What’s in your Fridge?

“It’s like Yelp, for your fridge!”

A project for INF-556 by Shweta Chandramouli
## Provisional Persona

### Description
- Mid 20s to late 30s
- Educated
- Employed part-time
- Female

### Behaviors
- Hates waiting in long food lines/grocery store lines
- Tech savvy, finds recipes
- Health and cost conscious
- Enjoys trying new recipes
- Enjoys various cuisines
- May have dietary restrictions

### Needs & Goals
- Quick decision making
- Easy to make recipes
- Use ingredients available at home
- Needs to find options without too much effort
Customer Discovery

Interviewed customers in the fresh produce sections of grocery stores.

Highlights:

- **Screener**: 80% of the people I screened like cooking
- **Current Solution**: 100% of the people I interviewed Google recipes by ingredient

**Habits – 70%**

- Have Dietary Restrictions
- Do not have restrictions

**Pain Point - 80%**

- Missing ingredients
- Have everything

Validated!
Competitive Analysis - Direct

**FoodPair.com**

**Pros:** Great interface!

**Cons:** Search is not exhaustive, full recipe takes you to another website.

**CookThink.com**

**Pros:** Very innovative search

**Cons:** Browsing is very unappealing
Competitive Analysis

MyFridgeFood.com

Pros: Offers fridge-ingredient specific search with hands-on interface

Cons: Poor design, too many ads

Food.com

Pros: Great interface, grocery list personalization!

JamieOliver.com

Pros: Good search, but tough to find search option.
Influencers

Main influencers are MyfridgeFood.com, Food.com and JamieOliver.com

Features to incorporate

The interface should be interactive, interesting to browse and have options to share and bookmark.

It should have an easy to use intuitive search engine to find specific recipes.

It could have a grocery list option to keep track of ingredients and suggest accordingly.
1. Molly is hungry and can’t decide what to have for dinner.

2. She opens “What’s in your fridge?” on her phone for ideas.

3. She customizes the filters by what ingredients she has and what she’s craving.
4. Depending on the filter, she chooses options and ingredients.

5. With so many options, she decides to spin the wheel and let the app decide.

6. She follows the detailed instructions and makes herself a delicious dinner!
Landing Page

What’s in your Fridge?
Cook a delicious meal with ingredients you already have!

FEATURES

Best Recipes
Easy to follow! Healthy and delicious. Over 100,000 recipes to choose from! Save your favorites.

Super Search!
Highly customizable filter. No eggs? No problem! We have a solution for every whacky search.

Recipe Spinner
Still can’t decide? Recipe Spinner lets you spin the wheel and let the app decide for you!
Key Learning

There is some interest

The world is going mobile.

Validated Customer Segment
Application UX Highlights

2 Days Ago:

Find Recipes!

Update Fridge Image

Filters

Ingredients
Prep Time
Cuisine
Mood

Recipe Spinner

Spanish Omlette
Guerrilla User Research Experience

Key UI Comments

It's nice to see the options of ingredients

I might prefer typing ingredient names if I'm in a hurry.

I don't think I can select multiple ingredients.

I think the forward arrow leads to a page with more ingredients

Mood is an interesting feature! x3

Mood is confusing. Who uses that?

Prep time is great! I would use that! x4
5/5 users found the application useful for finding recipes.

Possible Revenue Sources:
- Team up with grocery store online delivery for missing ingredients
- Premium reminder feature to generate grocery list based on saved recipes
- Advertisements from grocery stores

Will Persevere!