# Project Name

Yes Delish

# Overview

Yes Delish is a wholesome meal kit subscription service for the cross-cultural palate that encourages and further fosters home cooking. The goal of the project is to design the best user experience through a Desktop / Mobile Web platform that enables the users to select food from a variety of options, set payment and delivery options as well as log/record feedback based on previous orders.

Design a subscription-based website for a wholesome meal kit that is tailored to fit the needs of an international market. Recommend the appropriate technology stack to us, and provide solution on how we can customize and personalize experience whenever possible on top of delivering features that will showcase the basic features. We would also like to see recommended list of features and prioritization that we should consider during our initial release.

# Requirements

The goal is to launch a working platform that will enable the users to complete their purchase.

- Each recipe will be developed by regional top chefs: Each home chef will be able to experience a home cooked meal as if they were dining at their favorite chef's restaurant
- Our marketing and content team will load the recipes in the CMS for all members to view
- Each member will sign up for the following week menu through our OMS (Order Management Service)
- Each member will enjoy a simple platform for selection of each recipe.

# Schedule

### School Week 2 - 3

- Understand the product, market, and users. Research existing products and ideas that can be used as a baseline. Do a heuristic evaluation of these competing products and assess how we should customize and build our own platform.

### School Week 4 - 5

- Draft of proposed UX (low/high-fidelity) on the primary use cases that will enable the customers to complete discovery, selection, and purchase cycle.

<u>School Week 5 - 6</u>

- Refine the UX and share simple prototypes (interactive) that we can use to showcase the idea. This will include the whole search/discovery, purchasing and buying experience.

<u>School Week 7</u>

- Iterate and test different cases based on feedback from stakeholders. Enhancement should be incorporated whenever necessary or appropriate.

<u>School Week 8</u>

- Present!

# Specifics about deliverable for Work Session 1

Proposed workflow on how we will manage the E2E customer experience backed by data and research. We are looking for solid recommendations on how we should present the features and functionalities that will meet the needs of the users. Note that this is not a branding or marketing exercise but these can be used as a supplement to showcase the software product and UX workflow.

# Specifics about deliverable for Work Session 2

This should be an interactive and higher fidelity UX which has incorporated learnings from Work Session 1.

# Specifics about final deliverable

The final deliverable should consolidate all the feedback coming from Working Sessions 1 and 2. Ideally, the final presentation will just be a simple prototype addressing the primary use cases and backed by slides that are kept at minimum.

# Disclaimer

Yes Delish is a client of Luminated Consulting. This project will likely be built in house at Yes Delish. Therefore, Luminated Consulting and Yes Delish will own the Intellectual Property of all work generated by all participants for the event The Pixel Project. But the participants are free to showcase the work anywhere including resumes and portfolios.