

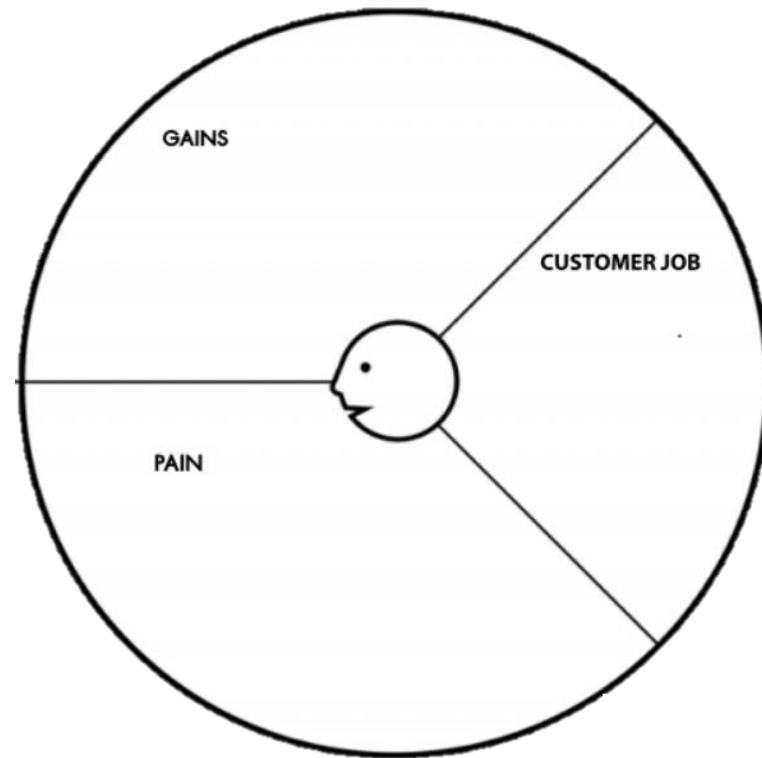
Value Proposition Canvas

Gain

- ▷ Cheaper & more convenient
- ▷ Save time and easy for person who never cooking
- ▷ Have a good time with family/ friends (cooking/ have meal together)
- ▷ Can control calories for a person who is on diet

Pain

- ▷ Buying from restaurants, sometimes not tasty and not clean.
- ▷ Expensive
- ▷ Menu not updated, repeatedly the same
- ▷ Waste time for queuing
- ▷ Waste time for traveling
- ▷ Fear of corona virus



Job : Have a good meal at home

- ▷ Would like to have a good taste & quality meal at home
- ▷ Save time for preparing ingredient & cooking
- ▷ New menu always update
- ▷ Can suggest dishes to customer or set up meal depends on calories input

Background

- ▷ A person who don't know what to eat and boring the same menu everyday.
- ▷ A person who would like to cook by themselves but no experience/ knowledge
- ▷ Office worker who don't have time for shopping ingredient and cooking