MAY 2018

THE MEAL GENERATOR APP

PREPARED AND PRESENTED BY

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THE ENVIRONMENT - FOOD WASTE AS A GLOBAL ISSUE

The world inhabits over 7 billion people, of which 925 million are starving. Yet we annually lose and waste 1,3 billion tons of food – or enough to feed 3 billion people. Around 88 million tonnes of food are wasted annually in the EU, with associated costs estimated at 143 billion Euros. In Denmark, 700,000 tonnes of food are wasted annually in the entire value chain from farm to fork and at retail level large quantities of food are wasted due to quality standards that over-emphasize appearance.
Food loss and waste also amount to a major squandering of resources, including water, land, energy, labour and capital and needlessly produce greenhouse gas emissions, contributing to global warming and climate change.
We would like to put a stop to this. By introducing the "Meet n' Eat" application!

Source : Stopwaistingfoodmovement.org

THE IDEA

The idea of the group is to create an innovative platform where users can find ideas and motivation to use up spare ingredients in their refrigerator along with participating in a social food sharing network.

We want to provide the user with an application that is simple and easy to use.The user will be confronted with a very visual design as everything will be illustrated as if the user was looking into his or her refrigerator. By simply drag and dropping illustrated ingredients, the refrigerator will manage to suggest easy-to-make recipes and if an ingredient should be missing, the application will generate a list of missing ingredients for the user to purchase at a nearby marketplace. Food markets will be allocated on a map with contact details, opening hours and special offers informing the user of the best deals (incorporation with yourlocal.org).
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Apart from these features, the application will also try to indulge the user in a social network, where those using the application can set up a free profile in order to search for food sharing activities. The map will then allocate an opportunity to meet and eat, depending on whether you're offering up food or searching for it.

In short:

- An innovative application which generates menus based on the ingredients found in your fridge
- Encourage supermarkets to donate spare food / food that has reached its due date to charities
- Engage in a social network relating to others within your instant surroundings who might have too much spare food in their fridge and like to share.

PROBLEM FORMULATION

How can I, in a digital manner, make the most out of the stuff I have in my fridge and cook a proper meal whilst being on a budget?

SUB QUESTIONS

How can I join nearby food sharing communities? Where can I receive news from local grocery stores on special offers?

MISSION, VALUES AND GOALS

At "Meet' n' Eat" we strive to provide our users with the newest in terms of technology, design and user experience. We would like to give our users a unique experience that easily guides him or her through the process of using our service. We are an environmentally beneficial company, that cares about the planet and employee satisfaction. "Meet' n' Eat" works on creating an environmentally sustainable society that meets human needs.

"Our vision is to be the fastest growing, most rewarding and most transformative food sharing community."

Before the end of 2018, we want to have achieved

- An increased profit margin
- Holding a larger market share
- Taking into consideration how the customer satisfaction can be reached throughout continuous web-development
- A decrease in food waste
- A remarkable decrease of carbon emissions

PERSONAS

OUR USERS AND WHY WE CHOSE THEM

In working with personas, our purpose being to create reliable and realistic representations of our key audience segments for reference, we ended up with two types of characters. Where one is extrovert and eager to engage in social happenings, the other is an introvert, mainly purchasing the application in order to create recipes and find online deals.

Despite the difference, our personas represent a major target audience of young adults, which we believe throughout a both qualitative and quantitative research, to be representative users. The innovative features of the application clearly cover the needs and expectations of both individuals. We have described the most important features of both users in order to place them as target group to our application.
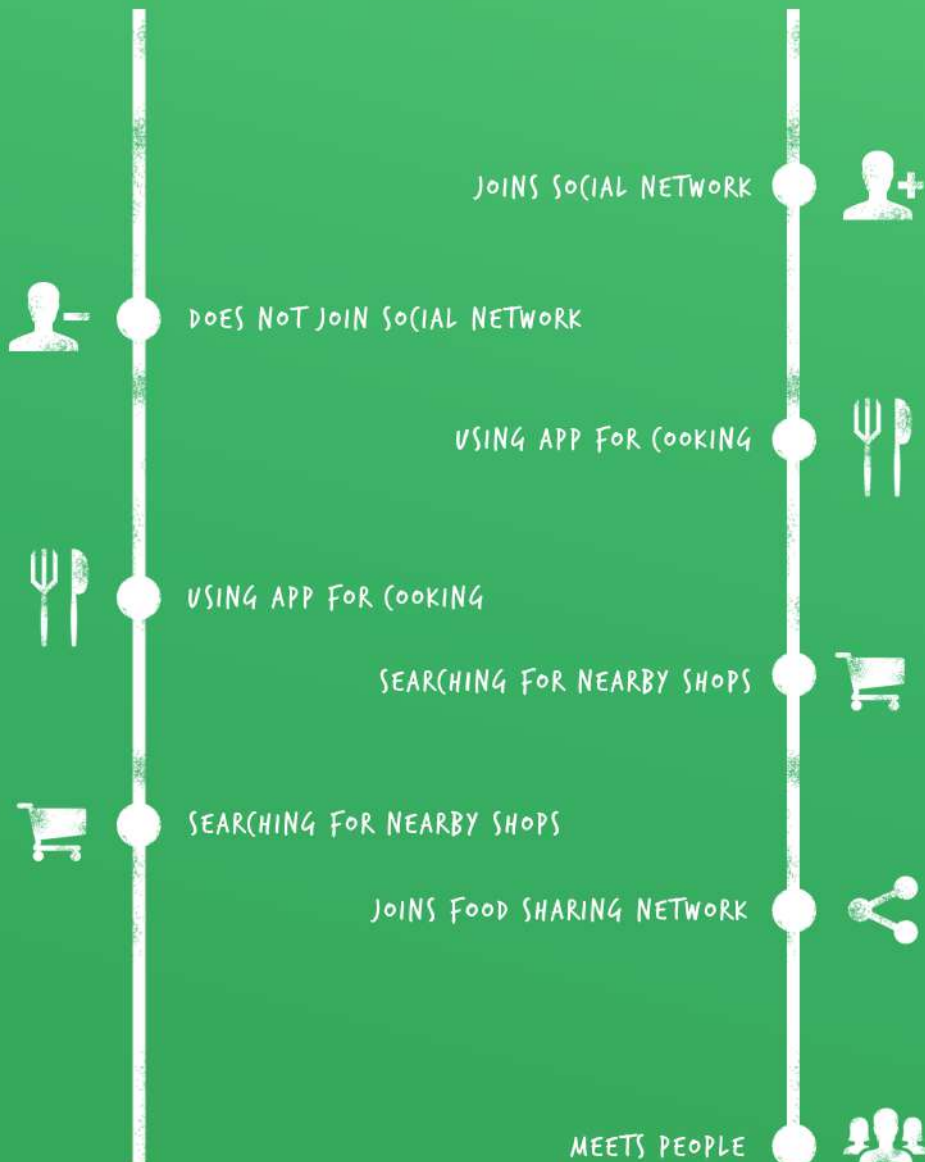
Even though both personas are made up, their personalities, backgrounds, goals and values are based on research we conducted on real people. Within our beta-testing process we will therefore focus on similar test-users in order to receive the best evaluation as possible and ensure high quality of site content.

OUR USERS

Type 1

Type 2

JOINS SOCIAL NETWORK

DOES NOT JOIN SOCIAL NETWORK

USING APP FOR COOKING

USING APP FOR COOKING

SEARCHING FOR NEARBY SHOPS

SEARCHING FOR NEARBY SHOPS

JOINS FOOD SHARING NETWORK

MEETS PEOPLE

ADAM THOMSEN

ADAM IS A 23-YEAR-OLD DANISH MAN. HE IS GETTINGB HIS BSC IN BUSINESS, ASIAN LANGUAGE AND CULTURE – INTERNATIONAL BUSINESS IN ASIA AT COPENHAGEN BUSINESS SCHOOL. HE IS TYPICAL EXTROVERT. HE LOVES MEETING NEW PEOPLE AND A BIG SOCIAL EVENT ALWAYS LEAVE HIS FEELING ENERGIZED AND RENEWED. HE LOVES TO STRIKE UP CONVERSATIONS WITH TOTAL STRANGERS AND SOLVES PROBLEMS BY DISCUSSING THEM.

PROFILE

Sex: MALE
Age: 23
Location: COPENHAGEN
Education: COPENHAGEN BUSINESS SCHOOL

Occupation: STUDENT
Relationship: SINGLE
Children: NONE
Pets: DOG

PERSONALITY

Introvert	●●●●●	Extrovert
Thinking	●●●●○	Feeling
Sensing	●●●○○	Intuition
Judging	●●●●○	Perceiving

HOBBIES

SPORTS   TRAVEL   VIDEO GAME   EVENTS

ANE LARSEN

ANE IS A 19-YEAR-OLD DANISH GIRL. HER GREATEST
DESIRE IS TO BECOME A BIOCHEMIST AS HER FATHER. FOR THE BEGINNING, SHE IS STUDYING
BIOCHEMISTRY AT UNIVERSITY OF COPENHAGEN. SHE IS TYPICAL INTROVERT. WHEN SHE HAS
THE CHANCE TO TAKE A BREAK, SHE'D RATHER SPEND TIME READING, PLAYING VIDEO GAMES, OR JUST
LISTENING TO MUSIC. SHE IS KIND TO EVERYONE, BUT NOT A PEOPLE PERSON.

PROFILE

Sex: FEMALE
Age: 19
Location: COPENHAGEN
Education: UNIVERSITY OF COPENHAGEN

Occupation: STUDENT
Relationship: SINGLE
Children: NONE
Pets: CAT

PERSONALITY

Introvert	●○○○○	Extrovert
Thinking	●○○○○	Feeling
Sensing	●●●○○	Intuition
Judging	●●●●○	Perceiving

HOBBIES

WRITTING   MOVIES   READING   MUSIC

THE CUSTOMER JOURNEY

Throughout this section, we will focus on analysing the User Experience and discuss the stages our customers are going through when using the app. This process is referred to as "Customer Journey", "Journey Experience" or "Engagement Cycle". As a result, we are hoping to spot pain points and we aim to improve these specific parts of the user journey.

First of all, we will have to focus on the early interactions while using the app. When opening the interface, the first thing the user will see is a closed fridge. A simple tap on the screen is going to transfer the user to the next screen.

On the next screen, there will be an opened fridge with empty shelves. On the top right will be a search icon, enabling him/her to find products that are in his or her fridge. Alternatively, he can swipe through different products shown at the bottom of the interface. There he can see a visual selection of products and drag and drop them into his fridge. After choosing a product, the user is going to specify the amount or number of these products in an input field.

When all the products are chosen, the user will be able to confirm that he is done with his choice. Afterwards a "Mix It" button appears in the center of the screen. When clicked, the user will shake his phone and see a loading animation. After the creation of the recipes is finished, the user will be transferred to the next screen.

In the next section, three dishes will be nicely presented on plates. The first one is going to consist only of products currently inside the user's fridge. This option is targeted at those who don't have time to purchase extra products. If the first dish does not fulfil the user's needs, he or she will have two additional meals available. For the second dish, the user will have to shop for one additional ingredient to cook the dish and for the third one the user will have to shop for two additional ingredients.

Clicking on the missing product transfers the user to the next screen. The user will be given an intuitive map, showing the person's current location, as well as supermarkets surrounding him. The map only points to supermarkets where he can purchase the missing product/s. Additionally, opening hours and special offers of the particular supermarket will be shown, when clicking on its "location pin".

Furthermore, our user can create a user profile when opening our app and become part of the social network. There, the user can either cook a meal and offer it to other people, or look for other people offering a meal themselves. The option of sharing the meal with others is going to be featured inside the user profile and during the last stages of preparing the meal.

When creating the user interface, we limited the amount of steps users have to go through in order to achieve their goal of using their leftover food. That is why we also aimed to minimise confusion by introducing an intuitive menu based on images, rather than text. Additionally, we do not place ads inside the main interface, which also reduces clutter.

On the other hand, there is still a possibility, that some users might not be fully satisfied with our service, or that they are not going to fully understand it. First of all, we decided to create a FAQs section, where we would place answers to the most common questions. In addition, we are going to introduce a live-chat with several customer service specialists answering questions which have not been resolved in the FAQ section before. As a result, we are hoping to maintain satisfaction and build a passionate community.

In the future we aim to provide more recipe options, giving additional choice to all of the users. Additionally, there might be a selection of video tutorials, showing how to prepare a chosen dish. To sum up, we are hoping to maintain a smooth users experience by making the User Interface very intuitive and short, in the amount of steps needed to get to the final solution.

THE CUSTOMER JOURNEY GRAPH

THE BUSINESS MODEL CANVAS

VALUE PROPOSITION
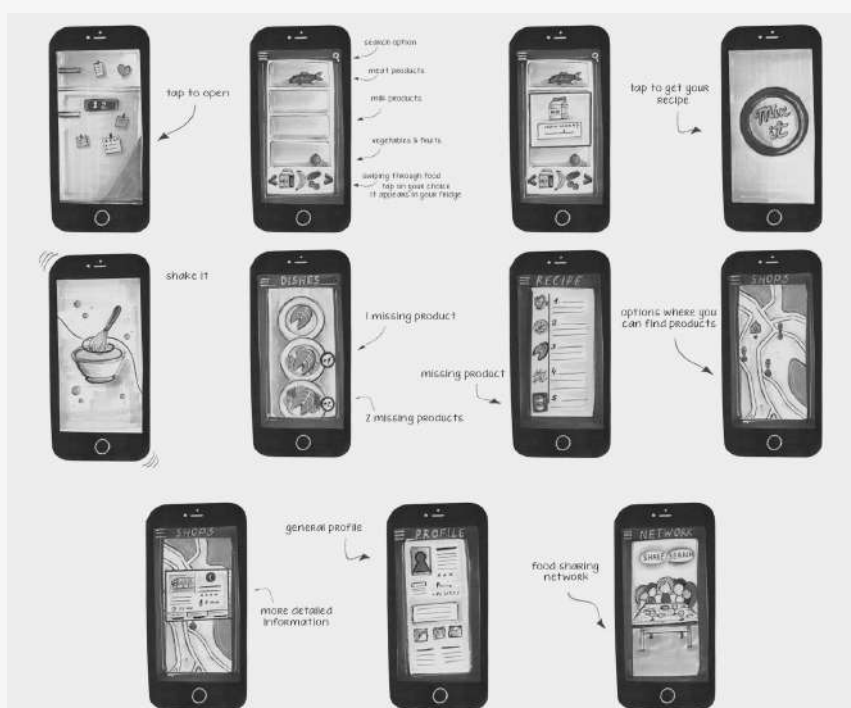
We aim to create a seamless cooking and eating experience for customers, integrating the Meal Generator, a direct link to special offers of discounters in the customer's location and the Social 'Meet' n' eat' Platform. Our mission is to help our customer making the most of the content of his/her fridge, whilst he/she is constrained to a budget. The Social Network connects our customers in order to share a meal and reduce food waste.

CUSTOMER SEGMENTS

Segmented
We focus on a segmented customer group and target two groups of people, with both having similar but varying needs and problems. Our customers are young adults, living on a budget, looking for a quick meal-fix.

1. The first group can be described as an introverted, busy young adult, who is hard-working and does not have the time to think about cooking and grocery shopping. This type of customer is looking for the fastest and easiest way to get a meal on his/her table.

2. The second group is a slightly different character, who can be described as the extroverted, socially involved young adult, who has a "save-the-planet" mindset, but does not always seem to be able to fulfill his/her needs, when it comes to cooking and eating. He/she lives also on a budget, but the motivation to use our product comes from a different origin.

CHANNELS

Our channels comprise of a mix of direct and indirect ones.
Direct:
The main channel is online. Customers can download the app in the Appstore and Google Play, as well as on our own website.

SOCIAL MEDIA STRATEGY

In terms of raising awareness for our product at first, we will execute an online advertising and a social media strategy:

- Google Ads
- Facebook Ads
- Instagram posts
- Influencer: we will hire prominent people who are known as being environmentally concerned, to promote our app as being beneficial in order to reduce food waste
- Event-jacking
- Newsjacking

Event-jacking: a strategy to increase our reach to potential customers by engaging with them on predictable events:
We will produce videos of customer stories and publish them linked to an international social event (such as Christmas, World Health Day, World Hunger Day, Zero Waste Week etc.) on all our social media channels. This will allow us to reach customers we haven't reached so far. There is also a potential to go viral with one of these posts.

Newsjacking: a strategy to inject our brand into the day's news:
The benefit of using this strategy is that we can create a twist to catch eyes of our customers when they're open widest. It will not only boost our SEO, but engage with our readers with ultra-timely solutions to upcoming issues, such as food waste.

Indirect: Furthermore, we will make use of partner channels to increase our reach and raise awareness for our product. The plan is to cooperate with supermarket and discounter chains to promote our app in their stores. They will hang posters or banners advertising our app. In exchange, we promote their products and current offers in our app. We will make their locations directly visible for the user on a map.

RESOURCES

Human Resources:Primarily we count on Software Developers for our App, as well as other technicians to create a great user experience for our digital service.
Customer service is incorporated in form of a live-chat and FAQ's directly available in the App. Therefore we will have a team of excellent customer support representatives. Marketing Specialists will help us defining our marketing strategy and increase our sales.
Intellectual property: After perfecting our digital app we will perform a patents rights research and file for a patent under the PCT. When WIPO and national patent offices grant our patent we will also own intellectual property rights as one of our resources.

PARTNERS

Strategic Alliance with non-competitors:
We will work together with supermarket and discounter chains. While they advertise our app in their stores, we promote their stores to our customers directly via the app. This would also help them to increase their CSR. On the basis of our social network, we will cooperate with food sharing networks and organisations to increase our reach and raise awareness for food waste. Conversely this will increase our CSR.

Co-creation and how our customers could transform into partners
For the ‚Meet' n' eat' platform we will ask our users to add recipes, review our recipes as well as the other users, comment and share on facebook, instagram, pinterest etc. As a result, our customers could turn into partners.

CUSTOMER RELATIONSHIP

Automated
Customers will be reached through automation: When downloading the app, we will gather data from our customers that will help us to identify our users and create an experience shaped to their needs. For our social network, users will also create a profile and we will obtain even more data to add to our databank. We will be able to offer recommendations of meals and suggest recipes based on their preferences.

The retention of our customers will be assured through a dedicated customer service support via live-chat. We will go beyond the run-of-the-mill customer relationship and connect with our users on our social media channels, asking them to contribute with their own stories, sharing of pictures as well as little contests we introduce to them. This will help our customers to bond with our brand and give them the feeling that they are an actual part of the brand. Overall we aim to establish a tight customer relationship on a personal level.

COST STRUCTURE

The cost structure contains of fixed costs and is cost-driven. While operating under this Business Model, we will have fixed costs, such as salaries of our employees, rent and taxes as well as advertising. We aim for a cost-driven structure and incorporate a maximized automated service. While many activities are automated, we have higher costs in salaries for highly trained developers and technicians.

ACTIVITIES

Since our product is a digital service, we are required to continually develop and maintain our platform. Our activities range from managing our performance, maintaining, publishing regular updates and promoting our services. To provide the best user experience, another important activity will be customer service and updating our FAQ's.

REVENUE STREAM

In order to start off, we will introduce an online crowdfunding campaign and ask potential customers to help us finance our first beta-version of the app. In exchange we will give our funders a 6-months free of charge trial of our app.

After the release of our product, every user will get a one month free trial period in order to test the app and get used to it. Assumed, that people create habits after approximately 3 weeks, we ask our customers for a subscription fee after one month of testing. The fee will be approximately 4-5 Euros, depending on our calculations.

Other revenue streams will be sponsorship and investors, again we aim to find investors primarily in our partners, the supermarket chains.
As mentioned above, we also take into account filing for a patent for our software, therefore licensing to other competitors is another option regarding additional revenue streams. Since we target young people in Denmark to this point, we are thinking of filing for a patent in the U.S (patent under PCT) and license it to competitors in the U.S market.

COMMUNICATION PLAN

PURPOSE:
Our purpose is to clearly communicate

Our app is the simplest and easiest way to cook a really nice meal using only few ingredients which you already have in your refrigerator
Cooking a pleasant meal can be fun, easy and cheap
The benefits and advantages of being part of a social network, where people meet to eat together
The importance of sharing food and reducing food waste and show how easy it can be

EFFECT:
We want to make our users aware of

- The daily meal doesn't need to be boring, monotonous and tasteless
- There are many delicious dishes made from really simple and quick recipes that anyone can follow and afford

We want to encourage our users to

- Raise social awareness of reducing food waste
- Meet in order to have a meal together or share food

MESSAGE:

We offer our users a way to

An easy way to have a delicious meal using only what you already have at home
To be part of a social project of reducing food waste
Connect to people with the same interests

SENDER:
Identity:

- We are a small company based in Copenhagen which offers a cooking solution for young people who live on a limited budget, have just a few ingredients at home and are potentially interested in being part of a social project and a cooking network
- We are aware of food waste as a global problem and want to offer an alternative to reduce this social issue

"Wanted" Identity:
We would like to become:

- highly valued within our target audience
- a pioneer in easy cooking and delicious recipes creation
- a popular and efficient meeting and food sharing network
- a powerful solution to the food waste issue

Image:
Modern, flexible, dynamic, trendy, fast, friendly,
valuable, smart and secure.

RECEIVER/USER/TARGET GROUP:

- Our main target group are young adults, both female and male, who normally cook at home, don't have time for complex recipes and are on a limited budget. After a busy day, they don't want to go out to shop more ingredients, they just want a nice, different and simple meal, using the groceries which they already have at home
- We also target a second group of people who have a similar problem but, in addition, want to be part of our social network of sharing food, reduce waste and/or want to meet people in order to have a meal together

COMMUNICATION ENVIRONMENT:

Our users are normally situated at home when they first use our app. We imagine that they just got back from work, feel hungry and wish to eat a decent meal. After looking inside their fridge, they realise that they actually only have a few things left to eat. Making a list and going out to shop for more groceries isn't an option at that point, so they check their mobile phone in order to quickly obtain an alternative. They yearn for a simple way to solve their problem. Hence they open our app and experience a fun, fast and satisfying solution to their problem. Directly to the point.

The second situation where our target audience uses our app also occurs at home. Under these circumstances, our users possess enough food at home, but this time, they are concerned that it could possibly go to waste, because they cannot eat all of it, or it's close to become due. Since they don't want to throw food away and produce food waste, they decide to better share it with someone. Therefore they open our app, create a profile (if it is their first time to use our app) and easily create a list of products to share and add to the social network. Soon, someone nearby will contact them through the app in order to arrange a meeting to pick up the food. Conversely the other person is in need of groceries and checks our platform to find someone who is willing to give food away.

The third situation occurs for those who are feeling lonely or just want to meet new people and socialize. They are probably at home as well and decide to look for someone to meet for a meal. In our social network they hit the button "I'm looking for a meal" and will see a map pointing to people who search for someone to share a meal with. Optionally they can also add the ingredients available in their fridge, generate a meal and suggest that meal to others.

MEDIA ELEMENTS:

We will have a really simple website and app, easy to use, intuitive and user-friendly.

- Graphics: The design will be playful and colorful in order to be appreciated by a young audience
- Sound: While the user navigates throughout the cooking process, some sound will be played for a more real-life and fun interaction
- Animation: There will be a quick and entertaining animation teaser to approach our users

SELLING PREPOSITIONS

UNIQUE SELLING PROPOSITION:

The differentiation from our competitors will be

- Really easy and fast user experience
- Low budget and simple recipes
- Integration to a social network
- Associated to a social cause
- Efficient customer service

EMOTIONAL SELLING PROPOSITION:

The feelings we want to evoke within our users are

- Satisfaction in home cooked, delicious, easy-to-cook dishes
- Confidence in being able to cook an easy and nutritious meal
- Importance of involvement in social aspects
- Acceptance of taking part in a social network
- Joy of interacting with new and curious people