Pairings

1. Jasmine & Carmel
2. Pratham & Anisha
3. Fadumo & Ari

Possible Participants

- Busy professionals
- Flexiterians
- Health-conscious people → go to gym for participants

Test #1 — Willingness to Pay for Premium Frozen Meal

Hypothesis

- Flexitarians will pay **$10–12** for a premium, assemble-style frozen meal because the format feels higher quality and worth the price.

Test Method

- Create a **landing page** showing the redesigned product + price points ($9.99 / $10.99 / $11.99).
- Track clicks → scroll depth → "pre-order" button clicks (no payment required).
- A/B test two versions: *assemble-style* vs *standard frozen bowl*.
- Assemble-style dishes: images showing components inside,

Test #2 — Health-Forward Messaging vs. Vegan Messaging

Hypothesis

- "Plant-forward, whole grains, high protein" messaging will outperform "vegan / 100% plant-based" messaging among flexitarians.

Test Method

- Run **A/B ad test**:
    - Version A: Vegan-centric messaging
    - Version B: Health-centric, plant-forward messaging
- Same image, same CTA, same audience targeting.

Test #3 — Convenience of assembly-style frozen meal

Hypothesis

- Customers find the simple preparation steps of the assembly process to be similar in convenience to a single package

Test Method

-

Test 1: Willingness to Pay for Premium Frozen Meal

Link to Figma prototype:

https://www.figma.com/make/w7jrIZHtx9cqY03uP9PLbw/Green-Plate-Test-1-Prototype?t=xdIKO4zvDYnn4ZF8&fullscreen=1

User Test Script

Intro (Moderator Script)

Hi, thank you for participating in this short test!
We're exploring how people perceive new ready-to-eat frozen meals and how packaging, pricing, and product information affect their purchase interest. There are no right or wrong answers — we're testing the *experience*, not you.

This should take about 5 minutes. Please think aloud as you go through the page — share what catches your attention, what feels unclear, and what you would or wouldn't click on.

Task 1: Initial Impression

Prompt:
Open the page and take a few seconds to scroll through.

- What do you think this brand sells?
- What stands out to you visually?
- Does the product feel premium, average, or budget-friendly? Why?

Moderator Notes:
→ Observe first impressions and what design elements shape perceived quality.

Task 2: Explore the Product

Prompt:
Scroll through the product details and read about the meals.

- What do you notice about the ingredients and health claims?

- How does this compare to other frozen meals you've seen or tried?

Moderator Notes:
→ Note mentions of "freshness," "value," "healthiness," or "trust."

Task 3: Pricing Perception

Prompt:
Look at the two price points: $9.99 and $11.99.

- Which price feels most reasonable to you?
- Would you consider paying this amount for this type of frozen meal? Why or why not?
- What makes it feel *worth it* — or *not worth it*?

Moderator Notes:
→ Track which price participants select and the rationale behind their comfort level.

Task 4: Pre-Order Simulation

Prompt:
Go ahead and click on one of the "Pre-order" buttons and continue through the quick checkout flow.

- What made you choose that price or meal?
- What do you expect to happen next?
- Would you actually complete this pre-order if it were real?

Moderator Notes:
→ Record completion rate and qualitative comments on purchase intent.

Task 5: Closing Reflection

Prompt:
Now that you've gone through the page:

- Does this product feel high-quality and fairly priced?
- Does the "assemble-style" format make it feel more premium?
- What might make you more likely to try it?

Moderator Notes:
→ Ask follow-ups on what convinced or discouraged them (e.g., packaging, price, freshness cues).

Data to Capture

- Chosen price point
- Whether they clicked “pre-order”
- Scroll depth (did they reach the product details and About sections?)
- Qualitative feedback on design, perceived value, and quality cues

Prompt for Figma Make:

Create a **simple, modern landing page prototype** for a food brand called **Green Plate**, designed to **test willingness to pay** for a new “assemble-style” frozen meal. The website should look clean, premium, and health-oriented — similar to brands like **Daily Harvest** or **Purple Carrot**.

Context

This landing page will be used in a pricing and value perception test with **flexitarian consumers**. It should highlight **premium quality, freshness, and health-forward messaging**, *not* veganism. The key product is a **$10–12 assemble-style frozen meal** (e.g., stir-fry bowl or enchiladas).

Design Goals

- Minimalist layout
- Vibrant food imagery
- Warm, natural color palette (greens, oranges, creams)
- Clear calls-to-action

Page Structure

1. **Hero Section**
    - Green Plate logo and tagline: *“Plant-Forward Meals. Real Ingredients. Ready Fast.”*
    - Large image of the meal packaging mockup (assemble-style version).
    - Headline: “Build Your Perfect Frozen Meal — Fresh Taste, Your Way.”
    - Subheadline: “Premium, chef-designed meals that stay nutritious and flavorful.”
    - Buttons:
        - “Pre-order for $9.99”

        - “Pre-order for $10.99”
        - “Pre-order for $11.99”

2. **Product Details Section**
    - Two cards showing:
        - **Sweet & Spicy Veggie Stir-Fry**
        - **Green Chile Enchiladas**
    - Each card includes: short description, ingredient highlights, nutrition callouts (e.g., “High Protein • Whole Grains • Plant-Forward”).

3. **About Green Plate Section**

    - Brief copy: “We believe healthy eating should be effortless. Green Plate brings together locally sourced, organic ingredients to create frozen meals that taste fresh and vibrant.”
    - Small icons: Leaf (plant-forward), Globe (sustainably sourced), Lightning bolt (ready in minutes).

4. **Quick Checkout Simulation**
    - When a user clicks a price button, show a pop-up modal or new screen simulating a cart with “Meal added” and a “Pre-order Now” button.
    - Include non-functional form fields (Name, Email) and a “Submit” button to track intent.

5. **Footer**
    - “Green Plate © 2025 | Contact | Privacy Policy”

Variants for A/B Test

- **Version A:** Assemble-style packaging image
- **Version B:** Standard frozen bowl packaging image

Deliverable

- Simple clickable prototype with scrollable layout.
- Include hotspots for all “Pre-order” buttons to simulate checkout intent.
- Keep text and visuals real and brand-consistent.

Vanessa Hernandez - 27 year old SWE, flexitarian

Speaker 1 2:49
Okay, so for more context, so these are frozen meals from green plate, and so what I'll have you do in this prototype is walk through the website as if you're, exploring green plates website, and do any actions, like looking into the meals, and just go through the process and think out loud about what you're thinking and why you're making certain decisions to click on certain things. The goal is for you to purchase something, and so whenever you're purchasing something, say why you chose to purchase that one. You think out loud, and I'll just watch you, go through the website.

Speaker 2 3:44
Okay, so let's see assemble your perfect meal. That makes me think like you kind of, at some point I'll be able to pick assembly style meals, build your perfect plate, separate components. So this is stir fry, plant based green chili. So this is assembly style,

Speaker 1 4:12
yeah, pay attention to the price points and the headings, like how things are categorized as well.

Unknown Speaker 4:19
Ready to heat meals.

Speaker 2 4:23
So I'm confused, like, What the You don't have to answer. But one thing that comes up is like, what's the difference between an assembly style and a ready to heat

Speaker 1 4:42
The assembly style versus the ready to eat. So these assembly styles, it's still a frozen meal, but they're small assembly components, where, for example, for this stir fry, you would be putting the veggies and the sauce and the noodles together. Same with the enchiladas, you might be adding the sauce, but everything's already been made. It's just about very small assembly components, like very it's still very quick versus these, you can imagine it already comes in a bowl. These are ready to heat. You put it in the microwave, or you just pour it in the pot. There's like, that's all you do. That's the difference between the two.

Speaker 2 5:48
I would probably go with an assembly style meal, and I'd probably go with the veggie fry, just because it's something that I'm familiar with. I don't know if I've ever had jackfruit, and I don't know that I want that in my enchiladas, so I would probably pick the sweet and spicy stir fry because it's something that I'm familiar I probably eaten before restaurants, and then this just has the convenience of, like, cool you can just kind of make it at home. I like that. It comes with noodles and stuff, and I don't mind paying an extra $3 because I couldn't be very particular, right about, like, how I want my broccoli cooked. It's like, oh, maybe I like to steam my broccoli and then saute it. So this allows me to be able to control that, to control how crunchy I want my broccoli, right? So, yeah, I think I would do the assembly style,

Speaker 1 7:08

okay, perfect. We I'll just have you walk through then if you want to buy it. Like, do you see anything on there to be able to buy that meal. Or, since this is pre launch, pre ordering that meal for when we release

Speaker 2 8:25
this. Yep, so I can pre order now

Speaker 1 8:46
So since this is the meal that you chose, like you would actually go ahead and make the effort of pre ordering it because you're like interested in purchasing it, correct? Yeah, okay. But for the other meals, you don't want to do the pre order since they didn't gravitate towards your style.

Speaker 2 9:08
So if I was like, I have to pick only one. If I had to make between assembly and ready to eat, I think I'd prefer assembly and between the two assembly options, I like the stir fry more. Okay, perfect. I don't think that I would want to try the jackfruit.

Speaker 1 10:32
Okay, perfect. Thank you so much. I'll stop the recording now. Do.

Briant Avalos - 23 year old, health-conscious gym-rat
Speaker 1 0:22
Hi, Brian. Thank you for participating in this short test. So right now, we're exploring how people perceive new ready to eat frozen meals, and how packaging, pricing and product information affect their purchase interest. So specifically, these are plant forward meals, and since you go to the gym a lot and you're very health conscious, we chose you as a participant for a test. There's no right or wrong answer. We're simply trying to gauge purchase interest, and we're testing the experience, not you. This should take about five minutes, so please think out loud as you go through the page, share what catches your attention, what feels unclear, and what you would or wouldn't click on, what you would or wouldn't purchase, and why you're making those decisions. You can go ahead and start playing around with the prototype.

Speaker 2 1:21
So choose your meal, premium frozen meals, designed for maximum freshness. Assembly style meals, your perfect plate with the separated components for maximum freshness. So we have sweet and spicy veggie stir fry, okay? Plant based green chili, jackfruit enchiladas, okay.

Unknown Speaker 1:38
Um, so based on these two, I'll pick one. Um,

Speaker 1 1:42
you can choose any meals that you think you would buy based on price point and anything else that you see in the details page.

Speaker 2 1:49

Okay, ready to heat meals. We got creamy tofu, spinach, pasta, sweet and sour chicken. This one looks pretty good. I like the sweet and sour chicken fried rice bowl.

Speaker 3 2:01
Um, plant

Speaker 2 2:05
based, protein packed. Yeah, I like the, I like the ready to heat meal, like, how it's, you know, pretty much just heat it up and enjoy it. That's kind of what I meant to because I work. I don't have much time for lunch. We get 30 minutes, but typically have a meeting, so I don't get time to, like, prepare a meal. It's kind of just heat it up and go and then have your meeting. So I'm kind of eating on the go. I feel like that'd be the best one for me. I'm not a fan of creamy tofu as much. But, I mean, yeah, I don't think I would take this one. I'm not a fan of spinach pasta, to be honest. But yeah, and then from these two up here, I did like the enchiladas. That one looks pretty appetizing to me, I feel like but because of the component of it separated and have to mix it in. I don't know if I'd pick that one. Personally. I think for sure I'd stick with this one, the sweet and sour chicken fried rice pool. If I had time, more like an off day, I picked this one, the plant based green chili, jackfruit enchiladas, but the other two aren't really my style when I eat.

Speaker 1 3:09
Yeah, you can also view more details. Since you mentioned you might like you can see more details and stuff. See you more stuff about the recipe.

Speaker 2 3:20
Okay, so there's in the package. Okay? Organic ingredients ready in eight to 10 minutes. Separated components.

Unknown Speaker 3:31
Okay, so these look like they're wait.

Unknown Speaker 3:34
So the tacos here are ready, right? They

Speaker 1 3:36
come like this. Everything's, yeah, ready. It's just very small assembly, components, like adding the sauce, the sour cream or cheese, so you're not cooking, they're still very fast,

Speaker 2 3:46
yeah, eight to 10 minutes, okay, compared to, as opposed to the microwave, let's see how long it would take. Oh, they're already in eight to 10 minutes. Then, yeah, for sure, I would just pick the enchiladas. If it's eight to 10 minutes. That's perfect for me. Well, not ideal, really. I think three minutes would be like what I go for typically, but eight to 10 minutes compared to equal amount with every single one of them, I think would be kind of annoying, maybe because I have to make it myself and separate it and mix it in. It would be kind of time consuming for work, but I do like the flavor in here.

Unknown Speaker 4:22
This one, just, kind of

Speaker 2 4:24
just use microwave. This one, right? It's ready to go. 14 calories. Protein's cool, yeah, yeah. I fully like this one right here, the plant based green chili, Jack franchilas, the like stir fry, not my flavor. But yeah, I think I'll pick these two.

Speaker 1 4:44
What do you think of the price point? And there's also, you can also start pre ordering these for any ones that you feel you want to pure.

Speaker 2 4:59
So typically, what I like for is calories. And because of the calorie difference, it is 420 calories, which is kind of below what I go for. But for lunch, honestly, not too bad. I think, I think I would pick this one, the sweet and sour 100% I think because of the flavor I would and let's say we're out of stock for this one, or I kind of want, like variety. It's been like three weeks of eating this. I would pick this one right here. The price point doesn't matter in terms of this, but I feel like in general, I would stick with the sweet and sour chicken fried rice bowl. But because I'm not a fan of the creamy tofu, I wouldn't mind going up the price point for the jackfruit enchiladas. For the flavor there, for sure.

Speaker 1 5:49
What makes you think that the enchiladas have more flavor?

Speaker 2 5:55
It's not, not, I'm not saying like flavor. I'm just more of a fan of enchiladas and, Oh, I see and the veggie stir fry or pasta

Speaker 1 6:02
I see, um, yeah. So are there any that you want to pre order, or that you go ahead and like for sure purchase from looking at them,

Speaker 2 6:13
I would for sure purchase this one, I kind of want to try it. Just it looks really good. You can Okay, there we go. So, yeah, I would try that one for my name and stuff.

Unknown Speaker 6:25
You can use fake data for that.

Unknown Speaker 6:33
For that one that you're ordering,

Speaker 1 6:36
how they're seeing, the components that you have to prepare make you feel, as opposed to not being able to see it on the other one.

Speaker 2 6:46
So originally I thought that it was going to be like, Oh, I have to, like, make the, like, the toggles and stuff and everything. I didn't know it came ready, and it kind of like cheese, the sauce and the cream. But because it's just packaged like this, it's much less, I guess, scary, or it looks less time consuming than I thought it would be. So that definitely helped seeing it put on display like that. This one, I was already aware that it would come in microwave, since it's ready to keep meals. This one, I haven't seen this one, but yeah, this one, I don't know about. I've had, like, doodles before, and I just didn't taste good for me, so I don't know. I would have to, like, try it and then if I really like it. But that one's more of a if. But this one, yeah, definitely I like how it came packaged, the packaging, it doesn't seem too hard to put together. So I definitely like that part of it.

Unknown Speaker 7:40
I see. Thank you so much.

Speaker 1 7:47
Okay, perfect. Thank you. I'll go ahead and stop the recording, since that concludes the end of our interview, thank you for pre ordering some of green plates meals you.

Addison Partida - 26 year old, triathlon athlete

Speaker 1 0:04
Hi, Addison, thank you for participating in this short test. So we're exploring how people perceive new ready to eat frozen meals, and how packaging, pricing and product information affect their purchase interest. There are no right or wrong answers. We're testing the experience, not you. They should take about five minutes. Please think out loud as you go through the page, share what catches your attention, what feels unclear, and what you would or wouldn't click on, slash purchase or wouldn't purchase. And I'll take notes on the side.

Speaker 1 0:42
You can start going through the prototype, yeah, and like, thinking out loud about what you're seeing and stuff,

Speaker 2 0:52
maximum freshness, assembly style options that you control every element. Okay, okay, I think I would go with this,

Speaker 2 1:11
these sweet and spicy veggie stir fry only because I feel like reheating. It might be a bit easier than trying to reheat, like, enchilada with tortilla and stuff like, I don't know, I think that this probably lends itself better to like frozen meals, at least.

Speaker 2 1:31
Yeah, that's my first thought. Maybe I feel like I would be worried about it either being too soggy, like a tortilla, or like not heating evenly when I'm trying to reheat it. I don't know. So I would just picked this to be safe, but actually click on it. Oh, okay. Oh, okay, cool. I can see more eight to 10 minutes. Oh, it comes with noodles. Oh, cool.

Speaker 2 2:05
it's cool, though. So I can see, yeah, like, if I'm trying to target Yeah, specific macros, I guess it's pretty useful,

Speaker 1 2:17
So there's also price points that you can pay attention to and like, give your reaction to price points. And then, since you said, like, you'd want to try that one, the veggie stir fry, like there was an option to pre order, in case you did want to do that,

Speaker 2 2:42
I would order two, because it's both of us,

Speaker 1 2:59
How do you feel about the price point of this meal that you're ordering,

Speaker 2 3:12
let's see. I feel like. I'm a trying to think about, like, how much it would cost. Say, like, you know, get either the ingredients myself or like, if I wanted to go out to eat, like, if I went to Chipotle, it's like, 15 or $16 so I feel like it's pretty in line with what I respect. Maybe, I don't know if it's on the high side, but I feel like, you know, if I really liked it, then I wouldn't mind it, like, if it was purely from a convenience standpoint, you know, like, I'm assuming most people getting these types of meals. It's like the convenience of either not having to, like, shop independently for all these things, or, like, you know, you just have like, a little bit of time, like after work or whatever, so you gotta do something really fast.

Speaker 2 4:03
So, yeah, $23 for my wife and I would be pretty good. I think

Speaker 2 4:13
anything else I would order to see. So these are ready to email. So these you heat, like in a microwave, yeah, okay.

Speaker 1 4:21
It just means that, like, there's no assembly component. So you can also look at that.

Speaker 2 4:31
Oh, these are cheaper. I see interesting.

Speaker 2 4:40
I don't know, trying to pick they both look good. I guess my preference is, is over here, so I'm just gonna go there.

Speaker 2 4:57
Yeah, ready eight to 10 minutes. I guess what's interesting too is that there's no, I don't know if it's gonna be different, but they're both, they're all eight to 10 minutes.

Speaker 2 5:06
So whether I get frozen or assembly style, it's the same amount of time.

Speaker 2 5:13
So if I was trying to just I would probably buy these, because I'm trying to save time. So since they're the same amount of time, I might end up just buying the cheaper option.

Speaker 1 5:23
so you'd go for the cheaper option?

Speaker 2 5:33
Probably, yeah, like, if I, if I was buying, like, kind of, like, these instant meal like, you know, frozen meal things, um, it's probably out of, like, convenience and less around, like, you know, oh, it needs to be the absolute best meal I've had,

Speaker 2 5:47
and so I probably just end up buying based on price point, unless, again, I, like, tried this and I was like, Oh, this is, like, best thing ever. Like, it's really good, then I'll pay the premium. But like, if they're kind of more or less the same in terms of, like, how much I like them, I would definitely just pick this because it's cheaper and it doesn't see, at least again from the website here, it's like the same amount of time. Like, if this was like, Oh, this takes 20 minutes, and this other one takes five minutes. Then I might then think about like, you know that difference. But so I guess I could add this to my cart.

Speaker 1 6:31
Okay, perfect. I'll go ahead and stop the recording, since that pretty much concludes the test. Thank you so much, Addison.

Jazmin Carrillo - 23 year old, health-conscious + busy work schedule with late hours, needs quick meals

Speaker 1 0:12
Hi, Jasmine, thank you for participating in this short test. We're exploring how people perceive new ready to eat frozen meals, and how packaging, pricing and product information affect their purchase interest. There are no right or wrong answers. We're testing the experience, not you. This should take about five minutes. Please think out loud as you go through the page and share what catches your attention, what feels unclear, and what you would or wouldn't click on, so you can go ahead and start looking at the meals that green plate has to offer and ordering any if you want.

Unknown Speaker 0:48
Okay, thank you.

Unknown Speaker 0:55
All right.

Speaker 2 1:04

I'm going to the first one that catches my attention is the sweet and spicy veggie stir fry. So I'm going to go ahead and click into this one and review the details I'm

Speaker 2 1:31
what I like about this is that it looks really easy to assemble. It looks like there's really only three main steps. So that's really intriguing to me. I feel like during the week I don't dedicate much time to like cooking lunch, just because I am on a time crunch. So spending 1199 on a quick meal

Unknown Speaker 2:02
is something reasonable for me,

Speaker 2 2:07
I'm going to keep moving on before I make my decisions in terms of which ones I want to purchase for the ready to heat meals, the creamy tofu and spinach pasta really catch my eye. I also already like that it's only 899

Unknown Speaker 2:30
considering that this is like

Speaker 2 2:35
a full meal that's already pre cooked, I feel like 899 is a reasonable price point,

Unknown Speaker 2:46
especially considering that I don't have to

Unknown Speaker 2:50
do Any additional cooking

Speaker 2 2:59
between the assembly style meals and the ready to cook meals, I I would prefer to purchase the ready to heat meals, one because it requires less. On my end, I just have to heat it up and it'll be ready for me to eat. And the price point,

Unknown Speaker 3:24
I would be able to

Speaker 2 3:28
buy three for just under $27

Unknown Speaker 3:35
and if I were to buy

Unknown Speaker 3:40
the assembly style meals. That would be,

Speaker 2 3:51

if I just paid $4 more, I would get three ready to heat meals, as opposed to two assembly style meals. So I think in terms of price and also time of me having to, like, assemble it. I'd rather just, like, have it already, pre made, just heat it up and eat it.

Unknown Speaker 4:19
And I think I would

Speaker 2 4:22
realistically probably only have like three of these a week. So if I could get three meals for like $27 I feel like that's

Unknown Speaker 4:33
a reasonable price point for myself.

Unknown Speaker 4:41
Okay, perfect. Would you

Speaker 1 4:44
considering those price points and your thought process about the meals? Like, let's say you are going to buy your meals for the next week. Would you want to go ahead and, like, start purchasing them or pre ordering them based on, like, your initial responses,

Unknown Speaker 5:04
yeah, I would

Unknown Speaker 5:09
probably purchase

Unknown Speaker 5:13
three of

Speaker 2 5:16
the these are The Ready Ready to eat or ready to eat. I i would purchase two of the creamy tofu and Spanish pastas, and I would also want to try the sweet and sour chicken fried rice bowl, so I'd probably order one of those and have my meals ready for the next week.

Speaker 1 5:53
Okay, perfect. Thank you so much, Jasmine, yeah, thank you for like walking through the website and choosing your meals for the week, I'm going to go ahead and stop the recording and like again. Thank you so much for your time. Thank you.

Miguel Aguilar - 23 year old, landscaper and gym-rat

Speaker 1 0:03
Okay. Hi, Miguel. Thank you for participating in this short test where we are exploring how people perceive new ready to eat frozen meals, and how packaging, pricing and product information affect their purchase interest. There are no right or wrong answers. We're testing the experience, not you.

They should take about five minutes. Please think out loud as you go through the page, share what catches your attention, what feels unclear, and what you would or wouldn't click on, so you can go ahead and start going through the website, purchasing any meals that you would want, and remembering to think out loud,

Unknown Speaker 0:42
okay, go, choose your meal,

Speaker 2 0:47
premium frozen meals designed for maximum freshness. Assembly style options. Play you control every element. Build your perfect play with perfect component for maximum freshmen and pistonization. Okay, the first thing that I see that pops up is that I don't see any meat on this one, so I will go with this one. let's see

Unknown Speaker 1:47
vegetables, tofu, rice,

Unknown Speaker 1:50
ricey sauce, portioned

Unknown Speaker 1:54
jackfruit, chilies do I

Speaker 1 1:59
have to choose one of these meals you can choose to buy any meals that you want. You can choose to pre order any of them, and you can out loud, explain your process about why you're choosing to pre order certain meals versus others.

Unknown Speaker 2:15
Yeah, well, I personally,

Speaker 2 2:20
I'm going to go with the sweet and spicy register fry, just because the one on the right. I'm very iffy about sauces, so I'm not sure if I want to like a sauce, because it can be very hit or miss for me. So it's actually something simple, like vegetables, rice, tofu. I feel like there's not much that can be wrong from there. So I would like to view details or purchase or pre order

Unknown Speaker 2:53
ready eight or 10 minutes.

Unknown Speaker 2:58
Pre order. That's do this,

Unknown Speaker 3:04
you could put fake data there.

Speaker 2 3:16
The price that I would say the price is, is decent. Um, 12 bucks for for a meal, although I would like to know how much food it is for 12 bucks. Because if it's like a little ball, then I don't know if it's worth it, but if it's like a big, a big bowl, like, like a panda plate, I will say that's worth it, because this is the same price as a as a panda plate. So at first I'm intrigued to buy this, which I would, but then when I receive it, if I eat it and I'm not full, then I wouldn't want to buy it again, because it costs the same as

Unknown Speaker 3:54
as all these spots that would get me full.

Unknown Speaker 3:59
These ingredients are very good.

Speaker 2 4:07
Yeah. I mean, if, if the serving size is for this is good, I'll definitely want to buy more, because all the flavors here I like. So I would be good. I will go back to the menu. Look at this stuff,

Unknown Speaker 4:23
ready to heat meals,

Speaker 2 4:26
creamy, tofu, stench, pasta, sweet and sour chicken fried rice bowl. So this is these are just meals. I are frozen and are heated. There.

Speaker 1 4:39
All the meals here are frozen meals. The only difference is that the top ones have the small assembly components, but they're all frozen. These are like it already comes mixed together and you would just heat it up so.

Unknown Speaker 4:59
This is $2

Unknown Speaker 5:03
this is $3 cheaper,

Unknown Speaker 5:07
and the other one takes 10 minutes.

Speaker 2 5:10
So those three minutes does $3 equal 10 minutes?

Speaker 1 5:19
I don't think so you can look at the details of these to see how long those would take as well.

Speaker 2 5:27

This will take. Oh, what would it take? Also, it's not is it microwaved? Or how do you cook it for eight or 10 minutes?

Speaker 2 5:40
Yeah, so this is rated eight or 10 minutes, and then these ones are self assembly are also rated eight or 10 minutes, so I don't understand. So if they're both rated at the same time, I would just go for the for the cheaper one, because I'm gonna buy this because I'm gonna rush, and if it's the same the same time, I'll just go for the for the cheaper one, although I'm sure the top one has better ingredients. In terms of when I would eat these meals, is when I'm on a time crunch. And if I'm on a time crunch, might as well save a little bit of money. So I'll probably go for the sweet and sour chicken and fried rice bowl. Yeah, it looks. Looks good, definitely, I thought. But if I buy three of these, 24 bucks, that shows only two of the others. So I think these are a better bang for your buck.

Unknown Speaker 6:46
So I ordered two of these.

Speaker 2 6:58
I'll buy two of these and one of the other and see how, see how they are. So I got the sweet and spicy registered fry and the sweet and sour chicken fried rice bowl.

Unknown Speaker 7:14
So, yeah, something that.

Speaker 1 7:16
Um, yeah, you mentioned that. Sorry. Let

Speaker 1 7:28
me, yeah, you mentioned that you think that the assembly style helps better ingredients. Why did you say that? Why do you think that?

Speaker 2 7:38
Well, because it's it's since it then involves a little bit of cooking, like not everything is just going to be frozen and then just heat it up. This is, this involves some sort of cooking, so it should have some sort of fresher sustenance in the ingredients. So I

Speaker 1 8:07
Okay. Thank you so much for pre ordering those meals from green plate. Yeah, so this concludes the test, or the procedure. I got to learn a lot about your perceptions about green plates, products and how you would go about making decisions. So I'll go ahead and stop the recording. Thank you so much for your time. Miguel, thank you. Bye.

Vanessa Hernandez - 27 year old SWE, flexitarian

- Confused about the difference between assembly style vs ready to heat
- Would got with the assembly style meal, veggie fry because of the familiarity with
    - Did not like the jackfruit in enchiladas
- Don't mind paying an extra 3 dollars because I can be particular about how I want my broccoli cooked
- Prefers assembly, and prefer stir-fry more

Briant Avalos - 23 year old, health-conscious gym-rat

- Likes to heat it up and enjoy it. He is busy at work, only has 30 minutes for lunch, eating on the go
- Enchiladas look appetizing
    - Because of the assembly style would not choose
    - If had more time would choose this
- If same amount of time → would choose enchiladas as well
    - In this case he noticed it was the same prep time so he did choose it
- But It's still a bit annoying to mix it in
- Price point doesn't matter
- Would not mind going up price point for the flavor in the enchiladas
- Would for sure what to try the enchiladas
- Originally thought he'd had to cook it, but when he learned it was so much less time that helped
    - Does not look hard to put together
- It was very obvious the other would be in the microwave because it's ready to heat

Addison Partida - 26 year old, triathlon athlete

- Would also go with the stir fry because reheating it would be easier (for a frozen meal)
    - Enchilada could get soggy
- Said cool when he saw the components
- Actually went and preordered and increased the amount to two
- 11.99, in line with what he expects
    - If he likes it, he would buy it
- Tried to think about how much would it be to get the ingredients on their own so it seemed reasonable
- Even the 23 for the 2 people seemed reasonable
- Ordered the rice bowl as well
- Would buy them to save time
- Would go for the cheaper option because they are more about convenience → doesn't need to be the best meal I've had

Jazmin Carrillo - 23 year old, health-conscious + busy work schedule with late hours, needs quick meals

- Veggie stir fry caught her attention first → went straight to looking at the details
- Liked that it looked easy to assemble → 3 main steps

    - During the week I don't dedicate much time to cooking lunch because on a time crunch so it was nice to have a quick prep time
    - spending 11.99 on a meal is reasonable for me
- Likes the creamy tofu recipe, liked that its 8.99
    - Considering it is a full meal, and cooked
    - Thought it was reasonable because doesn't have to do any additional cooking
- Between assembly and ready to cook, would prefer ready to heat because requires less on my end and the price point → would be able to buy 3 for just under 27
- Looked at bulk aspect: 3 ready to heat for 3 dollars more than ready to heat
- Realistically only have 3 a week → 3 meals for $27 dollars
- Bought 2 creamy tofu pasta and 1 fried chick'n rice bowl

Miguel Aguilar - 23 year old, landscaper and gym-rat

- Liked the resemblance to protein of the jackfruit enchiladas
- Wants the veggie stir-fry, is iffy about sauces
    - Ordered one
- The price he says is decent for a meal
- Wants to know how much food it is for $12
- He would purchase if it was big portions (compared it to fast food options like panda express, there he gets a lot for $12)
- Noted it was $3 dollars cheaper, wonders if prep time would be same, am I paying less and using up less time?
- Would go for cheaper because would be buying it for convenience
- Says im sure the assembly one has better ingredients
    - It involves a bit of cooking → not everything will just be frozen and heating
    - Should have fresher substances in the ingredients
- Purchased one of the chik'n rice bowl
    - Better bang for your buck: bought 2 and said I can buy more for about the same price as the other one.
    - Noticed that it would be a $5 difference
    - If I want to buy in bulk it adds up!

Test 2 Prototypes: Outer packaging

Improved plant-forward version



Vegan Centered Version



Ileana - College student (eats frozen meals a lot), flexitarian

Speaker 1 0:02
Hello. Okay, all right. So first off, thank you so much for doing the interview with me. Just before we get started, want to get a little bit know a little bit more about your background. So do you typically eat, you know, frozen meals and things like that

Speaker 2 0:21
I do. I mostly survive on them over here. Okay, nice. I like getting them and just topping them up

Speaker 1 0:27
in the fridge. And do you have any dietary restrictions or diet that you follow right

Speaker 2 0:32
now when it comes to frozen meals, I'm usually, I try to go for vegetarian, just because I don't really trust like frozen non vegetarian food. So, yeah,

Speaker 1 0:43
okay, that's very good to know. All right. So I want to show you a couple versions of the packaging that we have for our product is green plate. So I said green plate has, like, a variety of frozen foods that it sells. So I'm just going to show you a couple, and then you can give me give us your whatever you notice about it. Okay,

Unknown 1:11
can you see that? Yeah, okay,

Speaker 1 1:14
just assume this covers this part also. It's like, now we're picking All right. So this is one version of the packaging. You can see the meal is for a noodle dish. So I wanted to ask, what in this packaging stands out to you? What do you notice? At first,

Speaker 2 1:30
I like the brown paper packaging. I think it makes it obvious that it's supposed to be like, like a healthy meal. I think usually when I see something like that. I'm very attracted to it because it feels like novelty, okay, more than just like, you know, off the shelf frozen meal. I like the font as well. Like the like it gives, almost like fresh from the farmers market kind of way. If there's

Unknown 1:58
anything you don't like, also, that's totally fine to say,

Unknown 2:01
I think the only thing would

Speaker 2 2:02

be that the food itself, it doesn't look the most appealing. Okay, there's like, broccoli on there, but, like, some people like broccoli, so I guess for them, would be nice. Is there

Unknown 2:14
anything you notice in terms of the labeling?

Speaker 2 2:19
Yeah, I think it has, like, a lot of the, like, the 100% vegan thing is definitely very attractive. And I like the logo. I think it's very clean and, like, appealing to, like, again, people who want to go on for, like, healthy food. Like, I feel like it almost gives the vibe of, like, baked chips, if that makes okay. Like, the healthy alternate, yeah, I like it. Actually, it's quite nice. It's very simple, but it tells you everything you need to know.

Unknown 2:49
Okay, I'm gonna show you one more. So

Speaker 1 2:53
this is, like, our first option. This is the second option.

Speaker 1 3:02
This so this is another version, same thing. It's the packaging for another frozen meal. This time it's for butternut squash ravioli. Can you tell me what?

Unknown 3:16
What you notice in this packaging?

Speaker 2 3:17
First thing I noticed is that there's no picture of the food itself. I think for me, that would be a bit like iffy if I would if I was looking to buy it, because I would like to know exactly what it looks like before I get it, especially if it's something like butternut squash primarily, which is like, I can't really imagine it. It's not something I have very often. But apart from that, it also gives a similar vibe to the earlier one, where it's like, healthy, you know, locally sourced, like, that's the vibe it gives me, even if it isn't, it's like, still, Yeah, feels like that. It's less obvious about the vegan part. It's like, it doesn't like, specifically state that. So, I guess like, but at the same time it does say, like, planned, crafted, so, but someone would have to, like, maybe put in more effort to read that to be able to notice that. But, yeah, no, I like the designs on the side. The border is really cool.

Unknown 4:18
Yeah, yeah,

Speaker 1 4:19
all right. Is there anything else you notice on the car packaging with respect to labeling or the information that's presented on it? I think the

Speaker 2 4:32
like, the actual information about the food, like how much protein and the gluten free and soil free and that kind of stuff, it's much less obvious in the previous one. Okay, it's like, smaller. It's definitely not the first thing your eyes go to, like, I'd probably read everything else first and then get to that. But the like, it's still quite appealing at the same time, like, it's not that I wouldn't miss it. Okay, yeah,

Speaker 1 4:59
so in terms of like, do you what are the differences you kind of saw between this one and the previous one? I can open I can show you that one as well, side by side.

Speaker 2 5:11
I think the first one is definitely simpler. It's a lot more like big chips saying, like, you feel like it'll be healthy. Second one. I wouldn't necessarily like attribute it to being like a healthy frozen meal or like something I'm like, looking to buy, if I'm like, watching what I eat or something, but it's more, it feels more like I'll treat myself to this kind of thing.

Unknown 5:39
But between the two, I'd probably be more

Unknown 5:41
likely to buy the second one anyway.

Speaker 1 5:43
Okay, this feels more fun. So just kind of building off of that, do you think that, based on you'd be more you'd be more inclined to pick this one off the shelf than the than the first one? Yeah. Okay, and so one thing I wanted to call out is, does saying vegan versus not saying vegan? You mentioned that? Is that drawing you to the second one or the first one, like the fact that it says vegan versus plant?

Speaker 2 6:12
Crafted to me, who is not vegan, I would go for the second one because of that. But if there's someone who's vegan, then they would obviously go for the first one. So it very much depends on the person. But yeah, I'm not like more like, deterred from the product from the second one, even though it like, clearly is vegan because it says, like, plant protein plus plant crafter, it still feels more appealing than if it was, if it said vegan,

Unknown 6:42
okay, yeah, gotcha.

Speaker 1 6:46
And then last thing I just want to put out there is that. So you mentioned that the part here is not something that draws your eye to it. Do you think that if it, if you're, if it did catch your attention.

This would be something like the these kind of health facts would be something that would make you want to get it more or less.

Speaker 2 7:07
Oh, definitely. I think the protein part, for sure, would make me want to get it more, especially if, like, if I was vegan, then proteins obviously the big thing that they look for. So that would definitely catch my eye. Definitely taken I don't eat gluten, so that's also a big thing that caught my eye. Okay, nice.

Speaker 1 7:26
Okay, awesome. Well, that's pretty much it for mine. Thank you so much for good luck.

Amrita - 25 year old, vegetarian
Unknown 0:04
Hello. Okay, there it is.

Speaker 1 0:10
All right. Thank you so much for doing this interview with me today. Sure, just before we get started, wanted to ask a little bit about your background. So do you typically eat frozen meals?

Speaker 2 0:22
I do sometimes when I'm in a pinch, or it's like I just cannot be bothered to make something, then I'll eat a frozen meal.

Unknown 0:30
And then do you have any like dietary restrictions or diet

Speaker 2 0:33
that you follow? I'm vegetarian. Okay, good, good to know.

Speaker 1 0:37
So just for a little bit of background, this is our company, green plate. We sell frozen meals. So I want to show you some packaging, and I want to just get your honesty.

Speaker 2 0:48
This is like a like a company that you're starting now, or is this a company that, like you have already?

Speaker 1 0:55
Or what this is a company that exists already, that we're trying to make some, do some, make some progress with, but just make some changes to I see, but there's a, this is a packaging that

we a proposed packaging for our frozen meals. And I just want you to get your honest reaction. What jumps out at you when you see this packaging, and what? What do you notice? At first,

Speaker 2 1:23
it's very like calm colors. I think I enjoy that. It says 100% vegan up in the top right corner, which is good because it's nice for me to be able to know, you know, is this without going and reading the ingredients. It takes me a long time. I like the it's, yeah, it's a very calm, kind of mellow color scheme, which is good. The font is a little hard to read, like, I know it says frozen garden noodle medley, but it's challenging for me to differentiate that because it's so puffy, it's hard to tell from the background. I do like the The noodles look good. I wish there was a real photo of some kind, just because, like, it is this AI generated.

Speaker 1 2:13
It is a prototype, which is why it's at that point it will be real noodles. Okay, good. I

Speaker 2 2:17
mean, if the noodles look good, then all things being equal. This seems fine. So this is like a box, or is this the front of the

Speaker 1 2:24
package? So this would be like the front of the packaging. Think of it as, like the the way the box

Speaker 2 2:29
looks, I see, yeah, okay, yeah, those are, that's kind of my initial reaction. I like, this is green plate. So that seems, seems reasonable, yeah.

Speaker 1 2:38
So I'm gonna show you one more version of the packaging, okay? And then same thing. Just give me your honest reaction. What jumps out at you? What do you notice from it?

Speaker 2 2:53
So this is the second packaging it's giving Trader Joe's sort of, is that a good thing? No, know, I like, I like seeing a picture of the food, so that way it's not, you know, like a surprise, if I open it and it's something really different, which has happened before. Like, I prefer the picture for either here on the back plant, crafted entree, Chef, curated dish. This is quite fun. I enjoy this. I think, yeah, it's, I like the way it's, it looks kind of festive. It feels very like gourmet. That's the that's the vibe I'm getting from this sage and cashew cream, gluten free, soy free, plant protein. Yeah, this is, this is quite nice. I think it's a lot brighter than the first one. Is what I'm noticing, because that one's, like, very muted. This is like, oh, okay, very cool. Yeah, I enjoy it. I would appreciate if you could put, like, it's vegetarian on it, maybe somewhere, like, if it's in the corner, or whatever it says plant crafted. So I would assume that means vegetarian, but I, you know, I still have to look at the ingredients

Speaker 1 4:08

at the end of the day. So you think maybe plant crafter was, like, a little bit ambiguous, you'd prefer something more straightforward.

Speaker 2 4:16
No, I like plant crafted. It sounds kind of bougie, okay. And Chef curated is quite cool. But I just, if you like, even if there's something like a footnote that's like, oh, okay, this is vegetarian. Like, oh, dope. Now I don't need to worry about going and reading

Unknown 4:28
this awesome. And so

Unknown 4:33
I like the plant protein seems nice.

Speaker 1 4:36
So if I just want to put these side by side and get your preference, so if you were to see both of those in the store, both of the same price, both are selling the same product, then both selling the same product, yeah, is there one that you would prefer? Or would either one?

Speaker 2 4:59
Yeah, I I like the the fancier one is quite fun. The second one you showed me, I think it looks a lot like the chef curated nature of it makes it feel like, Oh, this is kind of crafted just for me. Also, it doesn't say frozen on it, which is kind of nice. I think the right ones is frozen. Like, you know, it's like, Oh, okay. This is a window, like, I know. And it also says frozen, keep frozen on it again. This is kind of a lot. I think the left one is, like, it evokes all of the vegetables and the garden and like, oh, a chef is going and making this for you. So, like, even if you're pulling it out of your freezer and microwaving it, I think I would still get the feeling that like, Oh, I'm eating something that's that's been cooked and prepared for me, not doing this out of desperation.

Speaker 1 5:48
And so you mentioned, like, you want you were thinking, like, this was a little bit ambiguous as to whether it was vegetarian or not.

Speaker 2 5:56
Yeah, just because I am vegetarian and I don't like going and hunting lists, so it's nice to just know you know off the bat, definitely.

Speaker 1 6:11
And the last thing is, do you know? Do you have any perception of what the quality would be like for this meal, the first one versus the second one based off the packaging.

Speaker 2 6:22
First one, I can see the photo, so it's a little bit easier to sort of gage what it actually does look like. But from looks perspective, I mean, the left one seems the right one's sort of giving school

lunch a little bit, and the left one is like, Okay, this is, well, Chef curated. It's probably going to be, you know, at least somewhat decent. I left one would taste better, but also I have, you know, no real insight into what the actual food is like.

Speaker 1 6:47
So okay, I think that's it from my end. Thank you so much for doing the interview. Yeah, no problem. Good luck. You.

Siddhartha, 21 year old, flexitarian
Unknown 0:01
All right, hey, thanks for sitting down today. I just want to learn a little bit more about your thoughts on the packaging and the messaging of our product as kind of a precursor. We're green plate, which is a frozen food brand that's centered on being plant forward and vegan, and we wanted to test out some new packaging for our product.

Unknown 0:27
But before I show you that, can you kind of go a little bit more into your own healthy habits, as well as, like your experience, possibly with frozen food? Yeah, I try to eat as healthy as possible. I try to avoid frozen foods, because there's tons of chemicals and stuff in there, I believe. So I try to avoid those types of foods as much as possible. But I know a lot of protein is frozen now, so I still consume the protein stuff, but I try to be as healthy as possible and read the labels as much as possible. Okay, awesome, awesome, great. So our frozen food is branded as such. This is kind of like the whole like design elements that we're going off of, and this is our the outer packaging of our product. What kind of feelings do you have after looking at this product?

Unknown 1:26
Let me think so. It's a squash ravioli with sage and cashew cream. I like it. It looks pretty good.

Unknown 1:36
Do you happen to know what type of shape the packaging would be in for the ravioli. Is it a box? Is it like a Yeah, so this is a box, and then inside it'll probably come in, like a plastic bag, which contains ravioli, which contains, like, the different components necessary to then have the user make the ravioli. Got it. I like it. I think it looks pretty cool.

Unknown 2:05
Does it seem like a plant forward brand to you, or does it seem pretty generic? Seems pretty generic and doesn't seem to plant forward. I mean, what are the elements that are trying to make it seem like it's plant forward? I guess, besides the text that at the very bottom that says plant protein, which I would read. So if I read that, I would immediately understand it. But based on just the images on like the surroundings, it's not very obvious to me that it's like plant based, but I genuinely don't know how you could do that either. Great. And do you think having messaging that is more vegan forward or plant forward more like do you think it makes you more likely to buy frozen food, or do you think it makes it less likely for you to buy frozen food? So I'm not I'm not vegan. I eat everything but beef and pork. So vegan would not really affect

vegan packaging would not really affect me or make me more inclined or less inclined to buy it. I have a tendency to not like vegan food as much just because doesn't taste as great, so I wouldn't be less or more inclined. But if it's plant based, I definitely am inclined to trying, just because I've been trying to get that into more of my diet.

Unknown 3:26
Okay, okay, awesome. And then let me show you this other design and kind of answer the same questions here. Do you think this looks plant forward? And if so, like what really stands out to you here?

Unknown 3:41
So this is premium Golden Harvest noodle.

Unknown 3:46
I think definitely the green makes it makes me think that this is significantly more plant based than the previous one, just because the previous one kind of looked pretty common to the other other types of packaging. So this one definitely makes it seem more plant focused, because of the green doesn't mention

Unknown 4:09
so here I'm noticing it doesn't really mention in text that it's plant based. It just has no artificial high end protein and, oh no, it says plant based at the bottom.

Unknown 4:20
But maybe you'd want to change the coloring of the plant based logo. I can't really it's kind of pushed into the back. I can't really tell. It has to pop out a little more. So that's what I would probably recommend. Okay, okay, awesome. And, um, between these two packaging designs, which do you think you'd be more likely to purchase? I like the esthetic of the first one, but in terms of buying, I think I would probably buy the second one. And why is that? I think it has more vibrant colors, and it shows a picture of the food to the user, which makes it easy to visualize for me, like what I'm buying. So I think I would get the second one awesome.

Unknown 5:07
Awesome. If you could change one thing about the packaging to make it look better. What would you change for the for the second one, I'd probably change the logo of the plant based thing, either make it bigger or make it more obvious that it's high in plant based protein. That's what I would change. Second one, I would try to figure out a way to add, maybe add a picture of the ravioli. I know it's slightly text heavy, if you've noticed some of the other packaging brands for like pasta and stuff, they either have like a clear see through, like packaging, where you can see the pasta on the inside, like the noodles of it, or they show a picture of it. So I'd probably say that.

Unknown 5:43

Okay, okay, and would a plant forward, high protein messaging appeal more to you, or vegan and plant based messaging appeal more?
The first one was just plant based. The first one was plant forward, but high protein and whole grains, so kind of like a health conscious

Unknown 6:01
Okay, second one direction, and then the second one was like a vegan, plant based direction. I think the first one just because vegan is not really relevant to me, yeah? So I definitely prefer the first one. Okay, okay, awesome, great. Yeah, those are, those are all the questions I had. But yeah, thanks for sitting down and yeah, these insights have been extremely helpful.


PLANT-CRAFTED ENTREE / CHEF-CURATED DISH
BUTTERNUT SQUASH RAVIOLI
WITH SAGE & CASHEW CREAM
20g Plant Protein • Gluten Free • Soy-Free



Interview with Sadio - 23 Year Old, No strict diet but wants to eat healthier

Hi, thank you so much for meeting with me so for some context, my team and I are doing a project that gauges people eating habits, especially for frozen meal and the convenience it provides so for my first question can you tell me about the last time you prepared the frozen meal

Sadio
Yeah, I think the last frozen meal that I had was probably something from Trader Joe's like a pasta

You
And then when you buy these kind of frozen meals, like what form are they in? Are you getting trays? Are they milk kids? Are they microwavable bowls

Sadio
Yeah, they're mostly microwavable and they're like clump together

You
And when you choose that frozen milk, what makes that feel convenient to you?

Sadio
Yeah, I usually don't have a lot of time to cook myself since yeah I come from work and everything so I just want something quick and easy to make and the labels usually are what draws me to it like it says how convenient it is to make

You
So here's the prototype that we made for this example so what are your first thoughts when you see this packaging?

Sadio
Yeah, I really like the design. It's really pretty very eye-catching and it's something that I would gravitate towards in a store I think.

You
Compared to like the regular standard

Sadio
Yeah, everything everything frozen usually looks the same or something catching, but definitely be nice

You
And does it give you like what what are some? Like value signals that I gives you when you see this type of fancy box

Sadio
Got it makes me think that it would be a good meal rather than something that would look cheap. If that makes sense. I just like looks very sophisticated and that makes me think that it would be something worthwhile to spend my money on.

You
OK and is there anything that is labeled on the package that also signals value to you?

Sadio
Yeah, I really like how it says plant crafted entrée and or chef create a dish

You
Can you tell me a little bit more about that?

Sadio
Yeah, it seem like it was something that was like intentionally chosen and not something that was just like randomly put together and make it reminds me of like a home-cooked meal

You
And then also like you when you were buying these frozen meals, are you looking for any health benefits and if so, is there anything that signals that within this package?

Sadio
Definitely yeah I really like how it tells about like the type of protein that you're receiving as well as like the ingredients that it has like soy free or gluten-free. I feel like a lot of people have to be aware of like the health costs of a lot of things out they're buying or just like that if it's in this box really shows them.

You
Yeah, that's exactly what we were trying to like portray with like this specific choices we've made if you take a look at the back is there anything that fix out to you

Sadio
Is there any?

You
and like what would make you gravitate towards me if you were to read the back of the box

Sadio
Yeah, I really like the slogan that it has at the top on mid with love from California farms to your kitchen that just released it out to me and the backstory to like the ingredients are just like how the smell was made. I think it's really important and I also really like the steps for how to make it.

You
So now talking about the steps, do you feel like having those separated components like makes you feel like this is a more fresh meal

Sadio
What separate component?

You
The components within the box like that make you feel like you're eating a more fresh meal

Sadio
Yeah, definitely I feel like if I'm to follow the steps and like put the things together such as like turning on the high heat or letting you sit, it just really makes me feel like I'm preparing a meal instead of just like popping it in the microwave, but just like going out about my name

You
And if you were to go out and make this specific meal right now, how long do you think it would take you?

Sadio
Yeah, if I'm If I'm doing the microwave if you if I'm doing the microwavable option, I don't think it'll take more than 10 minutes

You
Otherwise, the stove option how many

Sadio
Oh yeah yeah like 10 minutes or so

You
And this having these separate ingredients, I feel like more work to you or this is just as convenient

Sadio
I feel like it could seem like a lot more work to somebody who's like like in a hurry or something, but if I'm looking for like like if I'm looking to sit down and like make dinner, I don't think it would be super inconvenient

You
This product was sold right next to other frozen meals. Would he consider it consider buying it why or why not?

Sadio

Yeah, definitely I feel like I would buy it more than other Meals just cause it seems like a like a healthy option and it's just like very flashy and pretty and just like very convenient to make it seems like

You
And like one year following these steps on how to make the mail to the steps intuitive or did you have to reread the instructions?

Sadio
If I was really focused, I feel like I wouldn't have to reread it, but just from like a glance in my Yeah, it might seem like it's just just with the two like the stove top in the microwave. I could get mixed up with those two, but if I was ready to really lock in on which one I wanted to do, I don't think it would be too intimidating.

You
And would you be willing this item is currently priced at $13 would you be willing to pay the same price more or less Hello

Sadio
Sorry, can you repeat that?

You
Would you be willing to pay the same price for this product or more or more or less is currently priced up $13

Sadio
Yeah Maybe $10 for this

You
OK and why is that? What would make it seem more luxurious?

Sadio
Maybe is it like one serving?

You
Yeah, currently one serving

Sadio
Yeah, I just feel like $13 just might be a bit high for one serving items

You
Cell

Sadio

So if I was to get like two servings out of that and pay $13

You
OK, and if you want to be there was to be a bulk version would you buy that like a book version for like maybe a week? Would you? Would you buy that version instead and pay like a lot more money at once knowing that you have a lot more servings

Sadio
Yeah, I think if I liked the meal, I feel like a bulk version would make it seem like I'm like yeah I feel like a book version would just be cheaper than just like spending it on One serving

You
Last year, I just wanna ask if you were describing this product to a friend would he emphasize the freshness the flavor or the convenience first what are what is the most important?

Sadio
Yeah, I would emphasize The freshness of the like the styling as compared to other boxes and then the flavor, and then the convenience

You
Well, thank you so much for willing being so willing to test out our product. I'll let you know how the next steps goes.

Sadio
OK, thank you thanks for having me

Interview with Sophia - 20 Year Old, Eats Healthy, Gluten-Free

You
Hi, thank you so much for being so willing to do this interview with me so the first question is when was the last time you prepared to frozen milk?

Sophia
Pair myself from you

You
A frozen meal

Sophia
Or a frozen meal I try not to I cannot do frozen meals unless I really need to because they're usually not that satisfying just pop in the microwave oven And like they don't come out right, but

I think it was probably like when I was first moving in there to campus because I was in a rush. I just wanted to make sure I had some stuff in the fridge.

You
Do you feel like you don't find frozen milk like you don't think they would taste good or what was your reasoning out? Why are you try not to

Sophia
I definitely don't think OK is good as Frozen music freshly cook me always better but I also just think that like it's really hard to get it properly cooked

You
And do you feel like if you're looking at our if you look at our prototype and the inside we have all the ingredients separated do you feel like that would add a present value of freshness if you had the ingredients separated, the spider being frozen and you had to do the extra steps to kind of prepare it

Sophia
I definitely think so. I kinda like how like the liquid more soft but separated from the food and like I think that's another thing with frozen food sometimes it's one thing he's a fashion other so I do like how separated.

You
OK, and if you look at our box right now, what are some things you see in the front covered? I fixed out

Sophia
Call me I think it just looks more serious. I don't know. I think I don't really know what to expect when it comes to frozen food for this setting bar because we don't expect money like frozen food is more below us but this gonna take more. Nice like thought out

You
So imagine you were took a prepare of the smell. How long do you think it would take you?

Sophia
Probably no more than 10 minutes ago, which is good

You
Yeah If we were to cook it, how long if you were to cook it from scratch prepared sauce, prepared of pasta how long do you think that will take you?

Sophia
Oh definitely longer also, can I escape distracted, so I think the more pieces there are more distracted I get easier

You
Do you think it would be intuitive for users who were first experiencing this meal?

Sophia
Even if it's not like if they would come back just because it will probably taste like the type of meal where you have to microwave it all at once so

You
Do you feel like this is more

Sophia
but

You
effort?

Sophia
I think it is a little more effort, but I can't. I think that actually easily understood.

You
Yes, so it's a good trade off

Sophia
Yeah, I think it's a good trade-off a little bit more like a meal

You
On a scale of one to 10 how convenient does this look compared to a traditional frozen meal?

Sophia
Doesn't look compared to me And it's similar to a frozen meal, but it's definitely a lot more helpful Since

You
And the last thing I'm gonna ask you is if this product was sold next to another frozen milk would you consider just just as convenient?

Sophia
Say it again

You
This product was sold right next to another frozen ability consider just as convenient

Sophia

Yeah, I probably will. I think it's like depending on what quality you want. It's convenient to get better quality. It's not that with not having to cook it on like yourself.

You
Does it feel very luxurious to you or anything that's like high-quality and if so, are you willing to pay the current price point of $13 for this milk?

Sophia
Yeah, I think it does feel more luxurious to me and I think that it's not crazy different in comparison to other frozen meals frozen yogurt usually not that cheap because they just like throw a bunch of stuff in there and like with the price and since you don't really know, it's in there you kinda like maybe it is worth the price there is so much stuff in there, but this makes a little easier and taste better

You
All right, that's all of my questions. Thank you so much.

Sophia
Thank you so much

Interview with Anne - 22 Year Old, Works full time

Person 1: Thank you so much for meeting with me today. My group is conducting research on how people perceive convenience when it comes to frozen foods. I'd love to hear your perspective can you tell me about the last time you prepared a frozen meal?

Person 2: Honestly, I can't remember the last time I made one. In my house, we usually cook fresh meals and keep enough in the fridge for a few days. Frozen meals don't feel that convenient to me not because they take too long, but because I don't feel great after eating them. If I eat frozen food for several days, I start feeling groggy, like it's not the best fuel for my body.

Person 1: When you do choose to eat frozen meals, what makes them feel convenient to you?

Person 2: It's mostly when I'm low on energy. After a long day, I might not have the motivation to cook from scratch, so it's nice to just pop something into the oven or microwave. It's really more about my energy level than time.

Person 1: Do you ever feel turned off by the food itself like it doesn't look or feel healthy?

Person 2: Yeah, sometimes. I'll start eating it and it's fine at first, but by the end I can feel kind of gross. It's that heavy, processed feeling that makes me think maybe I should've just cooked something fresh.

Person 1: What stands out to you about the preparation process or the instructions for frozen meals?

Person 2: Usually the instructions are really straightforward. Everything's clearly labeled, especially when there are multiple components. It's nice when each bag tells you exactly what to do and when to mix things together it makes it hard to mess up.

Person 1: Do you prefer when meals come as one complete frozen block or when the components are separated?

Person 2: For pure convenience, having it all in one container is easier. But if you want it to taste better, separating the components makes a big difference. When the veggies, noodles, or protein are cooked separately, they don't get soggy or weird. It feels more like something you actually made at home.

Person 1: How long does it usually take you to prepare a frozen meal?

Person 2: Maybe around 10 to 15 minutes. That's what makes them appealing, they're quick.

Person 1: And how long would it take to cook a similar meal from scratch?

Person 2: Probably 40 to 45 minutes, depending on what it is. You'd have to chop vegetables, cook things separately, and combine them, definitely at least three times longer.

Person 1: When you see a frozen meal with separated ingredients, does it feel fresher or just like more work?

Person 2: It might take a few minutes more, but it's worth it. Having separate parts makes it feel like an actual home-cooked meal. You feel more proud of it, and the taste usually makes up for the extra effort.

Person 1: If this type of "assembly-style" frozen meal was sold next to traditional ones, would you consider it just as convenient?

Person 2: Definitely. If it's still easy to follow and doesn't add too many steps, I'd see it as equally convenient, maybe even more rewarding to make.

Person 1: Let's say it was priced at around $12, would you pay that much for this kind of frozen meal?

Person 2: I would. If it tasted good and felt like real food, I'd rather spend a bit more for something satisfying and fresh-tasting than buy something cheaper that doesn't feel good to eat.

Person 1: Could this format replace your usual frozen meal choices?

Person 2: It could, yeah. If the final product tastes good and still saves time, it's something I'd keep buying.

Person 1: And if the meal was plant-based, would that affect your decision?

Person 2: Not really. As long as it has the nutrients I need, protein, carbs, healthy fats ,and feels balanced, I don't mind if it's plant-based.

Team Discussion and Next Steps

Our three assumptions we tested were 1. willingness to pay $10-$12 for the frozen meal (verifying our marketing ads strategy through the landing page), 2. the effectiveness of health-forward branding over the previous vegan messaging with our prototype's new packaging, and 3. the convenience of the new assembly-style preparation of the frozen meal.

After reviewing our learnings from the three assumption tests, we have concluded that our strategy to rebrand Green Plate as high-quality, health, plant-forward frozen meals instead of a vegan brand is still a good direction to go - we will incorporate the feedback gained from the interviews to improve our prototype, making our outer packaging further reflect the quality of the product and improving the assembly-style form factor (as discussed more specifically in the learning cards below). Our next steps will be to follow through on the "Therefore, we will…" steps outlined in the learning cards below - particularly solidifying our outer packaging design and inner form factor of the meal - and to conduct further tests to validate the next iterations of the prototype before exploring how to bring this prototype into production for more large-scale distribution and testing in retail.

Learning Card 1: Willingness to Pay for Premium Frozen Meal

Tester Names:

1. Jasmine
2. Carmel

We believed that:
Flexitarians will pay $10–12 for a premium, assemble-style frozen meal because the format feels higher quality and worth the price.

We observed:

- **Vanessa (27, former vegan)** was initially confused about the difference between *assembly-style* and *ready-to-heat*, but ultimately preferred the assembly-style *stir-fry* for control over preparation ("I like to control how crunchy I want my broccoli"). She was willing to pay ~$3 more for that flexibility.
- **Briant (23, gym-focused professional)** preferred *ready-to-heat* due to time constraints ("I only have 30 minutes for lunch"), but said if prep time were equal, he'd choose the *enchiladas* for flavor. Price point "didn't matter" for him, but convenience did.
- **Addison (26, triathlete)** chose *stir-fry* because it seemed more practical for reheating ("enchiladas could get soggy"). He actually *pre-ordered two* at $11.99, finding the price "reasonable compared to eating out" and worth it for convenience, though he said he could see himself choosing the *cheaper* ready-to-heat option if prep time was identical or less.
- **Jazmin (23, health-conscious professional)** gravitated toward the *stir-fry* because it looked easy to assemble ("only three main steps"). She found $11.99 "reasonable" for a quick, full meal but ultimately preferred *ready-to-heat* options for time efficiency: "I'm able to get **three meals for $27"**, which felt like better value.
- **Miguel (23, landscaper and gym-goer)** liked the *assembly-style stir-fry* for its perceived freshness ("it involves a bit of cooking, so ingredients should be fresher"). However, he questioned whether portion size justified the $12 price point, comparing it to Panda Express. Ultimately, he opted for the cheaper ready-to-heat bowls, buying two because they felt like a "better bang for your buck."
- Across all tests, **participants compared the two styles mainly on prep time and texture, not price**. Price sensitivity was moderate: users justified higher cost only if the convenience or control was evident. Users were open to paying $11.99 if the tradeoff in time and quality was explicit, but when ordering more than one meal, 2/5 participants defaulted to cheaper, ready-to-heat meals.

From that we learned that:
Users' **perception of value** comes primarily from *convenience* and *freshness control*, not simply the label "assembly-style." While some perceived the assembly-style as higher quality, this perception only mattered if the **added effort felt minimal.** The **price tolerance of $11.99** was acceptable when users could rationalize it against eating out or customization, but **only if**

the prep effort seemed minimal. Clarity in differentiating between the two meal types is critical for communicating why one costs more.

Therefore, we will:

- **Revise product messaging** to clearly explain what “assembly-style” means, using visual comparisons and short taglines like “Quick toss, restaurant-fresh taste in minutes.”
- **Reframe pricing communication** to highlight time savings and customization value (e.g., “Ready in 8 minutes—your way”).
- **Add portion visuals** or comparisons to reinforce value perception (“Full meal, restaurant-sized portions”).
- **Test updated messaging** with 3-5 new users to see if clarity improves understanding and willingness to pay above $10.
- **Iterate prototype** so assembly-style meals visually emphasize convenience (e.g., “3 easy steps” instead of “assemble-style”).

Learning Card 2: Health-Forward Messaging vs. Vegan Messaging

Tester Names:

3. Pratham
4. Anisha

We believed that:
An outer packaging that focused on the quality and healthy aspects of our frozen meal would be more preferable to customers than a design that centered around a vegan identity.

We observed:

Overall, the interviewees all preferred the new plant-based/health focused design more appealing than the initial vegan centric one. The interviewees pointed out that the highlighted health aspects that were highlighted on the new design would motivate them to purchase that meal over the other one based on packaging. One interviewee said “[I prefer] plant-crafted to me, who is not vegan, I would go for the second one because of that” - for those who aren’t vegan, the idea of not having the vegan identity gives a perceived higher quality and makes it feel more “fancy” and “fun.” Having the “vegan” label has that othering effect - the interviewees mentioned that if they were vegan they may appreciate it but as a non-vegan they preferred the new design.

Multiple interviewees pointed out that though the new design had less emphasis on the vegan meal itself and more on health/plant-crafted aspect, they would be hesitant to buy the meal without seeing a picture of it on the front. That’s something we can reintroduce from the previous design - having insight into what the actual food looks like.

From that we learned that:
Customers seem to prefer the new branding in the outer packaging compared to the vegan focus. It also seems that those who eat frozen meals (even those who are flexitarian or often go

for vegan/vegetarian options) are more persuaded by the perceived health and quality of the product as opposed to whether it is vegan or not.

Along the lines of highlighting the quality of the meal, customers like to see an image of the food product itself - so they are further convinced of what the product is before they buy it.

Therefore, we will:

We will move forward with this “plant-forward” and “plant-crafted” brand messaging since it feels more inclusive and effective. We will further highlight the health benefits by increasing the size/presence of the health facts, and will incorporate either transparent packaging or an image of the food to address user feedback that our new design does not show the product that they are buying on the package.

Learning Card 3: Convenience of assembly-style frozen meal

Tester Names:

5. Fadumo
6. Ari

We believed that:
We believed that people choose frozen meals primarily for speed and ease, and that adding small assembly steps would make meals feel fresher without sacrificing convenience. We also assumed that premium packaging and storytelling could elevate the perceived value and healthiness of frozen food.

We observed:

Visual Appeal Matters: All three participants were drawn to the modern, sophisticated packaging. They said it stood out from typical frozen meals, which often “look cheap” or “the same.”

Separation Suggests Freshness: The idea of separate components made participants feel the meal was fresher and more intentional, something closer to a home-cooked dish rather than a pre-made block.

Convenience Is Relative: While some saw the extra steps as a bit more work, most felt it was a good trade-off because it made them feel more engaged in preparing their food.

Health and Transparency: Labels like “plant-crafted entrée” or “chef-curated” signaled intentionality, health, and care, qualities that made participants more willing to pay a premium.

. Price: All participants liked the product but hesitated at the $13 price point. They said they'd pay around $10, or more if the portion were larger or came in bulk.

From that we learned that:
Consumers associate freshness, effort, and quality with intentional design, both in the product's visual presentation and its preparation steps.

Therefore, we will:

Emphasize the "crafted convenience" balance, keeping preparation steps simple but meaningful. Highlight freshness through separated components and intentional labeling. Maintain premium visual storytelling, but adjust pricing or portion size to align with perceived value. Center health transparency to make it easy for users to trust what's inside.