

Research works



Lemonade

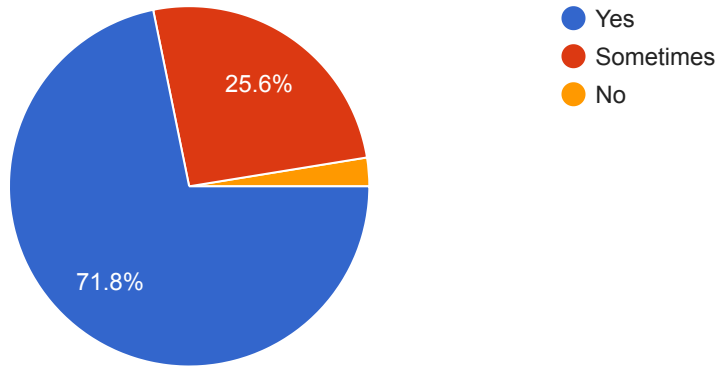
A cooking habit survey

39 responses

[Publish analytics](#)

Do you cook?

39 responses



A cooking habit survey-2

Why you don't cook

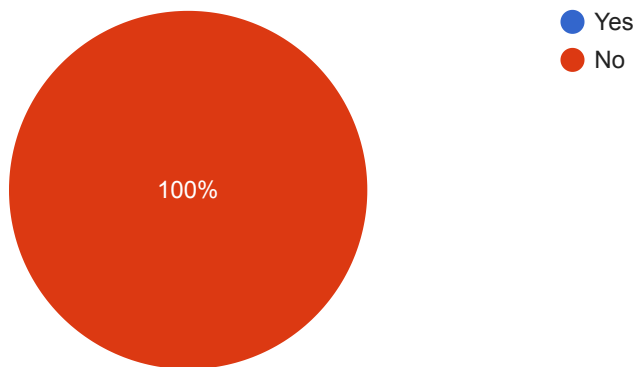
1 response

I hate cook



If here is a recipe, do you like to cook?

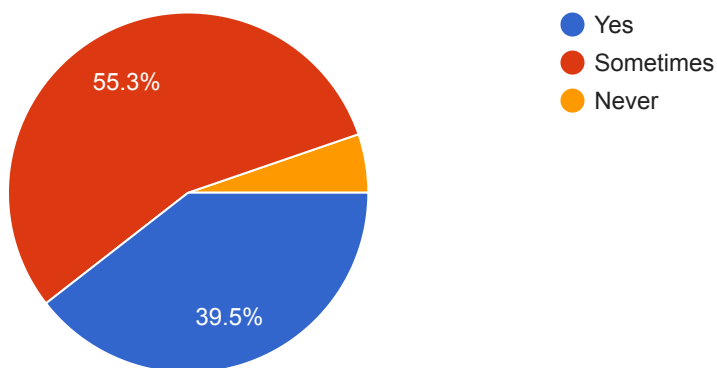
1 response



Talk about cooking

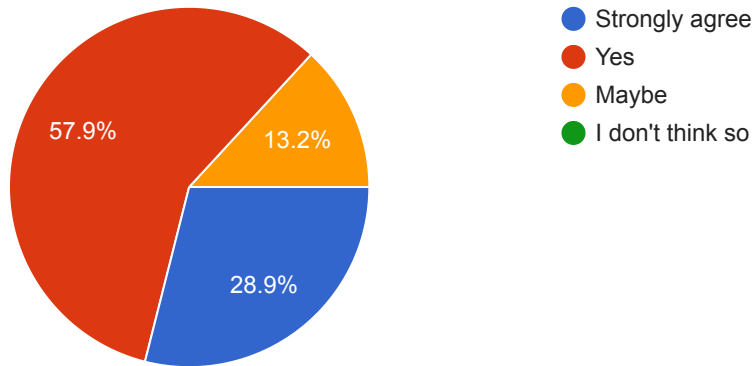
Do you use a recipe during cooking?

38 responses



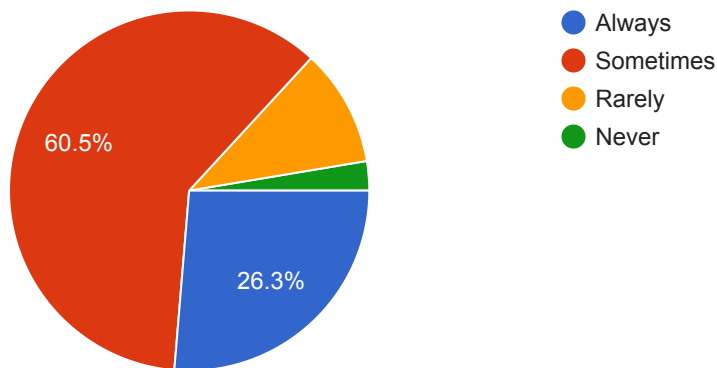
Do you think that recipe is helpful?

38 responses



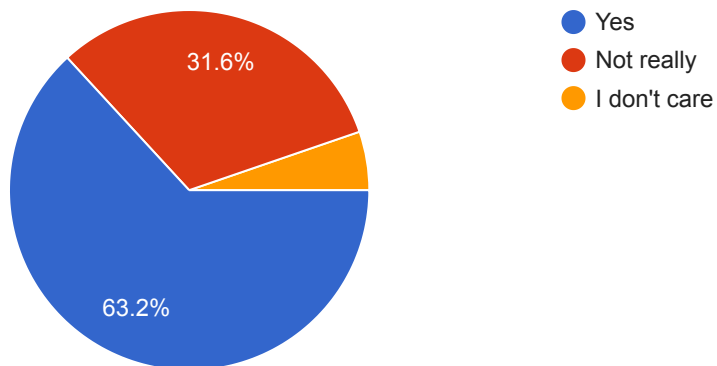
Do you buy food online?

38 responses



Do you care about the price of food ?

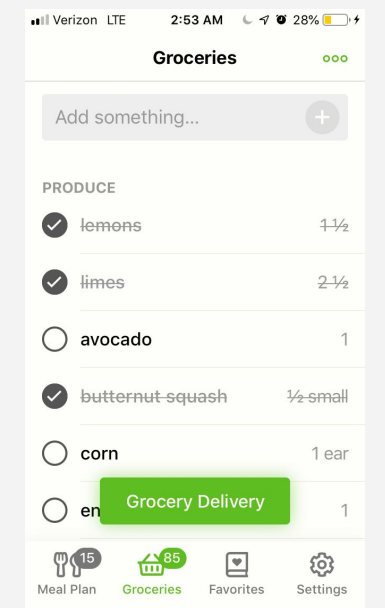
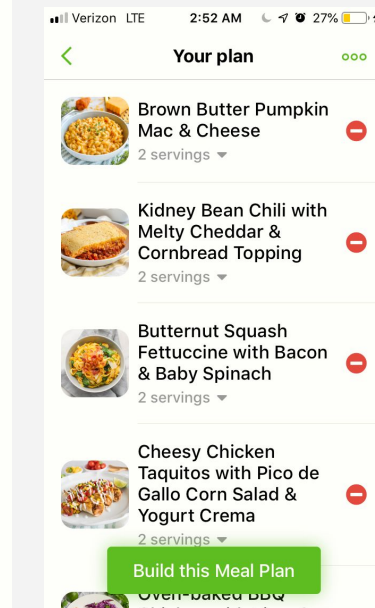
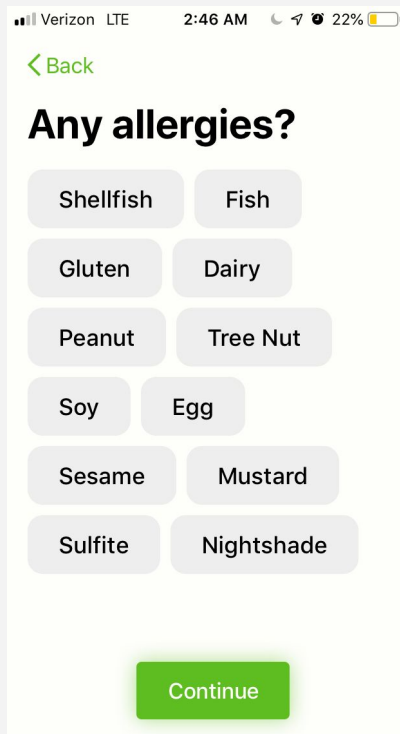
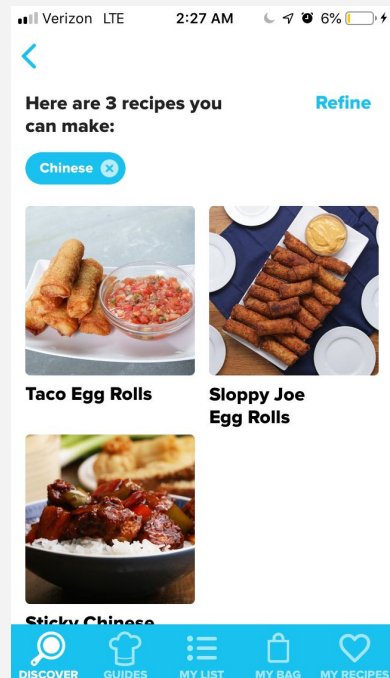
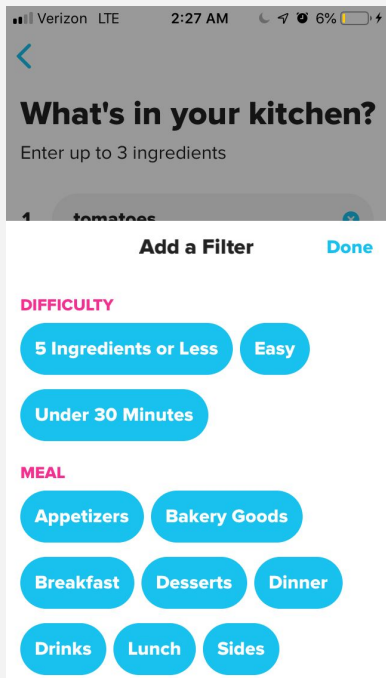
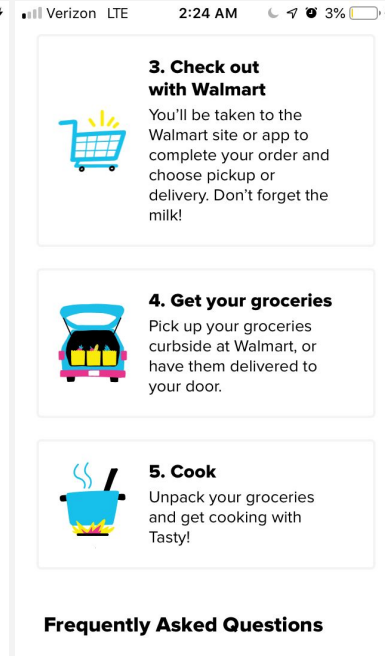
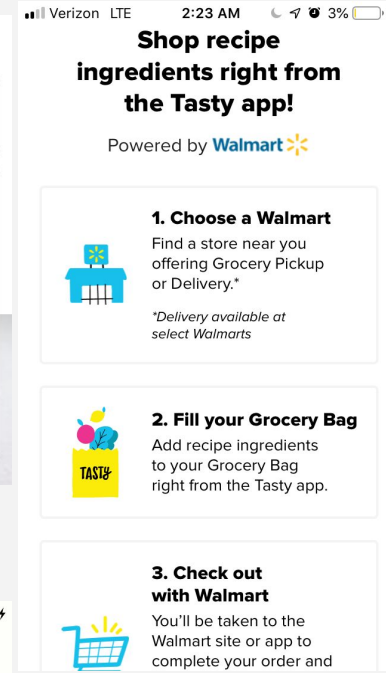
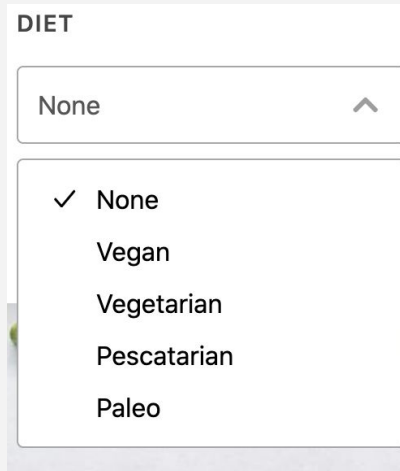
38 responses



User interview affinity diagram



Moodboard



Competitive Analysis

		Mealime	Yummly	HelloFresh	Paprika	Tasty	懒饭
							
Prepare	Recipe Instructions	Text + Video	Text (+ redirected to webpage)	Text + Picture	Web Scraping (Text)	Text + Video	Text + Video
	Appliance / Cookware	Y	Y	Y	N	N	N
	Current Pantry List	Y (recommade)	Y (可基于现有推荐)	N	Y (bought/expire time)	Y (可基于现有推荐)	N
	Meal Schedule / Calendar	N	Add to Apple Calendar	/	Y	N	N
Info	Food Preference (Allergies;dislikes)	Y	Y	Y	/	N	N
	Nutrition Facts	N (Pro)	Y	Y (Apple Health)	/	Y	N (Pro)
	Info: Time	Y	Y	Y	/	Y (total / prep / cooking)	Y
	Info: Servings	Y	Y	Y	/	Y	Y
	Info: Difficulty	filter	N	Y	/	filter	Y
Cooking	Cooking Mode	Hands-free gesture	N	Voice control	N	Swipe gesture	N
Delivery	Add to Shopping List	Y	Y	/	Y	Y	N
	Delivery Portal	Y (instacart)	Y (price compare)	Self Delivery Subscription	N	N	N
社交功能	See Other's Reviews	N	Y	N	N	Y	Y
	Social Community (Insights)	N	N	N	N	Articles	Y
Feature / Summary		从准备食材、菜谱、一站式下单都非常齐全	注重菜谱的个性化推荐(算法) 可设置精确到分的时间reminder	提供的是meal kit plan服务, 预付一周餐费 8.99/serving	付费下载; 各大菜谱网站的信息整合; can sync to desktop device 能track现有存货	不能下单的mealime 风格菜式比较美式	专注简单菜色; 有一定社区功能 (add notes and reviews)
Choose Different Stores		Y	Self Warehouse	Y		self warehouse	
Substitute 缺货替换		Y	Y	(Self-added Notes)		Y	
Delivery Time		<2h; 1-2days	< 2h delivery ; 1h pickup	2h-5h, 1-2 day		30 min	
起送费		35	35	35		0	
Membership		Not require	Require	Not Required		Not Required	

Brainstorm of Logo and brand

Branding name:

1. Freshbowl
2. Meal Mate
3. Easy Peasy
4. **Lemonade**
5. TurboBee

Logo designs:



PERSONA

Luaren



"One today is worth two tomorrows."

ABOUT

Luaren is a housewife in a big family. Her husband works in a construction company and they have two children. Cooking is her hobby and she is trying to make food less fat or calorie for her husband recently. She is also good for making sweets since children love cakes.

NEEDS

- Get various nutritions in daily meals.
- Buy foods online with reasonable prices.
- Always check food quality before buying.

CURRENT FEELING

- Busy
- Concerned with food quality
- Active

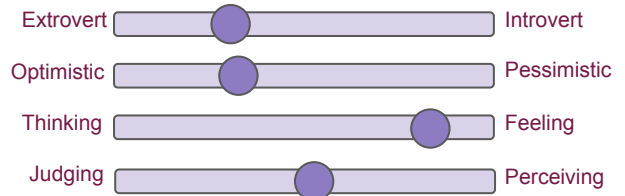
PROFILE

Age	39
Occupation	housewife
Income	0
Status	Married
Location	Boston

FRUSTRATIONS

- She thinks that buying food online is not convenient.
- She thinks that buying food online is expensive.
- She likes to buy food more visibly.
- She needs more suggestions for making healthy meals.

PERSONALITY



PERSONA

Christina



ABOUT

Christina is a student in san jose state university. She is busy at study and part-time job everyday before the COVID19 so her eating habits basically eat in school or take-out. During the period of COVID19, she have to do the daily meal by herself. This makes her feel inconvenient, because school dining center allows her to go directly to study or work after eating, and now she has to do make meal by herself

NEEDS

- Convenient and effective cooking daily meals
- Cost-effective

CURRENT FEELING

- inconvenient
- low efficiency

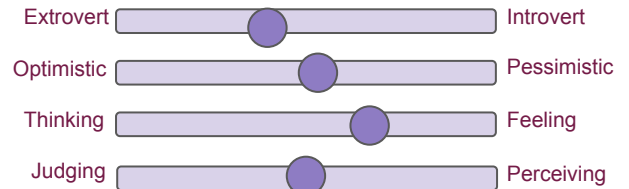
PROFILE

Age	21
Occupation	Student
Income	N/A
Status	Single
Location	San Jose, CA

FRUSTRATIONS

- She does not have enough cooking experience
- Since the meal was taken in school before, now she have to made by herself, which adds extra expenses

PERSONALITY



"Life will be better with the coupon."

USER JOURNEY MAP

Actor



Luaren butler
42 years old
Housewife

Scenario

Luaren wants to buy some fresh food online and makes meals for her family. Normally, she will buy food for a week.

Goal and expectations

- Food quality
- Low fat and Low calorie food
- An app which is user friendly

Positive experience

Negative experience (Pain point)

Phases 1

DEFINE

- Open the refrigerator and check the remaining foods.
- Define the recipes she will cook in this week.

Phases 2

SEARCH

- Try to find some healthy recipes for this week.
- Ask friends for recommendation of apps which can buy some fresh foods.

Phases 3

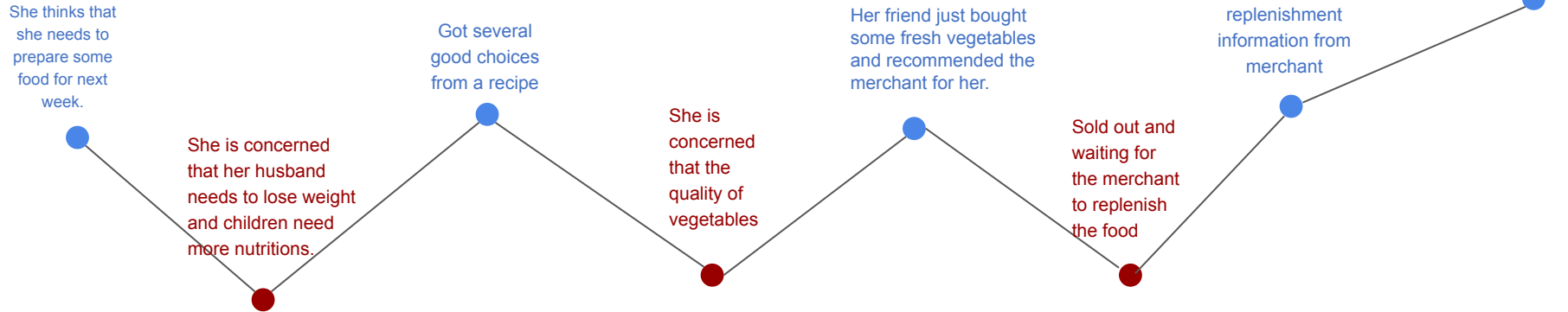
COMPARE

- See the food quality.
- Seek an app which is easy to operation.
- Seek an online shop where she can buy the foods that match the recipes this week.

Phases 4

PURCHASE

- Find some fresh foods and make a payment.



Opportunities

Recommend the styles of diet in the recipe

Opportunities

Showing nutrition and calorie

Opportunities

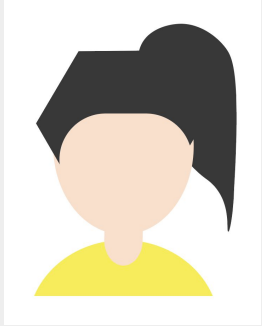
Showing customers comments or feedback

Opportunities

Real-time replenishment notice

USER JOURNEY MAP

Actor



Christina
21 years old
Student

Scenario

She need a simple and efficient product to help me save my time and money to solve my daily meals so that I can spend more time on my studies.

Goal and expectations

- Fast for meal preparation
- Fast delivery
- Affordable cost

Positive experience

Negative experience (Pain point)

Phases 1

DEFINE

- Prepare ingredients for next week
- Choose a suitable App for meal preparation

Phases 2

SEARCH

- Open the App for buying the meal online
- Thinking about what to eat in the process of selecting food
- Communicate with other students and friends, what they eat and get inspired

Phases 3

COMPARE

- Diverse selection of ingredients
- Efficient delivery
- Seek to get discount for delivery fee

Phases 4

PURCHASE

- Use coupon and make a payment

She thinks she needs to prepare for the food next week

Get inspiration from the app's recipes, watch other people's comments

Get inspired by picking food online, and decide to buy

Get a coupon

Buys

Difficult to make choice of recipe

High delivery fees

Opportunities

Diverse selection and recommendation for the recipe

Opportunities

Easily recipes(快手菜) for the efficiency group

Opportunities

According to preferences, subscribe to weekly ingredients, saving time and efficiency

Opportunities

Push various coupons notification regularly

Lemonade Function Specs

Onboarding:

- Landing page
- Sign up or sign in

- Sign up through (FB, google, Apple, email, phone #)
- Open in FB → log in with FB
- Go back to app

- Tell us your cooking goals → next (or skip)
- Allergies or diets
- ***Age, gender, weight***, how often do you cook
- Anything you don't like to eat? Cuisines to avoid?
- Your cooking skill level?

- Welcome!

- Would like to send you notifications? If so, when? (choose time of day and weekday/weekend)

Home:

- (filter): [recipe by cuisine](#); [recipe by goals](#), [recipe by ingredients](#), [recipe by time](#),
- [Pic + hyperlink](#)
- Recommendations for the day
- Meal plan combo recommendation
- **CTA**: what's in your fridge/pantry

Meal plan & Cooking mode:

- Recipe lists (name, difficult level 1-5star)
- My weekly recipe plan
 - View switch: list
 - food list for the meals that I already have
 - Meal status (cross off when done)
 - Cooking notes
- **CTA**: start cooking mode
- [My refrigerator]
 - Recipes
 - Voice assistant: go forth and back
 - Ask feedback when you finish cooking.
 - Remove ingredients that you already consumed this time.

my profile:

- personal setting
 - diet, allergy, cooking skill, dislike, servings
- Cooking pals (list)
 - My posts
 - My followed people
 - My followers
 - My cooking groups
- Favorite
 - recipes (by folder)
 - Frequent cook (over 2 times)
- Browsing history / recently viewed

Sketches

