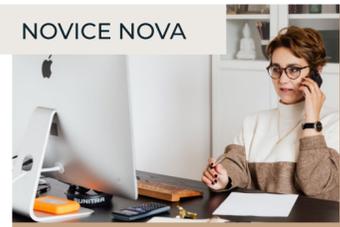


CHOOSING A MEAL KIT SERVICE

A meal kit is a subscription service—foodservice business model where a company sends customers pre-portioned and sometimes partially-prepared food ingredients and recipes to prepare homecooked meals. In the past ten years, the demand for meal kit services has increased in the United States.

Nova is new to the meal kit service scene. She doesn't know what to look for or expect. In this journey map, we'll track her steps, assessing her actions, thoughts, emotions, and more. We'll also find opportunities for improvement.



NOVICE NOVA
Nova is a working professional. She balances a full-time job as a director of communications and a part-time position as an entrepreneur and the CEO of her own

organization. Nova commits a great deal of her time and energy to her work. When she's not working, she's likely networking.

Recently, Nova realized she would prefer to commit the time she spends recipe researching, grocery shopping, and preparing meals to other things. She wants to eat well-balanced meals and remain productive. In the kitchen, Nova is looking to work smarter, not harder. She would rather think of more meaningful things in place of wondering what's for dinner.

ACTIONS & CHANNELS



EMOTIONS



1 CONSIDERATION

STARTING POINT

THOUGHTS & EXPECTATIONS

- I need a way to simplify grocery shopping and meal preparation.
- Where should I begin?



ACTIONS & CHANNELS

- Searching online for feasible alternatives
- Speaking with others about meal prep methods



4 SIGN UP & SELECTION

40 MINUTES to 1.5 HOURS

THOUGHTS & EXPECTATIONS

- I have selected my service. I would like to get the process started. I need to create an account.
- What information do I need to provide?
- I'm looking forward to selecting my first set of meals.
- What meals are they offering this week?
- I hope there are just enough options to choose from. Not too limited, but also not too many.
- How long does it take to ship?



ACTIONS & CHANNELS

- Creating an account using the service's website or mobile app
 - Enter name, address, payment information, etc.
- Becoming familiar with the site pages/app screens (recipes, FAQs, support, etc.)
- Selecting a plan. (This influences the number of recipes and cost per week)
- Reviewing the meals and recipes offered for the current week
- Selecting desired meals by the deadline. (Charges are processed, the order is placed, and the expected delivery date is provided when the deadline arrives)



2 EXPLORATION

2 to 4 HOURS

THOUGHTS & EXPECTATIONS

- I'm looking to learn all about meal kits.
- There's Home Chef, Blue Apron, Marley Spoon, HelloFresh, EveryPlate, and so many more options. Which one is best for me?



ACTIONS & CHANNELS

- Speaking with others about their experiences
- Learning about costs, servings, recipe options, etc. and comparing multiple services via:
 - Online browsing:
 - Reading meal kit comparisons via blog posts and online forums
 - Visiting meal kit sites for a preview
 - Reading reviews
 - Social Media:
 - Watching review and comparison videos on YouTube
 - Visiting contender services' Instagram pages for a preview



5 DELIVERY & TRIAL

WAIT TIME: 5 to 7 DAYS

THOUGHTS & EXPECTATIONS

- I picked my meals! Can't wait to start cooking!
- How soon will my package arrive?
- I hope everything arrives in good condition and I enjoy the meals!



ACTIONS & CHANNELS

- Tracking the order
- Receiving the order
- Unboxing and storing the ingredients
- Prepping for the first meal
- Following the recipe card
- Cooking the recipe for the first time
- Eating



3 DECISION

1 to 2 HOURS

THOUGHTS & EXPECTATIONS

- I have a good idea of each of the services I'm interested in and I've narrowed down my choices.
- It's time to choose the one that suits me best.



ACTIONS & CHANNELS

- Speaking with others about their first-hand experiences with a specific meal kit service
- Last-minute researching and browsing specific to the service that holds the most interest
- Selecting the service that suits needs the most (dietary needs, monetary needs, cooking level, cooking time, etc.)



6 REFLECTION

POST TRIAL OF FIRST ORDER

THOUGHTS & EXPECTATIONS

- Cooking dinner was quick and easy!
- This experience helped me cut back on the time I previously dedicated to grocery shopping and preparing meals. I also remained productive!



ACTIONS & CHANNELS

- Completing a week-long trial
- Sharing the experience with friends and family
- Deciding to keep or cancel the subscription
 - Potential questions for reflection:
 - Am I comfortable with my current plan?
 - Are the recipes manageable and easy to follow?
 - Does this meal kit truly help save time, money, and resources?
 - Are the meals enjoyable?
 - Moving forward, what changes would be beneficial?



MEAL KIT SERVICE INSIGHTS

To help avert some of the pain points that novice meal kit users may encounter, meal kit services can explore the following:

- **Simplified meal kit information** including plans, delivery, etc. so that users are not overwhelmed while stepping into a new experience characterized by meal kit jargon
- A **one-time introductory kit**. The kit can be provided at a lower cost. This can help new users determine if the service is right for them with no strings attached
- **Explainer videos** that offer further insight into the meal kit service process from start to finish
- A **custom welcome package** when a customer orders their first kit. This would help users get acquainted with the practical side of meal kit services more easily instead of receiving a box full of ingredients and having to figure it out
- An **order breakdown sheet** so users know how their separate meals are packaged and how to store them
- **Recipe videos** accessible on the service's website and/or app to make the cooking experience more seamless
- **Interaction with the user** to gain a direct understanding of what improvements they need. This can look like email surveys, in-app rating requests, customer service check-in calls, etc.