HELLO YUMMY

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Midterm Project

Group 01

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Agenda

1) The idea "Hello Yummy"

- 2)Current vs. new process via INCOME Models
- 3) Introducing the "Hello Yummy" website

4) Conclusion



1) The idea "Hello Yummy" Bad habits





If you are busy and/or don't know how to cook what would probably be your dinner??

1) The idea "Hello Yummy" Effects on your body





Did you know that food and the provided nutrition have a great impact on your health and well-being?

1) The idea "Hello Yummy" The struggle of cooking before cooking



Especially for beginners cooking and the preparation can be difficult and time consuming

1) The idea "Hello Yummy" What's new...stay relaxed



Chose from weekly changing recipes

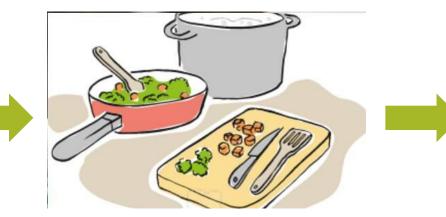
4h delivery guaranteed

Receive the premeasured ingredients

1) The idea "Hello Yummy" What's new...cooking made easy



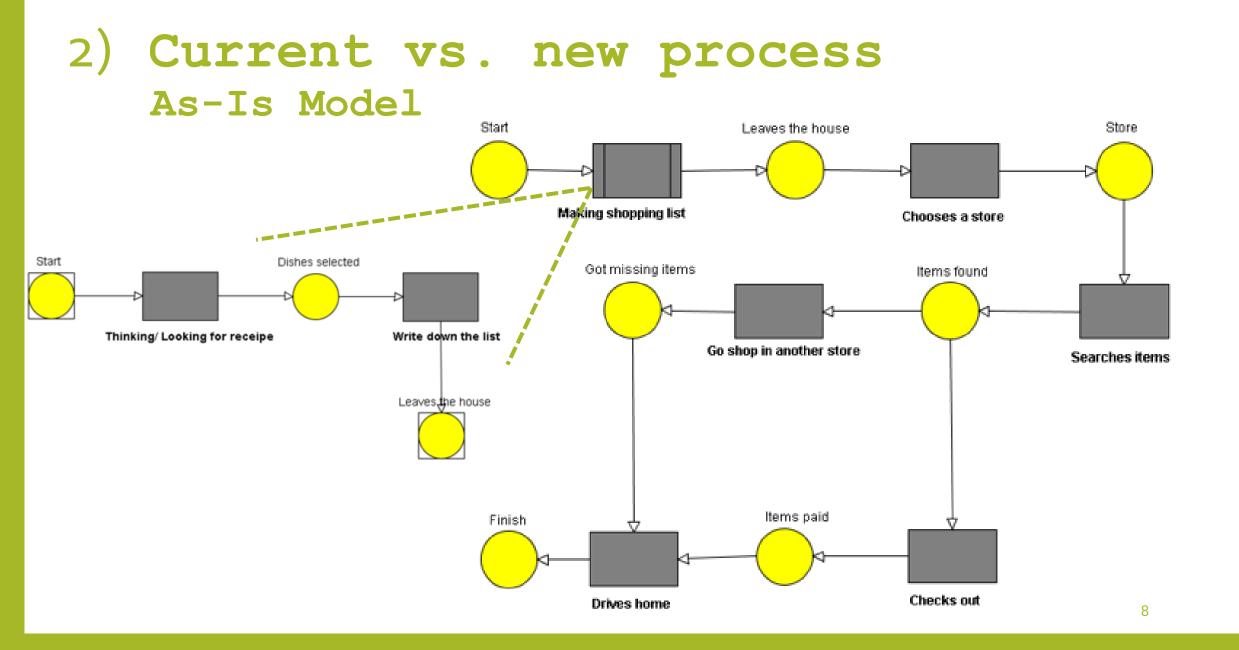
Premeasured ingredients



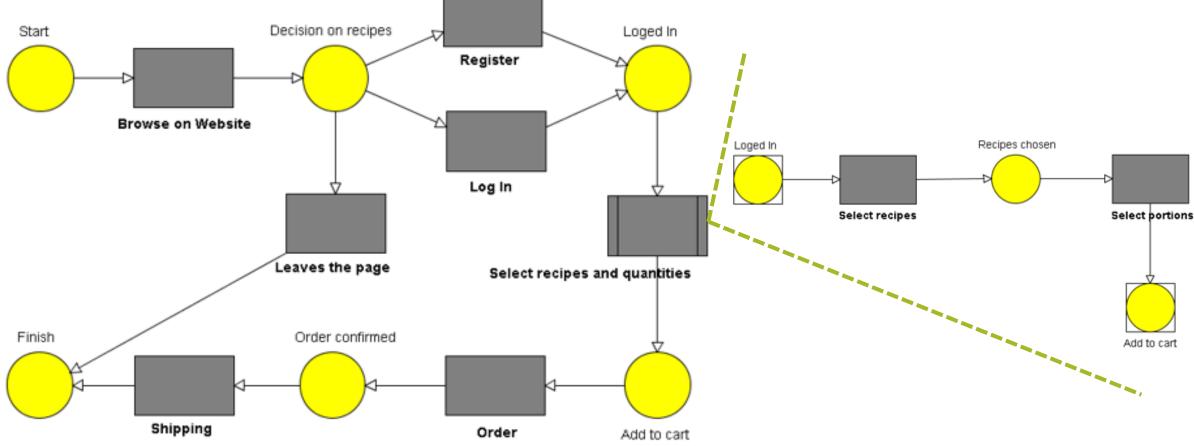
Step by step cooking instruction



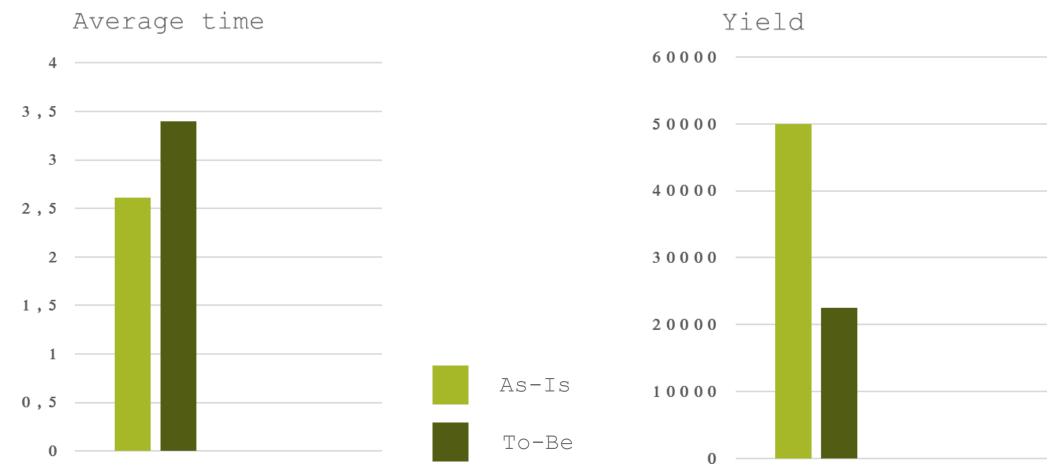
Voila!!



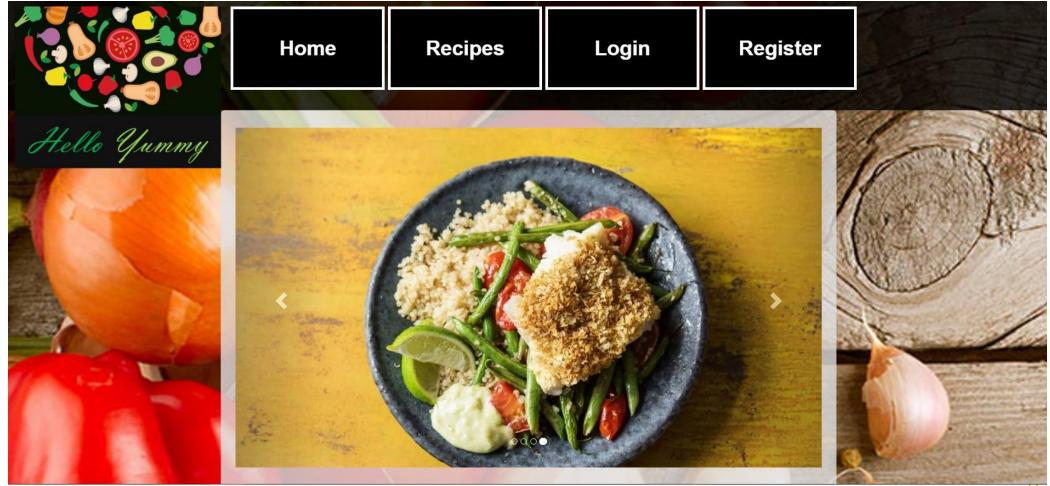
2) Current vs. new process To-Be Model



2) Current vs. new process Comparison



3) Introducing the "Hello Yummy" website Customer view



3) Introducing the "Hello Yummy" website Manager view and SQL 8 Meals $\log =$ categories Order R MealsID CategoriesID P OrderID Meals Categories Ingredients CustomerID MealPerWeekID CookingTime Portions DifficultyLevel Discount Picture Localities CreditCardNumber R LocalityID 00-0* Name Countries CountryID CountryID LocalityType CountryName Customers 8 email ∞ Meals per Week FirstName R MealPerWeekID Shipping LastName MealsID ShippingID Gender CategoriesID Password Status Week Address OrderID Year Zipcode Price Phone LocalityID

4) Conclusion

- Hello Yummy seems to be a promising concept
- Big trend of healthy eating → good response in population
- Motivation for people to be healthier
- More expensive than normal supermarket but with extra service
- Advantages of the provided exactly measured ingredients
- 4h delivery only possible in big cities → Plan to expand service to a big region
- On the webpage:
 - Create promotion for loyalty of customers
 - Make ordering process more convenient
 - Implement a assistance tool for customers