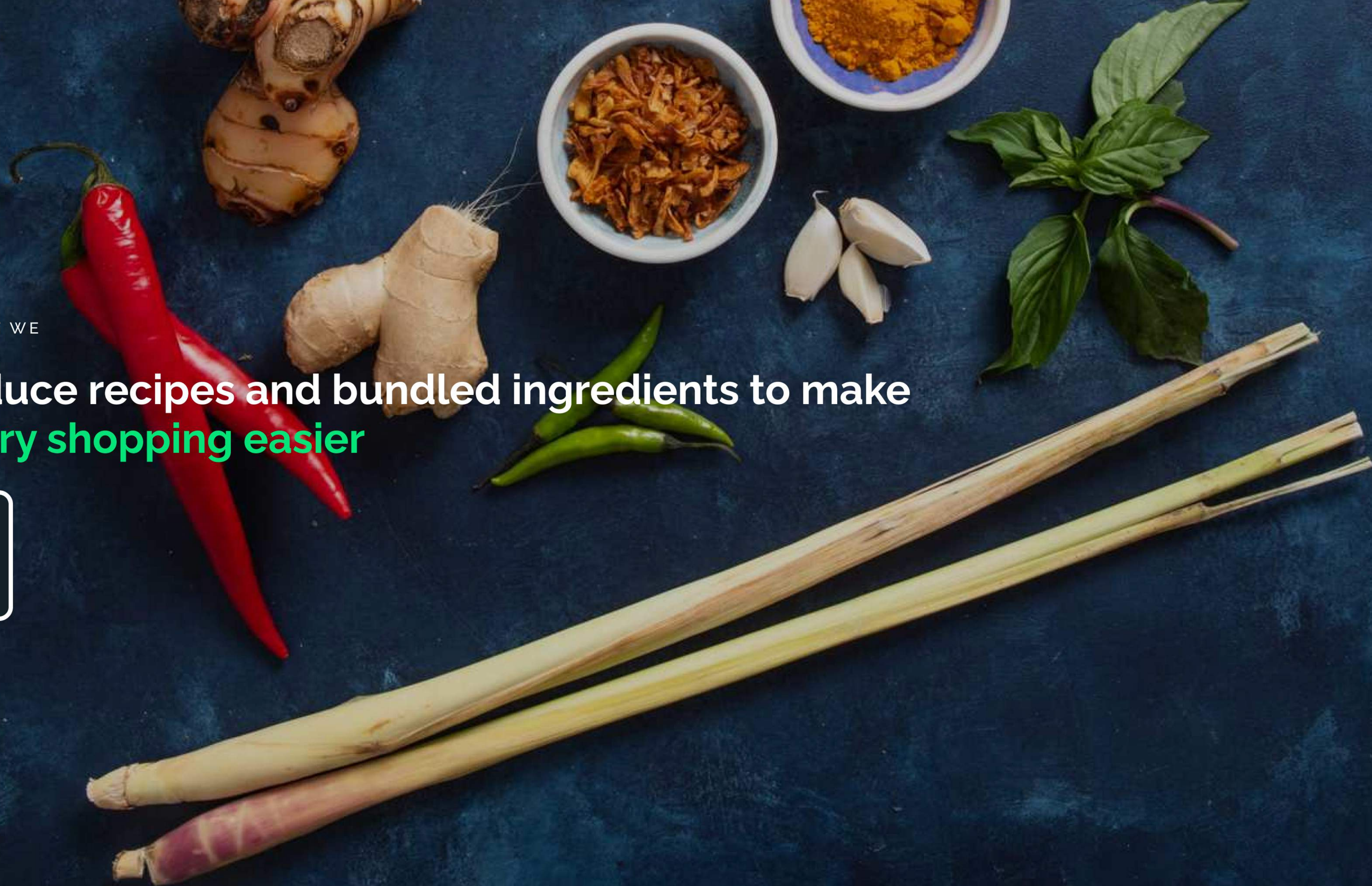


HOW MIGHT WE

Introduce recipes and bundled ingredients to make  
grocery shopping easier





# Personas



**Karin**

Uses UberEats for groceries

Cooks regularly, but unsure what to make. Groceries often go bad



**Aadi**

Uses UberEats, but only for restaurants

Inexperienced in kitchen, but wants to learn how to cook



**Ray**

Does not use UberEats (yet)

Busy raising kids and juggling responsibilities



## Convenience

Easy to find recipes, order ingredients,  
and cook meals



## Price awareness

Easily see per serving cost and compare  
costs across recipes and stores

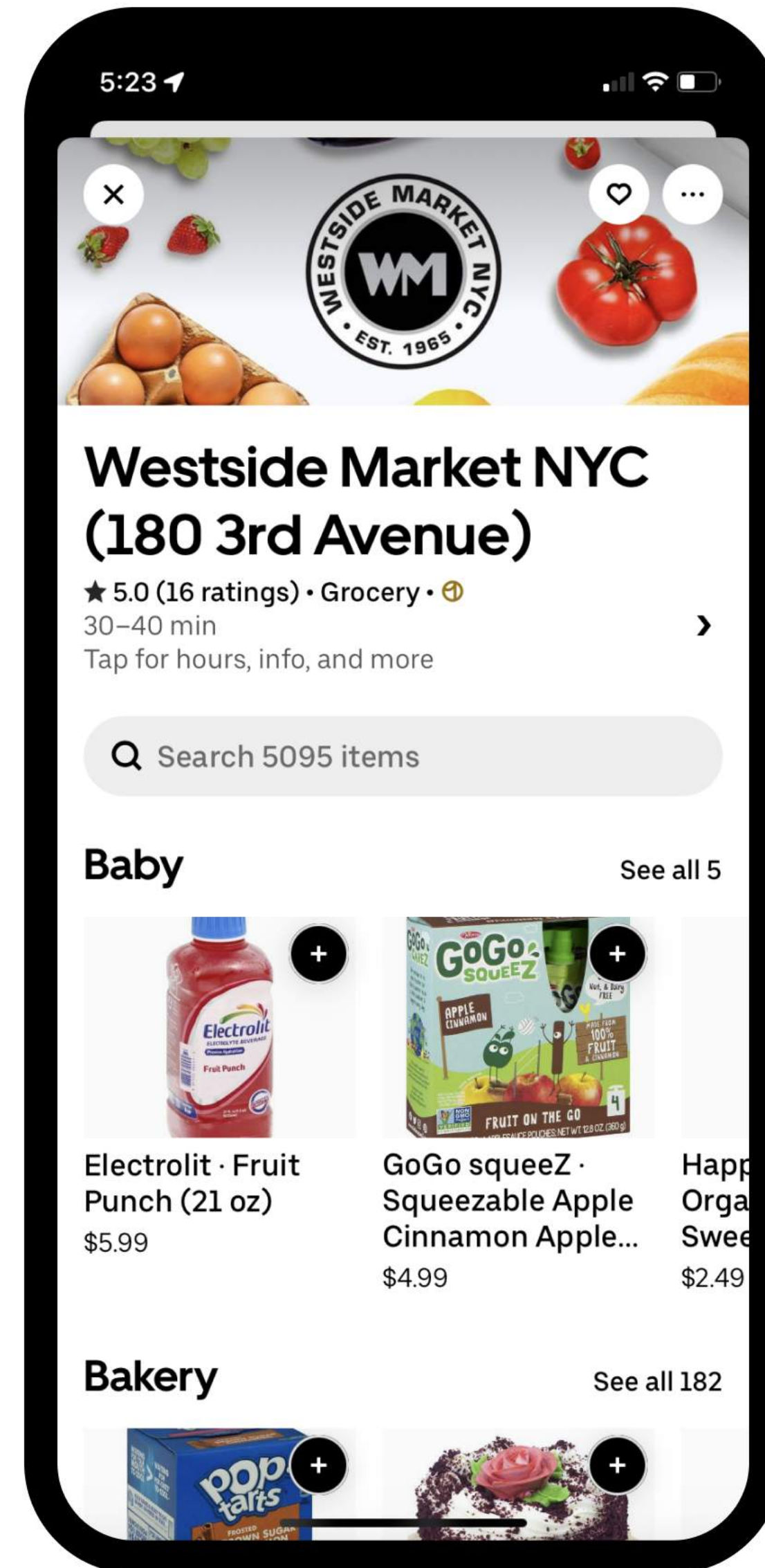
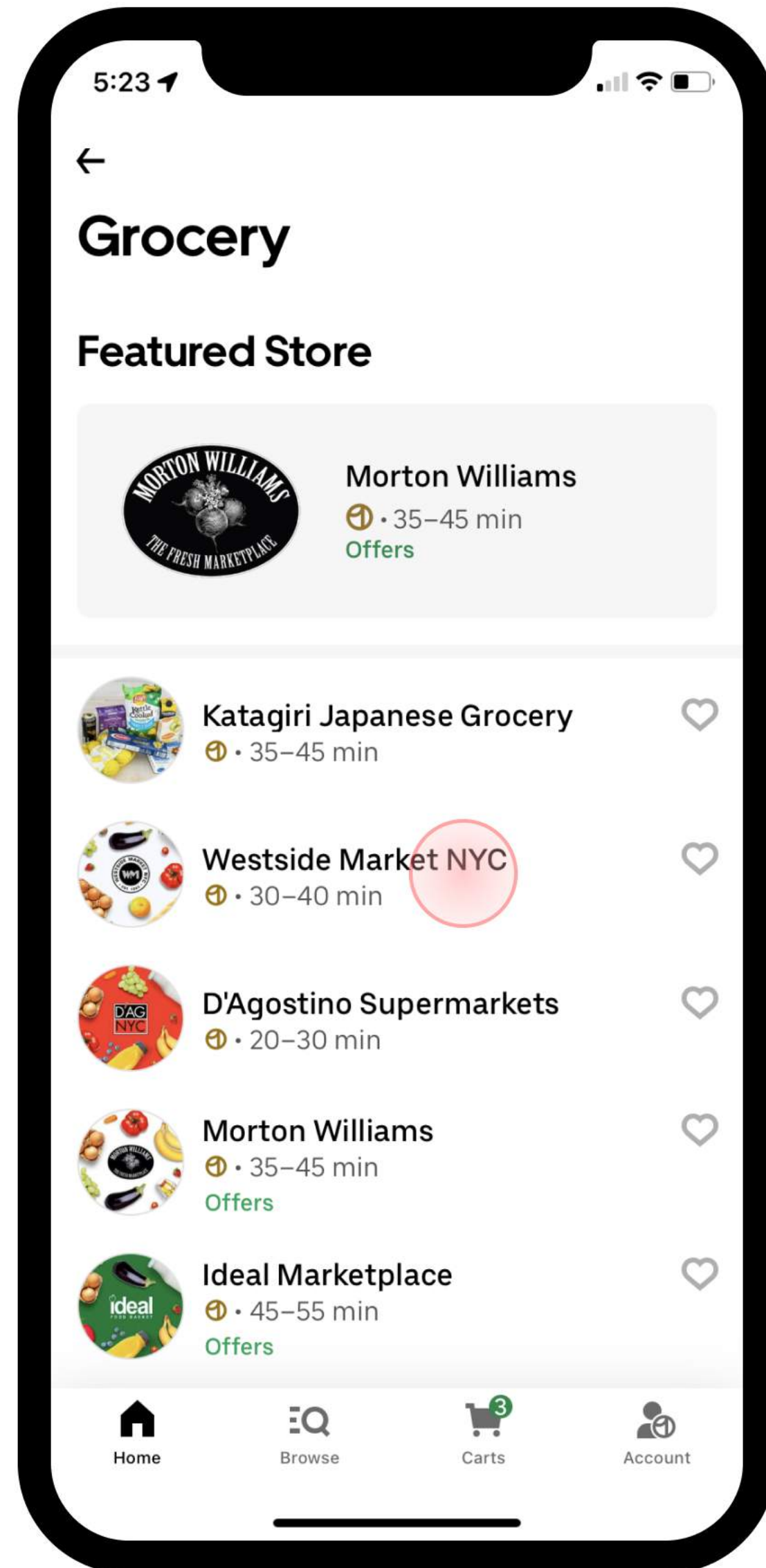
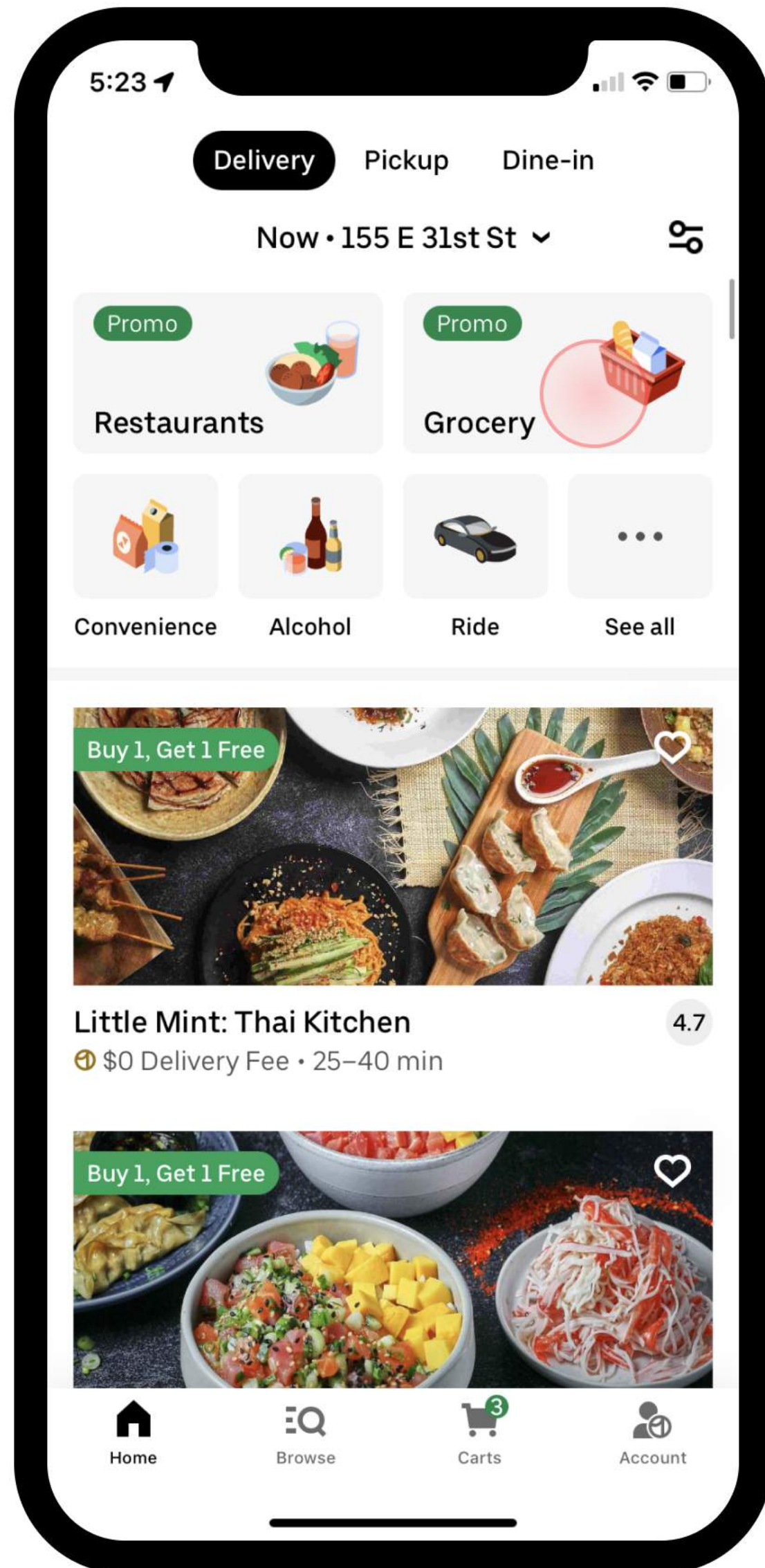


## Enjoyment

Fun to explore different kinds of recipes,  
and make cooking more accessible







Current Experience



## Grocery app

### Recipes section

- Categories
- Cards

### Recipe Card (L1)

- Total time to make
- Cost (per serving)
- Total cost (all ingredients)
- Easy/medium/hard
- Tags (Keto, vegan, low calorie)

### Recipe Page (L2)

- Card details from above
- Ingredients
- Steps
- CTA add all ingredients to cart

### Ingredients

- Name
- Quantity
- Price

### Select Store

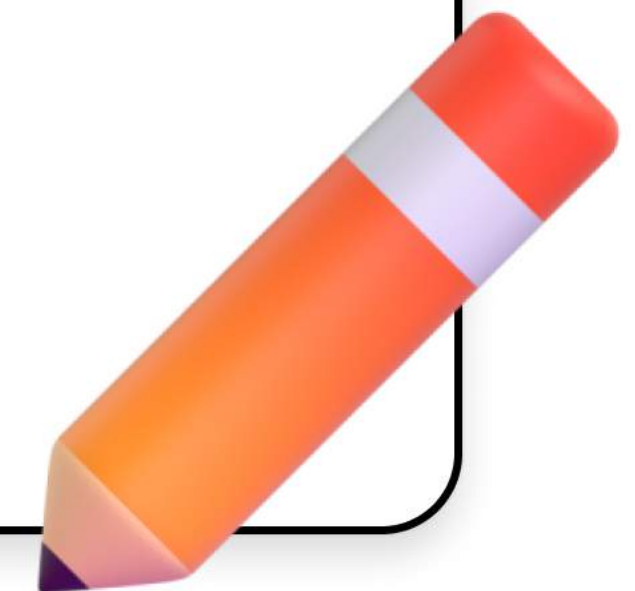
- Select store
- Store details: name, price, delivery fee, delivery time
- Add to Cart

### Discovery/Promotion

- New badge in app
- Promo banner on Uber Eats
- Email marketing

### Opportunities

- Partnerships with recipe apps/websites "order ingredients through Uber Eats"
- mealkits by Uber Eats
- Partner with influencers, food brands, grocery stores to create
- Ads in city (QR code) to find recipe



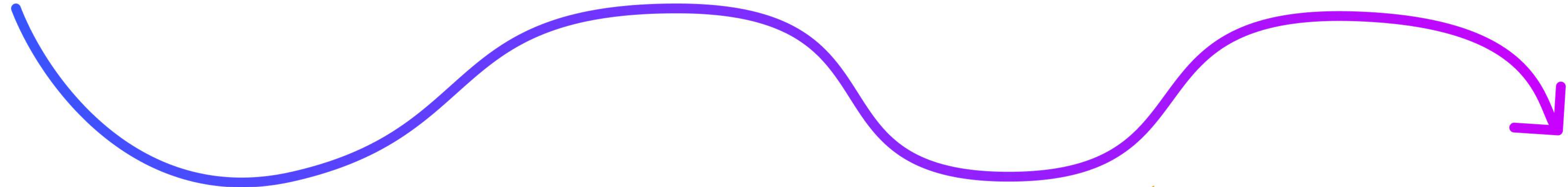
Rough thoughts and ideas...

# User Flow

**Discovery** ★  
Finding recipes feature

**Add Ingredients** ★  
Select what to purchase

**Review Recipe**  
Order recieved, let's cook!



**Exploring Recipes** ★  
Browsing and choosing

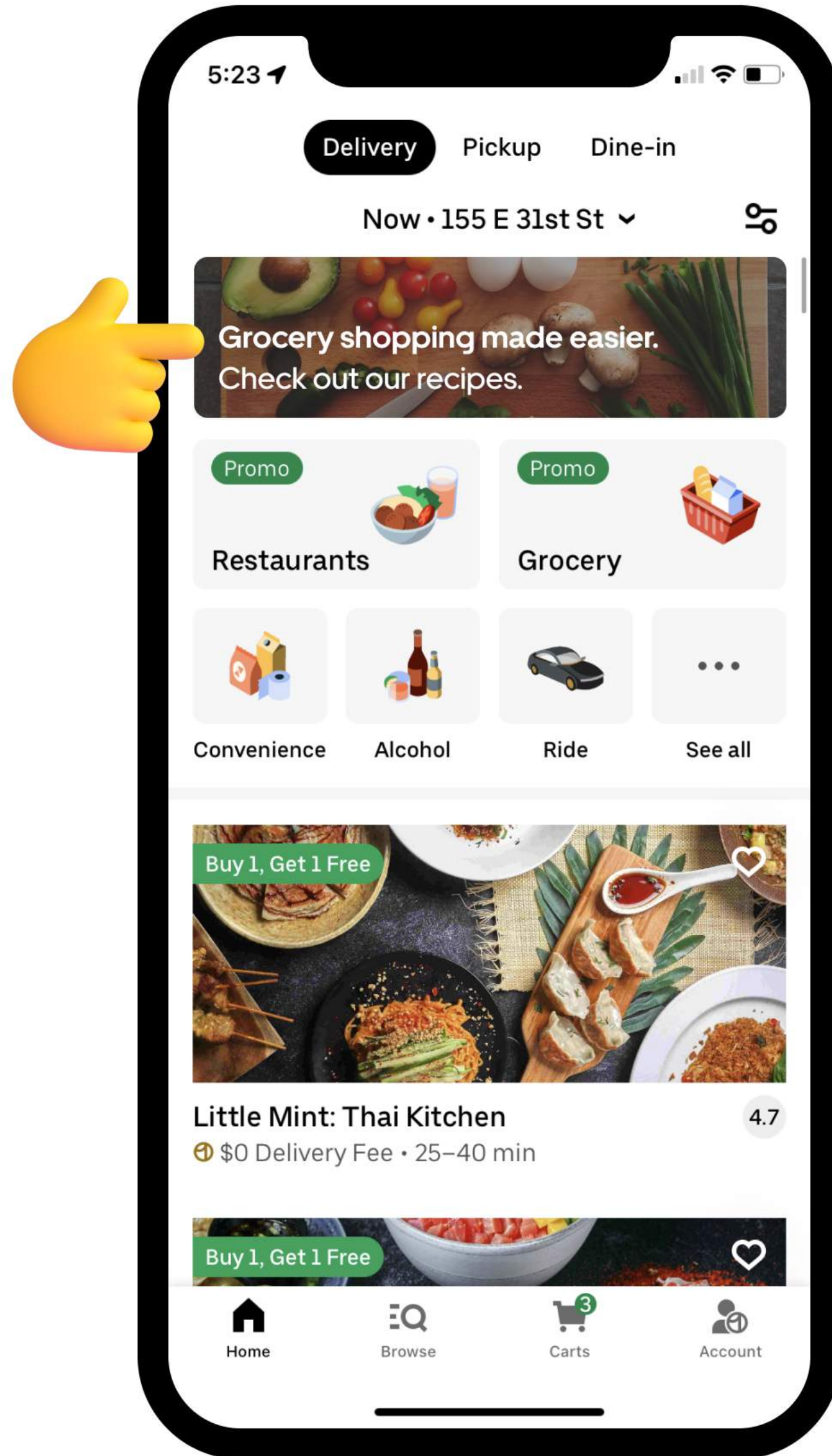
**Checkout** ★  
Pick store and checkout

★ Designs completed for this challenge

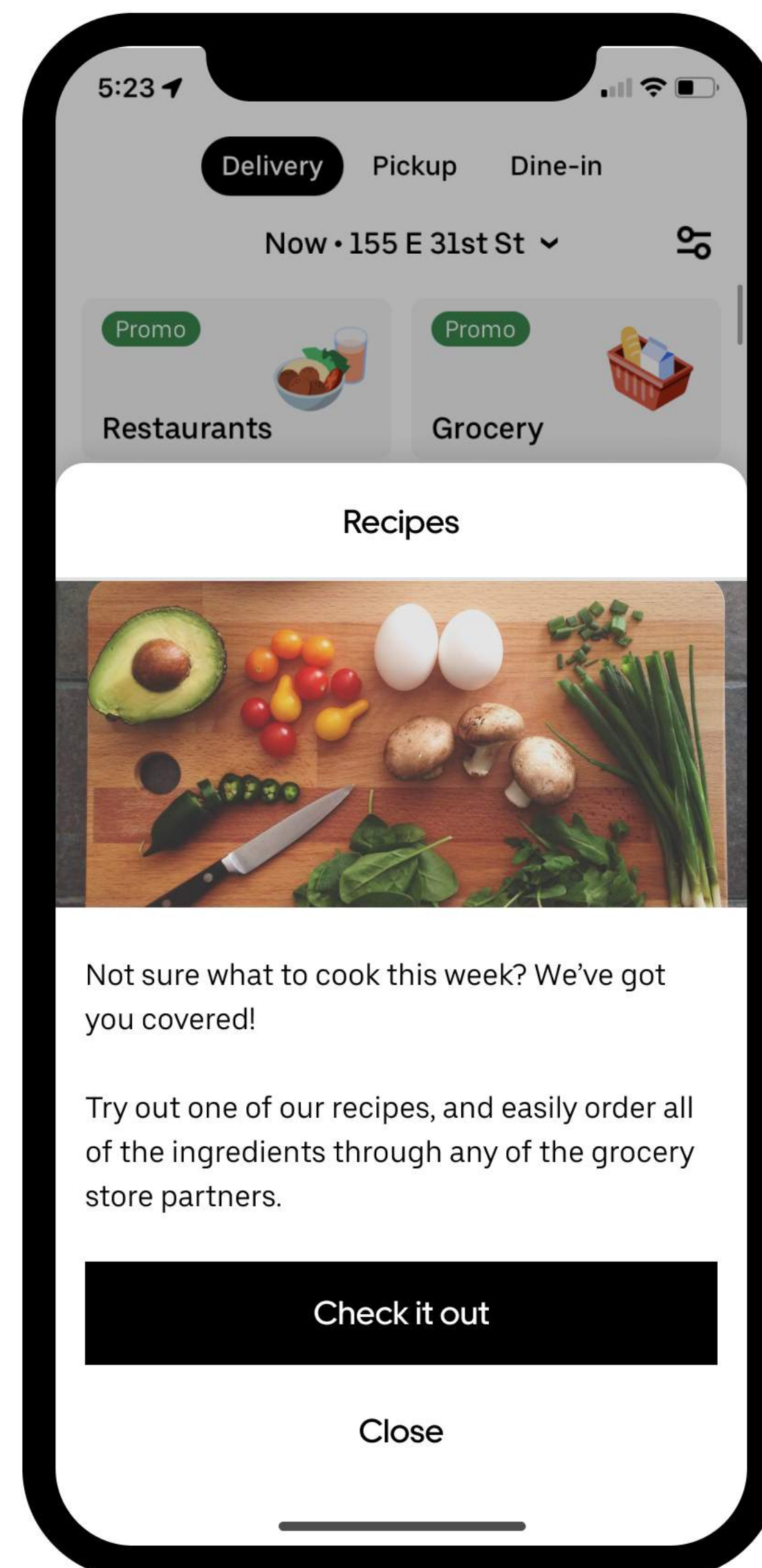


# Discovery

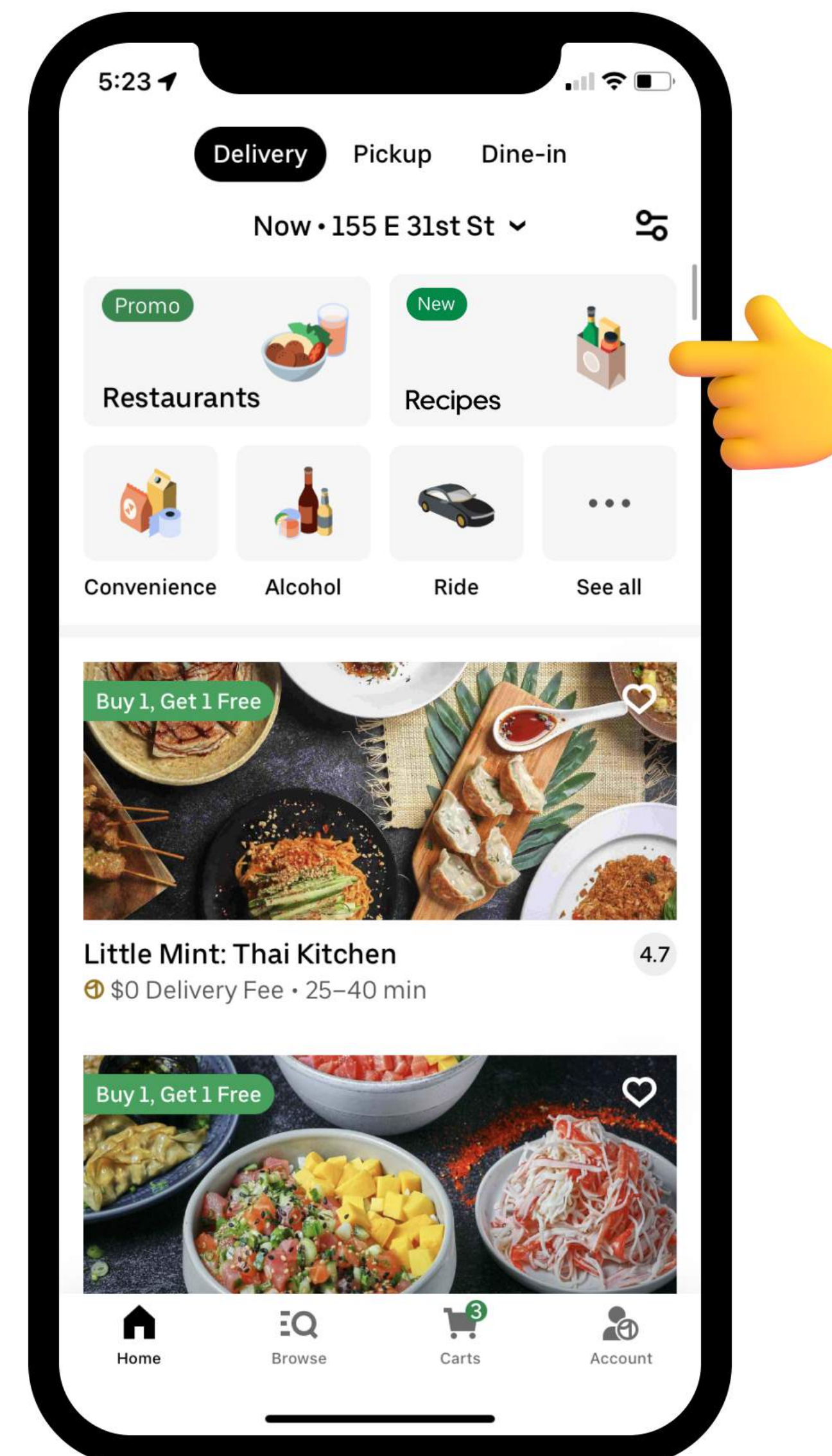
Finding recipes feature



Option 1 - Banner



Option 2 - Modal

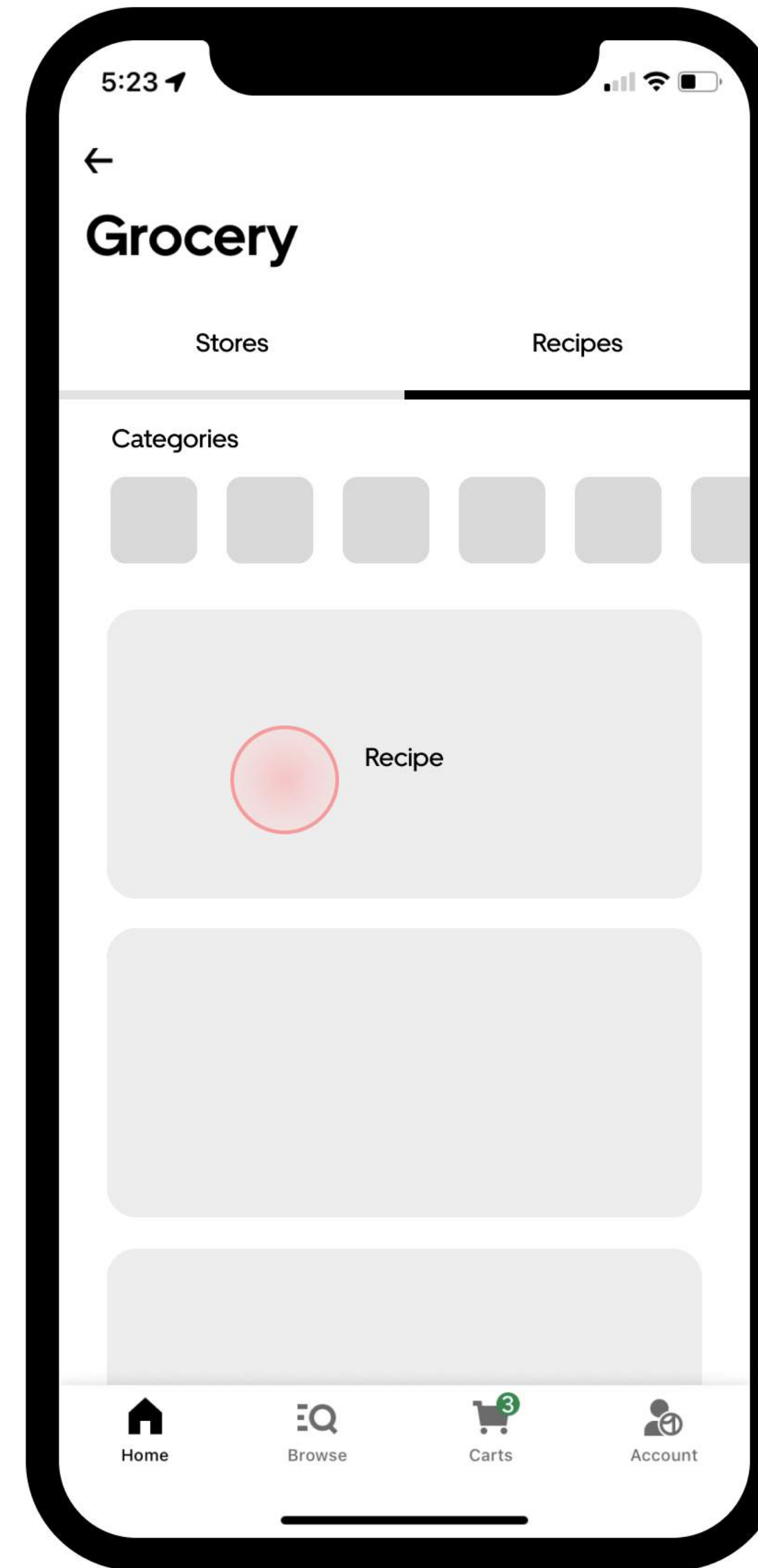
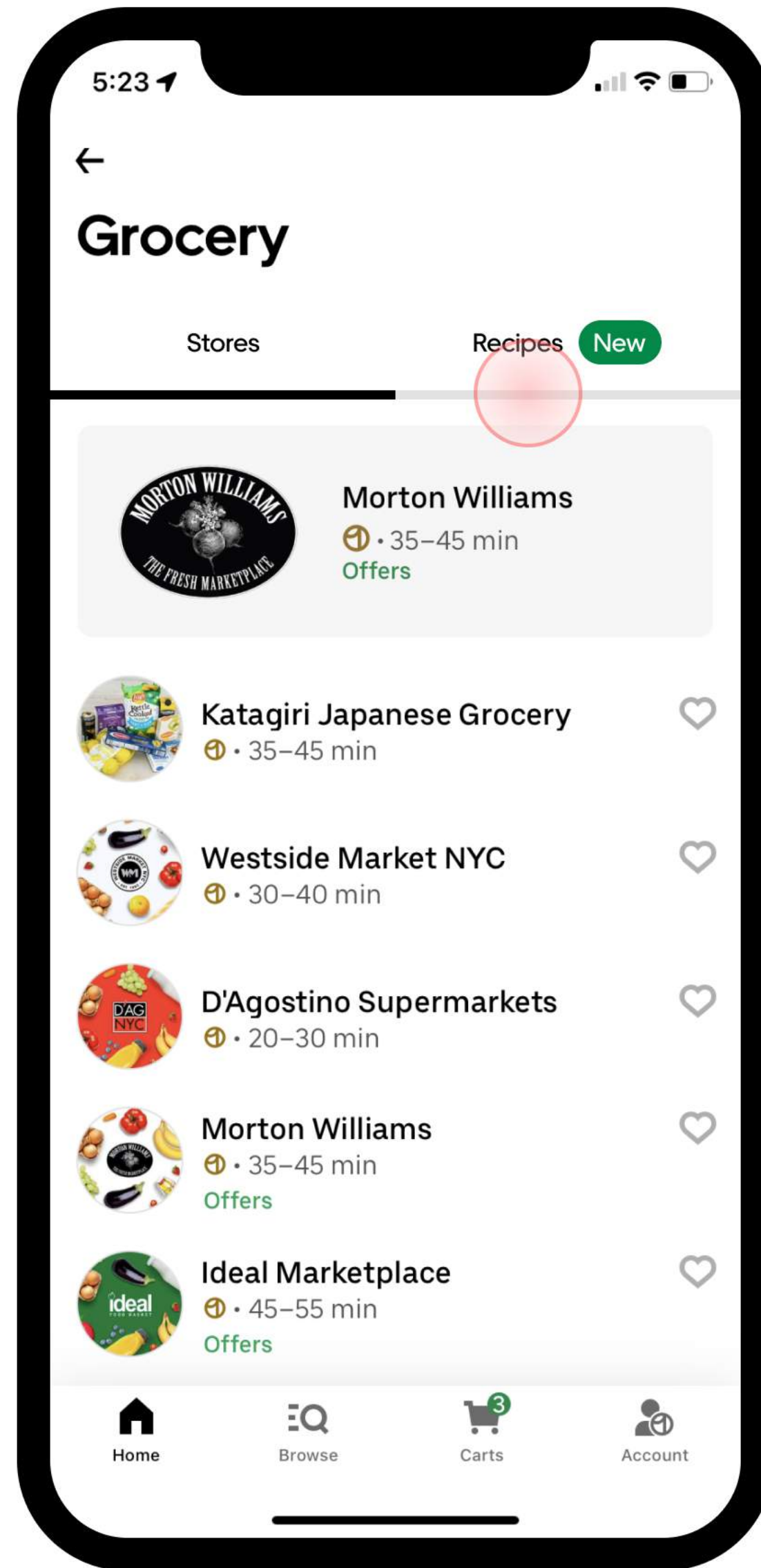


Option 3 - Highlighted section

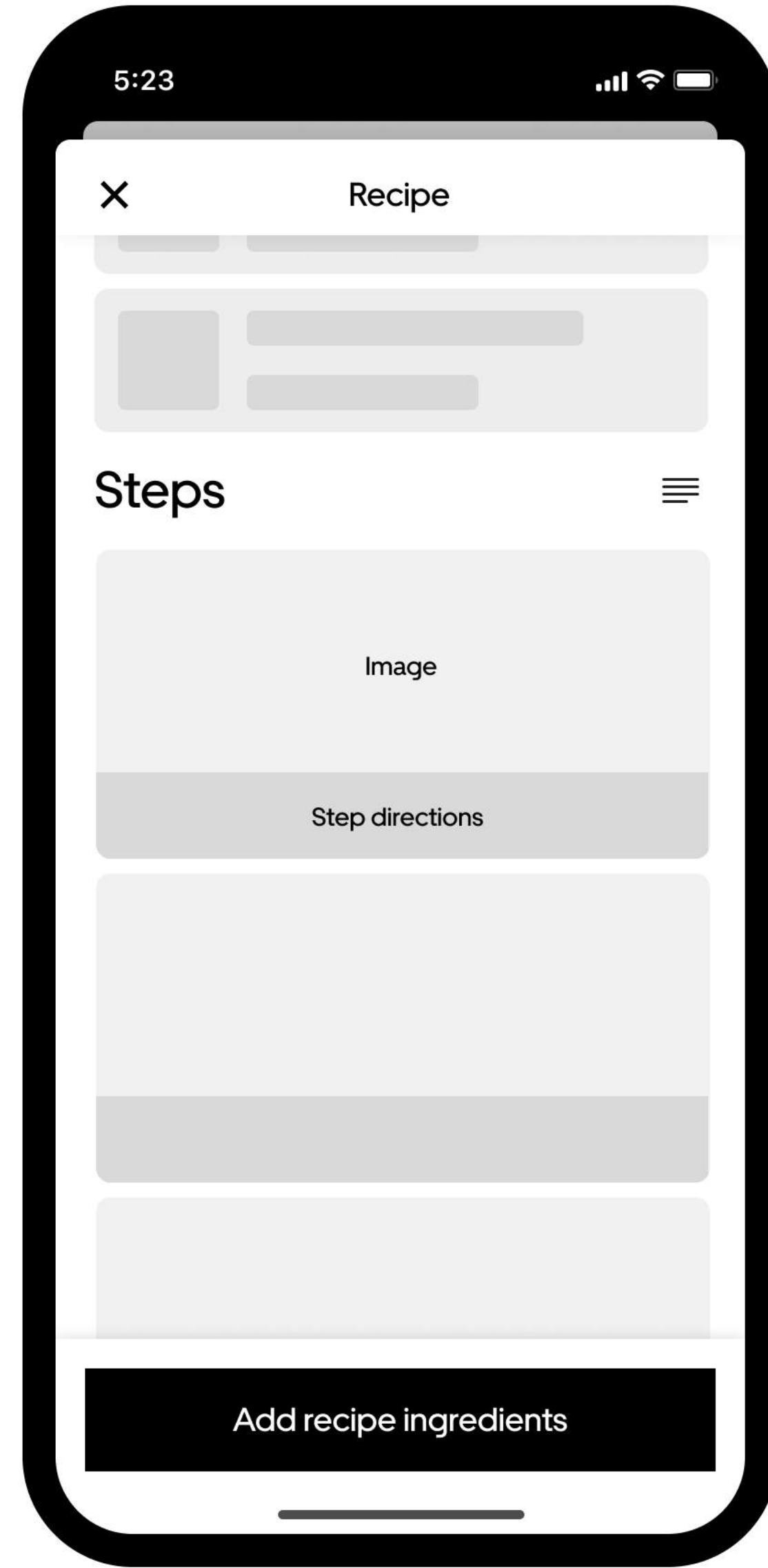
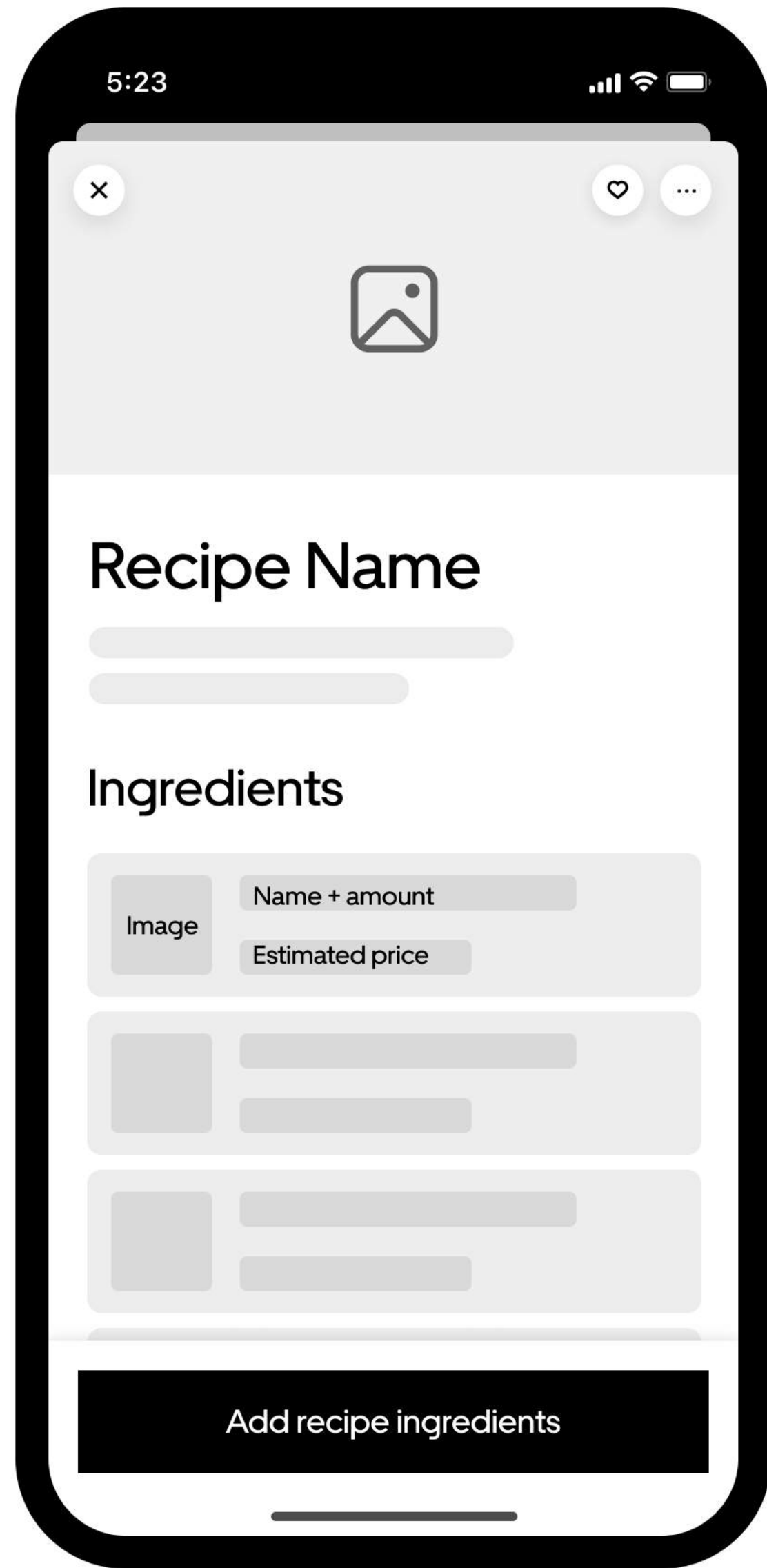


# Exploring Recipes

Browsing and choosing







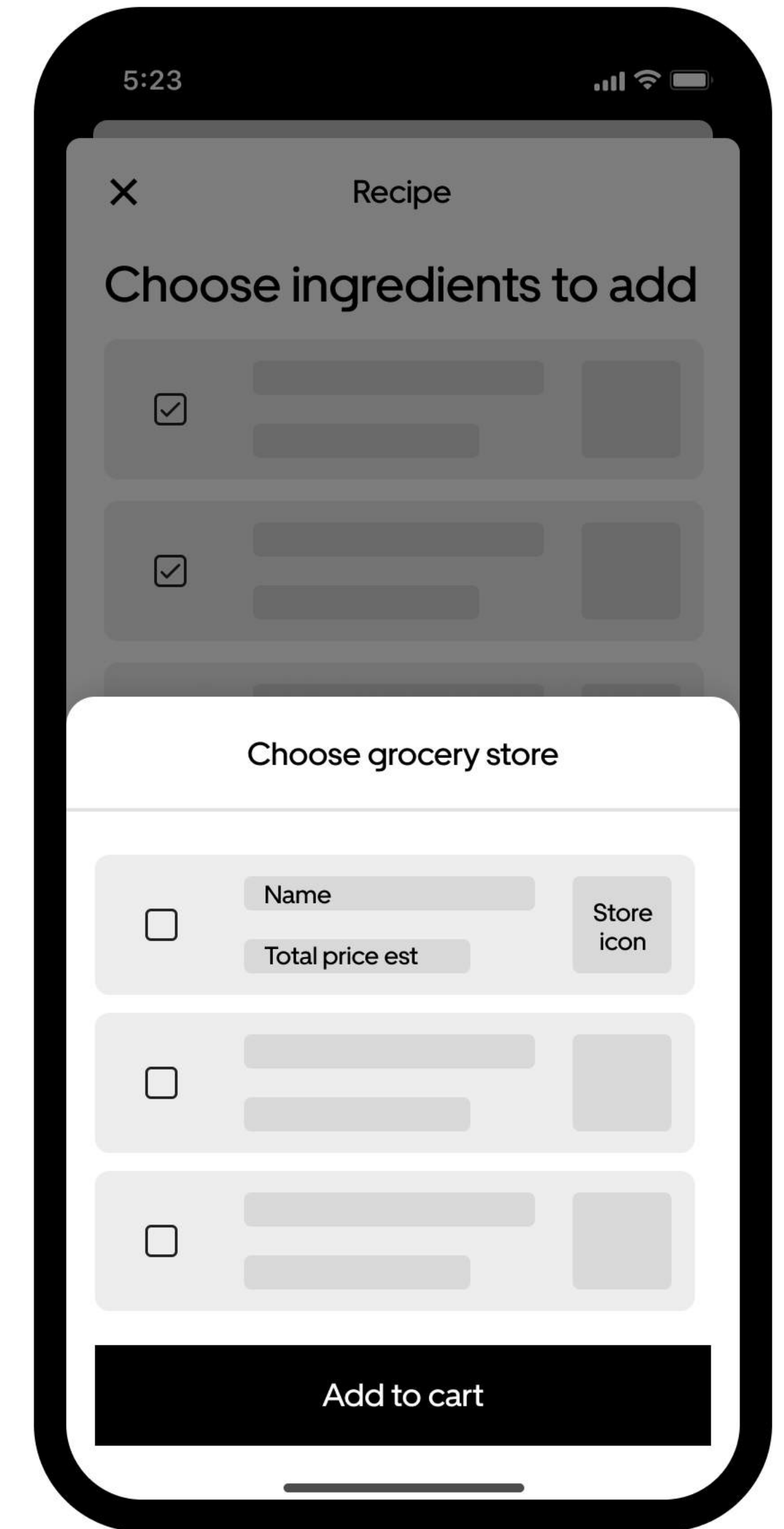
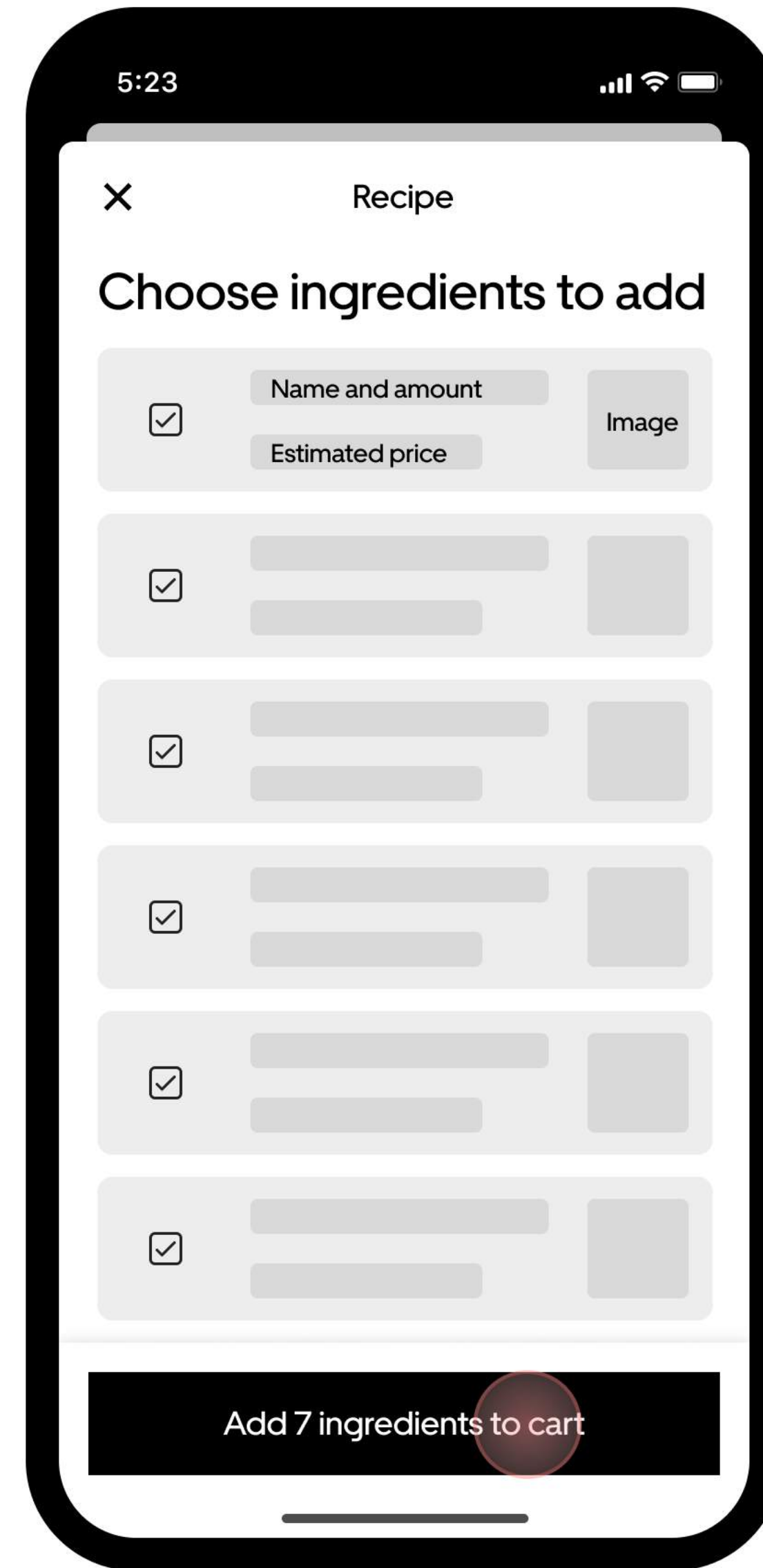


# Add Ingredients

Select what to purchase

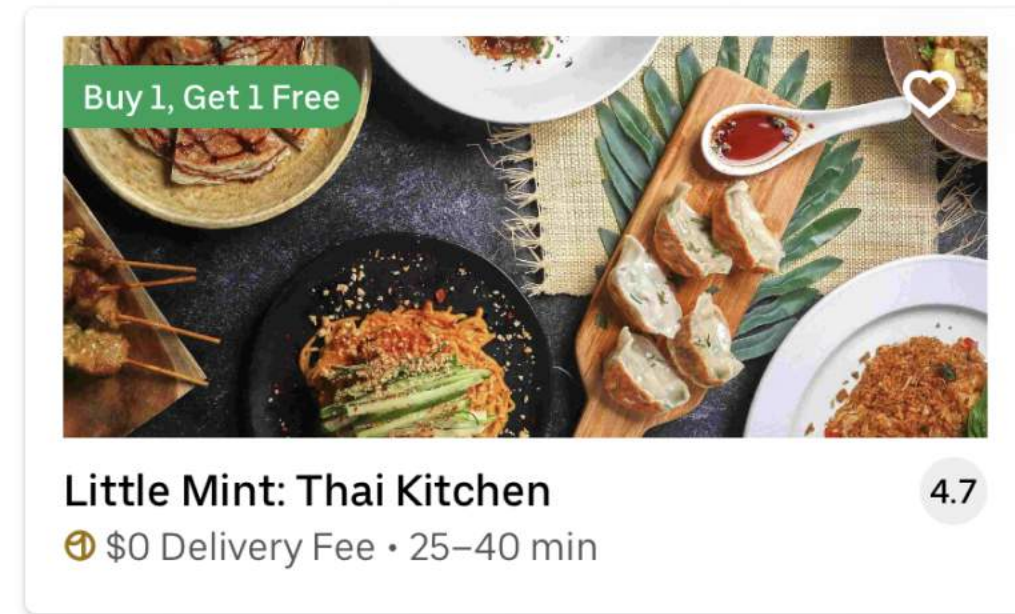
# Checkout

Pick store and checkout

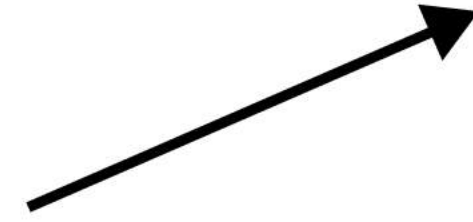




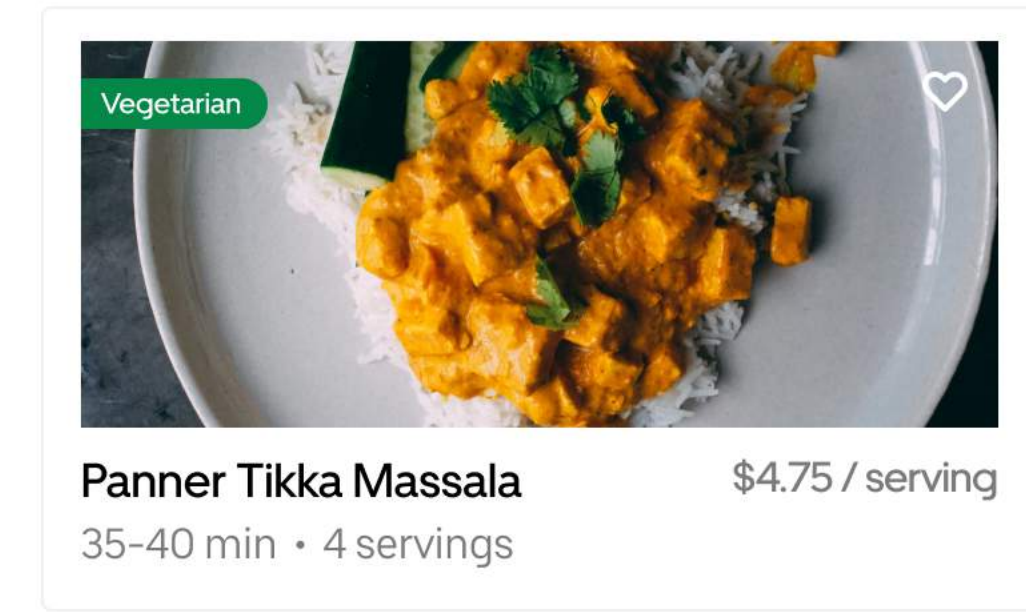
# Recipe + Step Cards



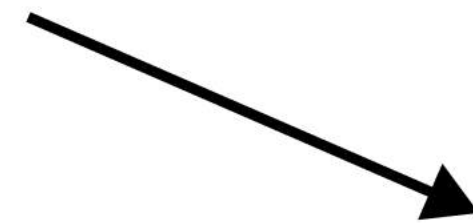
Existing Card



Wireframe



Recipe Card



Wireframe

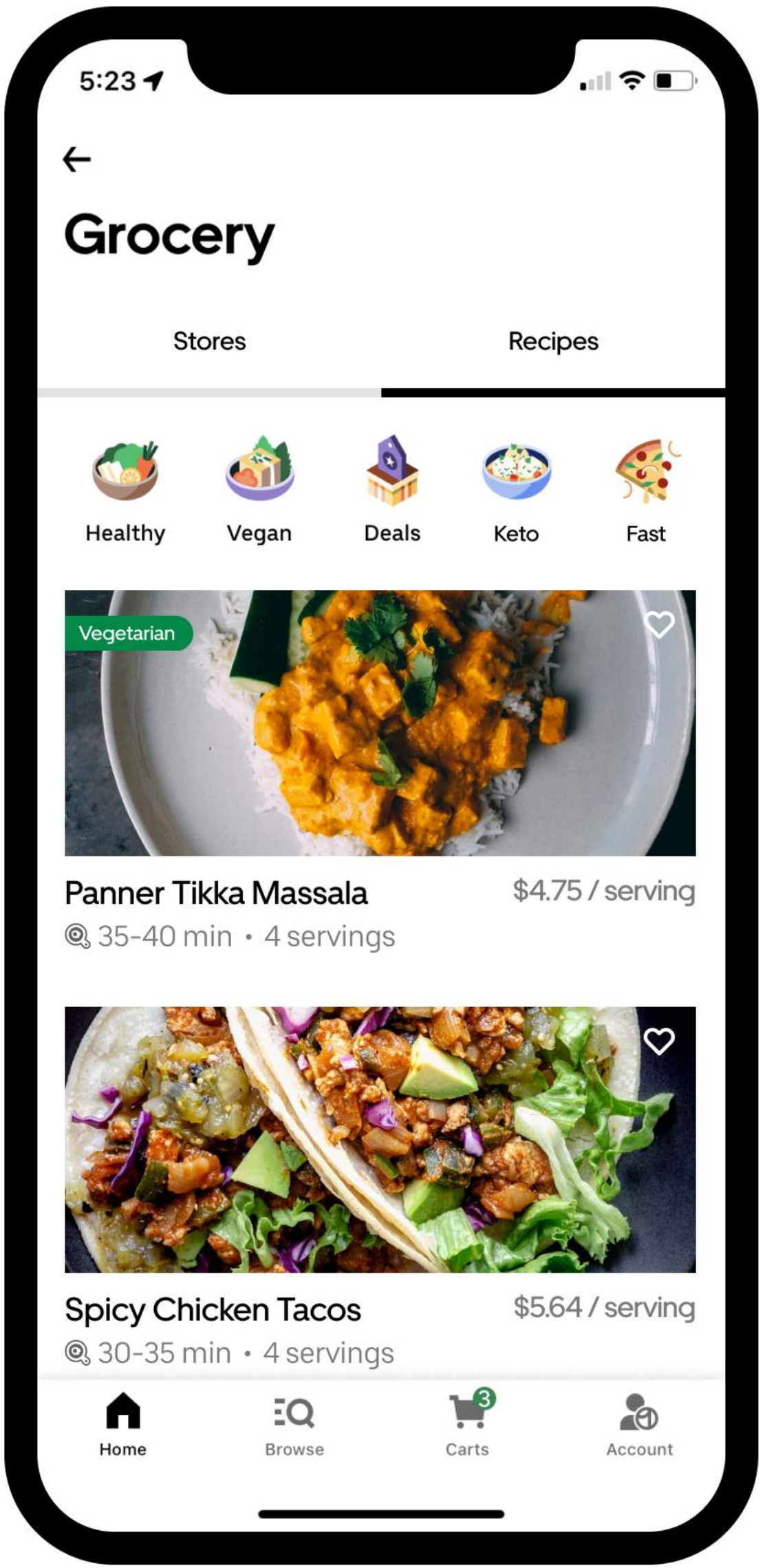
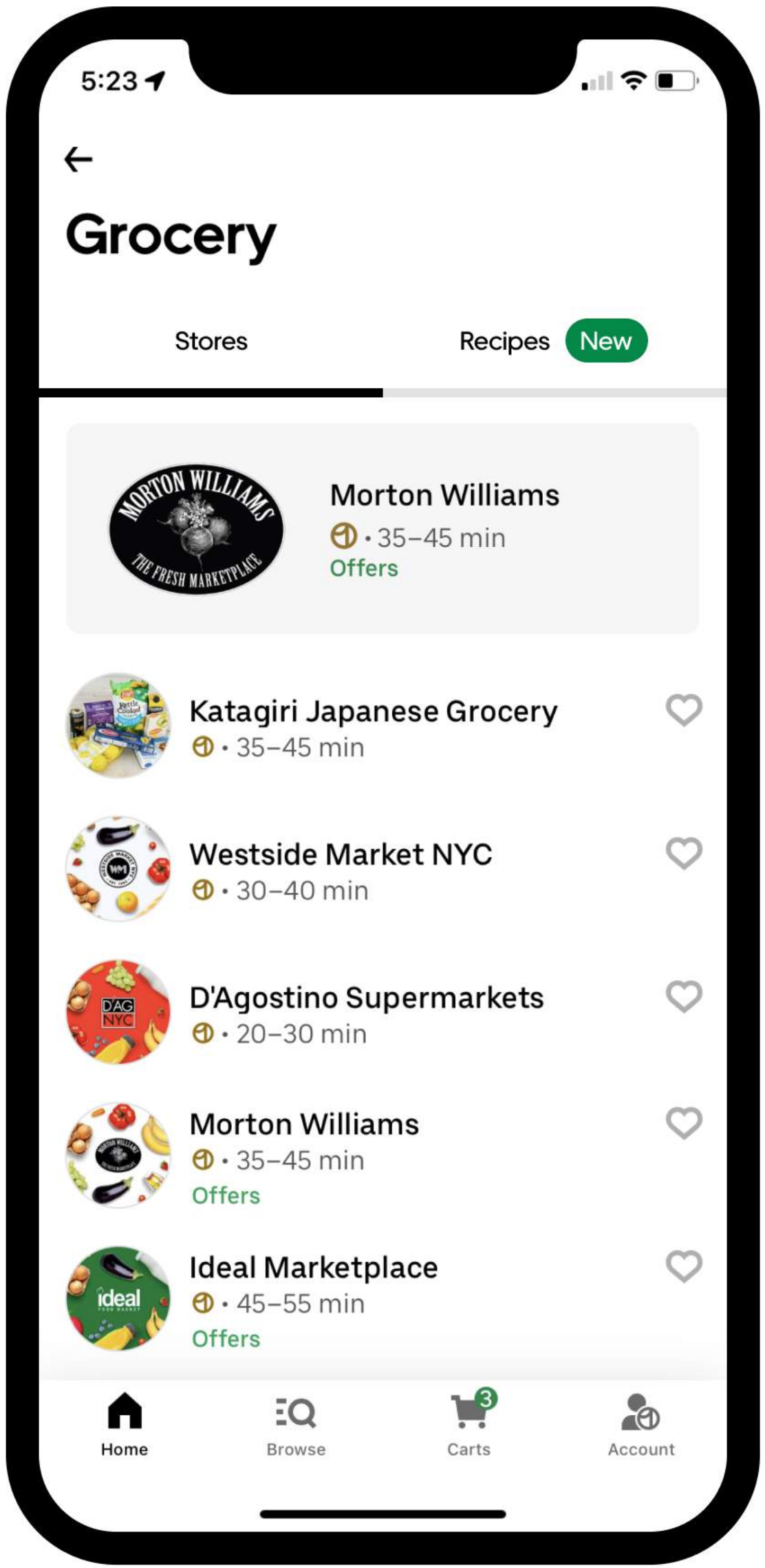


Step Card

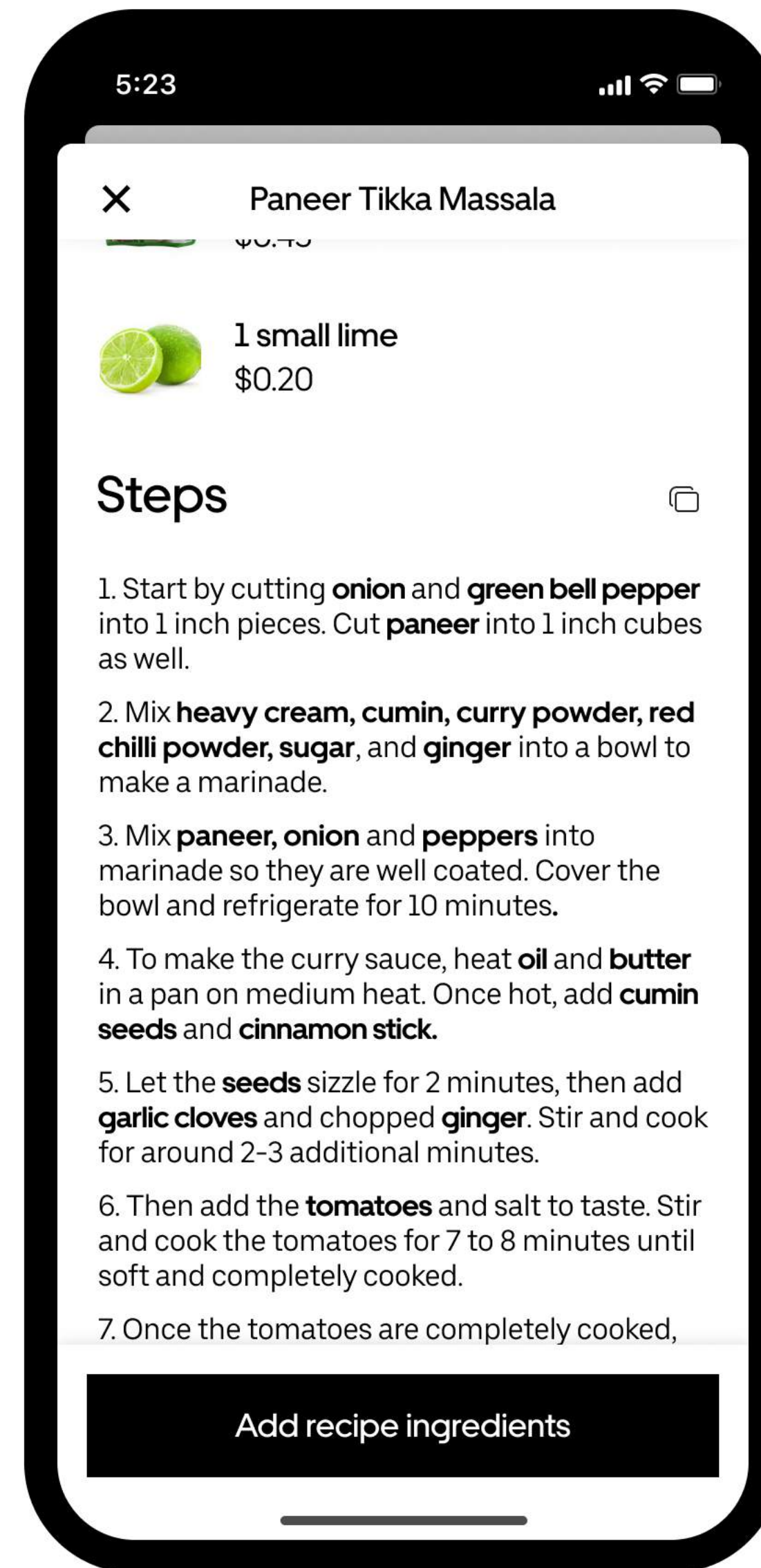
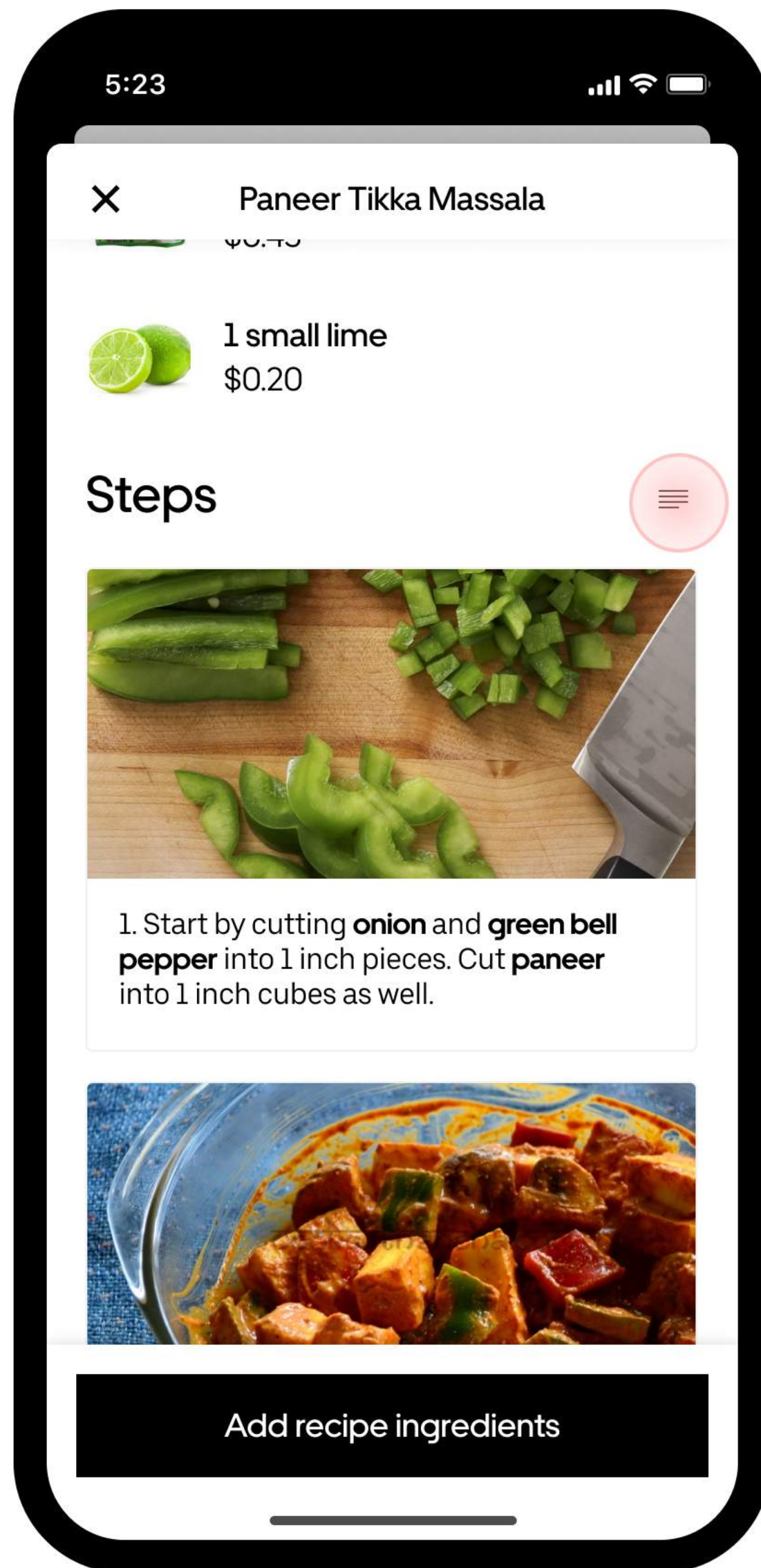
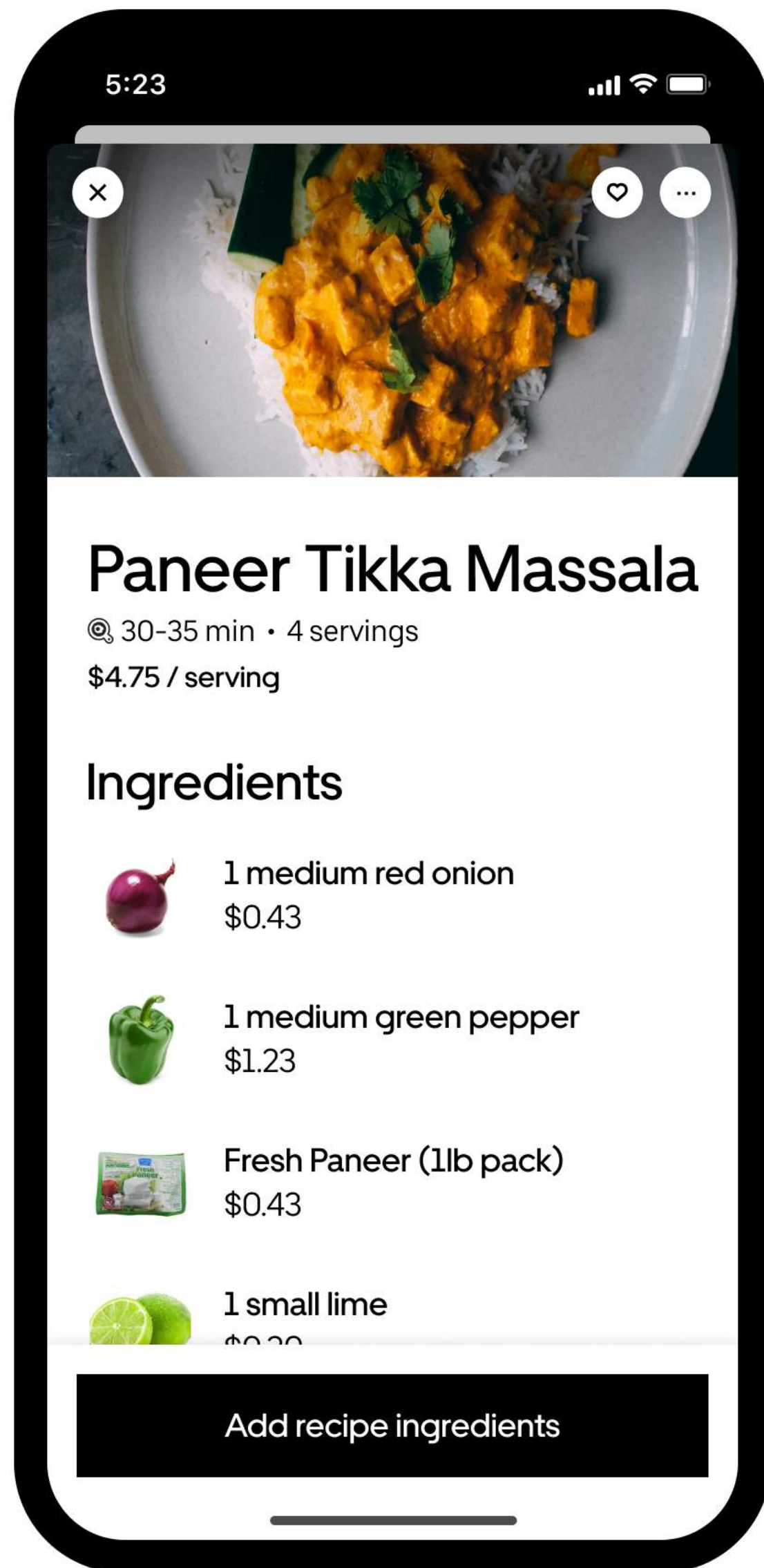


# Exploring Recipes

Browsing and choosing









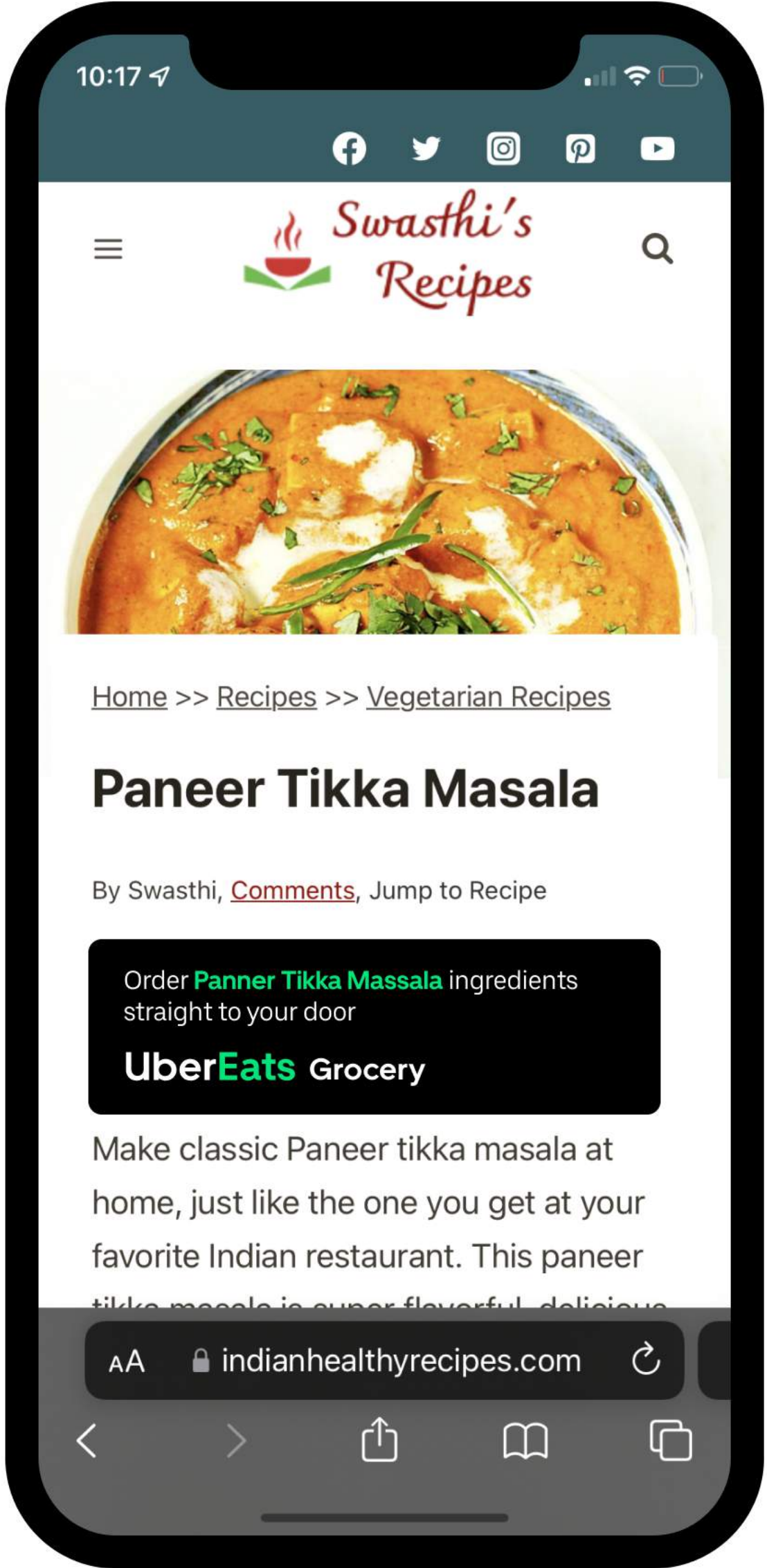
A close-up photograph of a person's hands cooking. The person is wearing a dark, patterned shirt. They are using a black frying pan on a stovetop. The pan contains several pieces of sliced tomatoes and green onions. Steam is rising from the pan, indicating the food is being cooked. The person's right hand is holding a wooden spoon, and their left hand is holding the handle of the pan. The background is a plain, light-colored wall.

**Additional Opportunities**



# Quick link from recipe sites

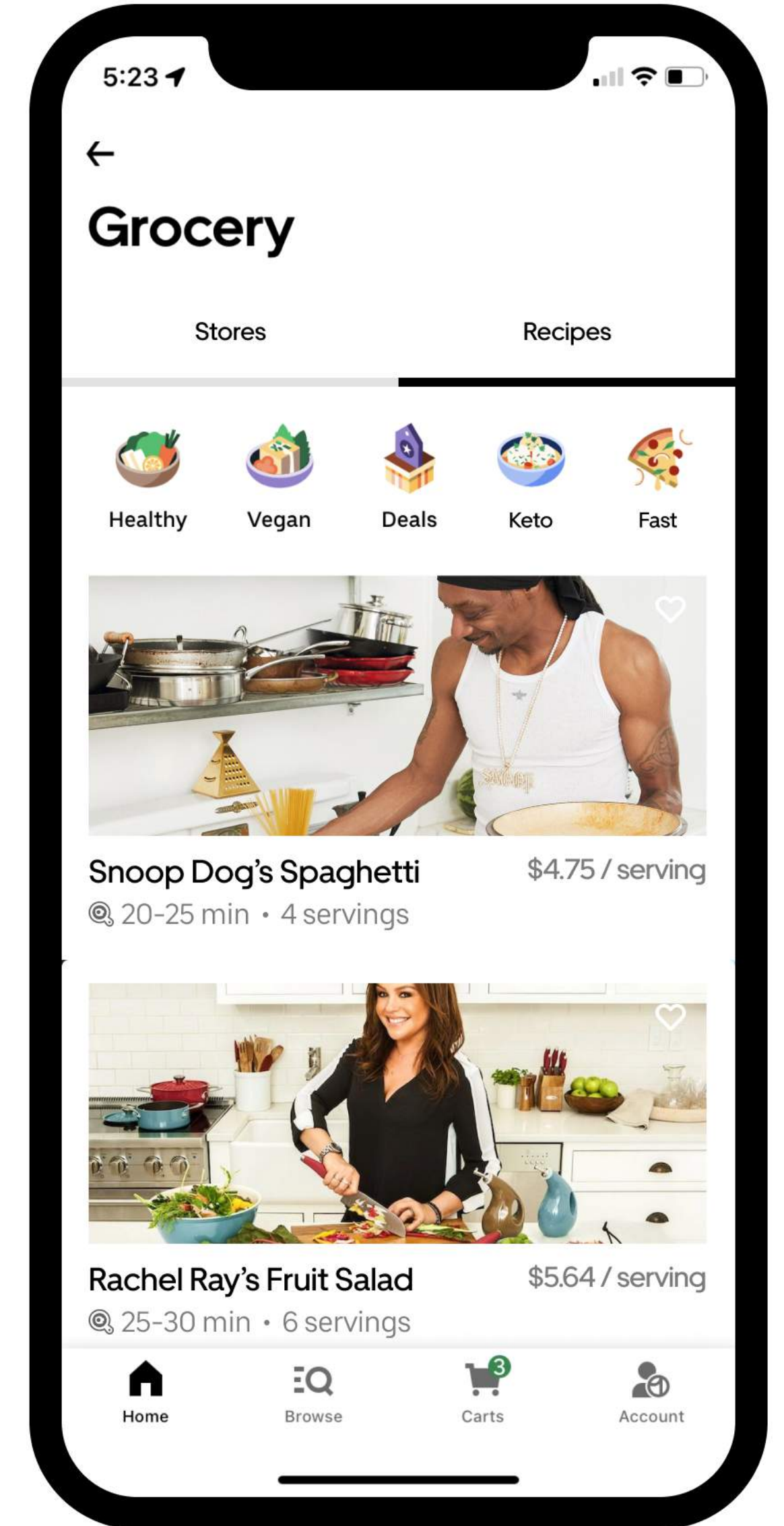
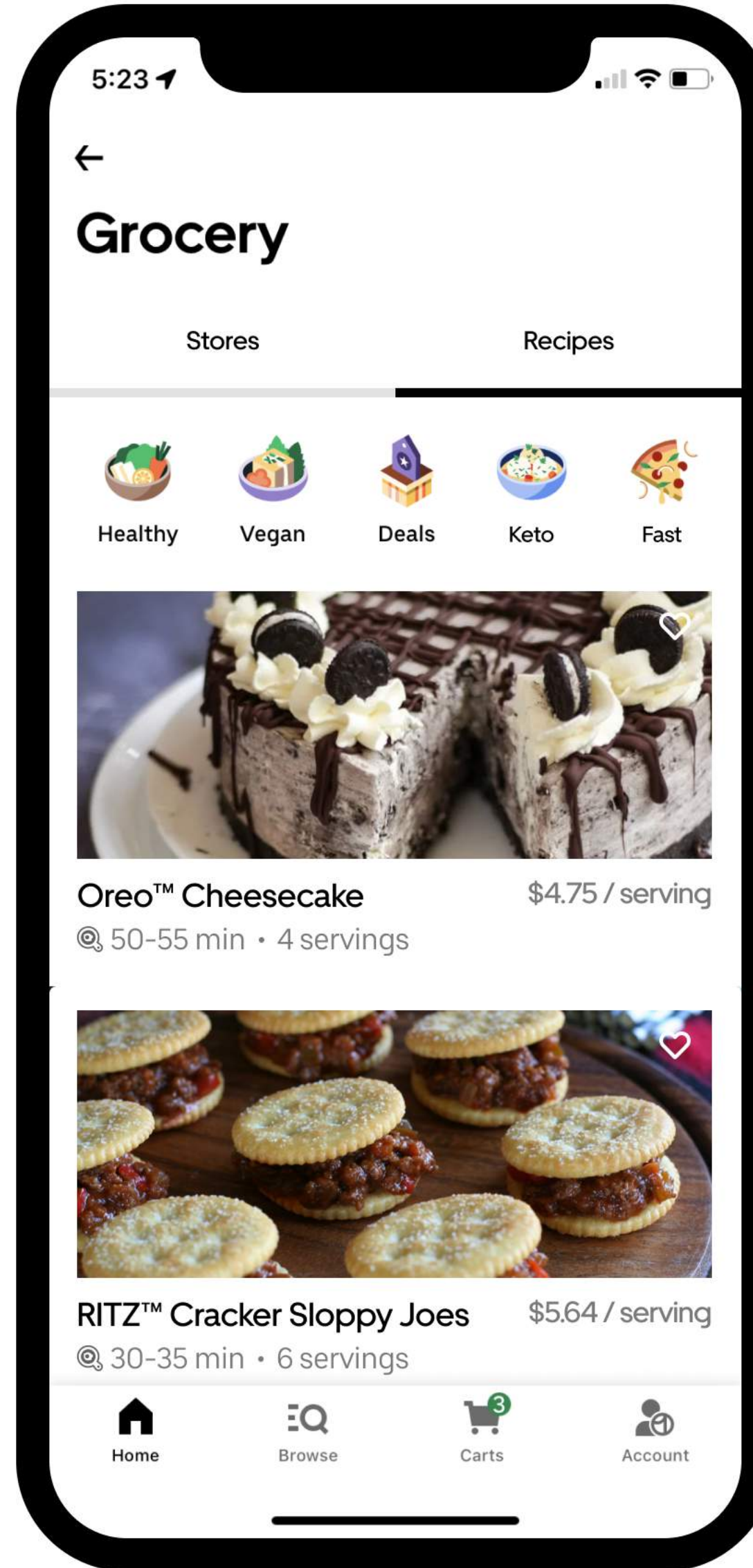
Engagement





# Partner with popular brands and influencers

Awareness





# Oven ready meals and meal kits delivered to your door

Convenience





## Open Questions

- Post delivery cooking experience (recipe)
- Ratings and reviews
- Toggle for organic ingredients
- Allergies

