

Users and Pain Points - Persona



Homely
Cooking made easy



Aware

Caring

Social

Goals

- No access to healthy food.
Healthy food is usually not tasty.
Would like to prepare food personally with less effort.
Opportunity to socialize over food.

Frustrations

- ●Outside food can't replace Home-made food
- ●Frustrated with routine.
- ●Budgetary control while ordering food.
- ●Home-made food from outside is a gimmick.

Bio

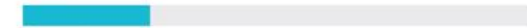
Shrutin is a CEO of a startup and also an avid writer. He published his own book which is a best seller. Shrutin is active in social life, he loves to meet new people, particularly over food but due to his hectic schedule, it is not possible every time. He is also aware of the food ecosystem and is worried about the broken food cycle. He understands the gimmick of Home-cooked/made food which is advertised by many companies. He also loves to cook food that is easy to prepare and require fewer ingredients and of course utensil. Both Shrutin and his wife are working, and frequent ordering outside food is not viable as well as not healthy.

Motivation

Incentive



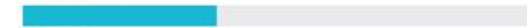
Fear



Growth



Power



Social



"Food is the key to socialism"

Age: 35
Work: CEO
Family: Married, kids, etc.
Location: Pune, MH

Personality



Journey map



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Stages	Breakfast	Lunch	Snacks	Dinner	Weekend
Actions	<ul style="list-style-type: none">* Decide on healthy breakfast (But quick to make)* Procure fresh veggies* Make, eat and pack* Wash utensils	<ul style="list-style-type: none">* Heat the food left from morning* Clean the utensils	<ul style="list-style-type: none">* Tea with biscuits* Clean the plates and cups	<ul style="list-style-type: none">* Decide on dinner* Prepare dinner* Wash utensils - when you are most tired	<ul style="list-style-type: none">* Decide on the menu* Decide on whether having individually or in group* Decide on location* Travel to location Or Cook at home
Feelings					
Opportunities	<ul style="list-style-type: none">* Provide access to healthy, tasty and affordable meals* Food should be available on time, every time.	<ul style="list-style-type: none">* Provide access to healthy, tasty and affordable meals* Food should be available on time, every time.* Should be different from breakfast	<ul style="list-style-type: none">* Should be healthy and tasty	<ul style="list-style-type: none">* Provide access to healthy, tasty and affordable meals* Food should be available on time, every time.	<ul style="list-style-type: none">* Assist in helping to cook and serve to family

Problem – NOT EASY



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Needs



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USDA ORGANIC

Seals and certifications act as shortcuts for consumers to increase their confidence in purchases without needing to search as much for outside information on organic.

The organic certification lends credibility and an assurance of quality and food safety.

Source: Organic and Beyond 2020 report, Hartman Group
hartman-group.com

55% Over half of consumers trust (completely/mostly) the USDA Organic seal, which confers legitimacy by demonstrating that producers and manufacturers were held to a strict set of standards.

58% of consumers are aware that there are government standards regulating the use of the organic seal.



Need Statement



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A middle aged professional employed in Indian cities has limited access to healthy food and needs more affordable options, so that he/she can experience **EASY** cooking, nourish his/her body, socialise and feel happy.

Homely - Solution



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Idea: Nutritionist + Executive kitchen assistant



Organic vegetables



Washed and chopped vegetables



Organic millets

Cook in 15 minutes

Homely - Solution



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Idea for logistics: Delivery to specific points + Vending machines (Refrigerated)

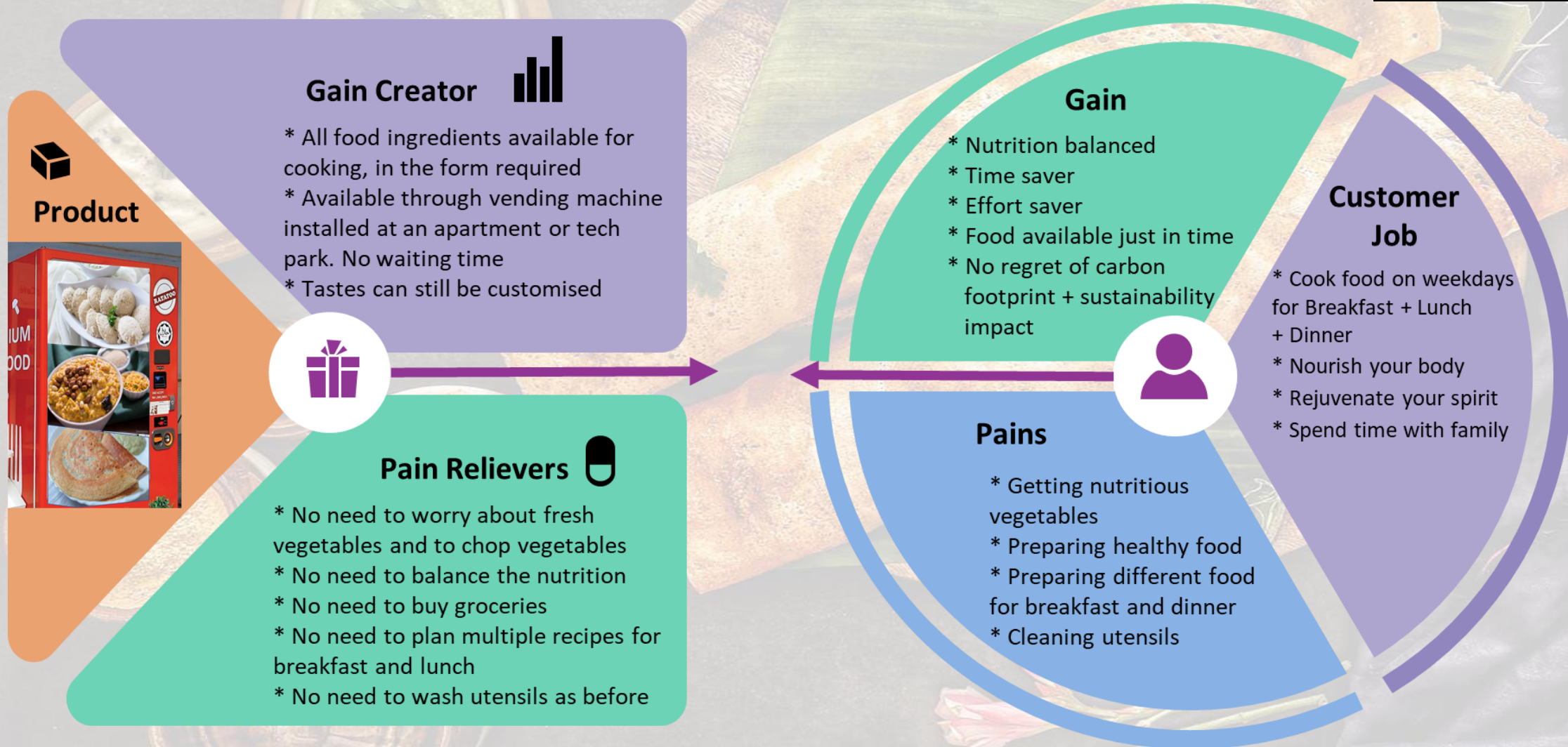


Cloud kitchen, 3 Recipes per day

Homely - Value proposition



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Product Vision



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Serve food sustainably to create a Healthy and Happy society



User stories



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Scenario

Shrutin and his wife Neeraja are both working professionals.

They have a busy day ahead and can reach only after 9 PM. They anticipate that, after returning home they will be tired & hungry, and unable to spend time to buy and then chop vegetables, and cook a healthy meal. Neeraja opens the Homely app and orders dinner for the next day. She provides the nearest location to drop the order, where she can pick the food plate. She only needs 10-15 minutes with all ingredients in the food plate, to prepare the dinner.

The next day, Shrutin and Neeraja pick their order while returning home from the vending machine at the location specified. They have all the ingredients to prepare their dinner.

They together prepare a nourishing and fresh dinner within 15 minutes. They tweak the taste for spiciness and salt as per their choice. They spend quality time together having a healthy dinner.

User flows



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Download Homely app

Open the app

Splash screen

Login / Signup

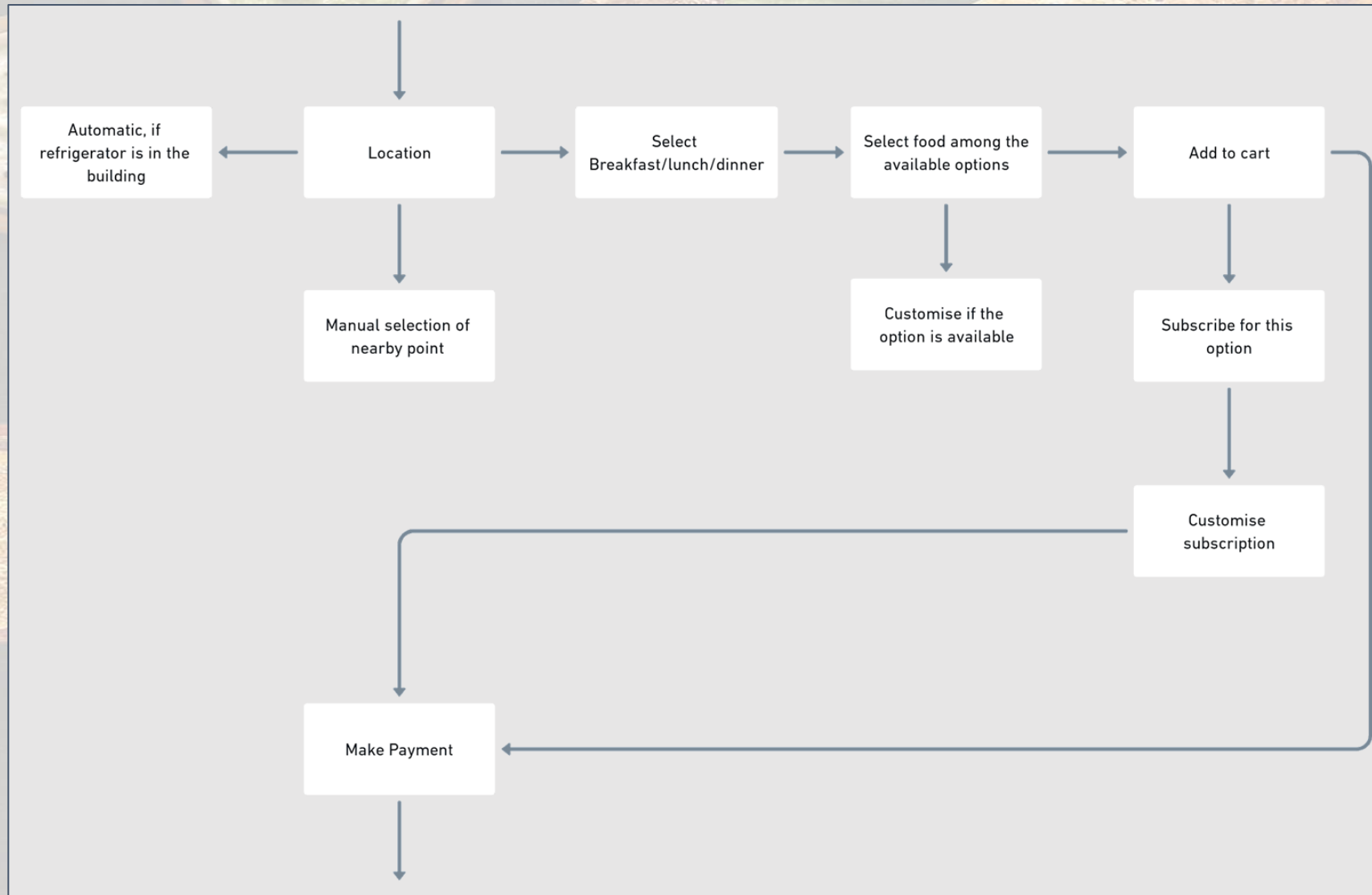
Register using phone
number/email
address



User flows



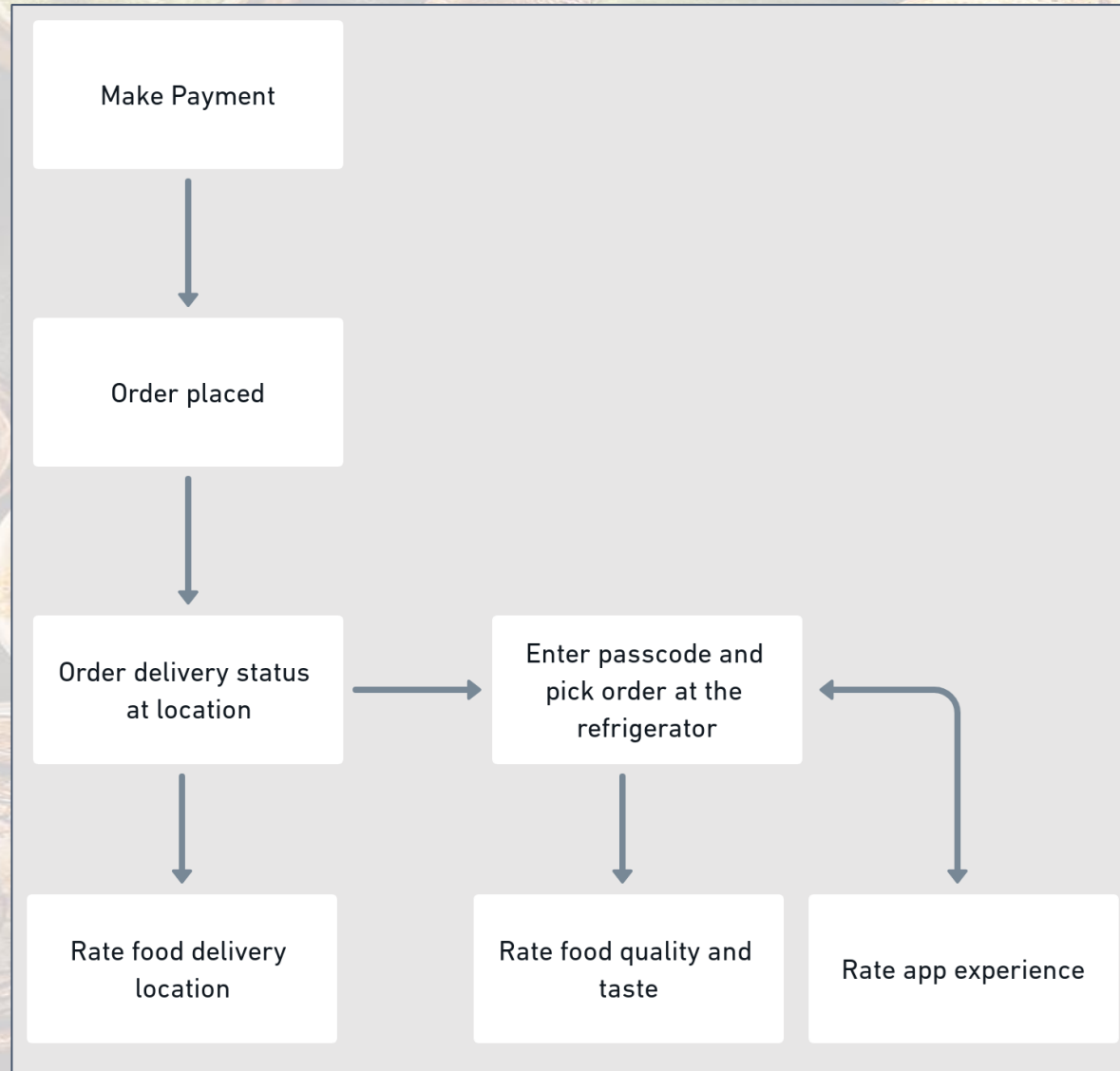
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User flows



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Wireframing - 1



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Nothing brings people together like good food



All happiness depends on a leisurely food



Get Started

Login/Signup

Enter Your Mobile Number

By continuing, I agree to the Terms of Use & Privacy Policy

Submit

Wireframing - 2



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Login/Signup

Verify with OTP

Didn't receive OTP?
[Resend OTP](#)

WELCOME!!

Cook with us



Brigade Exotica

search by food name, category

Banners

Meal of the day



Select meal category

Breakfast

Lunch

Dinner

Breakfast items

Millet Dosa Batter with
Sambhar & Chutney
Serves- 1

Rs.75

Add to cart

Poha with pickle
Serves- 1

Rs.45

Add to cart

Kerala Paratha with veg
curry
Serves- 1

Rs.50

Add to cart

Wireframing - 3



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Breakfast items

Millet Dosa Batter with Sambhar & Chutney
Serves- 1

Rs.75

2

Poha with pickle
serves- 1

Rs.45

2

Kerala Paratha with veg
curry
Serves- 1

Rs.50

Add to cart

Go to Cart

Cart

2 items selected

Millet Dosa Batter with sambhar & chutney
Serves- 1

Rs.75

2

Poha with pickle
Serves-1

Rs.45

2

Order Total

Rs. 240

Continue

Payment

- Credit/Debit card
- Wallets

Rs. 240

Pay now

Digital prototype



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Congratulations!!

Your order has been placed successfully.

Please collect your food tray from Vending Machine at Brigade Exotica by 7:00 PM

[Go to Home](#)

Please Enter this Passcode in the Vending Machine

T U 6 8 Z 5

Thank You!!

Food Tray has been picked up at 7:10 PM from Brigade Exotica.

Rate food delivery location



Rate food quality & Taste



Rate app experience



[Link](#)

Roadmap



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Customer app

User persona

Middle aged urban professional

User Activities

Create account

Select location

Order food

Payment

Access vending machine

User Tasks

Register

Select the vending machine

Select for breakfast, lunch or dinner

Select the food option

Select no. of plates

Choose payment option

Make payment

Get access code

Take delivery in vending machine

Frame 1

User Stories Release 1

Creating account

Realtime GPS location on map

Select food option, no of plates and calculate costs

Payment gateway integration

Deliver to home

Minimum Viable Product

Delivery location

Select for breakfast or lunch or dinner

Deselect options based on time

User Stories Release 2

Subscription option

Vending machine integration

Business model canvas



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Key Partners



- Investors
- Suppliers of organic products
- Delivery partners
- Digital marketing partners

Key Activities



- Procuring organic ingredients
- Creating nutrition balanced recipes with the help of nutritionists
- Marketing

Value Propositions



- Can order any point in the day.
- No need to worry about fresh vegetables and to chop vegetables
- All food ingredients available for cooking, in the form required
- Available through vending machine installed at an apartment or tech park. No waiting time
- Tastes can still be customized
- No need to balance the nutrition
- No need to buy groceries
- No need to plan multiple recipes for breakfast and lunch
- No need to wash utensils as before
- Time saver
- Effort saver
- Food available just in time

Customer Relationships



- Call centre
- Customer relationship managers
- Customer loyalty programs

Customer Segment



Based on Personas

- Middle aged professionals
- Both couple working
- Staying in metros
- Prioritise health
- Smart phone users
- Who can cook

Key Resources



- Online platform
- Cloud kitchen
- Chefs
- Nutritionists
- Human resources
- Delivery trucks
- Vending machines

Channels



- Delivery through vans & vending machines
- Website and app

Cost Structure



- Human Resources
- Marketing and branding
- Infrastructure
- Website Maintenance
- Procurement

Revenue Streams



- Sale of food



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Thank You

