

Challenge 2:
Learning from Past Mistakes

Noémie Arsenault

Department of Biomedical Engineering, University of
Waterloo BET100: Foundations of Entrepreneurial Practice

Fast-Food: A Buffer Solution for Our Busy Schedule and Hectic Lifestyle

Fast-food is destroying our health. Over the past 30 years, fast-food restaurants have become unhealthier by increasing portion sizes, calorie counts and sodium levels (McCrary et al., 2019). As people's lifestyle becomes more hectic and fast paced, it is more convenient for them to eat fast-food. This type of unhealthy food is easy to grab on the go. At the moment, there are very little available healthy fast-food options. Creating healthier but faster meals can help prevent "one in every five deaths globally" (Afshin et al., 2019).

The intake of fast-food has many negative effects on one's body. Long-term, it has been linked to "a higher risk of obesity, depression, digestive issues, heart disease and stroke, type 2 diabetes, cancer, and early death" (Brissette, 2018). All these health problems are extremely costly, and have a tremendous negative impact on one's quality of life. In Canada, in 2008 alone, more than \$4.6 billion were spent on treating health problems related to obesity (Teitel, 2012). This number has continued to grow through the years.

Eating fast-food, even once, can result in a reduction of the diameter of arteries, and thereby increasing blood pressure. As well, "the quick spike in sugar from eating junk foods high in refined carbohydrates and added sugars", will leave someone feeling tired, cranky, and hungry for more (Brissette, 2018). Despite the negative consequences of eating fast-food, more than 1 in 3 Americans eat fast-food at least once a day (Bakalar, 2018).

Furthermore, Jones et al. (2014) conducted a study where the price of healthy and unhealthy foods were compared. One of their findings is "that the price of more healthy foods was consistently greater than that of less healthy foods over the period 2002–2012, and that the absolute price gap between healthy and less healthy foods has grown over this period." As unhealthy food is more affordable and convenient, consumers can easily forget the nutritious aspect behind what they eat.

If no alternative solutions, such as fast, easy, yet healthy and affordable food options, are made available to customers, they will continue to revert to fast food meals, and all of the above negative consequences of fast-food will persist.

Some companies have tried implementing convenient and healthy solutions by creating fast and easy meal kits, which would offer an alternative to fast-food. As well, fast-food restaurants have tried to incorporate healthier options on their menu to cater to health-conscious customers. These attempts will be discussed next.

First, meal kit companies such as *Good Food*, *Hello Fresh* and *Blue Apron* have taken advantage of the fast-paced world we currently live in to offer meal kits delivered at our front door. These companies have tried to profit off the current health gaps of fast-food restaurants by providing customers with a selection of fast, easy yet healthier meal kits. These kits normally contain all of the ingredients required to cook a chosen recipe. Consumers simply need to prepare the meal, as the recipe indicates. Most meal kits are delivered on a weekly basis, and consumers can choose new recipes every week. This said, “consumers are losing interest in meal kits” (Ladd, 2018).

The first mistake meal kit companies have made is to disregard “the principles of human-centered experience design”, meaning that companies forget to consider the user’s needs and behaviours (Walton, 2018). A study has revealed that Americans prefer doing grocery shopping the traditional way (Danzigler, 2020). This allows them to cook more portions for leftovers. Meal kits do not provide this liberty. They provide the ingredients required for a set number of portions, often not enough for leftovers. Moreover, meal kit companies may deliver the ingredients for one meal a day (usually supper), but do not provide options for other meals, such as breakfast and lunch. Not only do customers purchase higher-priced items, they are still required to go to the grocery store to buy the rest of the required food items for other meals and snacks. This may encourage some customers to revert to fast-food for other meals of the day, which

makes this solution incomplete. As grocery stores are now offering at-home delivery, it may be easier for customers to order groceries online instead of ordering meal kits. All of these factors make companies struggle “to attract new customers and maintain existing ones under the subscription model” (Ladd, 2018).

Another mistake made by meal kit companies is that they have not considered “one critical human social need: spontaneity. Often people don't know what they want to eat or don't feel like eating what they thought they would on a given day of the week.” (Walton, 2018). Often, people decide what they want to eat at the last minute, depending on what they are craving for, or how they are feeling. When the consumers purchase their meal kits, they may like their selection at first, but may end up regretting their decision. For example, if a user tries to be healthy and purchases “salmon lettuce cups with North African chermoula [...] when browsing online, but once the box arrives, and it is some random Wednesday after a hard day at work, a person's impulse for tacos may no longer align with said lettuce cups. In that situation, meal-kit users either eat the food because they feel guilty about wasting money or, worse, regretfully let the food go to waste and instead make a run for the nearest Taco Bell on their way home from work to satisfy the cravings” (Walton, 2018). The lack of flexibility offered by meal kits do not leave room for spontaneity or creativity in a meal. Not considering this aspect, makes meal kits a faulty solution.

Overall, fast-food is fast and cheap, but the meal kit solution is rather slow and costly. The fact that “only 9% of consumers have purchased a meal kit” enforces that point (Ladd, 2018).

The second unsuccessful attempt to solve the problem of no healthy fast-food alternative is fast-food restaurants adding healthier options to their menus. Throughout the years, many known restaurants, such as McDonald and Burger King, have tried implementing various healthier options on their menu.

For example, McDonald's advertised and sold the *McDonald's McLean Deluxe* from 1991 to 1996. Their selling point was that it was a 91% fat-free burger. "To make up for the absence of fat, the burger was infused with water and carrageenan (seaweed extract). (Schlossberg, 2015)" Customers usually go to fast-food as they know what to expect. "The cheeseburger you get at a McDonald's in Orlando is exactly the same as the one you get at a McDonald's in San Francisco, Montreal, or Little Rock" (Specter, 2015). The McLean Burger, with its fat content significantly lower than those of other burgers, was a much healthier option. Yet, those who tried this healthier burger quickly realized that "less grease may be good for the arteries, but not for flavor, and it can leave the stomach feeling less filled" (Gibson, 1993). The taste was off and not consistent. "For McDonald's, a name synonymous with predictable food, that's a nightmare" (Gibson, 1993).

Another issue regarding this attempt was the price. It was more expensive than other burgers. The taste was off and there was no predictability. This resulted in people reverting to cheaper and more familiar choices on the menu. Following McDonald's failure, other fast-food restaurants have been reluctant to roll out healthier options. This is still the case today. These options do not have a chance of competing against fatty options. If McDonald were to transition towards an overall healthier menu, it would lose its loyal customers. At the core, these restaurants make profit from their greasy and caloric options. Fast-food restaurants have two options: to make their food cheap or healthy. "Doing both on a large scale is not possible. [...] Fatty, salty meals remain far cheaper to produce, distribute, and buy than healthier alternatives." (Specter, 2015).

Overall, as healthier options come at a higher cost, as well as less filling, customers are not drawn to these healthier alternatives. These restaurants are currently not marketing and pricing their healthy products for success. They would need to bridge the gaps between their current options and healthier ones to have a successful solution.

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Challenge 3:
Design Sprint Part 1

Noémie Arsenault

Department of Biomedical Engineering, University of
Waterloo BET100: Foundations of Entrepreneurial Practice

How Might We?

Turn your **PROBLEM** into an **OPPORTUNITY!**

Rewrite your problem as a new, more refined How Might We statement...

How Might We...

Provide North American adults with a solution to reduce negative health effects of fast-food through the creation of fast, easy, yet healthy and affordable food options.

fds

User Personas

Typical User

WHO ARE THEY?

- ▶ Name
- ▶ Gender
- ▶ Age
- ▶ Likes & Dislikes

- Christopher Adamson is a 35 years-old male who works for the Canadian Government. He has a wife and two children, ages 4 and 5.
- He sometimes enjoys cooking and likes eating fast-food a couple of times per week for lunch. He finds the task of cooking more of a burden than a fun activity. He dislikes coming back from work and having to get straight into cooking dinner for his family while his wife gets the children from preschool.

WHAT MAKES THEM UNIQUE?

- ▶ Needs
- ▶ Hopes & Dreams
- ▶ Wants
- ▶ Fears

- Christopher wants easy meals or snacks to bring with him instead of eating fast-food for lunches. Being often on the road for out-of-town games, he wants to find an alternative to fast-food restaurants (other than packing a lunch).
- He dreams of having snacks custom made for his needs without it being over processed. He wants to find healthy and affordable ways to satisfy his cravings without eating candy or other sugary food.
- With his hectic life, he wants a company to deliver to his food and necessities at his doorsteps fast. He desires an at-home delivery to be able to spend less time doing errands, and spend more quality time with his family.

HOW ARE THEY MOTIVATED?

- ▶ Self
- ▶ Peers
- ▶ Family
- ▶ Community

- He wants to come home and be able to spend quality time with his family without having to cook and do the dishes.
- Being health conscious for his children and wife, he puts all the time necessary to ensure that everything they eat is healthy.
- As being a hockey coach, he needs to set a good example for his players. He wants to motivate his players to maintain a healthy lifestyle, which starts with eating healthy and doing exercise.



WHY DO THEY BEHAVE THAT WAY?

- ▶ Life Conditions
- ▶ Environment
- ▶ Ability

- He currently works from 9 to 5 from Monday to Friday at the Canadian Government. He does not have the time to make lunches and even breakfast sometimes and, therefore, he often ends up stopping or ordering fast-food. He often time feels nervous and tired every afternoon due to sugar crashes. Him and his wife have a steady income which is enough for them to live comfortably.

WHO ARE THEY?

- ▶ Name
- ▶ Gender
- ▶ Age
- ▶ Likes & Dislikes

- Katherine Doe is a 40-year-old stay-at-home mother for her three children, ages 7, 13 and 16.
- She cooks all her meals from scratch with organic ingredients. She likes going on several road trips with her three children and her husband. This said, she dislikes having to either stop at fast-food restaurants or having to pack a huge amount of food for those trips. She thoroughly dislikes fast-food, but it is often the only easy meal alternative for her busy life.

WHAT MAKES THEM UNIQUE?

- ▶ Needs
- ▶ Hopes & Dreams
- ▶ Wants
- ▶ Fears

- She wants to find ready-made nutritive drinks, snacks and meals that are organic and that match her children's needs.
- She hopes to start working on side projects such as soap making or even opening her own small business, a longtime dream of hers.
- She fears the already made meals or "organic snacks", currently in the market, are too processed and unhealthy.

HOW ARE THEY MOTIVATED?

- ▶ Self
- ▶ Peers
- ▶ Family
- ▶ Community

- Katherine grew up with her mother making her homemade meals and wants to do the same for her children. As her main priority is her family's health, she spends countless hours cooking recipes, which leaves little to no time for her on weeknights.
- Also, as she spends numerous hours driving her children around and doing errands, she has been lacking time to do activities she enjoys. She is motivated in finding new products or services to help her have more time for herself.

WHY DO THEY BEHAVE THAT WAY?

- ▶ Life Conditions
- ▶ Environment
- ▶ Ability

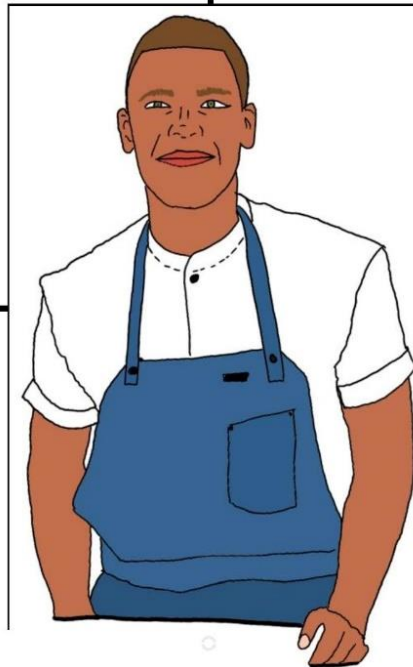
- Katherine has always put her family before herself. She always runs their errands, do the chores around the house as well as spend countless hours preparing meals. Often time, her family's busy schedule does not leave time to cook all the meals and snacks from scratch.
- As her husband is in a stable job, they have a steady income and live comfortably. This implies she can allow herself to buy pricier items that others cannot, such as all organic ingredients every week.



WHO ARE THEY?

- ▶ Name
- ▶ Gender
- ▶ Age
- ▶ Likes & Dislikes

- Jonathan Smith is a 20 years-old male college student working part-time.
- He enjoys having a bit of personal time to relax and he dislikes cooking. He does not have much experience in the kitchen but enjoys learning new skills.
- He likes to take his free time to relax as well as hangout with his friends.



WHAT MAKES THEM UNIQUE?

- ▶ Needs
- ▶ Hopes & Dreams
- ▶ Wants
- ▶ Fears

- With his heavy workload from school and the numerous long nights working at Burger King, he wants to fill his body with nutritious ingredients and not fast-food in order to have more energy throughout the day.
- He needs an easy and fast meal plan to save time. This implies the recipes need to be simple as well as not requiring many cooking tools.
- He fears that he will not have enough money to last him through the month, which would imply having to skip meals to save money. He is also scared to go into debt.
- He wants to take care of his health without making a dent in his wallet.

HOW ARE THEY MOTIVATED?

- ▶ Self
- ▶ Peers
- ▶ Family
- ▶ Community

- Jonathan's personal health has always been his foremost priority for him with his grades in school. As he can currently only afford to eat cheap fast meals with his Burger King employee discount, he wants to change his habits and put the money towards a healthier sustainable diet. His current life condition is motivating him to make the best out of it, such as finding ways to be healthier without spending a lot of money.

WHY DO THEY BEHAVE THAT WAY?

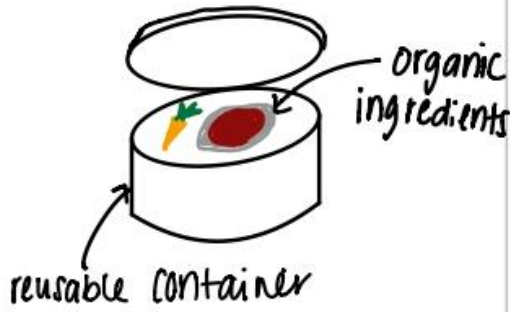
- ▶ Life Conditions
- ▶ Environment
- ▶ Ability
- He currently lives alone and lives paycheck to paycheck. Currently, he does not have enough money to get by every month if he does not eat from Burger King with his employee discount. He has no personal time, and he is getting quite exhausted. He currently is not living a sustainable lifestyle.
- If he has money to buy food other than Burger King, he does not have the time to go grocery shopping. He cannot rely on anyone else but himself.

BET 100: Crazy 8s

Healthy Fast-Food Chain

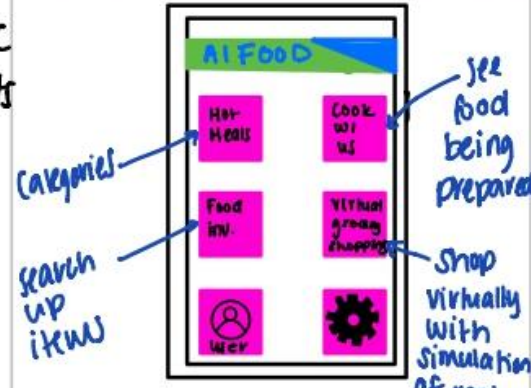
- serve natural ingredients
- tasteful
- not costly
- perfect for on the go
- could be ordered from a mobile and be delivered at home

Meal-kits / Ready made-meals



- deliver organic tasty ready-made meals and fresh ingredients

Virtual Grocery Shopping from home supported by Artificial Intelligence



- Option to search for ingredients, meal kits, and ready-made meals
- Virtually simulate what a person would normally do while grocery shopping

Create military style meal kits



- needs 5 minutes max. to be ready
- practical for on the go, on plane
- space efficient

3D Food Printer



↑
can print your desired meal in 5 minutes!

- mainly vegetarian options could be printed out

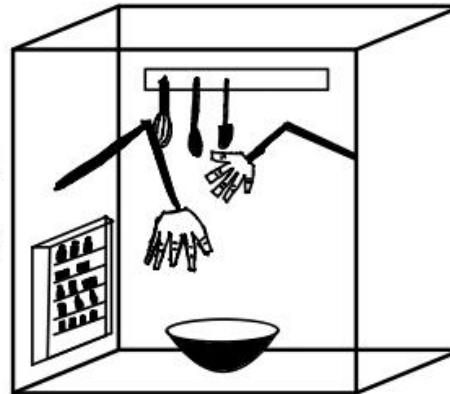
Artificial Intelligence personalized meal service

- linked to a grocery and meal delivery service
- ingredients are organic/natural
- meals can be already made or made fast (10min max)
- college friendly
- Affordable
- small questionnaire to generate personalized options
- subscription method
- shows the steps to follow for beginners
- tracks how long the meal made are good

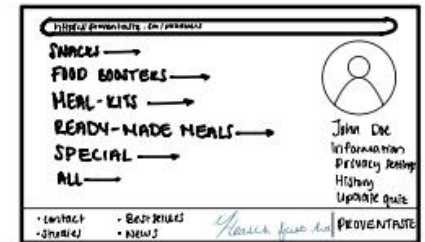


Smart kitchen powered by artificial intelligence

- will prepare recipes as the client desires
- You can order and communicate with your smart kitchen from anywhere



Super food e-commerce shop



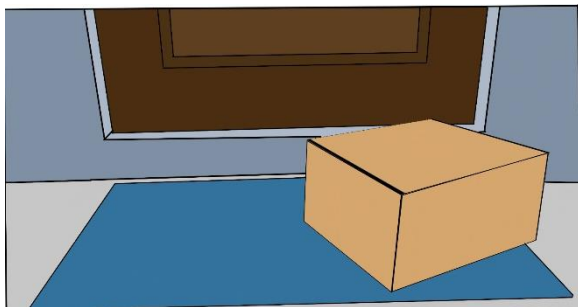
- healthy alternatives for cravings
- super fast delivery
- Based on a personalized quiz to customize the products to the customer's lifestyle, needs, and health level

Storyboard



Step 1:

- The customer will first visit the website to create his/her profile.
- The customer will complete the artificial intelligent survey to personalize the products.
- The customer will be provided with recommended products based on his/her results from the survey.
- The customer can then purchase their chosen products.



Step 2:

- The purchased products will be delivered at the customer's front-door in a secured refrigerated box.



Step 3:

- The customer will unpack his/her products.
- The customer can then grab a purchased product and eat it wherever he/she wants, i.e. at work, while commuting to work and more.

Challenge 3:
Design Sprint Part 2

Noémie Arsenault

Department of Biomedical Engineering, University of
Waterloo BET100: Foundations of Entrepreneurial Practice

Pitch

Solution Description

Fast-food chains have a vast and loyal clientele that could be profited from; however, to do so, any alternative solution will need to be fast, easy, cheap, and tasty. This can be achieved through an e-commerce-based company, that offers healthy ready-made meals and snacks, nutritive cold-pressed juices, super vitamin/mineral shots, etc., as well as same-day delivery for customers in large cities and within 48 hours elsewhere. Upon registering, customers will have to complete a quick artificial intelligence survey regarding their lifestyle, health concerns, taste, etc. Products offered will then be customized to their specific needs, at very competitive pricing.

Problem Addressed and How It Solves the Problem Space

As more than 1 in 3 Americans eat fast-food at least once a day, which is known to be a very unhealthy habit with many negative health consequences, we need to create a solution that will allow these people to get the required vitamins, minerals and other nutrients they are lacking in their current diet, in an fast and affordable way. To date, there are no fast, yet healthy and affordable food options that would be appealing to this targeted population.

The proposed solution offers a variety of products from cold pressed juices to ready-made meals. It also offers a food delivery service that will provide the customer with the ease and affordability of fast-food restaurants. Same-day delivery within large cities, and within 48 hours elsewhere, will be offered through the use of efficient delivery services, such as Uber. By offering efficient delivery, customers will no longer have to wait in line in a drive thru or in the restaurant itself. Thus, the solution offered is more convenient than having to stop at MacDonald's, for example, to place an order.

Overall, this solution will significantly increase a customer's intake of vitamins, minerals and other healthy nutrients, hence, improving the customer's overall health, yet keeping some of the key attributes of fast food chains by being fast and affordable.

What did you learn from this "sprint" overall? How did peer feedback in your Idea Space help inform your final pitch?

From this design sprint, I have learned that in order to create a profitable solution, it is crucial to first define the problem space. To determine the problem space, we need to define our targeted population. From our targeted population, we then need to understand who our typical users are to tailor our solution to be attractive and successful to them. Our solution also needs to consider extreme users, in order to come up with a more global solution, hence a more profitable solution.

Once we have the problem space defined, we can brainstorm solution ideas and, eventually, develop a final solution. To be an effective solution, it needs to meet the personas' needs, pains and more. To gain a clearer idea of the solution, a storyboard can be used to visually define the three sequential steps behind your proposed product. With the general idea of the solution in mind, the preliminary pitch can be drafted to be revised by colleagues.

Seeking feedback from others is crucial. Often, by examining the proposed solution in a different light, people will provide very interesting input and suggestions for change. This will enhance your solution before the final pitch is drafted.

How will you develop more insights about your users for this problem?

To develop more insights, thorough research on the personas is key. The current targeted group is North American adults. Currently, our personas are based on research conducted on the problem space and not on the personas' main characteristics, needs and pains. Therefore, we currently have proto-

personas based on assumptions made about our clients, instead of industry-level personas. An industry-level persona needs to be thoroughly and fully supported with data.

To gain more insights, we first need to conduct a secondary research, which will be complemented by a primary research.

The secondary research would include a literature review and a marketing research. The literary review will be conducted to acquire reliable data on our targeted population and their main characteristics, needs and pains. The marketing research will be conducted to identify the spending habits of customers.

The primary research will be used to gather information to bridge the gap between the assumptions made about customers, as well as any missing information following completion of the secondary research. To do this, a survey would be an efficient and convenient way to acquire the missing information from the targeted population. Surveys allow researchers to ask questions without observer subjectivity, meaning the answers will be more candid.

Overall, by conducting a primary and secondary research, it is possible to develop more insights about our users and to complete a full industry-level persona.

Challenge 4:

Identify Possible Customer Segments and Value Propositions

Noémie Arsenault

Department of Biomedical Engineering, University of
Waterloo BET100: Foundations of Entrepreneurial Practice

Customer Segment #1:

The first customer segment groups females in the age group of 30 to 50 years-old who have two children and are married. Living in or close to the city, this group has access to the internet. Additionally, they maintain a steady generous income, as both they and their partners work full-time. They need an easy on-the-go alternative to fast-food. They can be reached through Facebook or by internet. They want a solution to be as healthy and safe for their family and therefore do not place much value on the prices of the products. They need a solution to fit the specific nutritious needs of their children and their own. As well, the current existing solutions such as meal-kits do not cater to their needs as they require generous portions. As they are often experiencing cravings, they want a healthy way to satisfy their cravings without eating candy or other sugary food. Moreover, they enjoy choosing their products and therefore need a variety of choices.

The value proposition in this segment would be a bundle of three varieties of healthy children's snacks and five different desserts complimented with various supplements and nutritive snacks for the adults. Furthermore, they would have the choice of five ready-made meals that offer leftovers for their lunches. This bundle will be delivered the day of the order being placed.

This value proposition accomplishes the user's functional job by offering a way for this customer segment, including their children, to meet specific nutritional needs without having to eat sugar-filled treats. As well, by offering a variety of products packed as a bundle, we offer them a convenient solution to have ready-made meals as well as a front-door delivery system. The customers will save time by avoiding the lengthy cooking time at the end of each day. This process satisfies the customer's functional job by completing the process for them, while relieving any negative feelings associated to the stress of their emotional jobs while cooking in a rush. The service is easy to use and reliable which increases the likelihood of the customers adopting the proposed solution.

Customer Segment #2:

The second customer segment is for students from the age of 18 to 25 living close to their university campuses. Being full-time students, they do not have much time on their hands, nor do they have lots of savings. Having no job during the school year, they often cannot afford expensive ingredients or products that older adults normally could. Having little time to cook proper meals, they have reverted to fast-food chains to get cheap meals, which in return makes them feel nervous and tired every afternoon due to sugar crashes. They fear that eating healthy will put them at a financial risk. Additionally, this segment can mostly be reached through social media platforms. They normally buy products when they are advertised by major influencers or popular on short clip video platforms such as Tik Tok.








The value proposition for this specific customer segment is a value 1 person 7-day bundle. Often living alone or with roommates, this segment needs smaller portions or quantities of products. Based on the results of the artificial intelligence survey taken, a kit of three sets of two different breakfast bars will be offered. As well, fresh-pressed juices will be included in this bundle which perfectly complements the personalized breakfast bars. Furthermore, three different types of easy healthy meal boxes packed in fully recyclable and compostable material will be included in the bundle. Finally, a single portion of a ready-made meal will be included for each night of the week.


The customer segment will satisfy their emotional needs by gaining a healthy yet easy solution without emptying their wallets. They will save time as they are not required to cook. The bundle offers fresh products delivered to the lobby of their buildings, which makes their lives easier. As well, every product in this bundle is designed to be taken on-the-go or for a quick meal in-between night classes. This will offer this customer segment the same convenience as fast-food would. Overall, the low cost, good quality and convenience of the solution will make the customer very likely to adopt the solution.

The Business Model Canvas

Designed By: **Noemie Arsenault**


Date: **April 4th, 2021**

<p>Key Partners </p> <p>Delivery: UPS, FEDEX, Purolator Resource: Delivery service for the products Motivation: Reducing the costs + reducing the risk and uncertainty</p> <p>Food wholesalers: (e.g., Sysco) Resource: Ingredients to make products Motivation: Do not need to acquire the knowledge of the agriculture sector as well as the cost of infrastructures that come with it → optimize production and saves money Moreover, having a supplier, we can assure to receive the required ingredients for the products, which reduces risks.</p> <p>Manufacturers: Motivation: Outsourcing production of some products → reduce costs</p> <p>Payment: Interact, Visa, Mastercard, PayPal Motivation: Get a secure and universal payment method for the customers.</p>	<p>Key Activities </p> <p>Value Propositions - Production: Research and designing formula of products, packaging, and testing products</p> <p>Distribution Channels - Platform/network: Maintain and update the business's Website + Generate advertising</p> <p>Customer Relationships: Maintain the customer service hotline and chat (friendliness, clear communication, accessibility, and low wait times)</p> <p>Key Resources </p> <p>Physical: Warehouse to store products + produce them, Office space, Servers for the Website, Partners for delivery</p> <p>Intellectual: Copyrights of marketing ads and publicity + Formula of products</p> <p>Human: Human Resources and Customer Service, Software Engineers, Cooks, Food Engineers, and Marketing Team</p> <p>Financial: Loans from banks and investors</p>	<p>Value Propositions </p> <p>What value do we deliver to the customer? E-commerce-based company, that offers healthy ready-made meals and snacks, nutritive cold-pressed juices, super vitamin/mineral shots, etc., as well as same-day delivery for customers in large cities and within 48 hours elsewhere – Personalized bundles will be available as well as individual products</p> <p>Which one of our customer's problems are we helping to solve? Offering a fast, easy, yet healthy and affordable alternative to fast-food, we are providing a solution to reduce negative health effects of fast-food.</p> <p>Which customer needs are we satisfying?</p> <ol style="list-style-type: none"> Offers a way to meet specific nutritional needs without having to eat sugar-filled treats Convenient as a front-door delivery system Saves time by avoiding the lengthy cooking time at the end of each day Relieving any negative feelings associated to the stress of cooking 	<p>Customer Relationships </p> <ul style="list-style-type: none"> Automated services will be offered by the business - quick, easy, and cost effective which answers the customers' needs of being quick, easy, and convenient. Algorithms will be implemented on the website to offer a personal relationship with the customer. A customer service hotline will be implemented to inquire about the service, products or report an issue. Type of relationship: transparent and family-friendly <p>Channels </p> <p>Awareness: Use of social media + partnerships with celebrities</p> <p>Evaluation: Offer visual graphs and data on the website to compare the offered products with other competitors</p> <p>Purchase: Personal Website with self-checkout</p> <p>Delivery: Delivery at the customers door fast and in a cost-effective manner – partnered with delivery companies</p> <p>After Sales: Customer Service Chat + Hotline, Refund Policy</p>	<p>Customer Segments </p> <p>The customer segment groups females in the age group of 30 to 50 years-old who have children and are single or married – mass market due to the size of the targeted group</p>
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Cost Structure 

This company is value driven to customize products to the customers in order to minimize pains and increase the gains.

- Fixed costs: Employee salaries, insurance rates, property taxes, hotline phone service, rent of warehouse and utilities
- Variable costs: Cost of delivery (outsourced), partnerships with celebrities, cost for research and development of the products, cost of ingredients
- Some products will be produced in large quantities in order to lower prices and offer a more competitively priced product to the customers (economies of scope)

Revenue Streams 

- For what our customers are currently paying for?
 - Currently customers are paying for meal-kits under a subscription fees (using credit card or Interact – Key Partners) or buy fast-food from fast-food restaurants with money, debit, or credit card.
- What our customers will pay for and their method of payment
 - They will buy assets or subscribe to a regular service where, for both options, they will pay using Interact, PayPal, Visa, or Mastercard – Key Partners
- Price of product
 - The price of the products or bundle will be fixed prices (i.e., List Price).