David Williams



"I prefer to play games rather than cook, but I am aware that I need to start eating healthier."

| Age | 32 | |
|------------|---------------|--|
| Occupation | Developer | |
| Status | Married | |
| Location | Massachusetts | |

Goals

Not thinking about what to eat every day.

Dinner should be a time of pleasure and not worry about what to eat.

Cook in less than 20 minutes.

Frustations

Wasting to much food.

Not being able to compare meal delivery services, there are many.

Can't stop eating fast food.

Scenario

David works full time for an international IT company.

He is a very outgoing person. He loves to run, hang out with his friends and family.

Enjoy working as a developer but try to use fewer devices.

Do

Check with his friends about the different meal kit services.

Find different opinions on social media, especially YouTube, about meal kit services. Looking for the different menus and food options

Say

on the websites.

"I prefer to play games rather than cook, but I am aware that I need to start eating healthier." "At night I feel tired to start cooking"



Pains

Hate seeing so many options and I don't know where to start or how is best for him. Bother having to create an account to try the service for the first time. Worried about the quality of food.

Gains

Think

I hope to create new healthy eating habits. I would like to add organic food and be more aware of the danger of poor diet.

I want to collaborate with the environment with less waste.



Feel

I would feel good knowing that I am taking care of my health.

I feel like I can be more relaxed at dinner time, rather than thinking about what to eat now.

Not worrying about what to eat every day. Satisfaction with eating healthy food. Use the time on something else instead of thinking about what to eat.



Saves time meal planning

There is not waste of food

Dinning: quick-andeasy meal

Reduce calories



David Williams, 32

DISCOVERY

Search on google. Watch videos on youtube. Ask a friend's opinion.

BROWSE SITE & MENU

Try to find his preferences on food. View prices and options. Seeing what kind of brand it is.

Thinking

Doing

Cook in less than 20'. Less time planning meals. So many meal kit delivery options.

Great food pictures and easy steps on how it works A lot of information about company's values, healh, variety of food and saving time.



Opportunity

Offer a free meal to test the service?

Regularly draw attention to relevant information

We could show the option in a better way to make it easy and simple.

| Step 1 | Step 2 | Step 3 | Step 4 |
|---|---|---|---|
| SELECT PLAN | CREATE ACCOUNT | PURCHASE | PICK MEALS |
| Select the plan that suits you best Select meals looking for fewer calories, price etc. | Enter email or register on Facebook. | Complete delivery information Review the plan, preferences and price. Pay and confirm order. | Select meals looking for fewer calories or some ingredients looking the pictures helping to choose |
| Sometimes it is difficult to understand what I have to do. I would like to see the options in a simpler way. | Just want to test the service quickly and easily I do not want to give my contact information because I am not sure if I will use the service again. | I know this part is important but it is so boring. | Select foods looking for fewer calories or some ingredients by looking at the pictures to help me choose faster. |
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| | | ~ | |

Can we create the account using only email? We will send a link to the user so that they can later edit the password if they wish.

Is it possible to pay via cell phone when the user receives the food at home?

Remind the user of the day that their order will arrive.

