

Concept Test Findings Report

Eat Real Foods

Dec, 05, 2023

This Report

This document summarizes the insights generated during the concept testing phase of the Eat Real Food group. The insights from this report are intended to provide user-generated feedback and begin to identify:

- How to make eating healthfully easier and more convenient while traveling away from home
- How to avoid allergens or unwanted additives in unknown foods
- How to make a person more comfortable when traveling

The outputs of this research will be used to identify development priorities, recommended changes to the Eat Real Foods group, and generate “quick wins” which can be implemented to deliver immediate value to end users.

Research methodology

Primary Research approach: We conducted 6 end-user interviews to collect qualitative feedback on various concepts:

- An app that helps users locate healthy restaurants
- An app that delivers healthy pre-packaged foods to travelers based on their itinerary
- A wearable that can scan nutritional barcodes and translate foreign labels
- AI-powered mobile app in a chat-format with multiple features

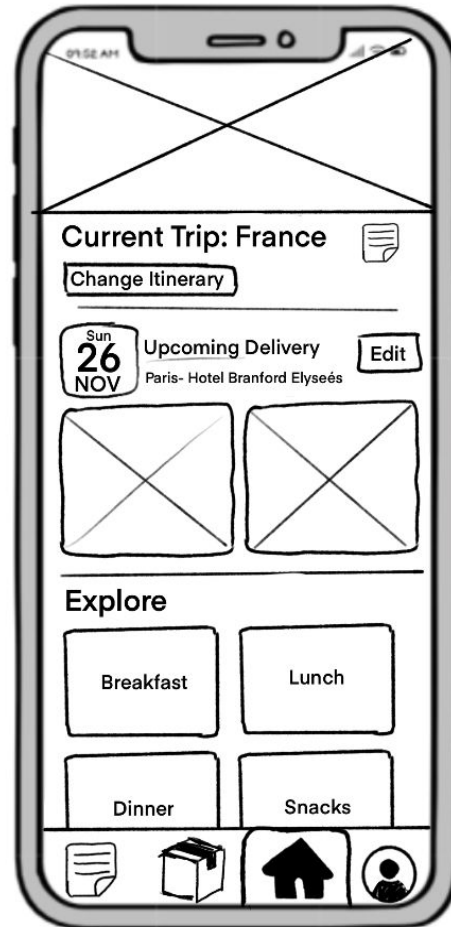
Post-interview survey: Following the concept test study, each participant completed a survey about the concepts to:

- Gather a quantitative assessment of concepts
- Understand user engagement preferences

All concepts



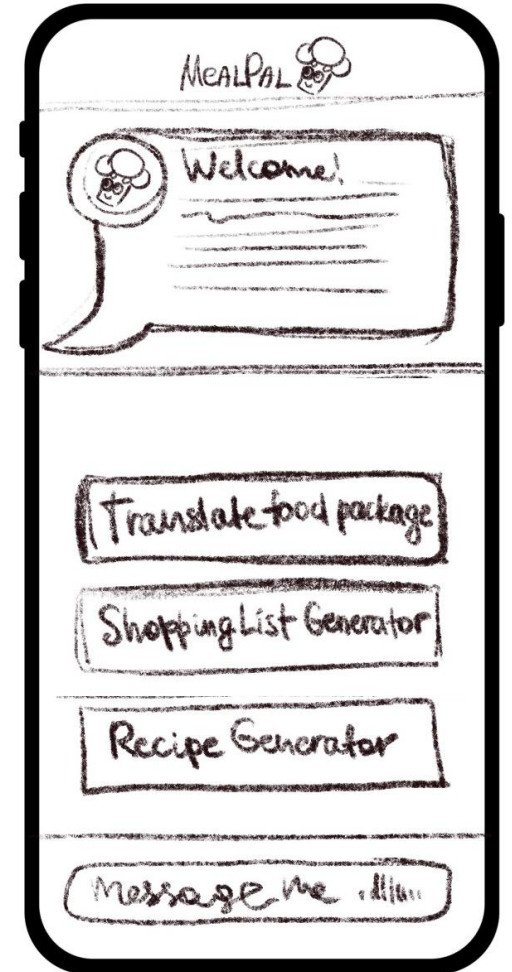
HealthyAround App



WanderEats App



Fit Bite



MealPal App

Executive Summary

Key Findings



Families and Individuals

There are separate and specific needs for individuals who are eating on the go vs. the needs of families, especially with young children. Primarily, *speed and convenience* of availability of healthy food were the key desirable features for families in order to avoid “caving” to fast food. Individuals expressed concern for personal health and pleasure, often without the emphasis on immediate availability of healthy food. There is more *time* and less *pressure* when not serving the needs of hungry kids on the go.



There are different kinds of “eaters,” FUNCTIONAL VS. CURIOUS

Within Archetype 1—a user very much focused on eating in order to feel good—there are subgroups of people who eat for utilitarian reasons and those who want to enjoy their food. Speed and convenience was prized by the more functional eaters, while curiosity was a driver for the adventurous eaters.



Users want OPTIONS to cook or go out

A product that provides travelers with a malleable choice to order food, pre-order meals, or be able to shop and prepare food at one's place of lodging was important to users.



EXPLORING & trying new things when traveling

Users enjoyed the idea of the product generating suggestions in order to not only make a healthier choice but to try something new and unfamiliar, but similar to what they are already familiar with at home.



People want REAL MENUS

Multiple participants commented on frustration at online menus that were low resolution, poor quality, and out of date—often an image taken in poor lighting and posted on a restaurant's website. People want to see uniform availability of Interactive, current menus with accessibility options for viewing and ordering.



Translating & Scanning (with AI)

There is a need to translate while traveling to discover foods and their nutritional content but there is skepticism over the trustworthiness of using AI as a nutrition coach or for matters of health guidance.

Session Findings Summarized

1

Participant 1: WanderEats

Participant 1 cares most about convenience and taking away the labor and planning it takes to cater to all the dietary needs of their family.

2

Participant 2: WanderEats

Participant 2 is all about efficiency, the “getting in, and getting out of there” policy as far as eating while on the go.

3

Participant 3: Healthy Around

Participant 3 is an easy-going traveler concerned about their partner’s limited food choices. They are looking for a quick and efficient way to discover restaurants nearby and want to be able to navigate their menus for dining-in or a pick-up options.

4

Participant 4: MealPal

Participant 4’s goal when travelling is exploring and trying new foods. They still care about their health but its not at the forefront of their mind.

5

Participant 5: MealPal

Participant 5 eats specifically to control personal health issues while trying to balance the needs of feeding their family. They valued convenience and transparency of nutritional content.

6

Participant 6: WanderEats

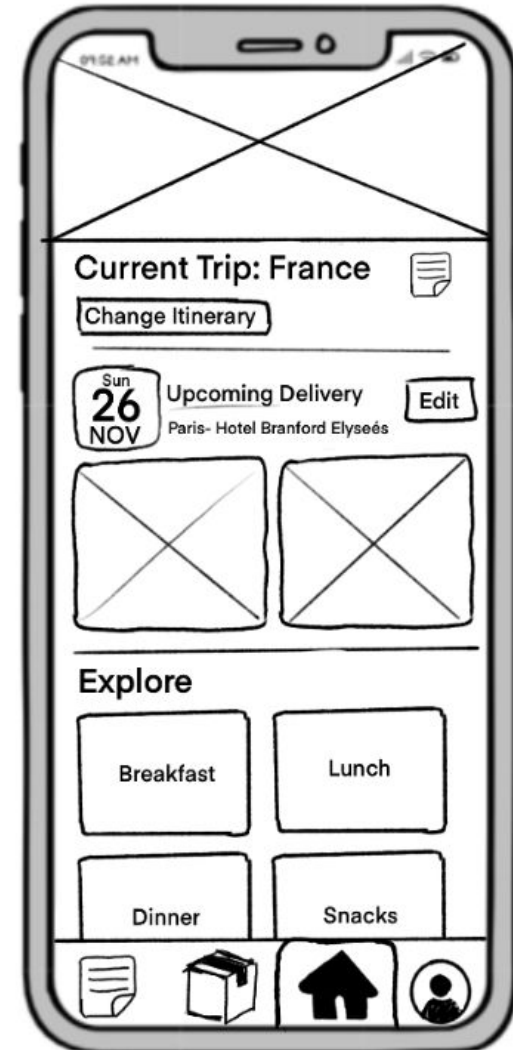
Participant 6 chooses food based on a keto diet. They care about convenience when eating healthy and want to know the nutritional content of the foods they eat.

Recommendation to Go Forward with WanderEats

WanderEats is a delivery service for people traveling who want an easy way to eat healthy foods on their journey. Pre-packaged healthy meals and snacks are delivered (or picked up) based on their itinerary so that they can maintain a nourishing and balanced diet effortlessly, even while on the move.

Key features that tested successfully:

- The delivery and/or pick-up service
- Delivery overview page to look at past orders and upcoming deliveries with the option to edit the box and/or the delivery date and location
- Easy way to build and edit your itinerary for deliveries
- Customizing boxes: the option to order different kinds of boxes-ready-made meals and snacks and/or meal kits to cook yourself
- Meal kits that come with tools for less equip kitchens
- Meals/snack overviews with nutritional information
- Detailed step-by-step guides for cooking meal-kits



Next steps

1. Exploring how hardware integration can establish a physical presence in transit-dense locations, such as implementing kiosks in airports. This study would delve into the feasibility and benefits of these kiosks serving as versatile drop-off and pick-up points, as well as convenient hubs for placing meal orders.
2. Further research is recommended in critical areas such as refining business models, bolstering security measures, and optimizing global logistics. Additionally, in-depth studies on the 'pick-up' process, methods for maintaining food freshness, integration into platforms like Airbnb, and crafting a traveler-friendly cancellation policy are essential to mitigate risks and ensure sustained success.
3. Is there a way to partner with local markets and eateries to create recommendations and curated deliveries based on travelers' preferences so that the curious traveler can plan ahead while also having the opportunity to explore novel cuisine? A “go local” selection should be available within the app, as well as a way for the app to generate suggestions for local, potentially unfamiliar food choices, based on previous or standing orders. *Making the unfamiliar familiar, and always healthy and pain + allergen-free.*
4. How can WanderEats serve as an educational tool on *how* to eat more healthfully **every** day, not just while traveling? We can explore integrating visual tools built into the app that represent the building blocks of a healthy meal and snacking habits, such as a pie chart that shows the breakdown of proteins, carbs, and fiber in each curated delivery or a visual scale that represents a “balanced” meal that the user is challenged to properly calibrate as they build their delivery box.

Testing Analysis

Healthy Around- Restaurant Finder

Overall it's a great tool to discover new places and foods that compliment your diet preferences but a couple more features could be added.



What was loved about this concept

- The ability to set up Profile: personal diet preferences, food allergies etc.
- It's easy to navigate in a new location



What they wish they had

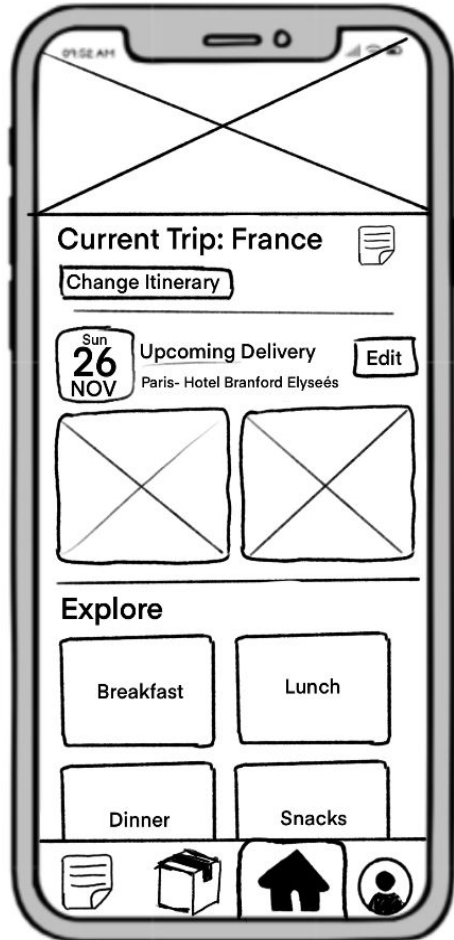
- Ensure app uses up to date, good quality restaurant menu (not a blurry picture like on Yelp)
 - Typed (not an image) restaurant Menu, live menu
 - Clear tags for GF or other specific options (visually pop - labels?)
- Improved options/search results
 - A restaurant rating system based on user's feedback- a community feedback guide
 - If you have diet restriction not many restaurants will show up- It's good to show options even if it only checks 1 box- a list with hierarchy would help- doesn't have to be a perfect fit
- 2 separate journeys (Make it you yourself or buy it made)
 - 2 journeys would be a grocery store search and restaurant search
 - There should be a price point if they find meal at a restaurant that's too expensive. If they want to make it themselves -it should take you to the grocery store side of the app and show you how to make that same meal- taking into account time and money

"Makes healthy living effortless with instant health insights"

"Even though I don't normally cook when travel, I can still utilize grocery store finder to pick up pre-made meals and especially could benefit from using a scanner feature"

WanderEats- Traveling Delivery Service

The findings for this concept were that this app would be great for families, and it's great for travelers who like to have control over the foods they eat while abroad or away from home



What was loved about this concept

- The delivery aspect of this app and the upcoming delivery overview + the edit delivery feature, as well as the option to pick up boxes
- The option to order different kinds of boxes- ready-made meals and snacks and/or meal kits + kits that come with tools for less equip kitchens
- The recipe overview with nutritional information + the detailed step-by-step guides for cooking meal-kits

“Great for families, especially those with kids who are picky eaters.”



What they wish they had

- Premium Membership Option
 - Insider benefits such as points, discounts & freebies
- Seperate Profiles for Diet Preferences
 - A little extra attention needs to go towards the different needs of the family members/traveling group
 - Profiles broken down for different users on the same account- something for everybody
 - Should be able to share/navigate an order with someone- give the power to edit to someone else
- Time Filters/ Cancellation Policy/ Security
 - Ability to see options that can be delivered quickly (for someone who's not a planner and on a time crunch, for example, meals can be delivered to me within next 30 minutes)
 - There needs to be flexibility with cancellations as travel plans can be unpredictable/changed
 - There should be precautions taken with security when delivering boxes ,for example background checks/ ID checks

“Like Doordash wherever you go- but healthy”

“Healthy food that's there when you need it”.

FitBite- “Watch what you eat”

The wearable would be good for individuals on the go who want to identify healthy snacks but don't have a lot of time to do so. There was doubt that it had to be a separate wearable in and of itself, as opposed to just being an app on the phone.



What was loved about this concept

- The diet preferences/ detailed profile for users in the app
- The personalized rating system used when scanning
- The ability to scan foreign labels and decipher
- The speed and simplicity of information delivery to the user



What they wish they had

- Scanning food label can be performed by phone using camera and the app
 - Note: [Write your recommendation if this is worthwhile to include in a future concept]
- Watch as a stand-alone device vs Mobile App for both phone and a digital watch
 - Some thought the wearable aspect was unnecessary and a stand alone app would work just fine- didn't want to purchase the device
 - Others liked the phone and app combination though integrating the wearable device into an apple watch might be better
- On a phone: way to track habits and trends
 - Performance check: this vs last week (10% healthy habit reduction rate)
 - linking the app with other nutrition calculators- there should be a feature that counts your daily nutrition consumption - through scans

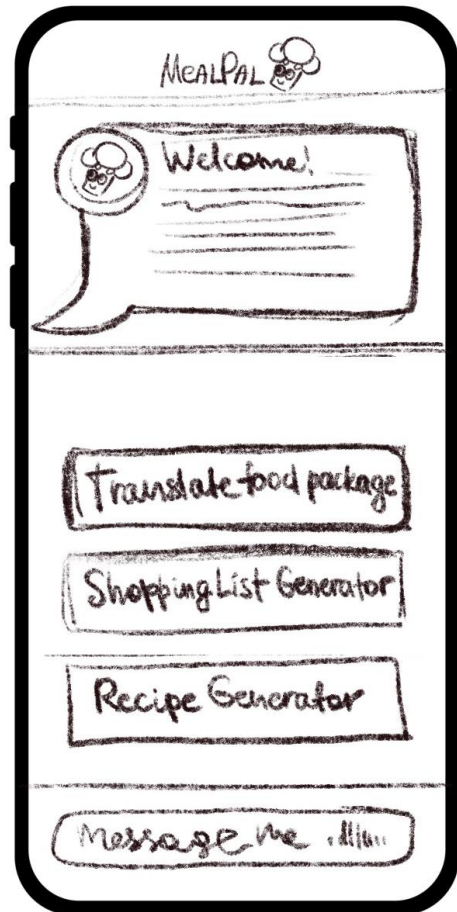
“Does it really need to be a wearable?”

“Potential to gain more users if compiled to a Mobile App”

“Good for interpreting a specialized diet in a foreign country”

MealPal- AI Virtual Assistant

There was some discussion with short-term vs long-term travel using this app. It was concluded that this would be a good app to assist those living abroad/traveling long-term as opposed to an individual using it for a short trip.



What was loved about this concept

- Translation feature of a foreign food package can be helpful. I can see myself struggle with it if traveling abroad.. (Spencer) and translator is great for gifts friends and family can bring you from their travels, too (Gehry).
- Recipe Generator: can save time and help to add variety of foods for my family (Lynn), used for inspiration and ideas what to cook or for long-term trips (Henok).
- Shopping List Generator (for Airbnb) and stores geolocation are great (Marija).
- Broccoli wearing a Chef's hat seems very friendly and approachable (Lynn).



What they wish they had

Gamified fitness, progress tracking & trends (Spencer)

- Adding this features to help users track their performance, compare days/weeks before/after
- Ability to compete with friends for more fun and engaging experience
- Using graph to reflect on the latest trends

Adding \$ Cost feature (Lynn) and Calendar

- How much would the food alone cost? Quick way to add it up will help to compose a travel budget per person, per day
- Log in trip days and see how much food will cost

Foreign Food Info (Maraja)

- Giving suggestions and overview of the food options in foreign countries
- Popular meals where you travel to
- What other people buy in this country + directions, crowd-sourced info

Chat Box is helpful, but could have suggested categories (guidelines, what can I ask it about- daily suggested questions)

"MealPal Recipe Generator feature provides new ideas for what to do with what's available in the fridge and helps streamlining meal preparation"

"With my High School Spanish I could see how translation option could be helpful to understand the contents of the package and the food label when traveling abroad"

"I'm interested in using AI because it can quickly provide me with genuinely accurate feedback"