

Problem Statement

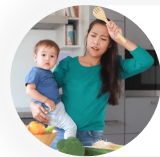
EMERGENT THEME

Unacquainted parties are unaware of the availability of meals for sharing and parties interested to participate in meal-sharing.

How might we facilitate meal-sharing across unacquainted parties?



"Miss homecooked food, outside food is so oily..."



"Can someone please cook for us and the kids..."



"Many people have been asking me to sell them my healthy meal preps.."

Objective

Provide a platform allowing unacquainted parties to connect and coordinate meal-sharing opportunities.

Sub-objectives

1. Provide safety protocols and guidelines for a secure meal-sharing environment. meal-sharing opportunities.
2. Equip with accessible resources to assist in organising successful meal-sharing experiences.
3. Establish trust through feedback mechanisms to enhance the meal-sharing process for unacquainted parties.
4. Promote cultural exchange and community building through meal-sharing among unacquainted parties.
5. Encourage neighbourly interactions, collaboration in reducing food waste and collective economic savings.

How might we facilitate meal-sharing across unacquainted parties?

Ideation

Create a web application that allows various parties to interact and orchestrate meal-sharing activities.

1. Information listed on safety protocols on Home-based Food Business and Food Safety as per Singapore Food Agency (SFA).
2. Build components that enable product listings, regularity formats, communication tools between parties.
3. Create product feedback mechanisms through review and ratings, popularity ratings.
4. Manage food categories, cultural information sections etc.

Create a web application that allows various parties to interact and orchestrate meal-sharing activities.

Personas

Primary target audience:

Families or individuals with the core intention of producing or consuming day-to-day homemade meals.

PRODUCERS



GRANDMA

Family cook

- Makes traditional home cooked dishes
- Doesn't mind making some additional income



HIPSTER

Works from home

- Fitness enthusiast
- Makes her own macro meal preps
- Friends have been asking to supply meal preps to them



HOUSEWIFE

Loves baking

- Dreams of having her own bakery
- Wants to make some income from selling homemade bakes

CONSUMERS



GYM RAT

Full time office worker

- Lives with parents
- Concerned with nutrition
- Doesn't like to cook
- Wants to buy macro focused meals



WORKER

Full time office worker

- Living with wife, couple can't cook
- Has been eating out everyday
- Misses healthier homecooked food



MOM

Working mom

- Family of four
- No time to cook for family
- Wants family to eat healthier homecooked food

Create a web application that allows various parties to interact and orchestrate meal-sharing activities.

Personas

Secondary target audience:

Families or individuals with similar intention of producing or consuming day-to-day homemade meals or some form of meal-sharing

PRODUCERS



Teacher

Bachelor

- Wants to order food delivery from different restaurants
- Looking to share bundles & delivery cost



Retiree

Hobby cook

- Enjoys cooking and wants to share his dishes and stories with others
- Doesn't mind some extra income

CONSUMERS



Student

Lives alone

- Wants to order food delivery but delivery charges too high
- Doesn't like cooking
- Ends up eating instant food everyday



WORKER

Full time office worker

- Recently married, couple can't cook
- Has been eating out everyday
- Misses healthier homecooked food

User Journey – Product Exploration Flow



WORKER

Full time office worker

SCENARIO

- Working from home and today wants to reserve 1 serving of Chinese homecooked meal for lunch (3 Jan 2024), within 500m so that he can walk over and pick it up.
- Also wants to reserve 2 servings of Malay homecooked meal for dinner today, within 1km from home so that his wife can pick it up on the way home from work.

EXPECTATIONS

- Able to find homecooked meals at suited to his needs
- To be able to compare options through a medium with good overview presentation of options
- Able to reserve meals and communicate with the supplying party

HOME

Looks for Chinese cuisine



1. Lands on home page
2. Looks for Chinese cuisine

SEARCH

Filtered by "chinese"



1. Lands on search results page
2. Results filtered by "Chinese"

FILTERS

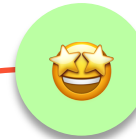
Apply further filters



1. Apply further filters by
 - Date: 3 Jan 2024
 - Time: 1200-1300hrs
 - Distance: < 500m

CONSIDERATION

Product selection from shortlist



1. Looks through further filtered results
2. Opens shortlisted options in new tabs

SELECTION

1. Decides and selects product
2. Adds to bag

User Journey – Product Exploration Flow



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Full time office worker

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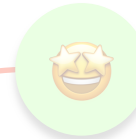
Apply further filters



- Apply further filters by
 - Date: 3 Jan 2024
 - Time: 1200-1300hrs

CONSIDERATION

Product selection from shortlist



- Looks through further filtered results
- Opens shortlisted options in new tabs

SELECTION

- Decides and selects product
- Adds to cart

HOME

Looks for Malay cuisine



- Lands on home page
- Looks for Malay cuisine

SEARCH

Filtered by "malay"



- Lands on search results page
- Results filtered by "Malay"

FILTERS

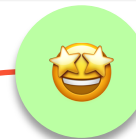
Apply further filters



- Apply further filters by
 - Date: 3 Jan 2024
 - Time: 1800-1900hrs
 - Distance: < 1km

CONSIDERATION

Product selection from shortlist



- Looks through further filtered results
- Opens shortlisted options in new tabs

SELECTION

- Decides and selects product
- Adds to bag