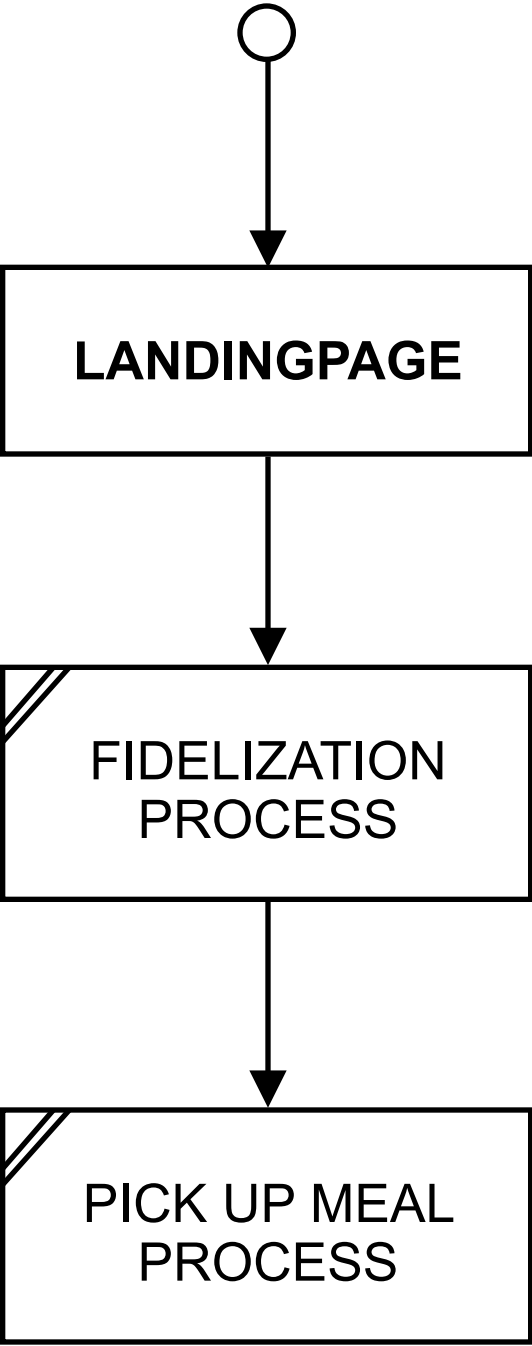


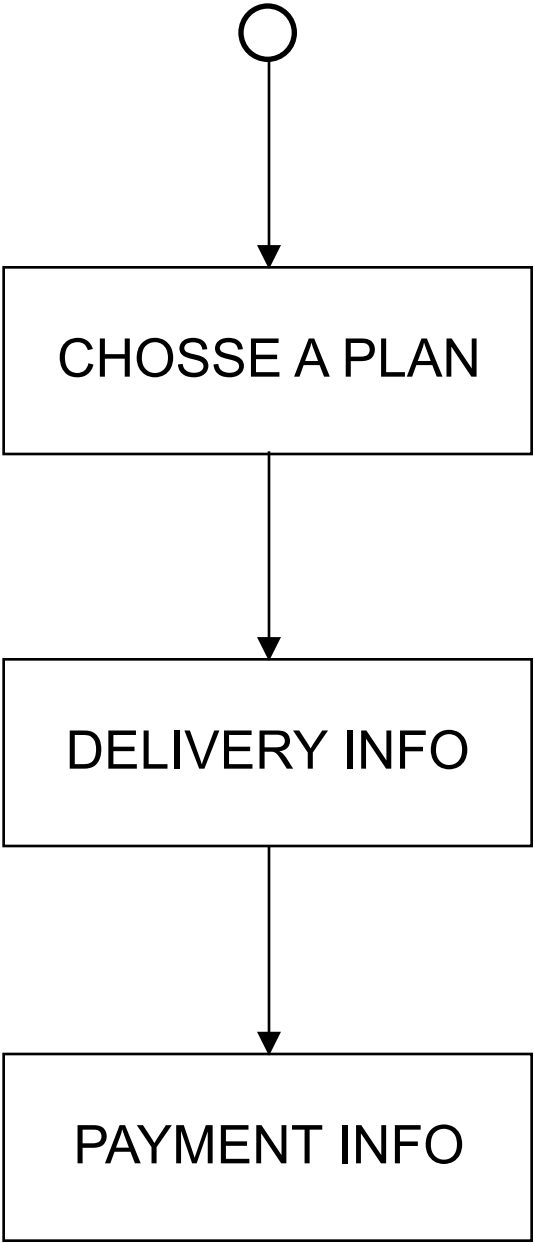
# Diagram of the purchase process

## MAIN PROCESS



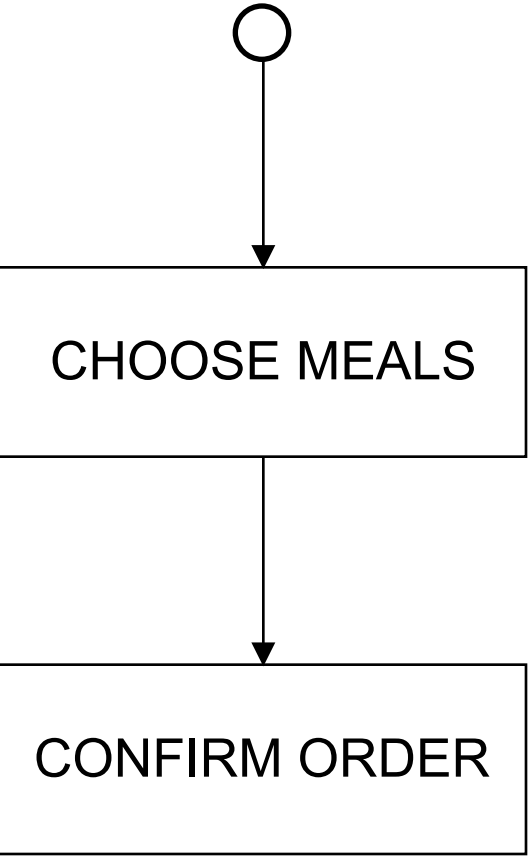
## FIDELIZATION PROCESS

Subscription Model



## PICK UP MEAL PROCESS

Ecommerce Model



# Final Process Design

Purchase process



1st Process:  
Fidelization



2nd Process:  
Pick Meals

Account Created: random password

Step 1 of 3

Choose your Plan

For 2 People

How many meals per week?

2 3 4

\$ 5.00 /week

Delivered 4 times / week

DELIVER

For 4 People

How many meals per week?

2 3 4

\$ 8.30 /week

Delivered 4 times / week

DELIVER

\*First delivery free.

☐ Weekly Subscription. Cancel at any time.

Next

Step 2 of 3: Just one more step!

Delivery Information

Address

Street address

City

Appt. No./Bldg. No.

Zipcode

City

Contact Email

You will use this to manage your account.

EMAIL

PHONE NUMBER

When would you like receive your first delivery?

3/5

3/11

3/17

3/18

3/24

3/25

You will receive your first delivery on **Wednesday** between 12pm - 8pm.

BackNext

Step 3

Payment Information

☐ Credit/Debit Card

☐ PayPal

Plan: For 2 people. 3 deliveries per week.

Total \$55.04

Monthly

☐ Weekly Subscription. Cancel at any time.

BackPay and get started!

You can pick your Meals now!

Menu for March 8 to 12 >

Everything

Vegetarian

Carb-conscious

Low-carb

Pantries

Avoid:

☐ Fish☐ Pork☐ Beef☐ Lamb☐ Milk☐ Eggs☐ Chicken

Cooking time:

15 20 25 30 35

Vegetarian

Pulled Chicken Hei Bokus

with Tomato salsa and cash cheese

15 min

NO DIETARY TAGS

Vegetarian

Cherry-Blossomed Pork Chops

with Tomato sauce and cash cheese

20 min

NO DIETARY TAGS

Low-carb

Southeast Asian Chicken Salad

with Tomato salsa and cash cheese

30 min

NO DIETARY TAGS

Low-carb

BBQ Pineapple and Chicken

Quasidishes

with cheese

25 min

NO DIETARY TAGS

Low-carb

Hearty beef soup

with cheese

15 min

NO DIETARY TAGS

Carb-conscious

Korean Beef Bibimbap

with Peasants

30 min

NO DIETARY TAGS

Low-carb

BBQ Pineapple and Chicken

Quasidishes

with cheese

25 min

NO DIETARY TAGS

Low-carb

Hearty beef soup

with cheese

15 min

NO DIETARY TAGS

Carb-conscious

Korean Beef Bibimbap

with Peasants

30 min

NO DIETARY TAGS

Vegetarian

Pulled Chicken Hei Bokus

with Tomato salsa and cash cheese

15 min

NO DIETARY TAGS

Vegetarian

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with Tomato sauce and cash cheese

20 min

NO DIETARY TAGS

Low-carb

Southeast Asian Chicken Salad

with Tomato salsa and cash cheese

30 min

NO DIETARY TAGS

You can pick your Meals now!

Menu for March 8 to 12 >

Everything

Vegetarian

Carb-conscious

Low-carb

Cooking

Avoid:

☐ Fish☐ Pork☐ Beef☐ Lamb☐ Milk☐ Eggs☐ Chicken

Cooking time:

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15 min

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with Peasants

30 min

NO DIETARY TAGS

Vegetarian

Pulled Chicken Hei Bokus

with Tomato salsa and cash cheese

15 min

NO DIETARY TAGS

Vegetarian

Cherry-Blossomed Pork Chops

with Tomato sauce and cash cheese

20 min

NO DIETARY TAGS

Low-carb

Southeast Asian Chicken Salad

with Tomato salsa and cash cheese

30 min

NO DIETARY TAGS

Menu March 8 to 12

2 per week

15 min

Cherry-Blossomed Pork Chops

with Tomato sauce and cash cheese

20 min

NO DIETARY TAGS

15 min

BBQ Pineapple and Chicken

Quasidishes

with cheese

25 min

NO DIETARY TAGS

15 min

Southeast Asian Chicken Salad

with Tomato salsa and cash cheese

30 min

NO DIETARY TAGS

Save my box

Menu March 15 to 19

2 per week

15 min

Cherry-Blossomed Pork Chops

with Tomato sauce and cash cheese

20 min

NO DIETARY TAGS

15 min

BBQ Pineapple and Chicken

Quasidishes

with cheese

25 min

NO DIETARY TAGS

15 min

Southeast Asian Chicken Salad

with Tomato salsa and cash cheese

30 min

NO DIETARY TAGS

Save my box

Menu March 22 to 26

2 per week

15 min

Cherry-Blossomed Pork Chops

with Tomato sauce and cash cheese

20 min

NO DIETARY TAGS

15 min

BBQ Pineapple and Chicken

Quasidishes

with cheese

25 min

NO DIETARY TAGS

15 min

Southeast Asian Chicken Salad

with Tomato salsa and cash cheese

30 min

NO DIETARY TAGS

Save my box