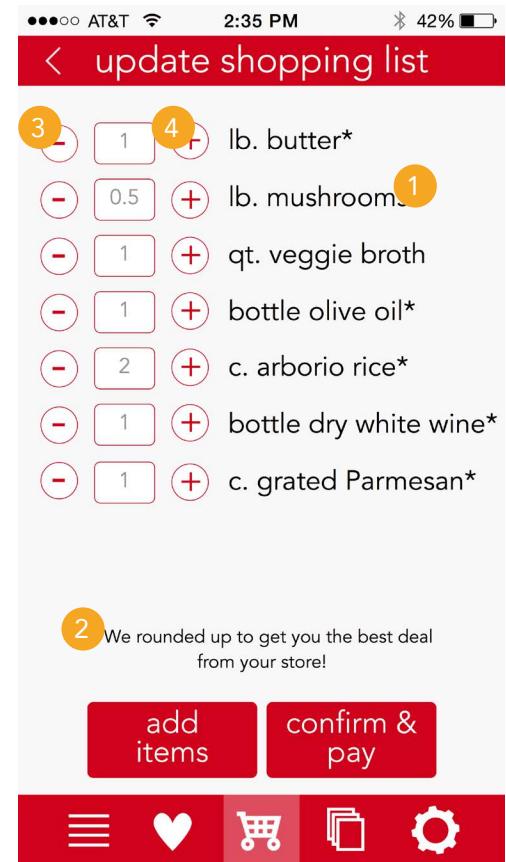
Text styles:

1 Text: P4

2 *note: P3

3 minusbutton.png

4 plusbutton.png



Preferences screens

Text styles:

- 1 P2, line spacing 2x

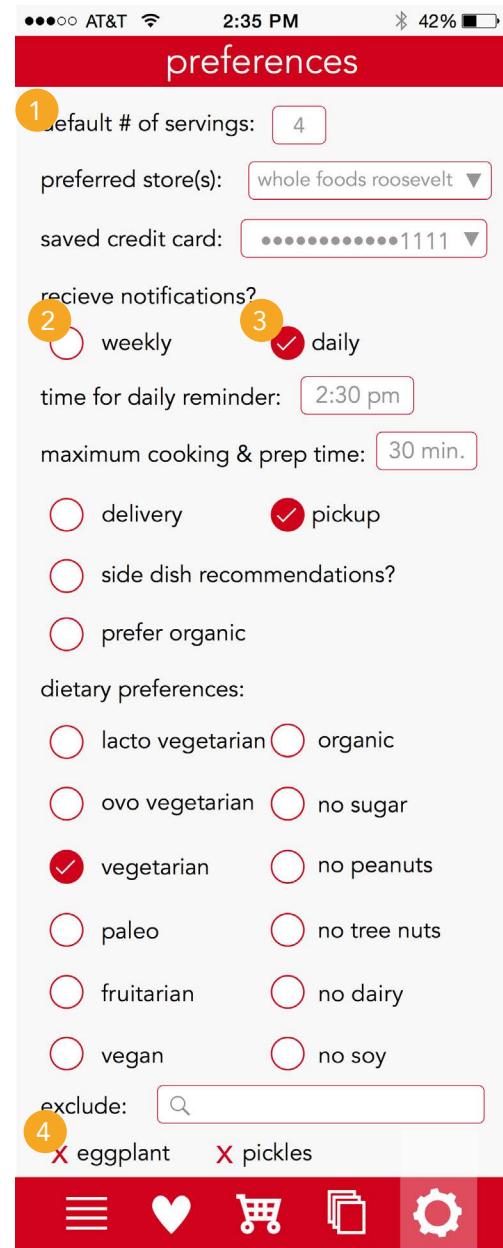
Preferences circles:

- 2 unchecked: roundbuttonUNChecked.png, 44px diameter

- 3 checked: roundbuttonChecked.png, 44px diameter

- 4 "X" next to excluded ingredients list:

preferencesX.png, 25px x 27px



DECISIONS/RATIONALE



Why a service?

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Our research found that 95% of the participants who said they want to cook at home more often consider “lack of time” as their biggest barrier. Grocery shopping is a big part of that time problem. Shopping involves making a proper list, commuting to/from the store, weaving up and down many grocery aisles, and waiting in line to pay for and bag your items. In addition, if you forget to buy an important ingredient, the process starts all over again. Including the drive-through grocery store service helps solve many of these time-intensive tasks.

Why focus on pickup vs. delivery?

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In addition to the time constraint, our research informed us that a 31% of our research participants want to cook at home more often to save money. Therefore, we focused on creating a service that would be a no-to-low financial burden to our consumer base. However, since we know that some would rather pay a bit more to save on time, delivery is an option that will be available for an additional fee (yet to be determined).

Why focus on cooking at home rather than pre-made meal solutions?

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Our research informed us that 33% of our research participants want to cook at home more often because control over ingredients and quality of food is important to them. Preparing meals at home allows customers to know exactly what is going into the food they serve.

Why a mobile app?

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In our research, we found that a large percentage of our sample referenced using mobile devices to aid in time management and scheduling, as well as referencing recipes while in the grocery store. Since we are trying to help people fit cooking into their schedules, a mobile app was a natural pairing to the way our customers currently conduct their lives.

Why tap vs. slide?

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The intention of this application is to collaborate with our customer base throughout the entirety of the process – from set up to cooking time. Once our customers are in the kitchen, it is likely that their hands will get a bit dirty while cooking. Thus, we want to limit the screen touch time to a tap versus a slide.

Why modal windows instead of a new screen?

.....

The modal windows are intentional and essential. Once again, we need to keep everything simple and timely. Our research shows that the majority of people who want to cook at home more often have limited time and are often multi-tasking to get everything done as needed. A modal window keeps the user on the screen they need to be. Staying within the Kitchen Collab application simplifies the process for these heavily tasked users.

Why an audio/voice activation option during meal preparation?

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Many of our research participants indicated that they are often balancing other tasks while cooking, such as taking care of children. Therefore, adding an audio function frees the cook of one more task that otherwise binds them to a specific location.

Why so much customization?

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Our research informed us that customization is essential to this consumer base. Potential Kitchen Collaborators range from single individuals to families with children – and everyone in between. Customizing serving size, dietary restrictions, pick-up locations & times, credit card information, and the ability to add/modify items to a shopping list is the backbone of the Kitchen Collab service.

Why pay online verses at the store?

.....

Our consumer base never has enough time. Our research shows that for our participants to reach their cooking at home goals, we must “find” more time for them. Allowing consumers to pay online before going to the grocery store means that they do not have to waste a moment for the transaction to take place. Paying online is a prime feature of this service.

Why a website too?

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Many of our research participants noted that they would not use a smartphone to read a recipe while cooking. The screen size is simply too small. Additionally, some were concerned about getting their touch screens dirty. Therefore, we want to open up the option for individuals to reference their laptops while cooking.

Why recipes that are only 30 minutes or less?

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Since 95% of our research participants indicated that time is the biggest barrier to cooking at home, recipes need to be limited to 30 minutes or less – *including prep AND cook time*. This was a threshold time limit that the majority of our research participants mentioned. Additionally, many participants referenced alternate cooking apps as “liars”, saying that when the time says 30 minutes, they really mean 50. Thus, this is a constraint we must uphold to build trust and loyalty with our customer base.

PERSONAS



Health-conscious Helen
Bud Budget
Christie Creative





"Call me a 'foodie' or a 'tree hugger' if you want. My family deserves good quality, local, organic food."

Health-Conscious Helen

Primary Persona: The primary motivation for 33% of survey respondents who want to cook at home more often is to eat healthier meals.

Age: 37

Home Life: Married with one child

Key Differentiators:

- Responsible for preparing food for her family
- Motivated to cook because it allows her to control the ingredients that go into the food she serves
- Wants to support local farms and reduce her carbon footprint

Goal: Helen would like to cook at home more often because quality of ingredients and knowing what is in her food is very important to her.

Personal Profile: Helen is an Art Director at a new creative branding firm in downtown Seattle and the mother of a four year old daughter. Growing up on a small family farm in Wisconsin, Helen has a strong appreciation for raising animals humanely, growing produce free from chemicals, and reducing the carbon footprint of food transportation. She tries to support local farmers as often as possible, and when she has the option she always chooses organic. For Helen, quality of ingredients and knowing what is in the food she serves is very important, especially when she is making food for her daughter. She enjoys cooking and trying new foods, but as a working mom she finds it difficult to make the time to cook dinner every night.



"I really need to get serious about saving money...and food is my largest expense."

Bud Budget

Primary Persona: The primary motivation for 31% of survey respondents who want to cook at home more often is to save money.

Age: 29

Home Life: Lives with his partner

Key Differentiators:

- He and his partner usually prepare meals together
- On a budget
- Young professional focused on his career

Goal: Bud would like to cook at home more often because he is trying to save money.

Personal Profile: Bud is a Junior Architect at a large firm in Chicago. He loves his job, and is working extra hours on a big company project to try to secure a promotion next year. Bud has been living with his partner for four years now and they are ready to buy their first home together, but they need to save money for a down payment first. On weeknights they usually go out to dinner at a restaurant close to their downtown apartment, but they've made a pact to start saving money by cooking at home. Bud and his partner enjoy cooking together, but find it difficult to do so after long days at the office.

Christie Creative

Secondary Persona: The primary motivation for 19% of survey respondents who want to cook at home more often is that they enjoy cooking.

Age: 25

Home Life: Footloose and Fancy Free

Key Differentiators:

- Lives alone so often cooks only for herself
- Cooks to show creative expression and personality
- Inspired by trying new things and cooking for friends on weekends
- Uses technology for inspiration, including social media sites like Pinterest

Goal: Christie wants to cook at home more often to cultivate her creative spirit, add exciting twists to familiar recipes, and share new dishes with friends and family.

Personal Profile: Christie has an active lifestyle - a growing career, a tight-knit group of friends, and a new boyfriend that makes her heart skip a beat. An art major turned Social Worker, she works at the VA Hospital in Atlanta helping people through difficult life situations. Raised by her mother and grandmother in Miami, Christie was taught that cooking is a form of creative, personal expression that belongs at the center of any happy home and Christie values that lesson. She primarily cooks from family recipes passed through generations, adding her own personal twists and secret ingredients as she goes. She enjoys perusing various cooking blogs and social media sites on her tablet for inspiration, and often takes pictures of the dishes she creates and posts them to Instagram. Christie loves cooking for others, and invites friends over almost every weekend for dinner, but doesn't feel as motivated to cook only for herself.

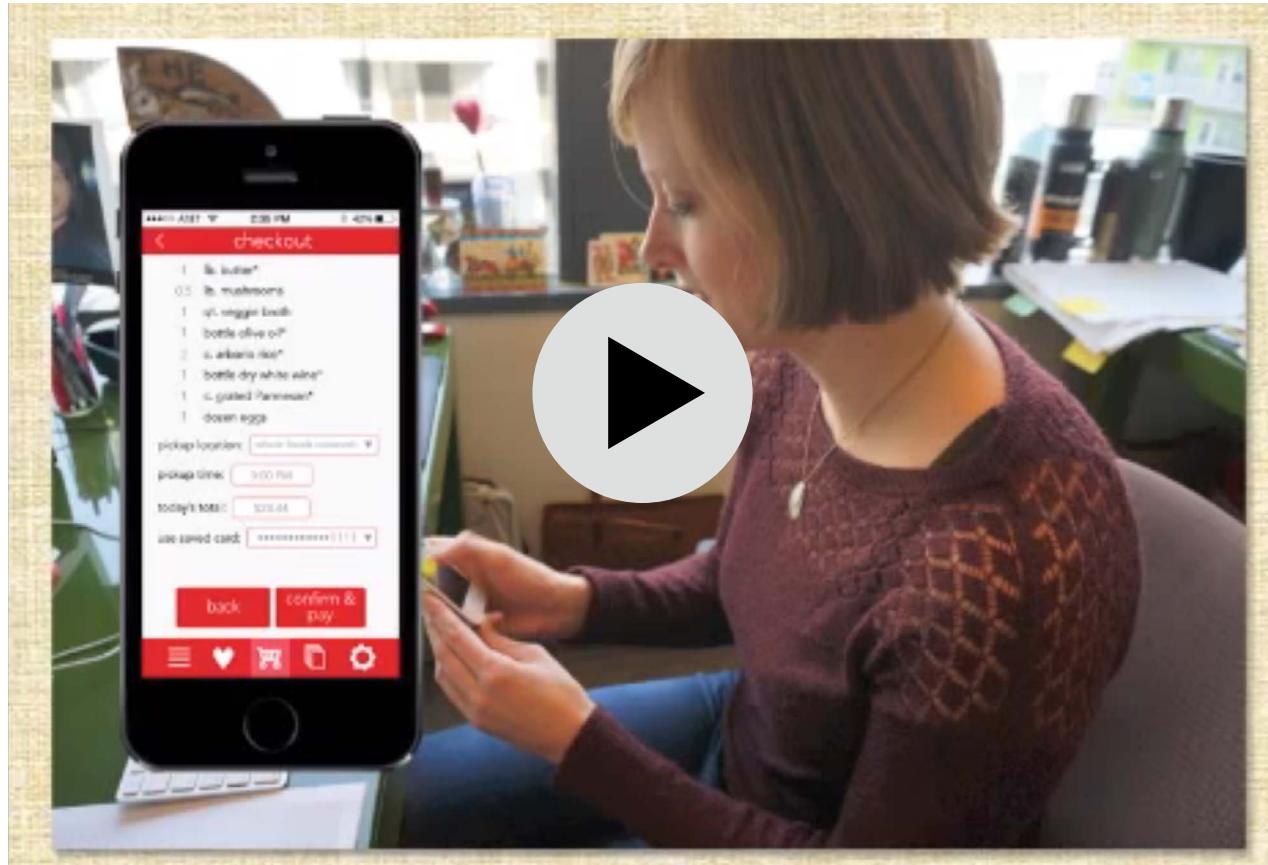


APPENDIX



This video prototype walks the viewer through the service and application.

View online at <https://www.youtube.com/watch?v=YxkIpDNrg9U>



This high fidelity mobile app prototype walks the test customer through the grocery ordering process starting with receiving a cooking reminder midway through the day.

View online at <https://www.flinto.com/p/50946091>

