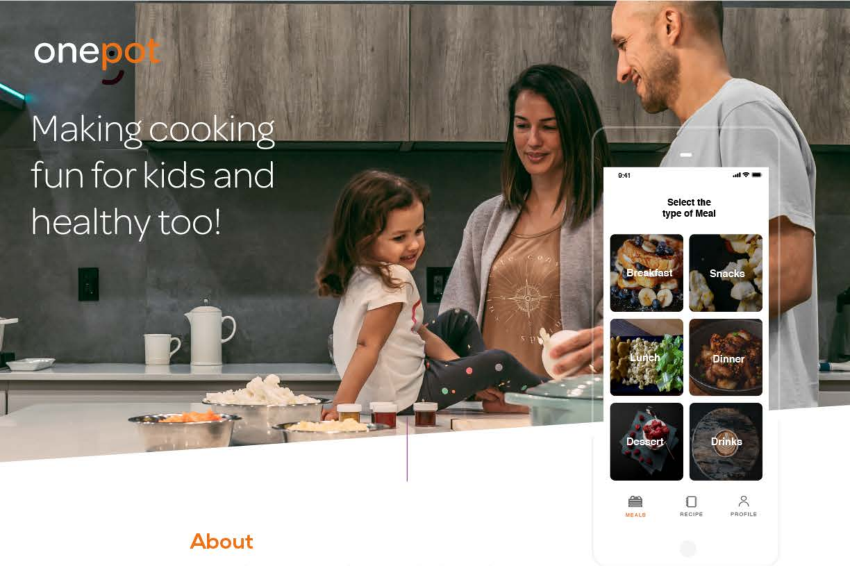
onepot

Making cooking fun for kids and healthy too!


9:41
Select the type of Meal
Breakfast
Snacks
Lunch
Dinner
Dessert
Drinks
MEALS
RECIPE
PROFILE

About

Onepot is all about getting more kids in the kitchen cooking with parents. Parents are either too tired to cook or they cook the same thing over and over again because their kids are too picky to try something new.

Role

My role was to develop a brand, conduct research, sketch and develop lo-fidelity and high-fidelity wireframes, prototype and user test.

Kickoff

Product Goals

Offer parents and kids to choose funways to promote cooking with kids. Parents can choose food categories and meal time preferences as well as schedule delivery times to promote cook night with the kids.

Business Goals

Partner with existing food companies to sell their products in our application. Drive user adoptions to the product with referrals and smart tupperware to prevent food waste.

User Goals

Allow parents to engage with their children while helping them teach them how to cook. Allow parents to make dinner easy after a long day of work.

The Problem

When parents go grocery shopping, a majority of them throw away at least some of their food. Parents usually are too tired from work, so many parents cook enough for the week in one meal. When unexpected events happen, people end up wasting their food.

Personas

PERSON IN REAL WORLD CONTEXT

I hate buying vegetables. I always use what I need when I cook and forget about it until my fridge stinks.
Gerald Grocery

BEHAVIORS/ACTIVITIES

Studies and goes to class all day

Goes out with friends on weekends

Wastes a lot of food because he leaves it in the fridge

Hates buying fruits and vegetables

Orders takeout/delivery a lot

ABOUT THEM

College Student

NEEDS/GOALS

Wasted groceries because he forgets

Lives in Urban Downtown
19-28
Male or Female

Orders delivery/take out
Wants to eat healthier
Wants to save money
Wants to cook more

PERSON IN REAL WORLD CONTEXT

I want to get closer with my kids. I want to teach them how to cook.
Gretta & Greg Grocery

BEHAVIORS/ACTIVITIES

Both work all day
Wants to spend time with their kids
Loves to cook at home
Wants to cook with their kids but don't want to buy everything
Loves doing projects

ABOUT THEM

Parents with kid(s)
Both male and female
25-45
Mom works as a teacher
Dad works as a web developer

NEEDS/GOALS

Wants to spend time more time with their kids
Wants to teach their kids how to cook
Trying to save money on ingredients
Hates wasting food

Research

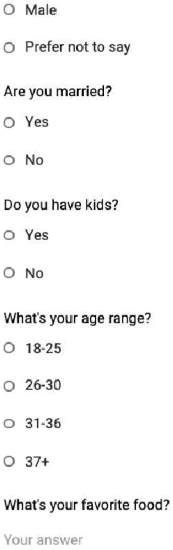
The Screener Questionnaire

Are you a:

○ Female

Choose what time you eat in the morning

○ 6:00 am



○ Male

○ Prefer not to say

Are you married?

○ Yes

○ No

Do you have kids?

○ Yes

○ No

What's your age range?

○ 18-25

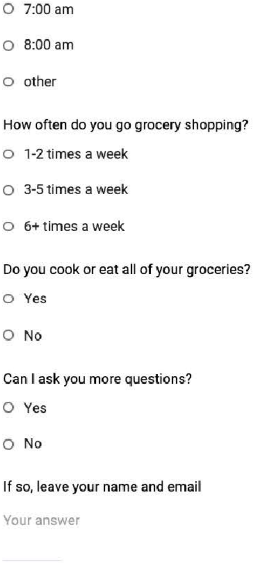
○ 26-30

○ 31-36

○ 37+

What's your favorite food?

Your answer



○ 7:00 am

○ 8:00 am

○ other

How often do you go grocery shopping?

○ 1-2 times a week

○ 3-5 times a week

○ 6+ times a week

Do you cook or eat all of your groceries?

○ Yes

○ No

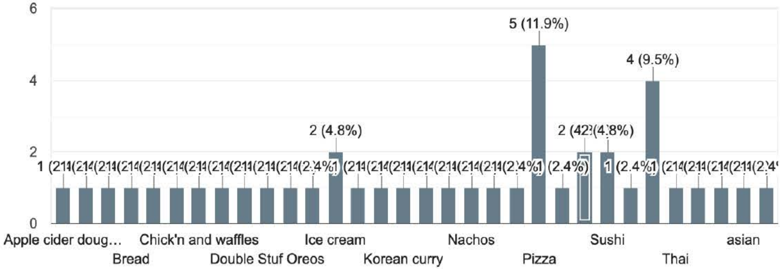
Can I ask you more questions?

○ Yes

○ No

If so, leave your name and email

Your answer



Eating Prefrences: what is responders favorite food

70%

of respondents were
female

60%

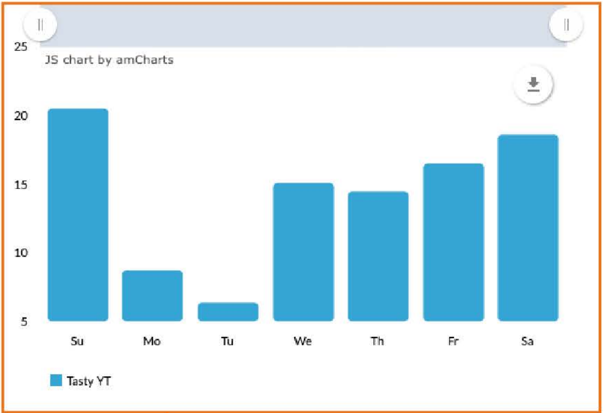
of respondents
threw away most of their food

53%

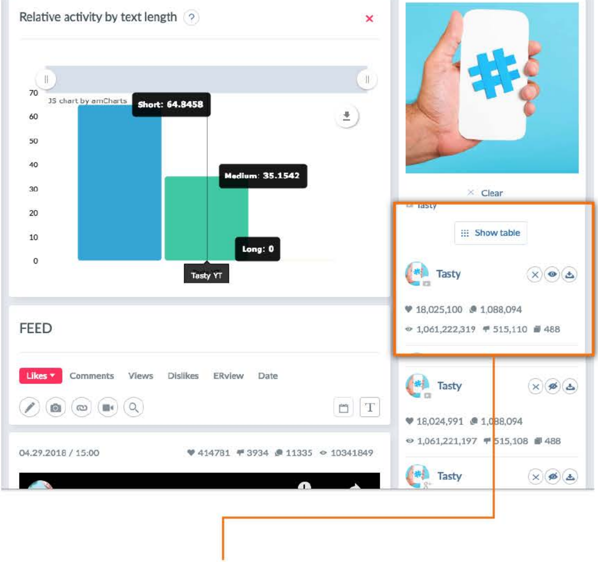
of respondents eat
after 8 am

82%

of respondents go
grocery shopping 1-2 times a week



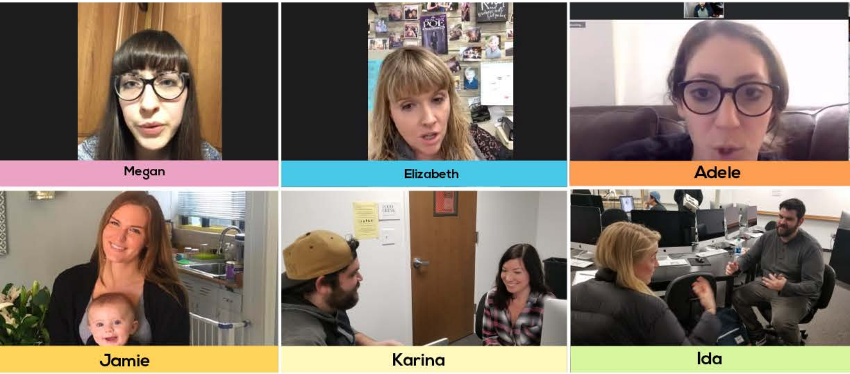
After looking at analytics on Buzzfeed Tasty videos, a majority of people watch videos on the weekends, rather then weekdays.


Relative activity by text length
?
70
60
50
40
30
20
10
0
JS chart by amCharts
Short: 64.8458
Medium: 35.1542
Long: 0
Tasty YT
Clear
Tasty
Show table
Tasty
♥ 18,025,100 1,088,094
1,061,222,319 515,110 488
Tasty
♥ 18,024,991 1,088,094
1,061,221,197 515,108 488
Tasty
FEED
Likes
Comments
Views
Dislikes
ERview
Date
T
04.29.2018 / 15:00
♥ 414781 3934 11335 10341849

There are 1,061,222,319 people looking up short cooking videos created by Buzzfeed.

Interviews

Jamie	Elizabeth	Karina	Warren
Ida	Sara	Megan	Adele


Megan
Elizabeth
Adele
Jamie
Karina
Ida

THE
Learnings & Findings

Megan
Beth
Karina
Ida
Warren
Adele

Students wasted more food ○ ● Parents wasted more food.

Chefs would use such an app ○- - - - - - - - - - - - - - - - -● Chefs wouldn't use an app because they plan everything out already.

Parents want to cook with their children ○- - - - - - - - - - - - - - - - -● Parents are too tired to cook when they get home. They want something as easy as possible

When I shop, I buy according to recipe. I don't want any leftovers.

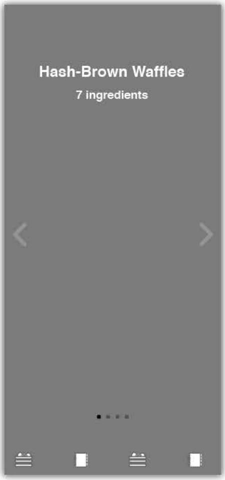
I look to save time while I cook my food

I feel like I'm cooking the same thing over and over because I know it works

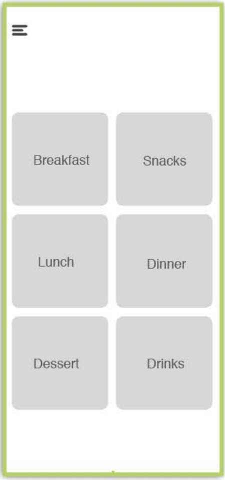
When I ordered Amazon Fresh, the quality hasn't always been fresh"

A/B Testing

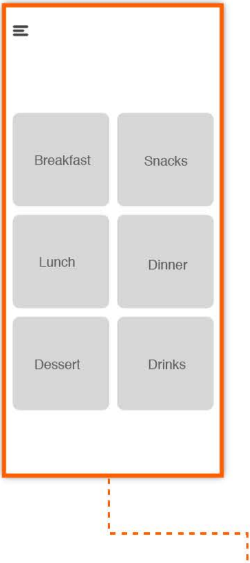
Pre-built box

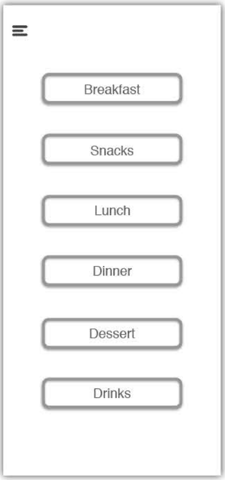

Hash-Brown Waffles
7 ingredients

Custom built box


Breakfast
Snacks
Lunch
Dinner
Dessert
Drinks

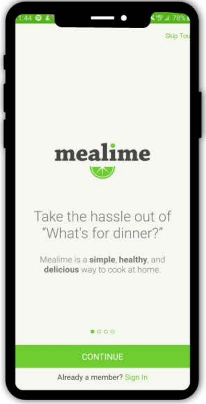
People want to have a custom box tailored to their needs but also want to have the ability to see trending recipes as well.


Breakfast
Snacks
Lunch
Dinner
Dessert
Drinks


Breakfast
Snacks
Lunch
Dinner
Dessert
Drinks

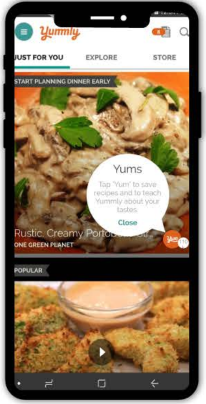
When testing, people felt this option had more of a modern feel. People felt the option on the right was a little outdated.

Competitive Analysis


Skip Tour
mealime
CONTINUE
Already a member? Sign In

Take the hassle out of
"What's for dinner?"

Mealime is a **simple**, **healthy**, and **delicious** way to cook at home.


Yummly
JUST FOR YOU
EXPLORE
STORE
START PLANNING DINNER EARLY
Yums
Close
Rustic, Creamy Portob…
ONE GREEN PLANET
Yum
119
POPULAR

Tap "Yum" to save recipes and to teach Yummly about your tastes

Mealtime

It's very simple, but it is very difficult to edit the meals. But it is very simple to get custom recipes and get the ingredients through instacart.

Instacart

You can't buy items specifically according to measurements. Users can't see how much they are paying for in the buying screen until the very bottom.

Yummly

You can't buy items specifically according to measurements and you can't buy any of the products on the app. It takes users to instacart to handle the delivery. They don't have the directions on the app. Links them to the website where they found it.

Customer Journey

PHYSICAL ENVIRONMENT	AT HOME ON MOBILE	AT HOME ON MOBILE	AT HOME ON MOBILE	AT HOME ON MOBILE	AT HOME ON MOBILE	AT HOME ON MOBILE	AT HOME ON MOBI
USER ACTION	GOES ONTO APP ONEPOT	LOGS IN	SELECT DIET/ALLERGY PREFENCE	SELECT MEAL PREFENCE	SELECTS LUNCH PREFERENCE	SELECTS CHICKEN NUGGET SHAPE PREFERENCE	SELECTS CHICKEN COOKING PREFERE
FRONT OF STAGE - INTERACTIONS YOU CAN SEE	A MARKETING PAGE WITH PROMOTIONAL MESSAGES. - LOCATIONS OF DELIVERY VIEW AS A MAP. SERVICE TIMES. (8-9pm) - BUTTON THAT SAYS 'SEE MENU"	email password -login button -forgot password link -sign up link	Option to select restrictions - yes -no list of Dietary restrictions/ diets -submit	breakfast snacks lunch dinner dessert drinks	SEES • beef - chicken -nuggets - waffles - terriyaki - pork -lamb -turkey BUTTON THAT SAYS Submit	SEES • Dino • stars - fries next button	SEES • baked - fried next button
LINE OF VISIBILITY							
BACK OF OF STAGE - INTERACTIONS YOU CAN'T SEE	BACK END DATA BASE: - THE SERVICE TIMES AND DELIVERY AREAS ARE UPDATED TO MOST RECENT SERVICE HOURS AND ARES OF LOCATION	BACK END DATA BASE: - confirm correct email password	BACK END DATA BASE: - any selections get saved to user profile - user only will see food options that do not include in selections	BACK END DATA BASE: - whatever is in stock	BACK END DATA BASE: - Saves user selection	BACK END DATA BASE: - Saves user selection	BACK END DATA BASE: - Saves user selections.

PHYSICAL ENVIRONMENT	AT HOME ON MOBILE	AT HOME ON MOBILE	AT HOME ON MOBILE	AT HOME ON MOBILE	AT HOME ON MOBILE	AT HOME ON MOBILE	AT HOME ON MOBI
USER ACTION	GOES ONTO APP ONEPOT	LOGS IN	SELECT DIET/ALLERGY PREFENCE	SELECT MEAL PREFENCE	SELECTS LUNCH PREFERENCE	SELECTS CHICKEN NUGGET SHAPE PREFERENCE	SELECTS CHICKEN COOKING PREFERE
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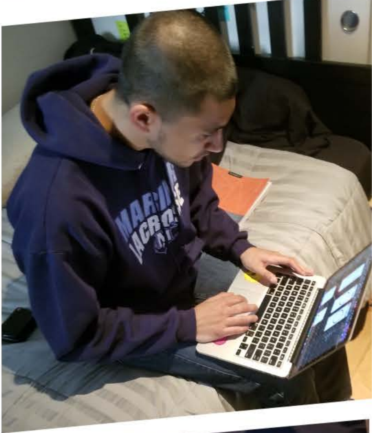
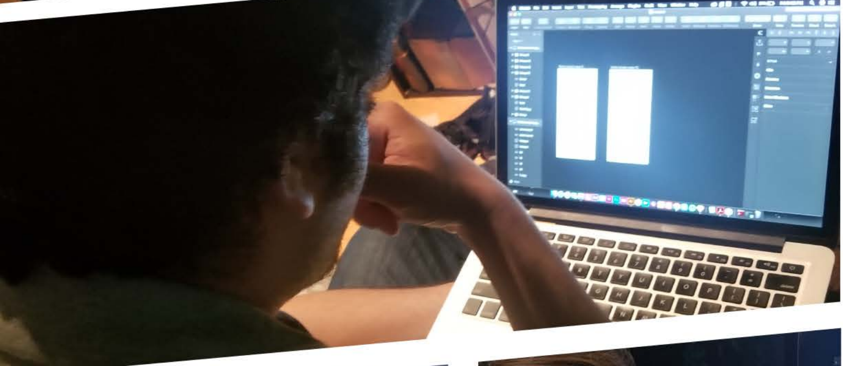
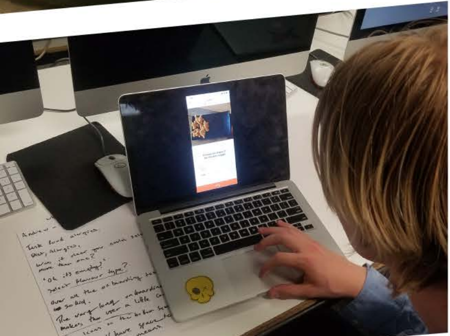
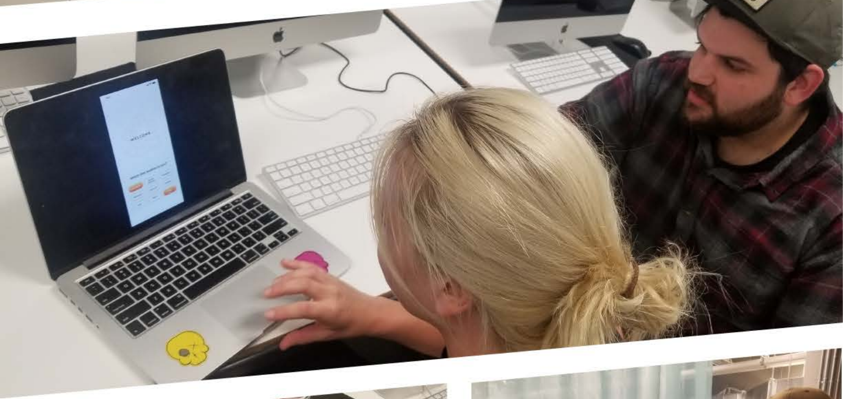
User Testing

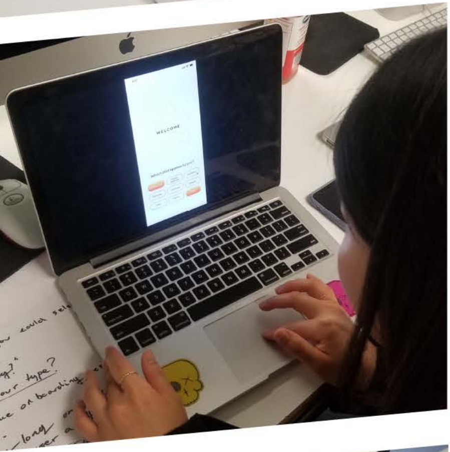





Andrew –
Task food allergies
Diet, Allergies,
Was it clear you could sele
more than one?
"Oh it's empty?"
Select flavour type?
Over all the onboarding
solid.
The very long onboardin
makes the user a little co
icons on the bottom sc
have space
means

The
confusing
what the icons




WELCOME
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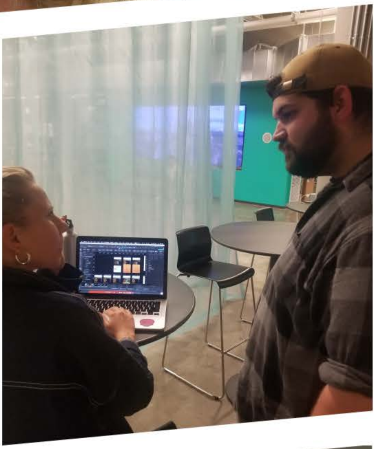
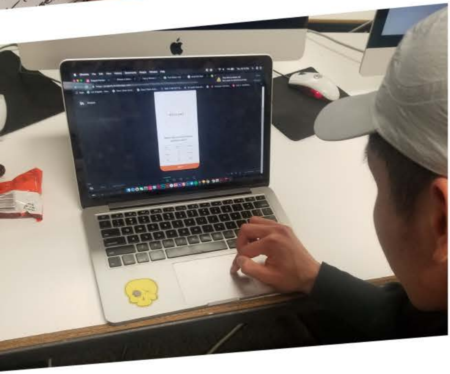
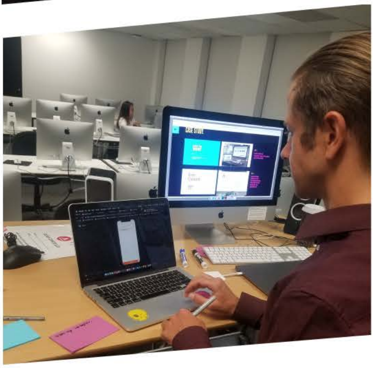
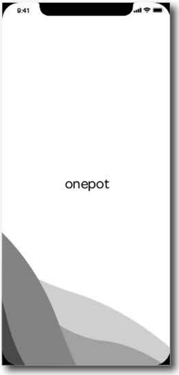
long

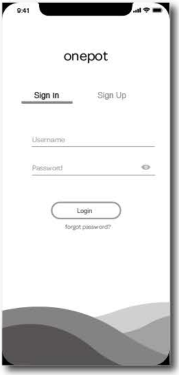


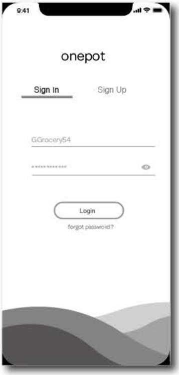


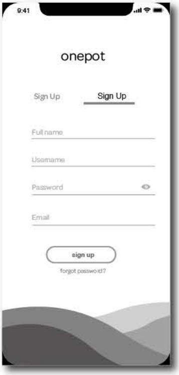


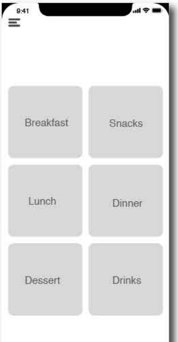
Wireframes

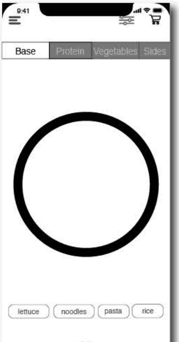


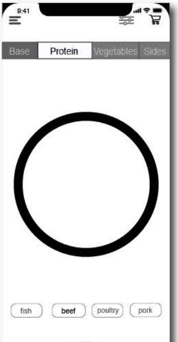

9:41
onepot
Sign In
Sign Up
Username
Password
Login
forgot password?

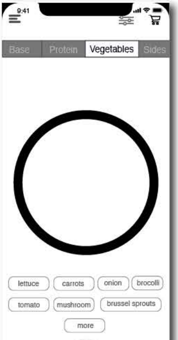

9:41
onepot
Sign In
Sign Up
GGrocery54
Login
forgot password?

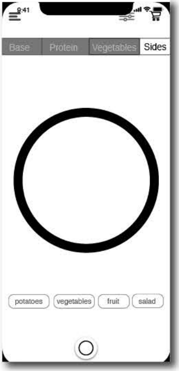

9:41
onepot
Sign Up
Sign Up
Full name
Username
Password
Email
sign up
forgot password?


9:41
Breakfast
Snacks
Lunch
Dinner
Dessert
Drinks


9:41
Base
Protein
Vegetables
Sides
lettuce
noodles
pasta
rice


9:41
Base
Protein
Vegetables
Sides
fish
beef
poultry
pork

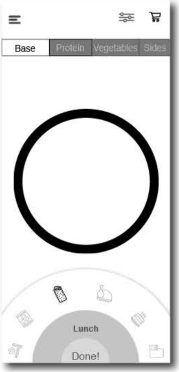

9:41
Base
Protein
Vegetables
Sides
lettuce
carrots
onion
brocolli
tomato
mushroom
brussel sprouts
more



9:41

Base	Protein	Vegetables	Sides

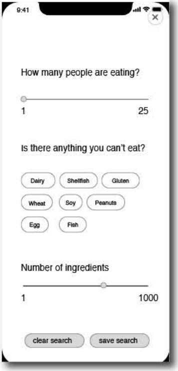
potatoes vegetables fruit salad



Base	Protein	Vegetables	Sides

Lunch

Done!



9:41

How many people are eating?

1 25

Is there anything you can't eat?

Dairy Shellfish Gluten
Wheat Soy Peanuts
Egg Fish

Number of ingredients

1 1000

clear search save search

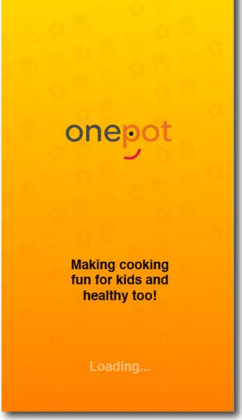
Final Screens

9:41

Select the type of Meal

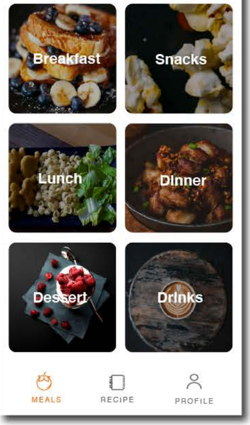
9:41

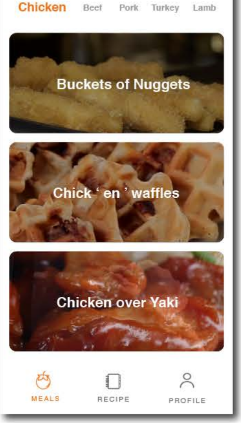
Select the type of lunch

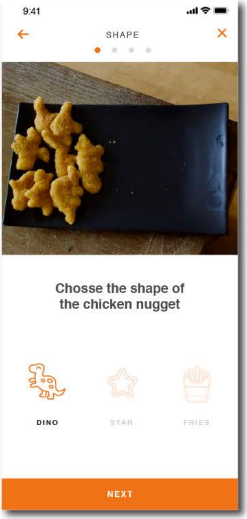

onepot

Making cooking fun for kids and healthy too!

Loading...

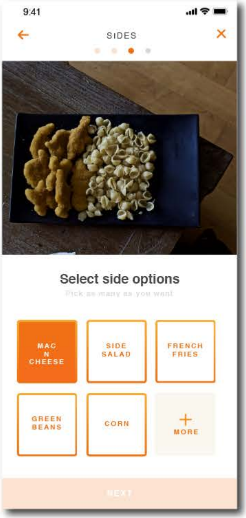

Breakfast
Snacks
Lunch
Dinner
Dessert
Drinks
MEALS
RECIPE
PROFILE


Chicken
Beef
Pork
Turkey
Lamb
Buckets of Nuggets
Chick ‘ en ’ waffles
Chicken over Yaki
MEALS
RECIPE
PROFILE


9:41
SHAPE

Chosse the shape of the chicken nugget

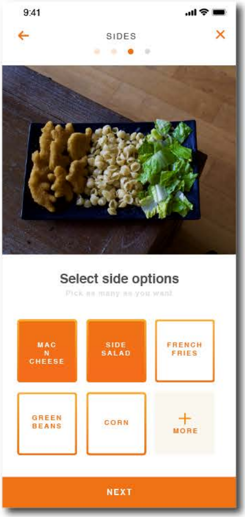
DINO
STAR
FRIES
NEXT


9:41
SIDES

Select side options

Pick as many as you want

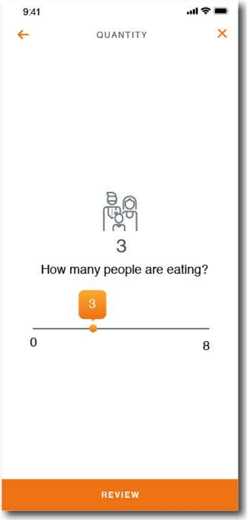
MAC N CHEESE
SIDE SALAD
FRENCH FRIES
GREEN BEANS
CORN
+ MORE
NEXT


9:41
SIDES

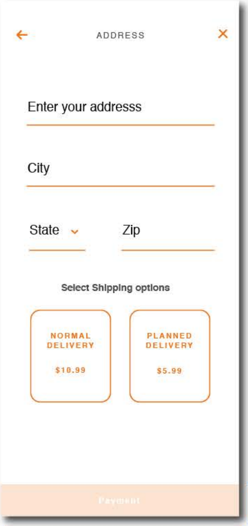
Select side options

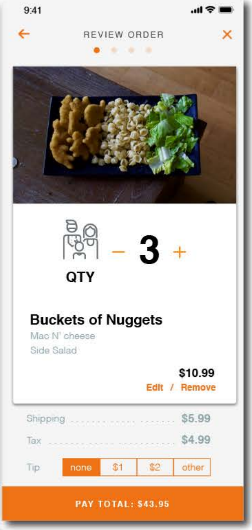
Pick as many as you want

MAC N CHEESE
SIDE SALAD
FRENCH FRIES
GREEN BEANS
CORN
+ MORE
NEXT


9:41
QUANTITY
3
3
0
8
REVIEW

How many people are eating?


ADDRESS
Enter your addresss
City
State
Zip
Select Shipping options
NORMAL DELIVERY
$10.99
PLANNED DELIVERY
$5.99
Payment


9:41
REVIEW ORDER
–
3
+
QTY
Edit / Remove
Tip
none
$1
$2
other
PAY TOTAL: $43.95

Buckets of Nuggets

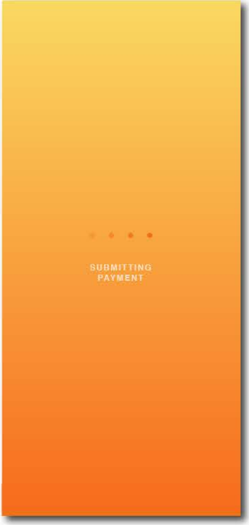
Mac N' cheese

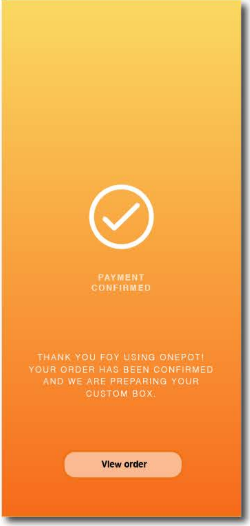
Side Salad

$10.99

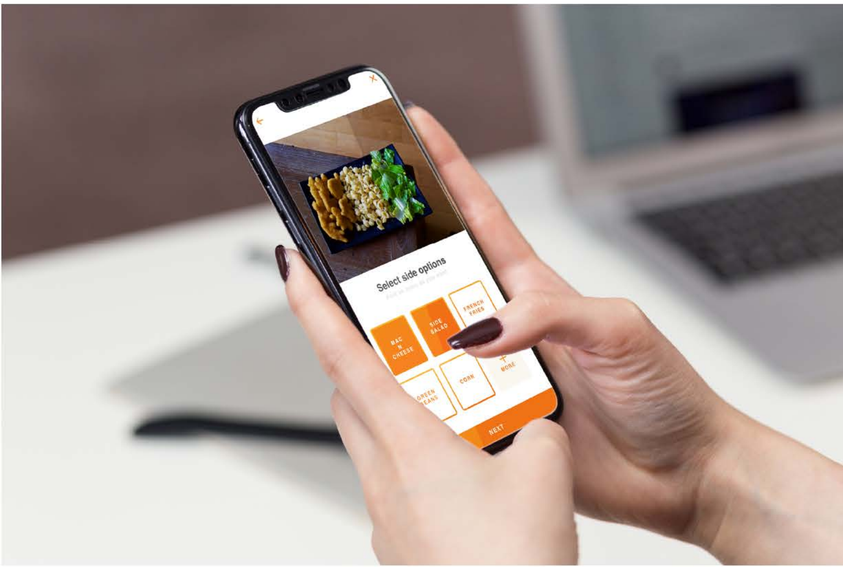
Shipping $5.99

Tax $4.99


SUBMITTING PAYMENT


PAYMENT CONFIRMED
View order

THANK YOU FOY USING ONEPOT! YOUR ORDER HAS BEEN CONFIRMED AND WE ARE PREPARING YOUR CUSTOM BOX.


Select side options
MAC N CHEESE
SIDE SALAD
FRENCH FRIES
GREEN BEANS
CORN
+ MORE
NEXT

https://invis.io/WBS5QHGZPU4