

# GARDEN PLATE

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# OUR BUSINESS TEAM

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## BACKGROUND:

Over the last year, there has been an influx in people gravitating to either cooking at home, or relying heavily on delivery services. There has also been many people either concerned with their health or not bothered at all by the ever changing environment around us. Making impactful lifestyle choices can be very difficult. The barriers can arise from not knowing enough about the changes you want to make, to time constraints, costs and all sorts of small problems.

## GOALS:

We set out to discover what challenges our users would face while cooking at home. All things from deciding what to cook, how much ingredients they buy, limitations they have, ambitions for their diet and more.



# PROBLEM STATEMENT:

We have observed that young working professionals are avoiding cooking at home by relying on food delivery services and wasting groceries due to lack of inspiration or desire to cook.

How might we help our users repurpose the ingredients they already have while providing them with easy to cook recipes that don't require a lot of time or skills?



# OUR INTERVIEWS

We conducted five valuable qualitative interviews.

**Q. Could you walk me through your process of making a home cooked meal?**

**Q. Tell me about any negative eating habits you have.**

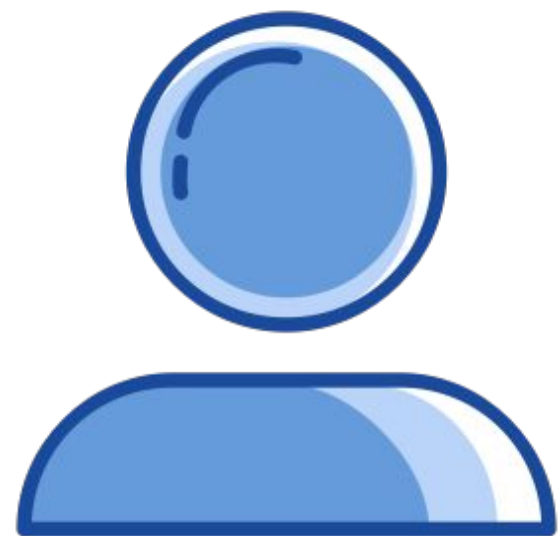
**Q. How does having left-over ingredients impact you? Impact the way you make recipe or your cooking decisions?**

## OBJECTIVES:

Understand what actions customers take when they consider their recipe choices, buying groceries for intended recipes and how much left-over ingredients they have after a meal.

What are the pain-points related to left-over ingredients and food waste?

What actions do our customers take when they're thinking about what to cook?



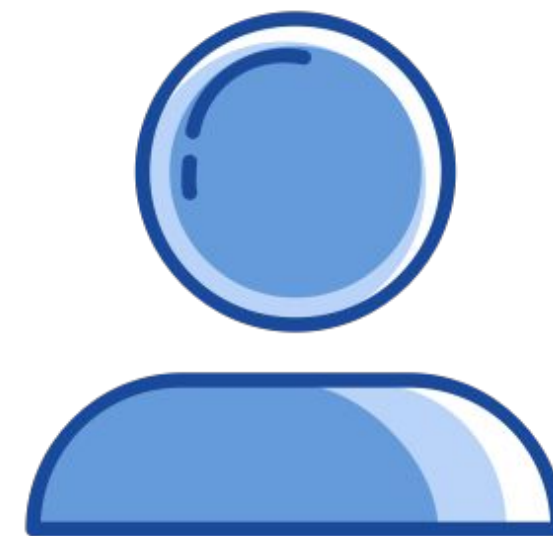
"...as healthy as possible."

"I don't really waste any. I try not to waste food like I'll only throw it out if it goes bad."

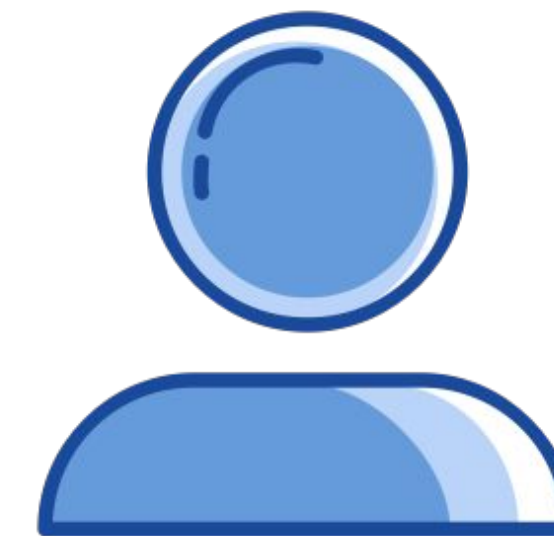


"I prefer to repurpose all leftover ingredients."

"...I'll make the food again. Again with the same ingredient. I think it just depends on like how fresh it is..."

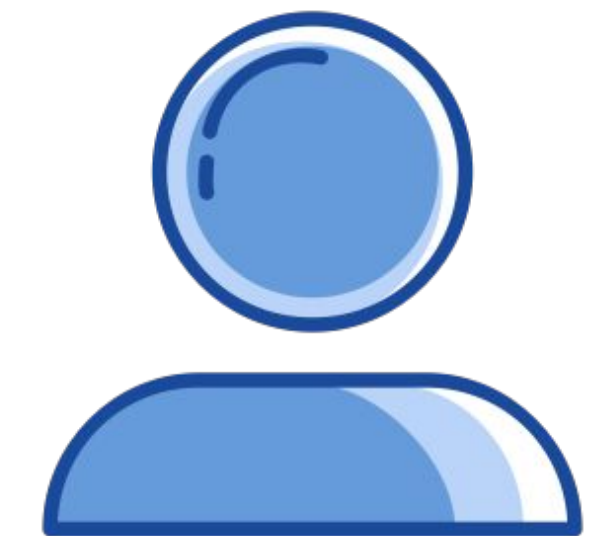


"I'm worried about my health..."



"...what can I use with this ingredient. Either make the same dish or something different."

"eating more than I should like I'm just like, oh I need to finish this"



"I order takeout too often because of time constraints with my job."

# OUR USER PERSONA



**AGE** 27

**JOB TITLE** Chartered Professional Accountant

**STATUS** Single

**LOCATION** Toronto, ON

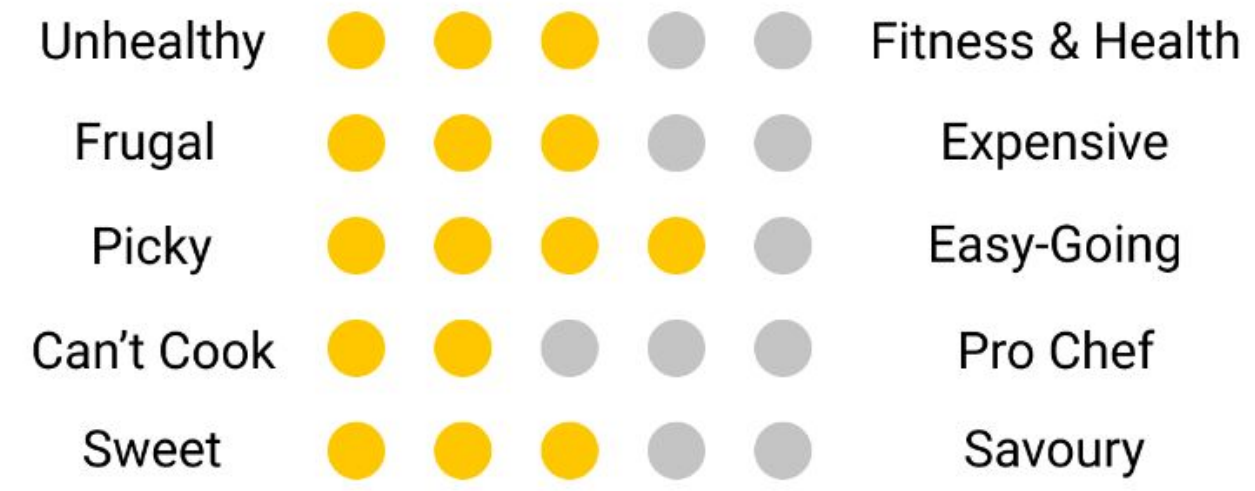
**PSYCHOGRAPHICS**  
 #preptechniques  
 #20minutemeals  
 #airfriedfoods

## Julia Green

**ABOUT**

Julia is a 27 year old senior accountant working at KPMG. She has to work overnight on some days when work gets busy. She tries to eat at least twice a day, spending 30 minutes to eat per meal. She has limited cooking time and prefers to cook meals that are quick to make. She has recently purchased an airfryer since she wants to make healthier eating choices. Since she does not have much time in the kitchen, she likes to prep her meals in advance, with little to no food waste.

**SKILLS & PREFERENCES**



**KNOWN HABITS**

- Prepare meals in advance
- Typically eats 3 meals and snacks throughout the day
- Cooks with with what she has in the fridge
- Tries to consume less fried food & carbs. Wants to eat clean
- Likes to use the airfryer to cook at least twice a week

**FAVORITE BRANDS**



**GOALS**

- Quick and easy recipes that can be made at home with as little waste as possible
- Healthy recipes that don't need to use as many kitchen tools, such a the oven
- Making meals for following week in advance to save time
- Eat healthy and clean food

**PAIN POINTS**

- Doesn't like to waste food, prefers to reuse leftover ingredients.
- Spends too much money on takeout. Sometimes buys ingredients they dont end up using.
- Has difficulty organizing ingredients. Frequently forgets what ingredients are available at home.
- Don't have enough time to cook



## OUR FINDINGS

### From food waste to Garden Plate

The user group were relying on food delivery services due to lack of time; they were interested in healthy eating and were also mindful of food waste.



# STORYBOARD

1. Julia notices her changed unhealthy physique from frequent take-out meals.



Over the last few years, Julia has been using delivery service apps at least three times a week. She notices that her physique has changed in an unhealthy way and is dissatisfied.

2. Julia decides to make a change to her eating habits.



Julia decides to change her eating habits to become healthier. She purchases an airfryer for a healthier cooking method, as well as some fresh veggies and fruits from Costco.

3. Julia installs the Garden Plate app.



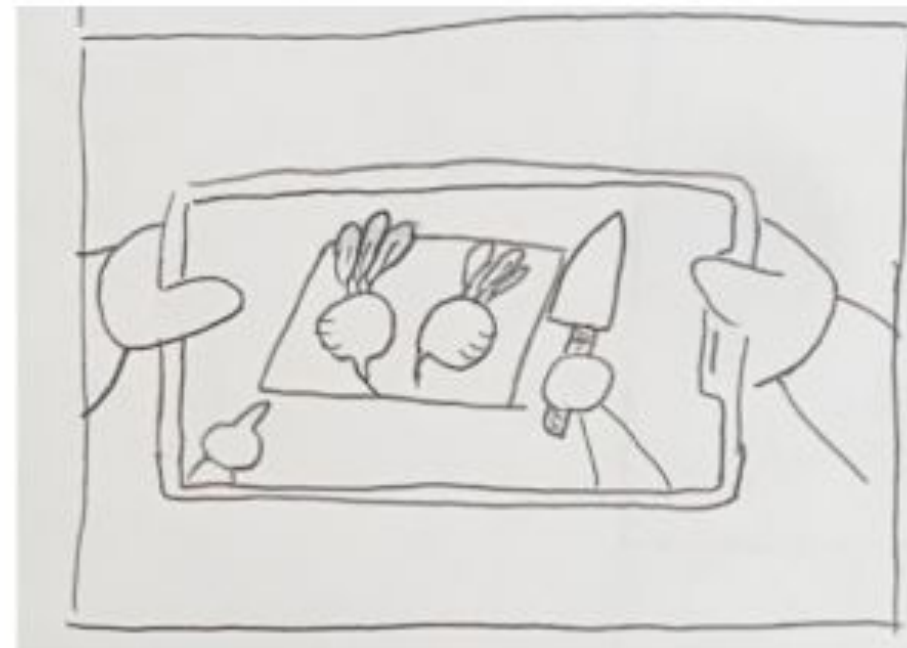
Julia is contemplating on what she should have for her dinner that same day. Julia discovers the Garden Plate app and installs it on her phone.

4. Julia finds a healthy recipe on Garden Plate to cook for dinner.



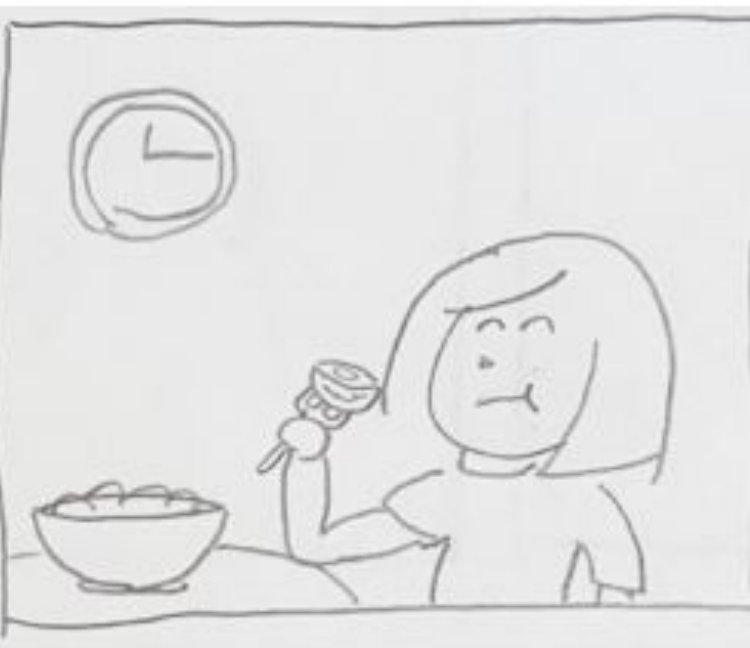
Julia finds healthy and creative radish recipes, where she learns they have great nutritional benefits. She chooses a recipe for Roasted Radish Lemon Chickpea Pasta using her new airfryer for that evening.

5. Julia watching a radish recipe tutorial on Green Plate.



She watches a quick video tutorial that shows clear instructions on how to make the Roasted Radish Lemon Chickpea Pasta. Julia is able to understand and follow easily.

6. Julia enjoying her Roasted Radish Lemon Chickpea Pasta.



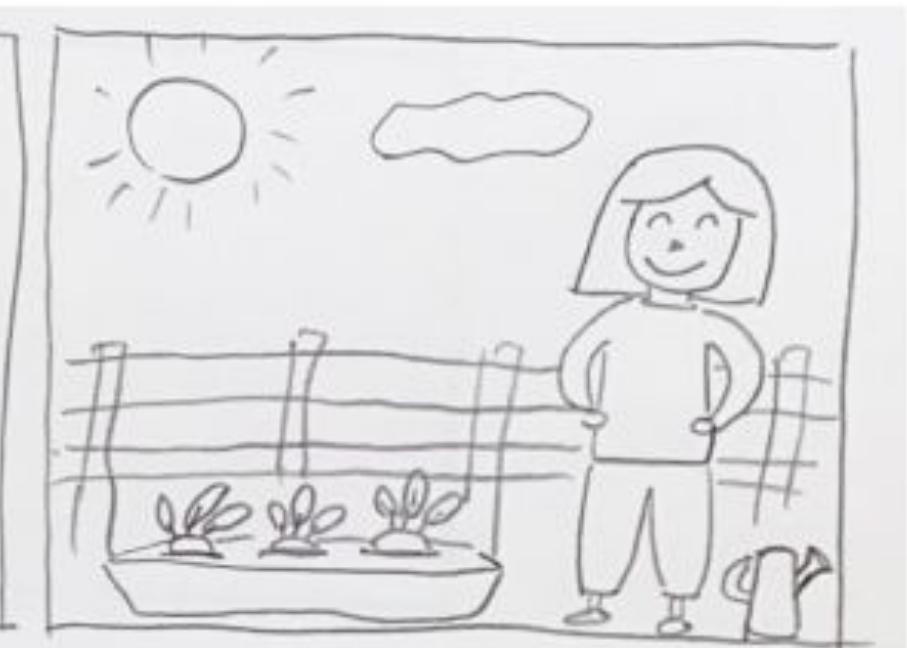
Julia is so impressed with how easy it was to cook the meal and how little time it took to whip up a delicious healthy dinner.

7. Julia using her left-over radishes from dinner to make a healthy snack.



Next day, Julia is craving a snack, so she decides to make a healthy snack using radishes again. This time, she bakes them to make baked garlic roasted radishes and is highly satisfied.

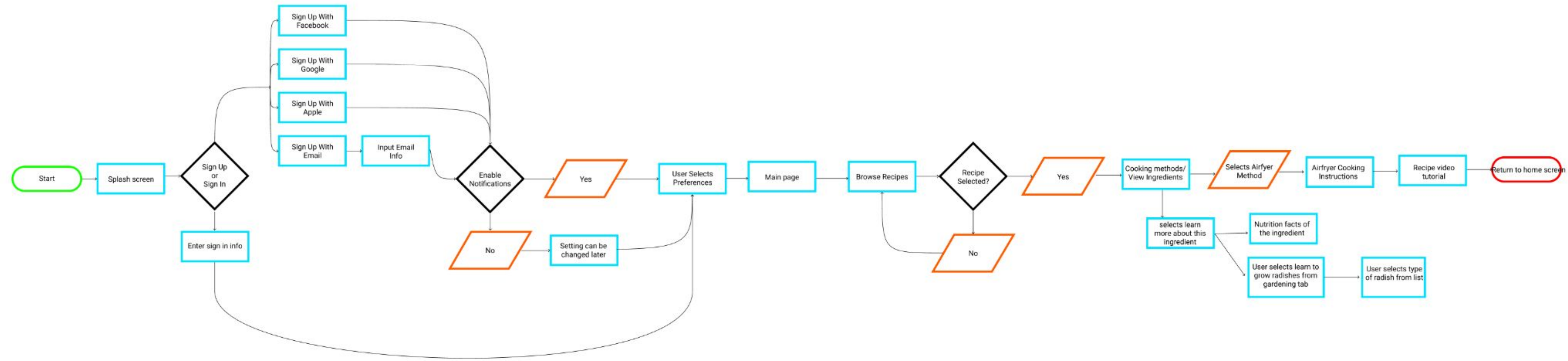
8. Julia and her mini edible garden.



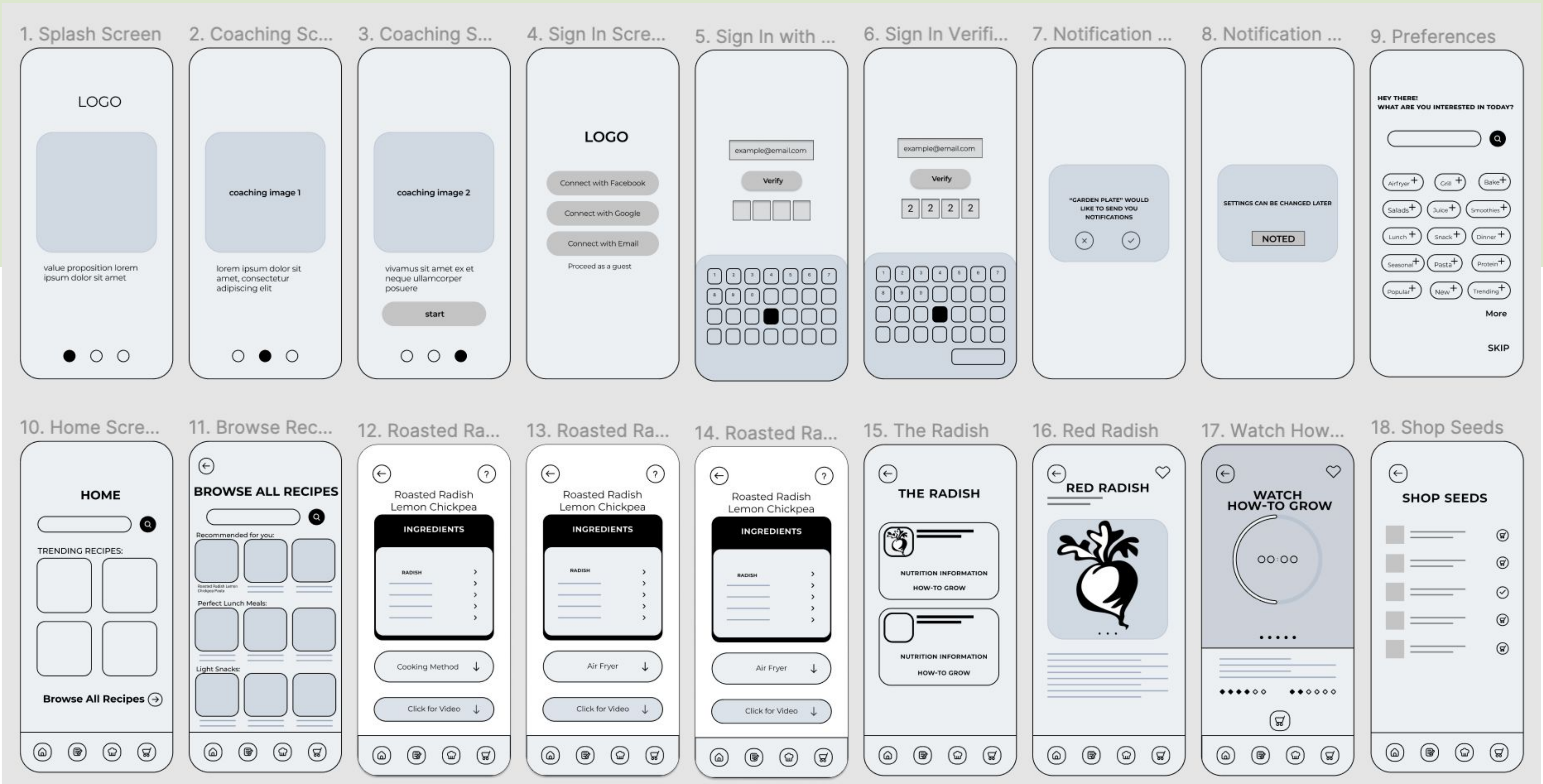
Julia decides to grow her own radishes at home after learning how easy they are to grow at home. She uses the radish greens from her recipes to grow her own radishes. Julia is proud that she used the whole vegetable with minimal waste.



# User Flow



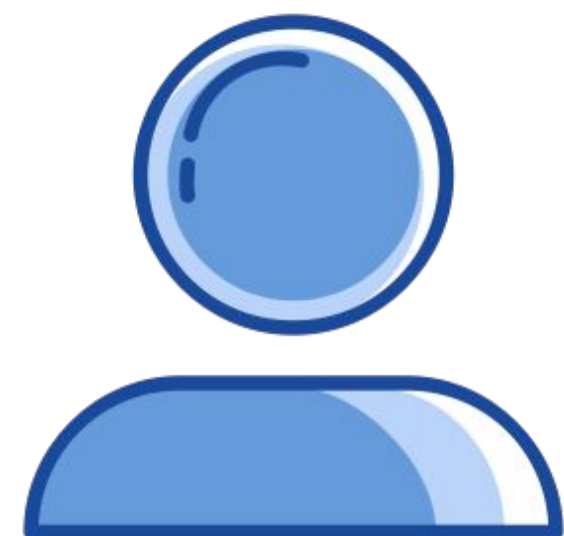
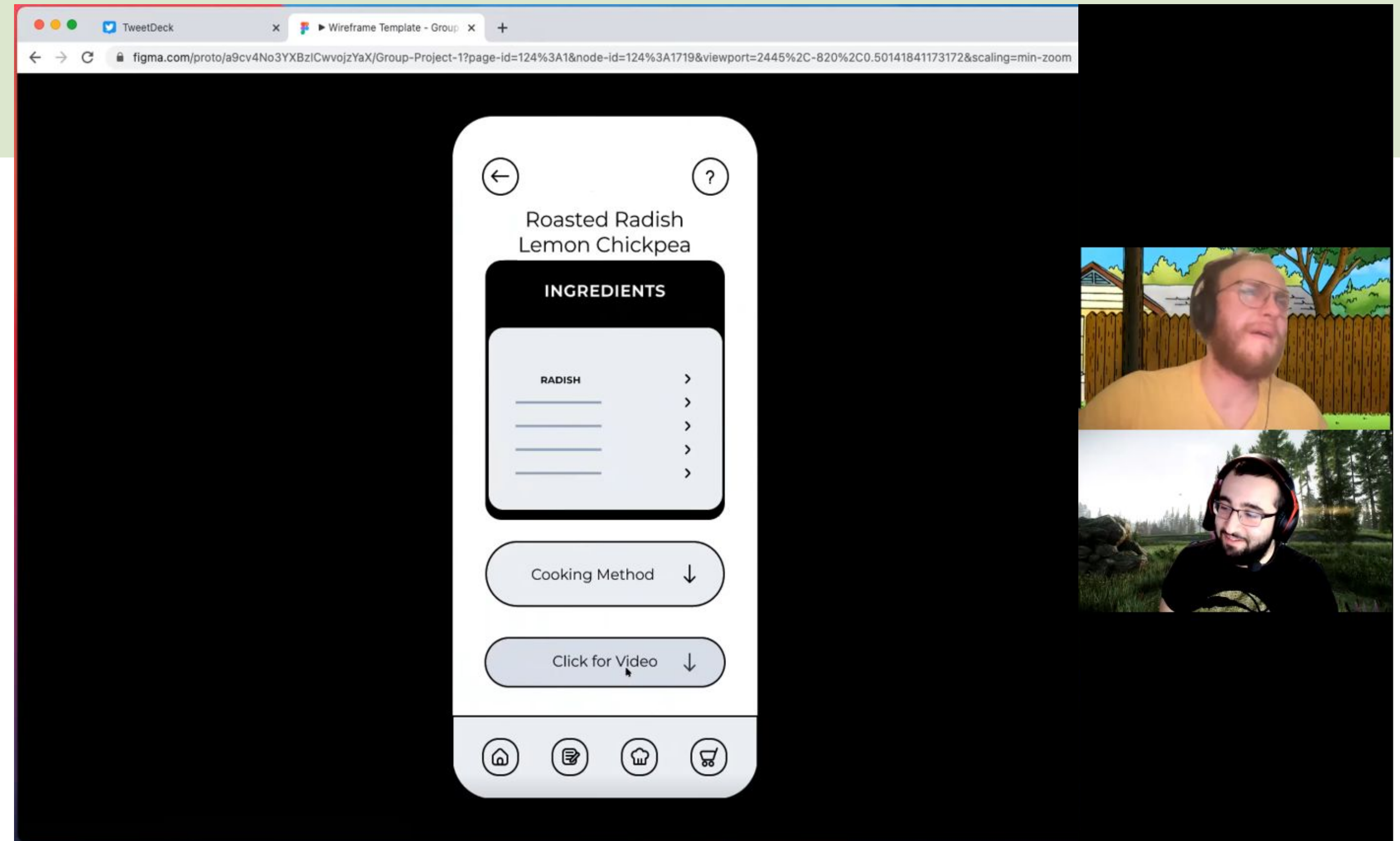
# LOW FIDELITY PROTOTYPE



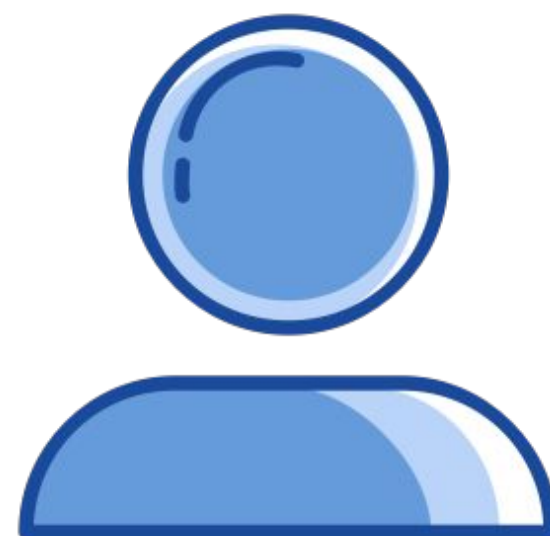
# GUERRILLA USER TESTING

At this stage, we did 5 online user tests to obtain user input on the functionality of the app.

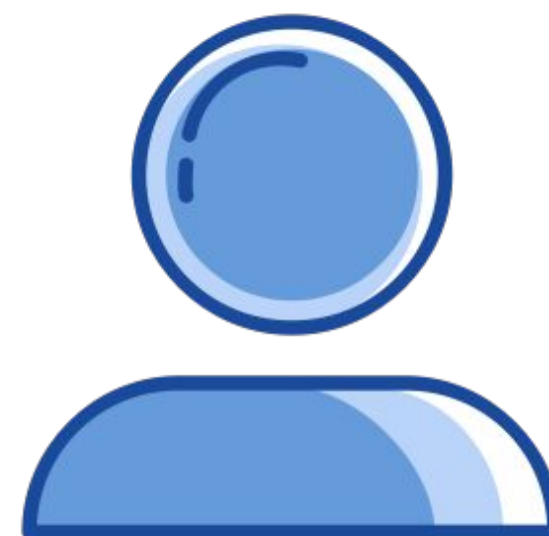
The majority of the feedback was confusion of the UI on certain pages. User flow was understood by all the testers.



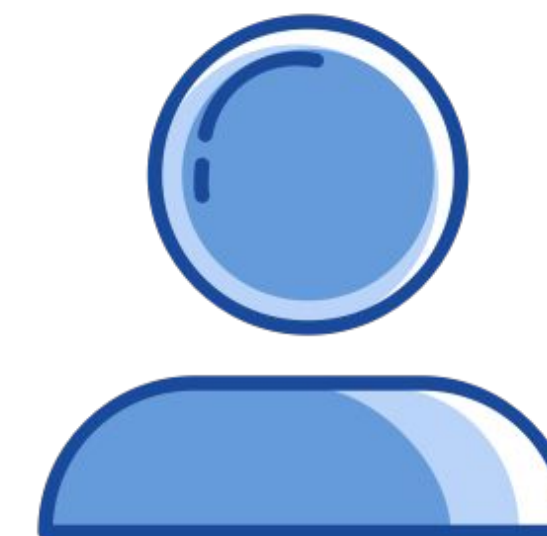
"...this onboarding process is confusing me"



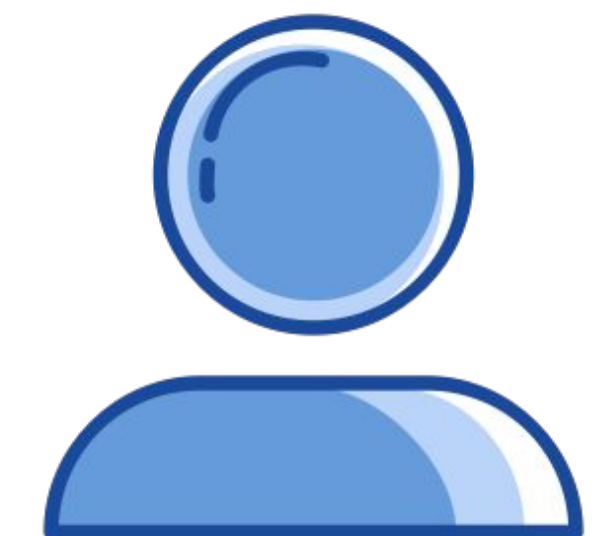
"...where does this button lead to and why can't I click it?"



"Where's all the content... oh I can scroll on this page"

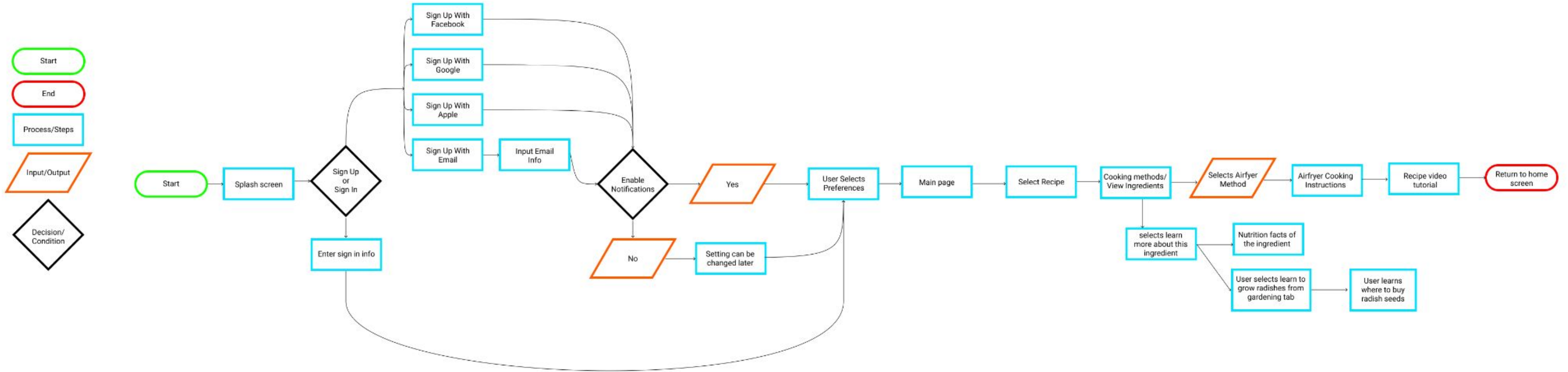


"Getting this video open is confusing"



"What is this text? Is it even english? I'm not sure what this page is about"

# ITERATED USER FLOW



# OUR FINAL PROTOTYPE



Garden Plate

**THANK YOU**