

WINS

Interested in trying service

Interested in service and would be interested. likes how it seems easy to plan your week

would be interested in trying service if it was local

would be interested in ordering from this service

would be interested in service

Food looks healthy and fresh

looks healthy

ADJECTIVES: Pretty, clean, fresh, folky, garden-y

ADJECTIVES: Clean, homegrown, modern, organic, healthy

ADJECTIVES: fresh, clean, calming

Positive comments about design

Aesthetically pleasing

colors are great

loves the logo

likes the icons

loves the font

really like structure of menu items and addign sides, makes you want to click it

looks very clean

loves the icon and overall look

very visually appealing. spacious and easy on the eyes

very visually pleasing

likes the layout of images with text boxes

Food looks tasty!

seems convenient and delicious!

food looks good! i want to see more already

all the food looks tasty

loves the food pictures, very important when ordering food online

Understands process after how it works

easily understandable steps

Informative

Understands the process

without clicking into things, feels like i know what i need to know

things are easy to process, hit all the key points

Really enjoyed suggested items

really likes pairs well part

really likes recommendations

likes the pairs well with a lot. interested in these options and being told suggestions

Comparable to other sites

better than other sites, which weren't intuitive and were not memorable

comparable to other services (spec cat food delivery service)

pretty similar UI and flow of other sites

Sustainable

very excited about sustainable

Great price and loves the local ingredient aspect

Veg

likes that protein options allow for veg friendly people

good to know about protein subs! im a vegetarian so thats nice. love the note

PAIN POINTS

Confusion about delivery

would like a calendar showing delivery window

visual person, so would like to see calendar or some indication of delivery window

free delivery section reads as a form or block, maybe extend to edge of page

unsure about which saturday this means

confused about delivery box and if all delivery is free

Vegetarian/protein understanding

Confused by vegetarian copy

wants to know sooner if dietary restrictions are supported

initially thought they understood vegetarian stuff, but second guessed it

expected to see price difference by protein selection

i would assume the price would change with different proteins

"select one" for protein confusing

would like icons to indicate vegetarian

interested in making special requests

Ananda

would like to learn more about ananda and see a picture

Wants photo of chef on homepage

seems like it should be for bigger business

might be nice to learn more about ananda

Don't know if this is a tiny business or big one. How does she do this?

How it works

how to steps seem a bit redundant

How it works feels a bit redundant since i got this on the first page

faq - what day should i order was just answered above. weird

Page hops on how it works page would be nicer to find what I want

Reheating

maybe worth adding some more info at bottom of menu page, like reheating stuff with icons

wats fridge guide/rehating guide

wants to see more cute icons, like for rehat instructions

Scrolling

Kind of over the scrolling already

A lot of scrolling

Sustainable

want to see garden images or something that makes me trust the sustainable section

would like to see produce or vendor connection on product page

Banner

Banner doesnt stand out

Initially confused by banner, make clearer and maybe clickable?

Reviews/Testimonials

wishes testimonial had name attribution

cute reviews, but skeptical if they are real (would seem more real with names)