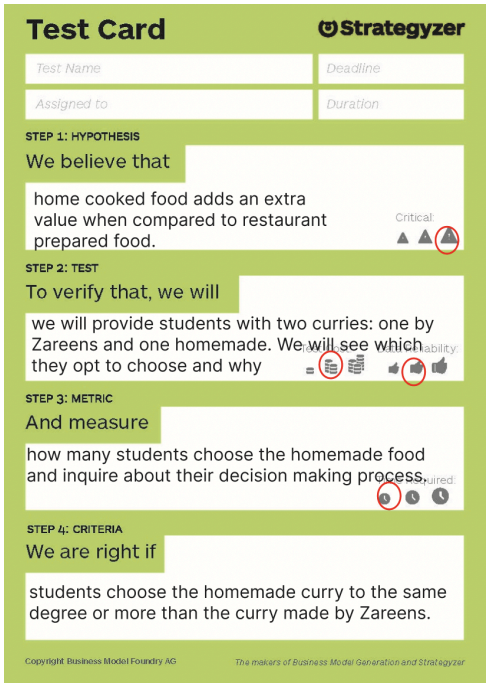
HomeFood Role Prototype Final Deliverables

Test and Learning Cards



Test Card — Strategyzer

Test Name | Deadline

Assigned to | Duration

STEP 1: HYPOTHESIS

We believe that

home cooked food adds an extra value when compared to restaurant prepared food.

Critical:

STEP 2: TEST

To verify that, we will

we will provide students with two curries: one by Zareens and one homemade. We will see which they opt to choose and why

Data Reliability:

STEP 3: METRIC

And measure

how many students choose the homemade food and inquire about their decision making process.

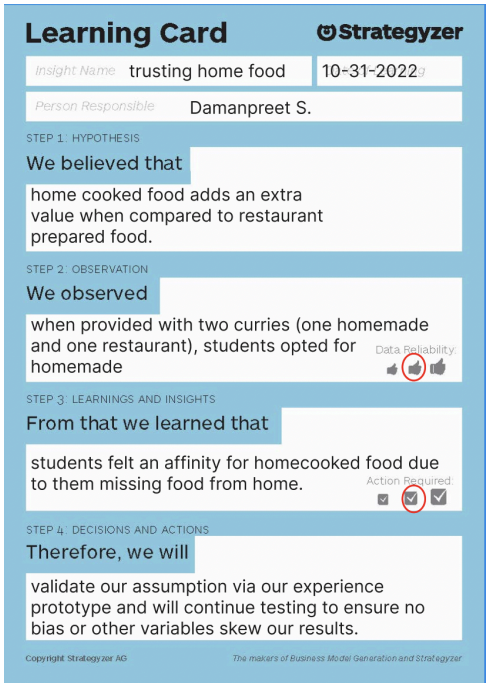
Action Required:

STEP 4: CRITERIA

We are right if

students choose the homemade curry to the same degree or more than the curry made by Zareens.

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Learning Card — Strategyzer

Insight Name: trusting home food | 10-31-2022

Person Responsible: Damanpreet S.

STEP 1: HYPOTHESIS

We believed that

home cooked food adds an extra value when compared to restaurant prepared food.

STEP 2: OBSERVATION

We observed

when provided with two curries (one homemade and one restaurant), students opted for homemade

Data Reliability:

STEP 3: LEARNINGS AND INSIGHTS

From that we learned that

students felt an affinity for homecooked food due to them missing food from home.

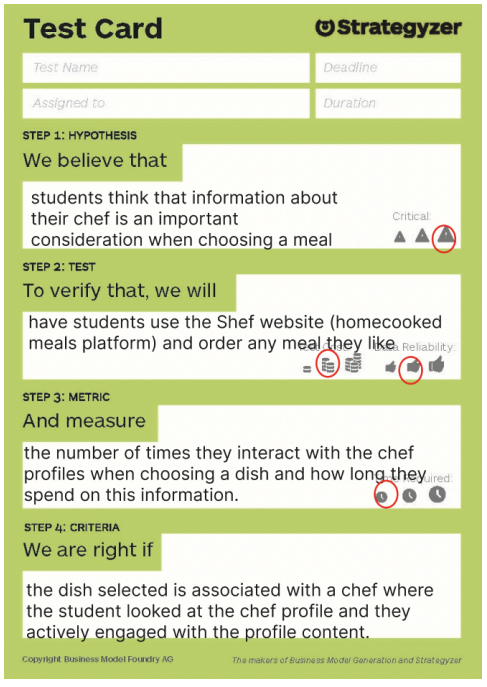
Action Required:

STEP 4: DECISIONS AND ACTIONS

Therefore, we will

validate our assumption via our experience prototype and will continue testing to ensure no bias or other variables skew our results.

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Test Card — Strategyzer

Test Name | Deadline

Assigned to | Duration

STEP 1: HYPOTHESIS

We believe that

students think that information about their chef is an important consideration when choosing a meal

Critical:

STEP 2: TEST

To verify that, we will

have students use the Shef website (homecooked meals platform) and order any meal they like.

Data Reliability:

STEP 3: METRIC

And measure

the number of times they interact with the chef profiles when choosing a dish and how long they spend on this information.

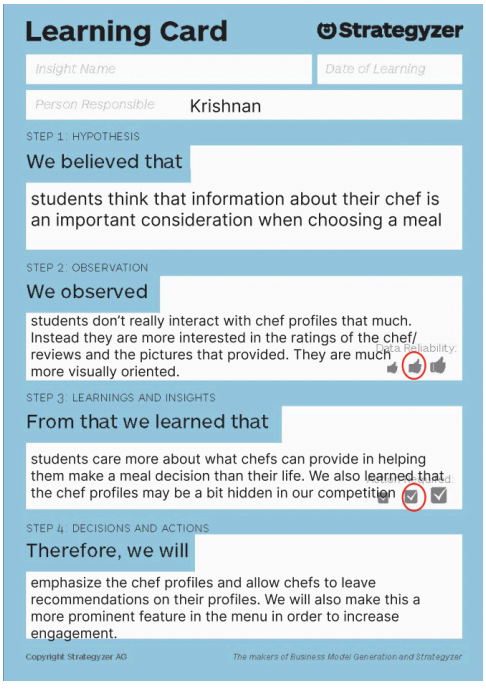
Action Required:

STEP 4: CRITERIA

We are right if

the dish selected is associated with a chef where the student looked at the chef profile and they actively engaged with the profile content.

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Learning Card — Strategyzer

Insight Name | Date of Learning

Person Responsible: Krishnan

STEP 1: HYPOTHESIS

We believed that

students think that information about their chef is an important consideration when choosing a meal

STEP 2: OBSERVATION

We observed

students don't really interact with chef profiles that much. Instead they are more interested in the ratings of the chef/ reviews and the pictures that provided. They are much more visually oriented.

Data Reliability:

STEP 3: LEARNINGS AND INSIGHTS

From that we learned that

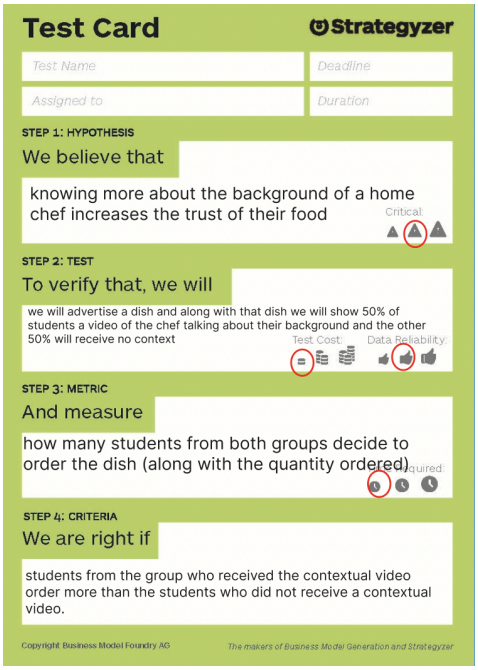
students care more about what chefs can provide in helping them make a meal decision than their life. We also learned that the chef profiles may be a bit hidden in our competition

STEP 4: DECISIONS AND ACTIONS

Therefore, we will

emphasize the chef profiles and allow chefs to leave recommendations on their profiles. We will also make this a more prominent feature in the menu in order to increase engagement.

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Test Card

Strategyzer

Test Name | Deadline

Assigned to | Duration

STEP 1: HYPOTHESIS

We believe that

knowing more about the background of a home chef increases the trust of their food

Critical:

STEP 2: TEST

To verify that, we will

we will advertise a dish and along with that dish we will show 50% of students a video of the chef talking about their background and the other 50% will receive no context

Test Cost: Data Reliability:

STEP 3: METRIC

And measure

how many students from both groups decide to order the dish (along with the quantity ordered)

Time Required:

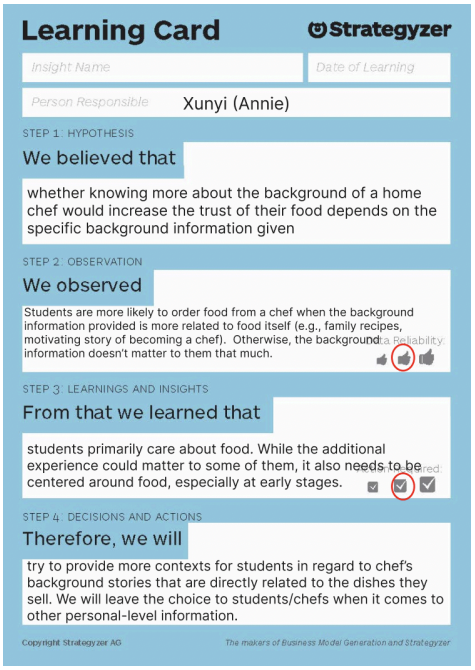
STEP 4: CRITERIA

We are right if

students from the group who received the contextual video order more than the students who did not receive a contextual video.

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Learning Card

Strategyzer

Insight Name | Date of Learning

Person Responsible: Xunyi (Annie)

STEP 1: HYPOTHESIS

We believed that

whether knowing more about the background of a home chef would increase the trust of their food depends on the specific background information given

STEP 2: OBSERVATION

We observed

Students are more likely to order food from a chef when the background information provided is more related to food itself (e.g., family recipes, motivating story of becoming a chef). Otherwise, the background information doesn't matter to them that much.

Data Reliability:

STEP 3: LEARNINGS AND INSIGHTS

From that we learned that

students primarily care about food. While the additional experience could matter to some of them, it also needs to be centered around food, especially at early stages.

Time Required:

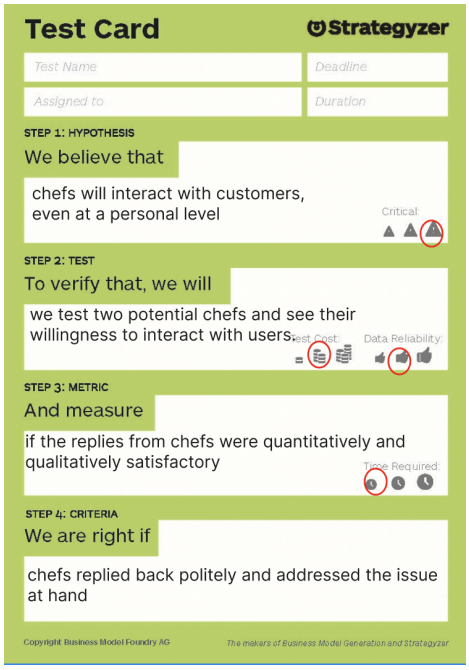
STEP 4: DECISIONS AND ACTIONS

Therefore, we will

try to provide more contexts for students in regard to chef's background stories that are directly related to the dishes they sell. We will leave the choice to students/chefs when it comes to other personal-level information.

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Test Card

Strategyzer

Test Name | Deadline

Assigned to | Duration

STEP 1: HYPOTHESIS

We believe that

chefs will interact with customers, even at a personal level

Critical:

STEP 2: TEST

To verify that, we will

we test two potential chefs and see their willingness to interact with users.

Test Cost: Data Reliability:

STEP 3: METRIC

And measure

if the replies from chefs were quantitatively and qualitatively satisfactory

Time Required:

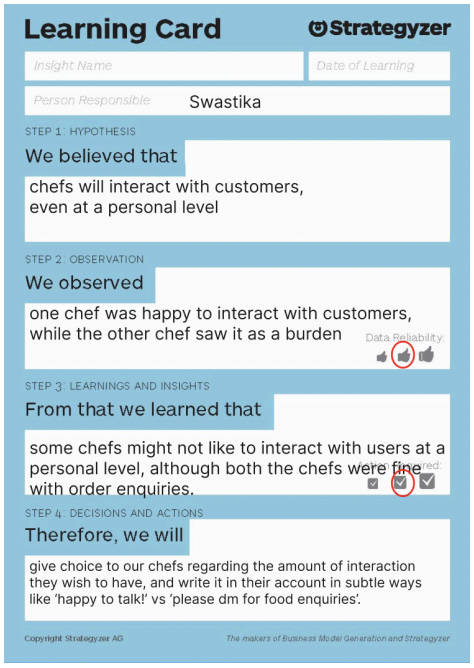
STEP 4: CRITERIA

We are right if

chefs replied back politely and addressed the issue at hand

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Learning Card

Strategyzer

Insight Name | Date of Learning

Person Responsible: Swastika

STEP 1: HYPOTHESIS

We believed that

chefs will interact with customers, even at a personal level

STEP 2: OBSERVATION

We observed

one chef was happy to interact with customers, while the other chef saw it as a burden

Data Reliability:

STEP 3: LEARNINGS AND INSIGHTS

From that we learned that

some chefs might not like to interact with users at a personal level, although both the chefs were fine with order enquiries.

Time Required:

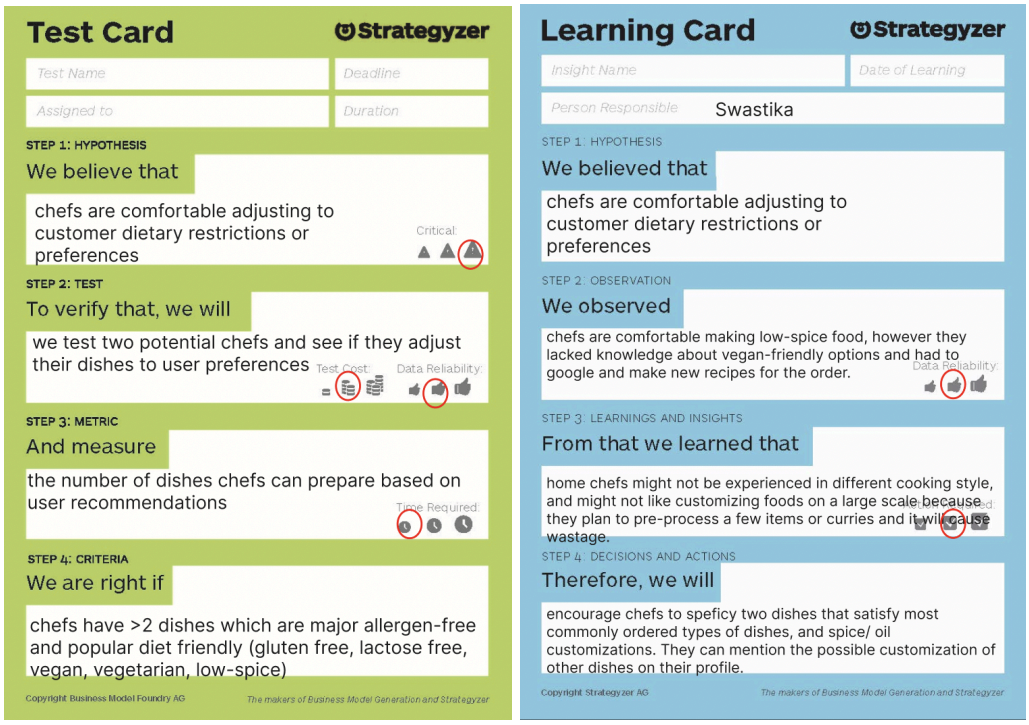
STEP 4: DECISIONS AND ACTIONS

Therefore, we will

give choice to our chefs regarding the amount of interaction they wish to have, and write it in their account in subtle ways like 'happy to talk!' vs 'please dm for food enquiries'.

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Test Card — Strategyzer

Test Name | Deadline

Assigned to | Duration

STEP 1: HYPOTHESIS

We believe that

chefs are comfortable adjusting to customer dietary restrictions or preferences

Critical:

STEP 2: TEST

To verify that, we will

we test two potential chefs and see if they adjust their dishes to user preferences

Test Cost: Data Reliability:

STEP 3: METRIC

And measure

the number of dishes chefs can prepare based on user recommendations

Time Required:

STEP 4: CRITERIA

We are right if

chefs have >2 dishes which are major allergen-free and popular diet friendly (gluten free, lactose free, vegan, vegetarian, low-spice)

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Learning Card — Strategyzer

Insight Name | Date of Learning

Person Responsible: Swastika

STEP 1: HYPOTHESIS

We believed that

chefs are comfortable adjusting to customer dietary restrictions or preferences

STEP 2: OBSERVATION

We observed

chefs are comfortable making low-spice food, however they lacked knowledge about vegan-friendly options and had to google and make new recipes for the order.

Data Reliability:

STEP 3: LEARNINGS AND INSIGHTS

From that we learned that

home chefs might not be experienced in different cooking style, and might not like customizing foods on a large scale because they plan to pre-process a few items or curries and it will cause wastage.

STEP 4: DECISIONS AND ACTIONS

Therefore, we will

encourage chefs to speficy two dishes that satisfy most commonly ordered types of dishes, and spice/ oil customizations. They can mention the possible customization of other dishes on their profile.

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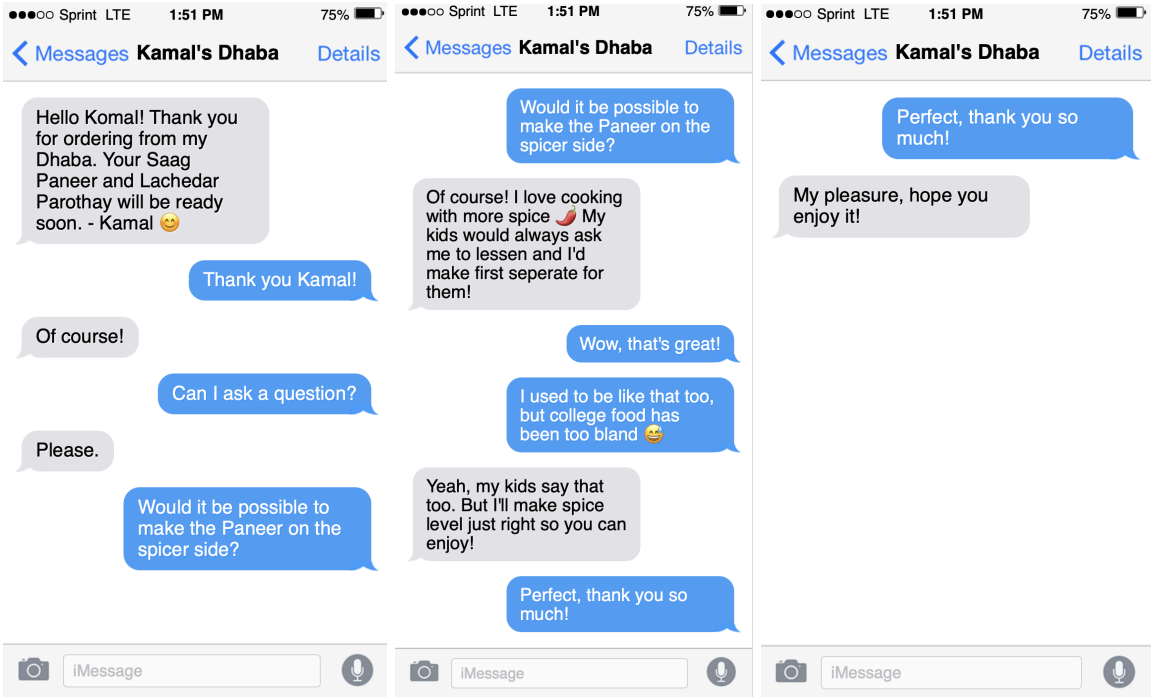
Role Prototype

For our role prototype, we had a home chef (Damanpreet's mother, Kamaljeet) and a student interested in home-cooked Indian food (Damanpreet's friend, Komal) interact with each other via text in a way that simulated the envisioned chat feature on HomeFood and tested our assumption that consumers do want to engage with home chefs and cultivate a connection.

Damanpreet facilitated this conversation by giving his mother a heads up about the conversation so she knew to expect it, but otherwise, it was as close to an organic conversation as possible. Komal texted Kamaljeet with the presumption that Komal had already placed an order for one Saag Paneer and two Lachedar Parothay. We provided Komal with a graphic that emulated what pop-up instructions that would show up on the HomeFood app before using the chat feature (i.e. how to use it, what to ask chefs/can talk about, terms and conditions).

Komal and Kamaljeet had their conversation and we met with each of them to get their take on the experience via individual interviews.

Here is their text exchange:



We asked Komal and Kamaljeet the following post-interview questions:

1. *What did you enjoy most about chatting with Kamaljeet/Komal and why?*
2. *What felt most challenging during that experience?*
3. *Is there anything you feel as if the chat experience could have included or excluded?*
4. *Who would you recommend this app to? Is there anyone you can think of who would use something like this and why?*

These were their responses:

Komal:

1. I enjoyed the chat, but I definitely felt weird about it. It's not something I've ever done. The most I've gotten from my DoorDash driver is "outside." But I appreciated how I felt cared for and it was just like texting my mom in high school which was sweet and unexpected. I wonder how she felt, because I'm sure it can be daunting for adults to do something like this.
2. Asking permission to ask the question. I wasn't sure how else to do it, I think maybe that can be a feature on its own, like spice levels or other basic stuff like that. But this chat can be beneficial if you have more niche concerns about spice or have specific allergies and you want to get that across to the chef and be certain they know.
3. The spice level stuff, it can maybe be its own thing on the app when ordering. But otherwise, I think it was great! I can definitely see this as a great feature for folks with more niche requests, like if they have a certain dish prepared a certain way beyond stuff like no dairy or certain allergies. Like I love my Saag Paneer to have some ghee swirled on the top and rim of the dish. Some prompts would have definitely helped to spark conversation, especially around stuff like culture and the cuisine. But also, a personal connection takes time. So maybe around the third or fourth time ordering, I 'd like to learn more about the chef.
4. Yes, I would recommend this to other grad students who aren't able to cook or struggle to cook. I feel like college students in general could warm up to this and it can become a sweet thing because we all want a bit of familial love when we're far from home!

Kamaljeet:

1. I thought I was talking to you (Damanpreet) on the phone. It reminded me of you and when I used to ask you in high school about dinner. I missed that, so it was nice to feel that.
2. The first text, I had to Google what people say to placed orders and then send the message. I also didn't know what to expect after that, so that was a bit stressful.
3. Maybe templates or suggestions on how to start the conversation, since I'm new to this. Examples of what other chefs have done or how they start the conversation would be helpful. I also don't know what they want to know about me or if they want to know at all. It seems tough to go in with that at first.
4. I know some other homemakers that are trying to sell their food in the neighborhood. But they do it on NextDoor or the WhatsApp/Facebook groups, so I could tell them so they know where to sell and make money more officially!

Key Insights

1. College students trust home-cooked food.
2. College students care about the food and prefer to learn more about it visually (i.e. minimal text). They would also connect with chefs only to the extent that they can make a choice about their order.
3. Home chefs are limited to their home kitchens and other responsibilities, so they cannot always fulfill niche customizations to meals.

4. Home chefs and students are not the most comfortable with initiating a conversation with students. While it can be very nostalgic of talking with a parent, it requires prompting/facilitation through the platform.
5. Developing a “food community” takes time. Users are not inclined to initiate or engage in personal conversations during initial interactions.

The Value Proposition in the Role of a User’s Life

HomeFood delivers home-cooked meals to college students by connecting them with home chefs that support them in exploring and engaging with various cultures and cuisines. For most students, this is their first time away from home and more specifically, their first time living on their own. This comes with many challenges, including feeding themselves. However, they can easily get dissatisfied with options available to them, like dining halls. So we first checked to see if our offerings of home-cooked meals could provide a viable alternative. Fortunately, our testing signaled that students trusted home-cooked, even over restaurant equivalents that they "eventually grew tired of" just like dining halls. They found a strong sense of home and community from wherever they came during our round of testing home-cooked and restaurant equivalent meals. This validated a major cornerstone assumption our team required to proceed forward. However, there were also certain signals that needed to be reconsidered in order to better align with our users' understanding. For example, our chefs and students are not necessarily comfortable with developing a personal relationship with each other during the first couple of orders. They cite that this feels unnatural and that they would need time to develop this relationship, as it would at a mom-and-pop shop that you begin to frequent

and learn more about. But they also felt like the chat feature could be strengthened if there was the option for pre-selected or suggest prompts that users could use to initiate conversations and take away the tension from talking to a stranger, even if that stranger is open to conversation. This definitely means that we will have to provide more support to users on both ends when they use the chat feature, so that it feels less pressuring and more natural to engage in conversation between students and chefs. Looking at challenges facing our chefs, they would not be able to accommodate as many changes to their cuisine as we would have envisioned due to kitchen capacity. However, they are able to meet certain low-effort/stakes accommodations like spice and certain allergies. This allows users to have some level of customization and accommodation with their meal. Taking these considerations into mind, our go-to-market strategy will still entail a chat feature but with more structured prompts or prewritten messages that chefs and students can send to initiate conversation. The option to freehand conversation will remain, but with the option to lean on what HomeFood finds as great conversation starters. We will also provide a quick guide to the chat feature that provides clear ideas for users to chat about, such as how to inquire about a certain dish. Our strategy will also provide certain customizations, albeit they will vary from chef to chef, and we will try to incorporate the chat feature to a degree for more niche customizations that could potentially spark conversation.