



HELLO YUMMY

2016/12/01

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"

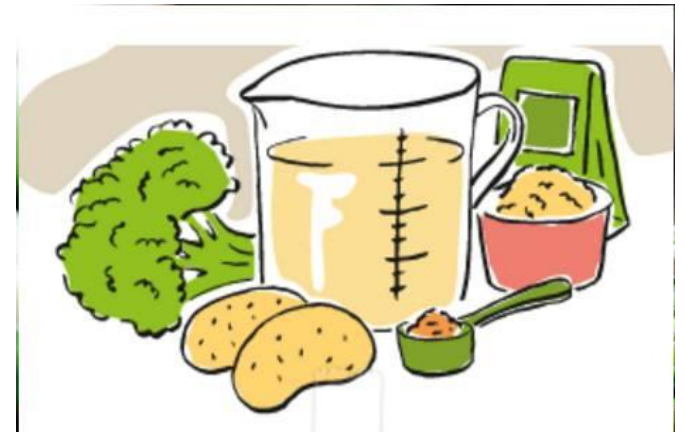
What's new...stay relaxed



Chose from
weekly
changing
recipes



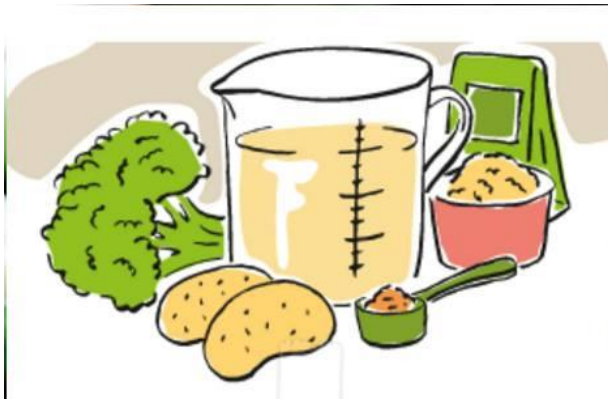
4h delivery
guaranteed



Receive the
premeasured
ingredients

1) The idea "Hello Yummy"

What's new...cooking made easy



Premeasured ingredients

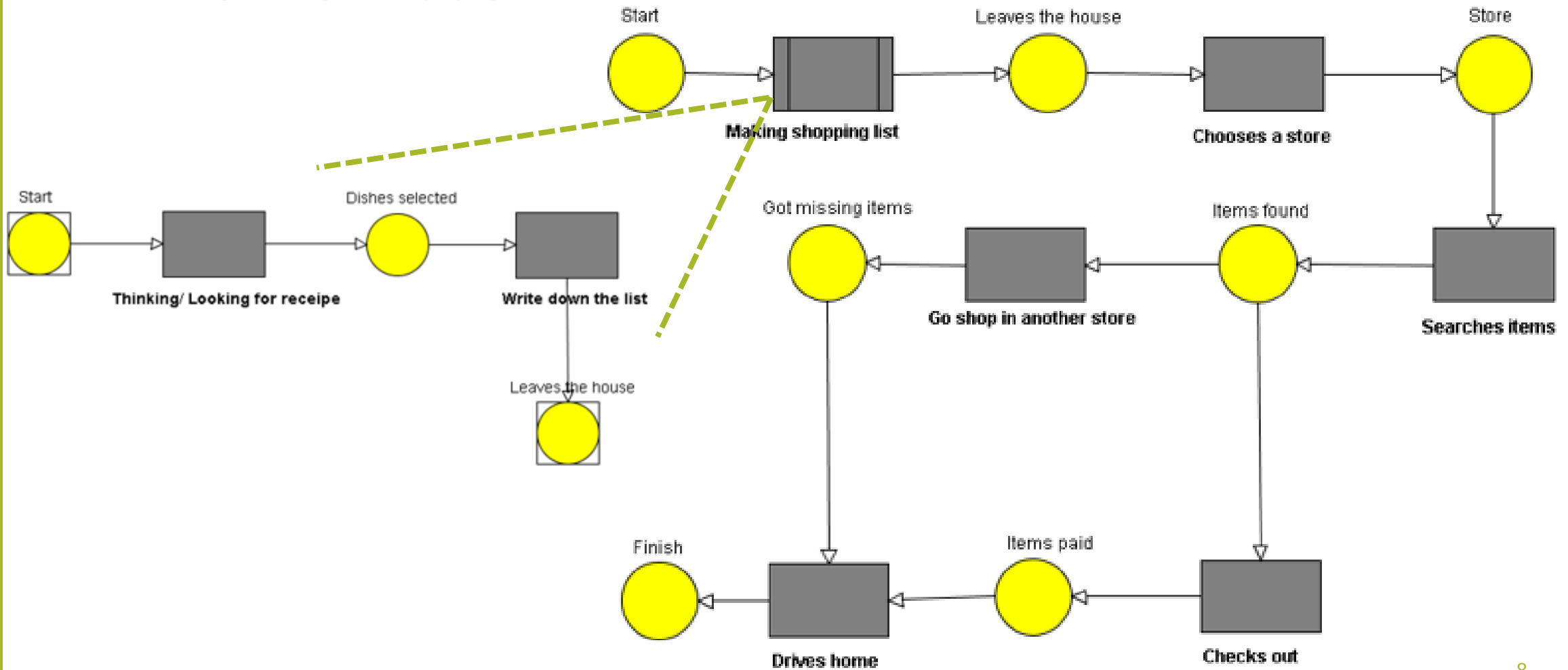


Step by step cooking instruction

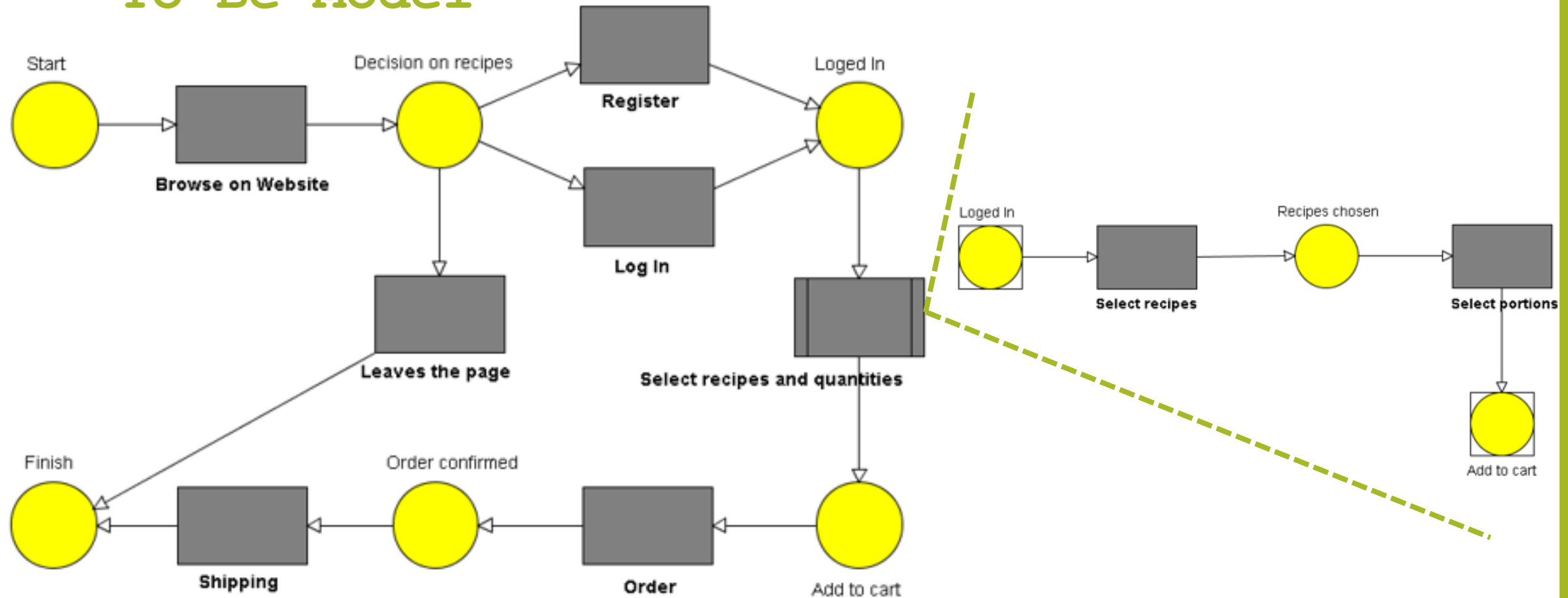


Voila!!

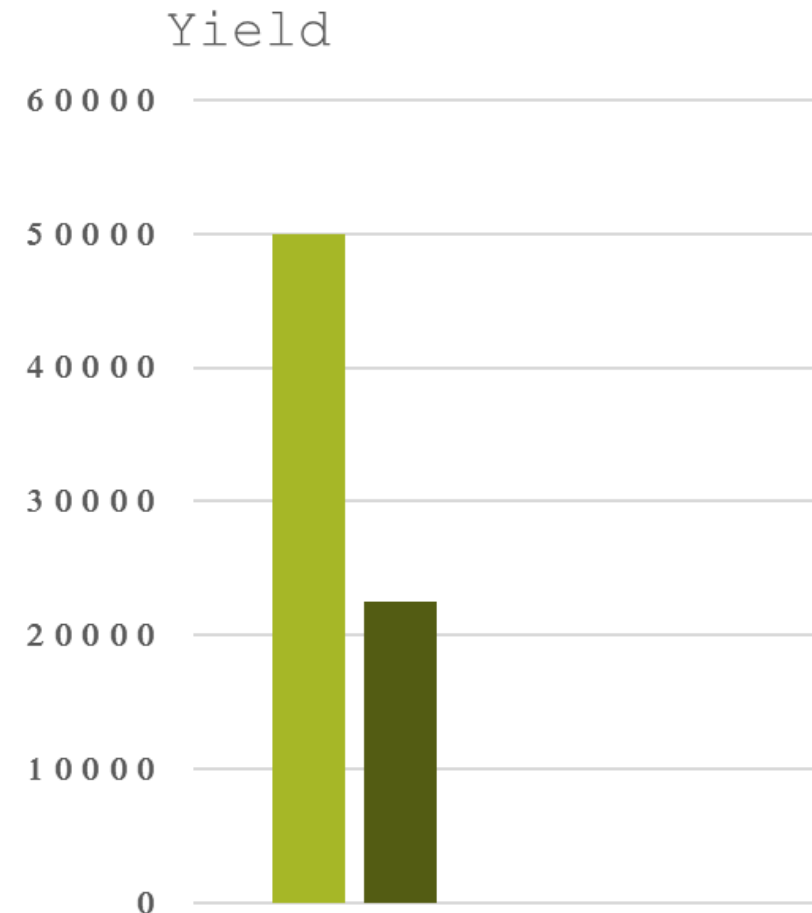
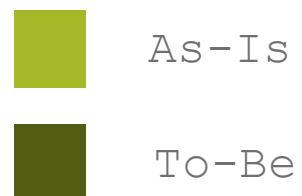
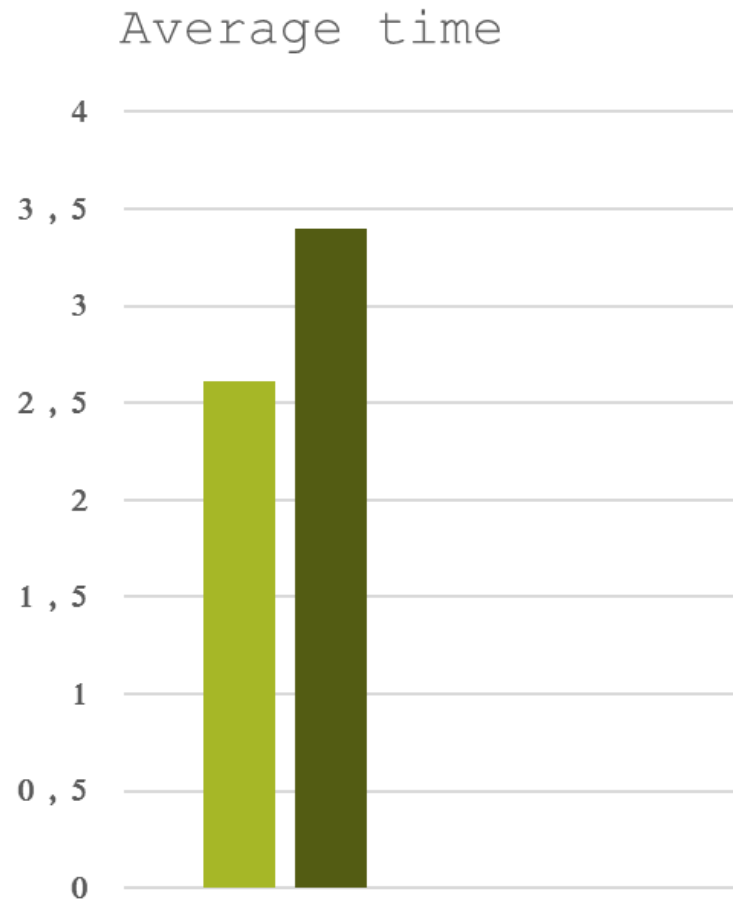
2) Current vs. new process As-Is Model



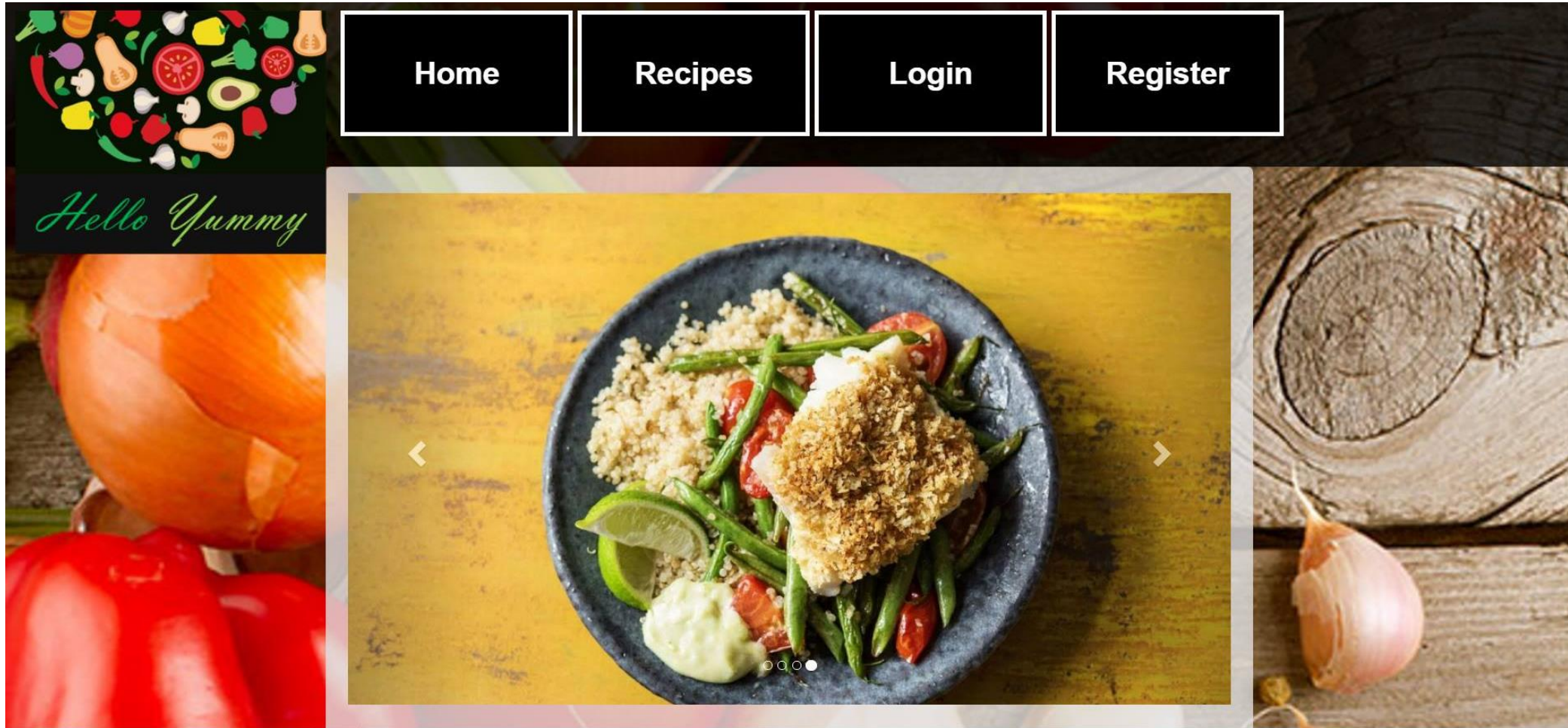
2) Current vs. new process To-Be Model



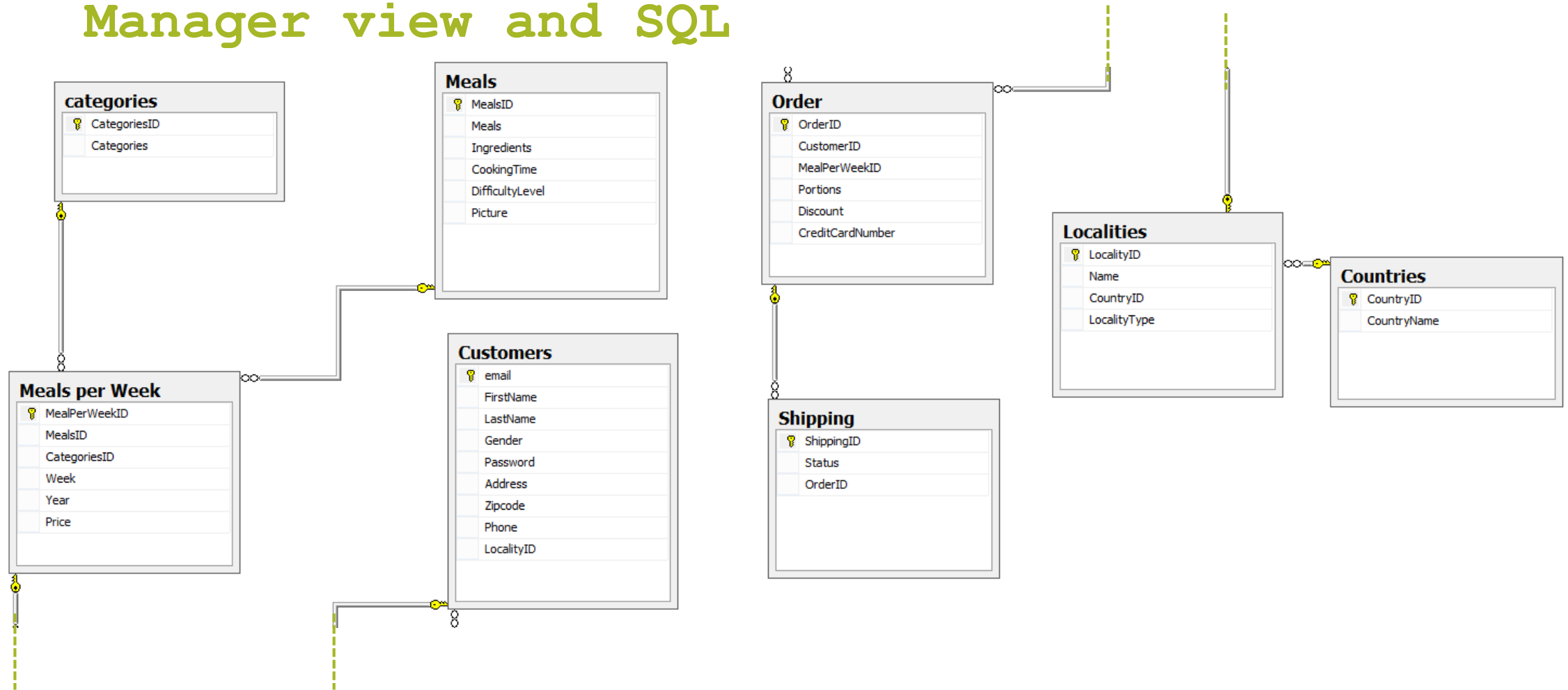
2) Current vs. new process Comparison



3) Introducing the "Hello Yummy" website Customer view



3) Introducing the "Hello Yummy" website Manager view and SQL



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