



REVA UNIVERSITY

SCHOOL OF COMPUTING AND INFORMATION  
TECHNOLOGY

UI/UX PROJECT

CASE STUDY ON MEAL KIT SUBSCRIPTION APP:  
“Makery”

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# CERTIFICATE

## SCHOOL OF COMPUTING AND INFORMATION TECHNOLOGY

### BONAFIDE CERTIFICATE

This is to certify that the mini project report entitled on CASE STUDY ON MEAL KIT  
SUBSCRIPTION APP is the bonafide work of

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who carried out the project work under my supervision during the academic year 2021 –  
2022.

Signature of the Supervisor

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**Assistant Professor**  
**School of Computing and**  
**Information Technology**

## ABSTRACT

Our project is an intensive case study on a meal subscription app/website that provides a similar service that covers the UX design process. The challenge here is to find a unique solution that helps these people get their meals quickly and easily. The goal is to design an accessible app/website to provide users with the option of preparing meals at their convenience.

We combed through many websites and apps and found one that we thought was impressive. The website is called Makery (<https://makery.in/>). Makery is a meal kit delivery website that specializes in providing quality meals at the ease and comfort of your own home. They provide you with the ingredients and recipe, the customer will have to prepare the meal fresh out of the box. Makery crafts delicious ready to eat and ready to cook meals that you can store in your fridge for up to 2 days. We found this website very interactive and aesthetically appealing.

## INTRODUCTION

Among various types of applications, the ones devoted to food present a very popular category. Recipes and cooking tips, restaurant and food delivery apps, calorie trackers and food diaries – more and more applications now help people to keep on with all the faces of eating, which means UX designers work on a variety of interfaces of that kind. Today, we are sharing the case study on one of them, the website called Makery that combines the functionality for cooking and buying what's necessary for users' meals. To make UX more extended, it allowed users to buy already prepared meals that they can just heat up and enjoy.

The website design included the comprehensive and diverse functionality which had to be presented to users in a simple and clear way. The designers had to analyze and prioritize all the points, as there was a high risk of overloading the screen. By research and testing, the user scenarios were created to determine which information about the meal in the recipe is found the most important and attractive. The application layout is structured around intuitive navigation, high readability, light background, and eye-catching visuals. The light and airy background sets the effective space for a variety of photos and graphics that may come with the recipes. Color contrast is used for amplifying quick navigation: bright color accents attract users' attention to interactive zones and active states of the layout elements. The search field is easily found on the top of the screen: its functionality is clarified for users with both text prompt and search icon. Photography is a good way to impress users with realistic and clear visuals as well as set the needed associations. With rapidly developing photo stock websites, designers have more and more opportunities to find good images; still, for many projects, especially e-commerce ones, the creative teams shoot the original content totally corresponding to the goals of the product. It is especially noticeable in the spheres close to everyday life: fashion, toys, food, drinks, etc. That was the direction for the Perfect Recipe app as well.

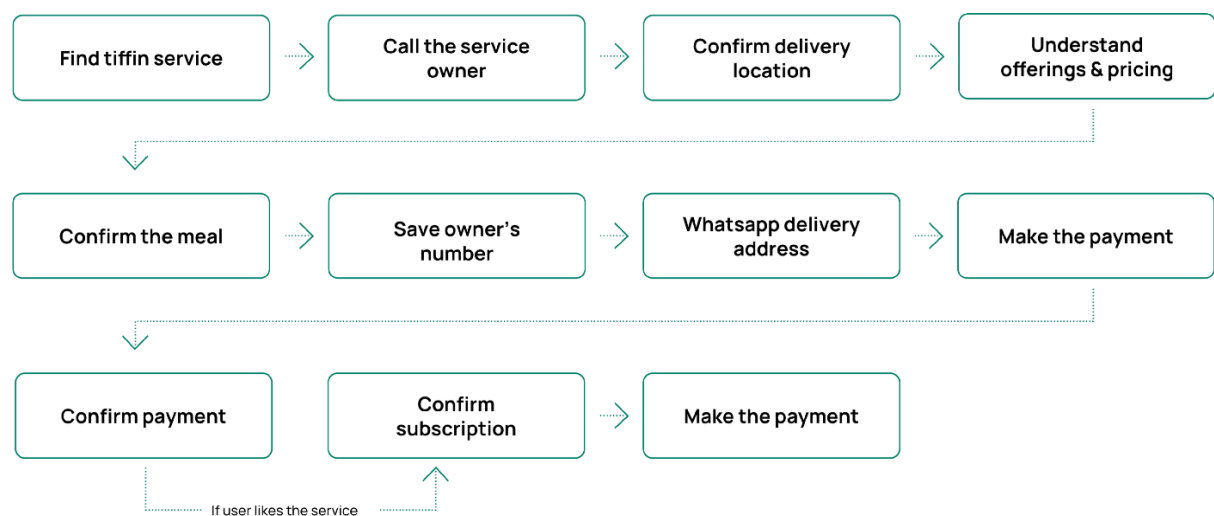
The card and the screen of a specific recipe for the mobile user interface look mouthwatering. Big recipe cards enable photo content to attract maximum attention while appetizing videos set the needed associations and theme on a full recipe screen. Coming out to the market, the product has to be ultimately attractive. That enables us to collect the feedback and analytics data which can be used as a basis for the next stage of the creative search for solutions enhancing user experience.

## DESIGN CHALLENGES

Students & working professionals staying away from their homes struggle to find healthy & affordable home-cooked meals.

College students and working professionals living in metro cities have a very fast-paced life. With their busy schedules, they have little to no time to cook their own meals. Few of them don't even have enough resources or space to cook. In India, a lot of these young adults subscribe to local tiffin services because they deliver budget-friendly, fresh, and home-cooked meals at their doorstep. But a better user experience could benefit both the customers & tiffin service businesses.

To get an idea of why people subscribe to local meal kits and what kind of issues they face, we tried to figure out the target audiences and the entire process of acquiring the meal, right from searching for an agency providing meal kit catering service to the final payment and delivery. Here's the flowchart of the process:



User journey of subscribing a service

We also explored the pain points of the users based on reviews and comments posted by them in various websites that provide meal kit delivery services.

- Finding a tiffin service: • Users have to do their own research to find a good service • Confirm delivery location • Confirm veg/pure Jain options

- Dependency on calls and WhatsApp: Some customers are hesitant to call the owner to ask for a menu, cancelling deliveries or feedback, etc.
- Few accepted payment methods: • Some kitchens only accept cash and send the bill with their delivery boys
- After subscription issues: • Not able to know the menu • Not able to track deliveries • No clarity in the billing process • Sometimes there are discrepancies in the bill because of the cancelled/added items.
- No refund policy: Users go through bad experiences when they choose to discontinue the service. They have to make efforts to get a refund for the service they didn't continue.
- No customer support or feedback system: • Users have to call and give their feedback • Feedback is not taken seriously.
- Food quality concerns: Users don't get to know what to expect in terms of taste, quality, safety, packaging, etc.
- The cost of one bad experience is high: • People are sceptical of trying food from unknown services • At the most people are likely to try 1 or 2 tiffin services because of the investment in terms of time and relationship with the tiffin service owner.

## MOTIVATION TO YOUR WORK

Our goal in this case study is to analyze the website we have chosen, Makery, to see whether it finds the solutions to all the pain points of the customers. Our goal is also to explore solutions for the pain points that haven't been addressed on the website and brainstorm about making the design elements better to cater to the users' needs.

## DESIGN PHASES / RESEARCH PHASES

### COMPETITOR ANALYSIS

In order to understand the current market better we identified many websites and apps that provide meal kit subscription services and evaluated them. We determined which parts of Makery's competitors were worth investigating. They included aspects of the website's growth and reputation, marketing methods, target audience, years in operation, theme, menu, pricing, payment methods, quality and quantity and a lot more. We conducted a thorough research of all the competitors based on these parameters and recorded them in a table. This table helps in visualising the position of different products in the market and we could compare where Makery stood in relation to its competitors.

	Masalabox	Indian meal kit store	Innerflame kitchen	Thecuminclub	Spicebox
Menu items	Menu divided into breakfast, lunch, snacks and dinner	Includes vegetarian meal kits	Not extensive(includes mostly kitchari kits	No concrete menu or filter options that shows different options	Menu divided into vegetarian and non-vegetarian with options for breakfast, lunch, dinner and snacks
Growth and reputation	Featured in Deccan Herald, the better India, Business Line, Deccan Chronicle, etc	Featured in La Crasse Tribune, Coulee Region Women's magazine, Seven magazine	-	chefs' kitchens are FSSAI (Food Safety Standards Authority of India) licensed	Mixed response from customers

Marketing methods	Facebook, twitter, Instagram, LinkedIn	Facebook	Facebook, YouTube, Instagram	Facebook and Instagram	Facebook, twitter, Instagram
Target audience	Local chefs, homemakers of India and 9-5 workers	9-5 workers	Health enthusiasts	9-5 workers	9-5 workers
Additional services	HomeSe - an app that allows customers to sell food online Beverages and desserts	Chai and gift cards	Cleanse kits, immune boosters, pranayama and meditation course and catering	Gift boxes and gift cards	No additional service
Ordering apps	Through their app	On their official website	On amazon	On their official website	On their official website
Theme and menu	delicious home-cooked food	authentic Indian vegetarian food	Delicious meal kits and teas to help strengthen your immune system	5-Minute authentic Indian kit meals	Ghar ka Khana/Home Style food
pricing	Well priced	Expensive	Little on the higher end	Affordable	Well priced
Portion size	Filling	Quite less	Filling	Quite less	Suffice
Fan favourites	Classic Jeera Aloo	Navratan korma	Kitchari kits	Pav Bhaji, Palak Paneer, Ven Pongal	Rotis and daal
Local partners	Partnered with local chefs	Not partnered with any local chefs	Not partnered with any local chefs	expert chefs across India	Not partnered with any local chefs

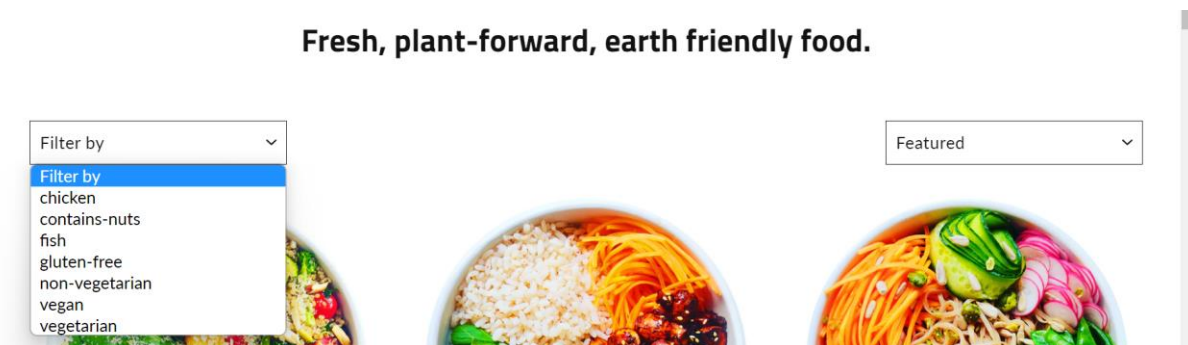


offers	Monthly meal plan offers	No offers, but offer gifting cards for 2 - 4 people	Sold on Amazon so depends on that	No offers, but offer gifting options that include gift box and gift card	Offers on Friday
newsletters	Blog available	mailing list for updates, events and recipes	No newsletter or blog available	Blog and newsletter available	No newsletter or blog available
Delivery apps	Partnered with eatfit	Not partnered with any delivery apps	Delivers through Amazon	Not partnered with any delivery apps	Not partnered with any delivery apps
Process all types of payments	Online payment: Credit/Debit Card/Net Banking	Paypal and online payment	Pay on delivery Credit/Debit card Net Banking Unified Payment Interface (UPI)	Online payment: Credit/Debit Card/Net Banking	Online: Credit/Debit Card/Net Banking > Offline: Delivery (payment pick-up)
Track supplies and ingredients	Only delivery of meal can be tracked	Only delivery can be tracked	Only delivery can be tracked	Only delivery can be tracked	Not available

## USER RESEARCH (Quantitative, Qualitative and Analysis)

Makery is an online food delivery app which is highly focused on providing the users a healthy, plant-based, earthly diet.

It provides a range of salads, in vegan, vegetarian and non-vegetarian varieties. Vegan options go from a range of brown rice to quinoa bowls. Vegetarian options involve dishes based on noodles, pasta, and yoghurt. Non-vegetarian options include dishes having mainly chicken and fish. Makery has made their website more user-friendly by including categories like gluten-free and contains-nuts in the filters.



Makery delivers in 2 cities, Delhi, and Gurgaon as of now using Zomato's delivery service. It has 3 delivery locations in Delhi, namely Pandara Road Market, Lajpat Nagar 1, and Okhla Phase 1. In Gurgaon, it delivers in one prime location, the Golf Course Road.

The Pandora Road Market branch averages a 4.0 out of 5.0 based on 27 reviews. While most of the reviews were on the positive side, there are a few negative reviews as well. One among the users mentioned getting a cold bowl and not getting a refund. Most of the positive reviews were based on good portion size and how Makery is going towards a healthier approach

The Lajpat Nagar branch averages a 4.0 out of 5.0 based on 28 reviews. The positive reviews included usage of fresh ingredients, authentic taste, variety of salads and drinks and good quality. The only negative review here didn't have a reason as to why they didn't like the place.

The Okhla Phase 1 branch averages a 4.3 out of 5.0 based on 72 reviews. The positive reviews focused on quick delivery, good quantity and quality, and the packaging. The negative reviews focused on hardening of the grams used and dry salads

The Gurgaon outlet, located in Golf Course Road averages a 4.0 out of 5.0 based on 44 reviews. The positive reviews focused on maintaining the taste and authenticity when focusing on being healthy, well curated menu and the food being quick to assemble. The users who gave negative reviews didn't clearly mention what went wrong for them.

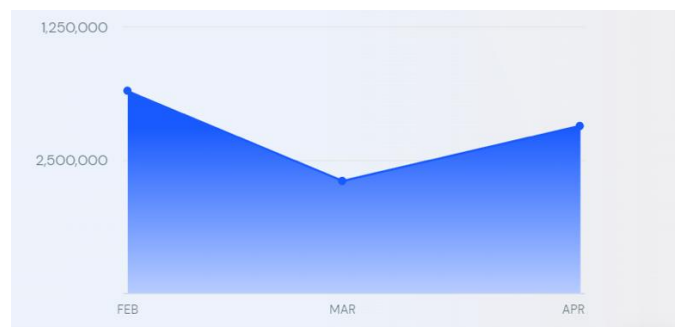
Makery responded to most of the users who gave negative reviews asking them for proper feedback.

### Overview

Makery is a content-to-commerce cooking platform. It crafts a delicious meal or drink by collaborating with the top chefs and gets the highest quality ingredients to ensure that you can serve fresh meals every day.

Makery is ranked 1,077,265 among websites globally based on its 31,247 web visitors.

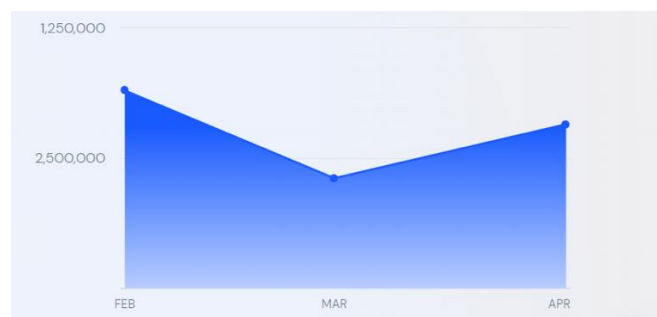
Global Ranking of makery.in








### Traffic and Engagement

Show how well a website fulfils visitor expectations and holds their attention. The traffic to makery.in has increased by 70.18 percent over the previous month.






Monthly Visits	10,516
Monthly Unique Visitors	<5000
Bounce Rate	20.85%



### Site Traffic by Country

Country	Traffic Share
 India	73.74% <div><div></div></div>
 Hungary	8.49% <div><div></div></div>
 France	6.75% <div><div></div></div>
 Poland	5.44% <div><div></div></div>
 United Kingdom	3.57% <div><div></div></div>

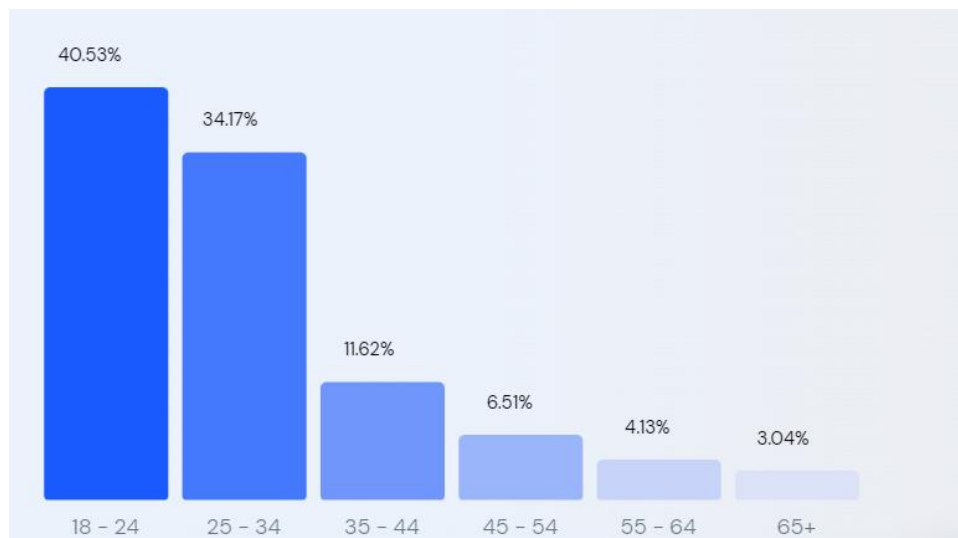
## Traffic Sources

	Traffic Source (5)	Traffic Share ↓	Change	Source Type	Global Rank	Category
1	 Google Search	57.00% <div><div></div></div>	↓ 58.27%	Search / Organic	#1	Computers Electronics and Technolog...
2	 Direct	21.99% <div><div></div></div>	↓ 87.89%	Direct	-	-
3	 idiva.com	13.64% <div><div></div></div>	-	Referral	#28,598	Arts and Entertainment
4	 Twitter	5.09% <div><div></div></div>	↓ 78.13%	Social	#5	Computers Electronics and Technolog...
5	 fempower.in	2.27% <div><div></div></div>	-	Referral	#6,502,253	Unknown

## Audience Demographics

The audience of makery.in is 57.72% male and 42.28% female. The largest age group of visitors are 18–24-year-old.

Age distribution is as given below:

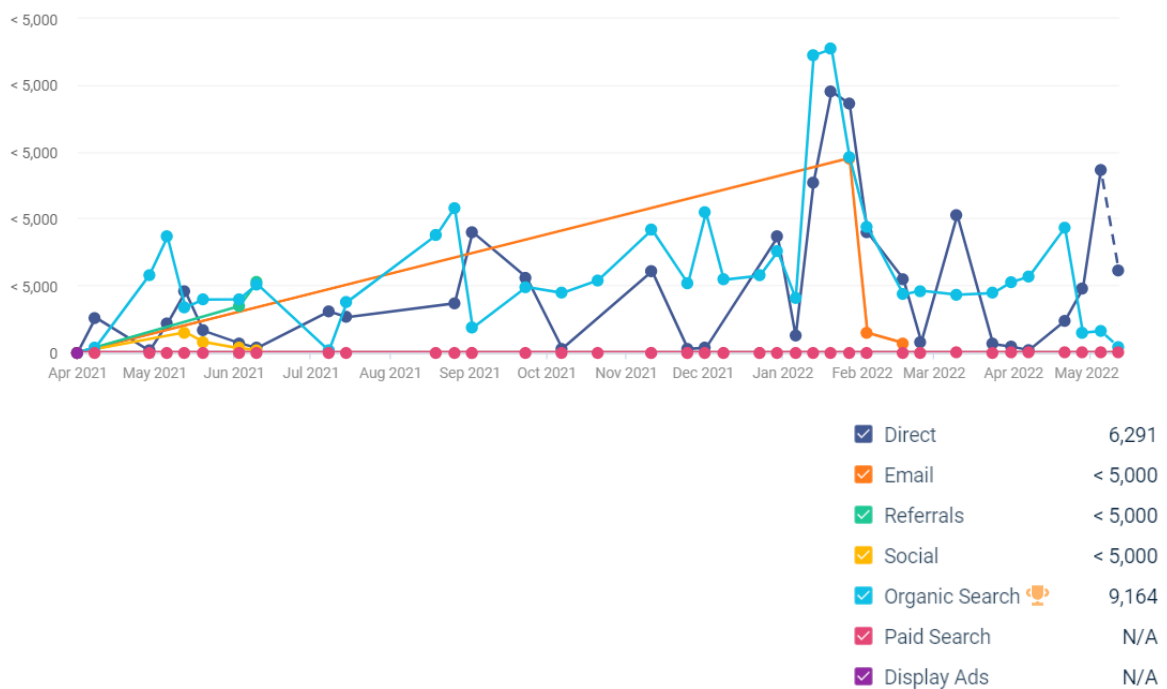


Gender distribution is as given below:



## Marketing Channels Overview

makery.in receives traffic from both search (75.61%) and direct sources (24.39 percent ).  
"Social" is an underused channel.



## Top Organic Searches

makery	21.90%	↓ 42.68%
meal kit in delhi	10.62%	↓ 100%
salad kits in gurgaon	8.87%	↓ 97.2%
makery india	8.81%	-
diy kits food delhi	7.17%	↓ 96.52%

## BUSINESS OPPURTUNITIES

The past decade witnessed the emergence of unique eCommerce businesses. A few of them are meal prep websites

### **Why are consumers attracted to meal prep websites?**

Three primary models :

- ordering from meal prep sites saves time in meal planning
- reduces time in grocery shopping
- introduces food from diverse cuisines

### **Viable business models for a meal prep website**

Entrepreneurs interested in starting a meal prep business require to understand its viable business models. The existing meal prep businesses are relying heavily on the following models and as per our expertise in the eCommerce industry.

- 1. The meal-kit delivery model :** Under this business model, consumers demand meal-kits on an on-demand and subscription basis. In subscriptions, they can select how many kits they want to be delivered per week and the business delivers those kits accordingly.

#### **Business flow:**

- Consumers browse recipes/meals on meal prep websites
- They add a recipe/meal to their cart or select how many meals they would like to be delivered along with the frequency of delivery
- Consumers make the payment and the business owner delivers the meal(s)

### **Why the meal-kit delivery model holds value for consumers?**

- It saves their time on meal planning and on shopping
- Makes it easy to cook festive meals such as on Easter and Christmas Eve
- Pre-cut veggies/meat, accurate proportions and disposable packing reduce clutter and shorten clean-up time

- 2. Goal-oriented meal delivery model :** Consumers with special diets and health goals require cautiously prepared meals made with handpicked ingredients. Not only these meals

have long prep times but are also expensive for daily consumption. Goal-oriented meal delivery model assists the consumers requiring special diets by subscribing them to week or month-long meal deliveries.

Meals subscriptions also tend to be more affordable in comparison to placing one-time orders on food delivery platforms. Some examples of goal-oriented meals for consumers with health issues are: Diabetic-friendly meals, Gluten-free meals, low sodium meals, low fibre meals, low uric acid meals, Vegan meals

Similarly, gym and fitness enthusiasts can subscribe to lean-protein, high carbs and keto diet meals as per their fitness requirements.

**Business flow:**

1. Consumers browse goal-oriented meals on the meal prep marketplace
2. They subscribe to a meal
3. Consumers make payment and the business owner delivers the selected meal(s) routinely

**Why the goal-oriented meal delivery model holds value for consumers?**

- Does not require consumers to be health-conscious while eating meals
- Assist consumers in achieving their health goals

- 3. Pre-cooked storable meal delivery model :** Despite the ease and flexibility meal-kit delivery and goal-oriented meal delivery models provide, they are not preferred by extensively occupied consumers. Working professionals and students living alone cannot always be available at their residential address to accept routine delivery of meal-kits containing various raw ingredients.

Thus, they are more inclined towards pre-cooked frozen meals like instant noodles and rice, lentils and beans, porridge, Steak, mashed potatoes, frozen burritos, frozen pizzas

Pre-cooked storable meal delivery websites differ from grocery delivery websites as the products sold on them require the bare minimum efforts to prepare for eating (like reheating or adding seasonings).

**Business flow:**

1. Consumers browse pre-cooked meals on the website
2. They add meal(s) to their cart and select the order quantity
3. Consumers make payment and the business owner delivers all the meals at once

**Why the pre-cooked storable meal delivery model holds value for consumers?**

- Easy to preserve and requires bare minimum efforts to prepare for eating and saves time shopping
- Properly packed containers ensure the least possible clean-up time
- Suitable for consumers with busy life schedules




## OUTCOMES

### Design changes made

We noticed that the website did not have a quick link or button for the about page which had all the information of the website. The about page had information about what Makery is, their team, where they have been featured, etc. The quick link to this about page is in the footer. when a user logs into a website, especially a food website they would first want to know about the website or the app, and having a link to that page right in the beginning say the nabber of the website makes it much more easier and faster to navigate. Hence we added an about page button in the nabber. another Another element that users usually look for is the testimonials from other users. We make the decision of choosing a product based on what other users who have already used the product and have some experience say about it. so having a review/testimonial section is important particularly for a food website. We inserted a “what people are saying” section. This section is the mini version of the entire review section. The entire section can be viewed by clicking the more button. the extended section also has images from the users. A lot of us have many questions and queries as customers. many apps provide means to ask their queries and one such way is through the FAQ section where users can post their questions and the answers to them would be delivered. We designed an “FAQ chat box” which can be viewed by clicking on the message icon placed in the footer. we also noticed that the menu section was repeated in any places so we removed it in places it is not needed. The attractive food cards have information such as name, price. but it was missing a visual element that indicated whether it was vegetarian or non-vegetarian. We inserted little red and green dots , which is the standard notation, to show which category the meal belongs to.

All the changes made were designed on Figma which is a collaborative interface design tool that helps us design websites, applications, logos and much more. [Link to the Figma design file](#)

## Before



### Meals Made Simple

Meals made simple

Delicious food that is good for you and the planet.


FRESH,  
NOURISHING,  
CLEAN

READY  
TO  
EAT


FRIDGE  
FRIENDLY  
FOR 2 DAYS

MADE WITH  
THE PLANET  
IN MIND


NO PRESERVATIVES. NO FLAVOURING AGENTS. NO ARTIFICIAL ANYTHING.




Meal Bowl 1  
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Meal Bowl 2  
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Meal Bowl 3  
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Meal Bowl 4  
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
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
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
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
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
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
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
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100g



Meal Bowl 170  
100g



Meal Bowl 171  
100g



Meal Bowl 172  
100g



Meal Bowl 173  
100g



Meal Bowl 174  
100g



Meal Bowl 175  
100g



Meal Bowl 176  
100g



Meal Bowl 177  
100g



Meal Bowl 178  
100g



Meal Bowl 179  
100g



Meal Bowl 180  
100g



Meal Bowl 181  
100g



Meal Bowl 182  
100g



Meal Bowl 183  
100g



Meal Bowl 184  
100g



Meal Bowl 185  
100g



Meal Bowl 186  
100g



Meal Bowl 187  
100g



Meal Bowl 188  
100g



Meal Bowl 189  
100g



Meal Bowl 190  
100g



Meal Bowl 191  
100g



Meal Bowl 192  
100g



Meal Bowl 193  
100g



Meal Bowl 194  
100g



Meal Bowl 195  
100g



Meal Bowl 196  
100g



Meal Bowl 197  
100g



Meal Bowl 198  
100g



Meal Bowl 199  
100g



Meal Bowl 200  
100g



Meal Bowl 201  
100g



Meal Bowl 202  
100g



Meal Bowl 203  
100g



Meal Bowl 204  
100g



Meal Bowl 205  
100g



Meal Bowl 206  
100g



Meal Bowl 207  
100g



Meal Bowl 208  
100g



Meal Bowl 209  
100g



Meal Bowl 210  
100g



Meal Bowl 211  
100g



Meal Bowl 212  
100g



Meal Bowl 213  
100g



Meal Bowl 214  
100g



Meal Bowl 215  
100g



Meal Bowl 216  
100g



Meal Bowl 217  
100g



Meal Bowl 218  
100g



Meal Bowl 219  
100g



Meal Bowl 220  
100g



Meal Bowl 221  
100g



Meal Bowl 222  
100g



Meal Bowl 223  
100g



Meal Bowl 224  
100g



Meal Bowl 225  
100g



Meal Bowl 226  
100g



Meal Bowl 227  
100g



Meal Bowl 228  
100g



Meal Bowl 229  
100g



Meal Bowl 230  
100g



Meal Bowl 231  
100g



Meal Bowl 232  
100g



Meal Bowl 233  
100g



Meal Bowl 234  
100g



Meal Bowl 235  
100g

## CONCLUSION

After the extensive research and figuring out the pain points of using the website, we hope the changes made to the design of the website addresses all the issues. Our further task would be to figure out a way to add several more elements such as video instructions to each meal, section displaying the calorie content of each meal, a section to track every ingredient and know where it is coming from, a page that talks about all their chefs, etc.

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