

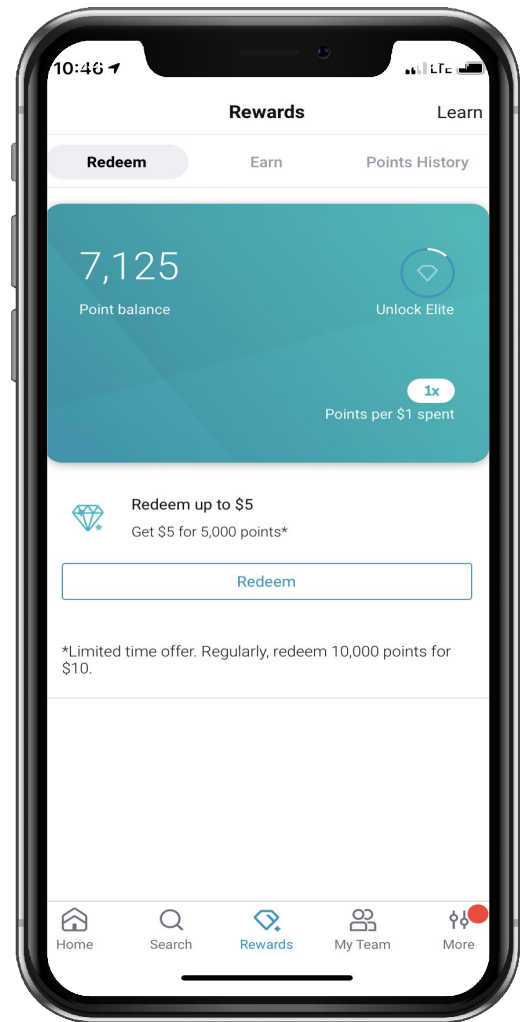
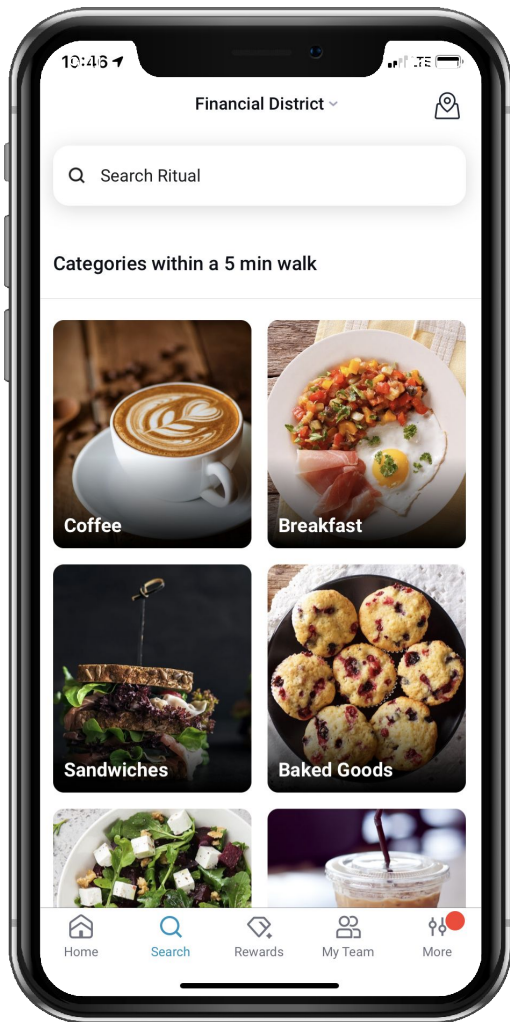
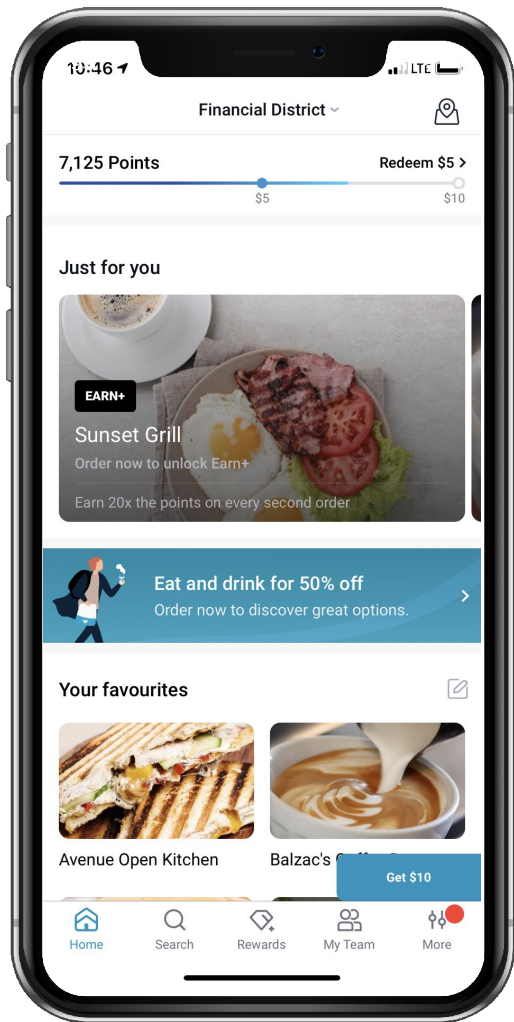
# RITUAL



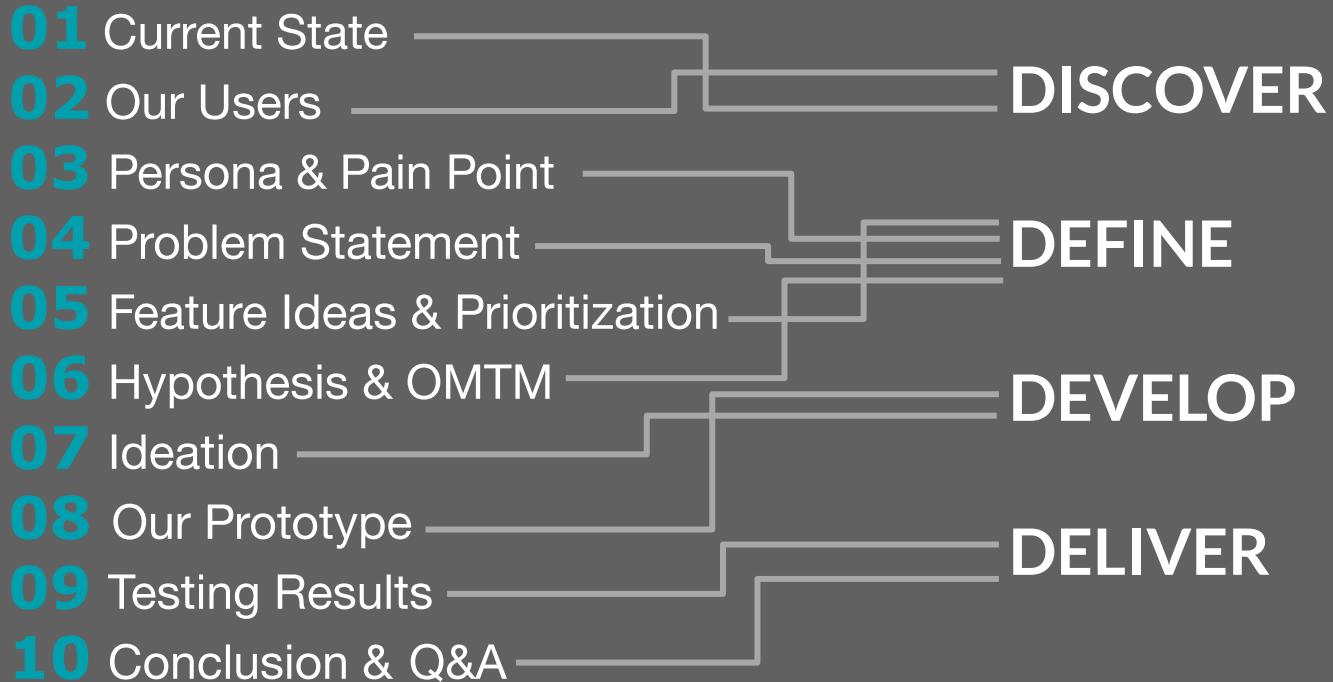
Let's get Personal

Zeinab Bagheri, Roxi Nicolussi, Chinmaya Madan,  
Vivek Ram, Tedy Bukasa

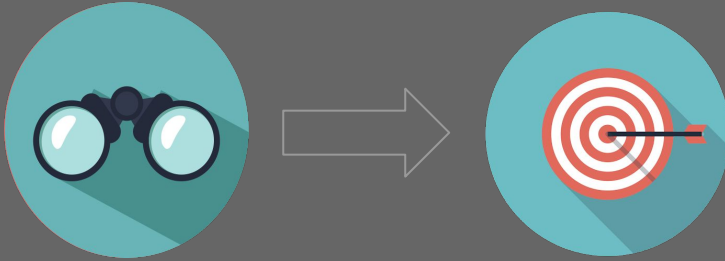




# AGENDA



# Our Journey



## Discover

25 Customer  
Interviews

Empathy Map

Journey Map

## Define

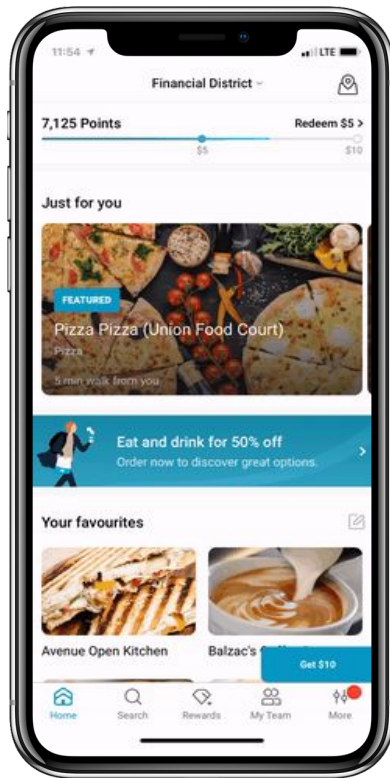
Persona

Problem Statement

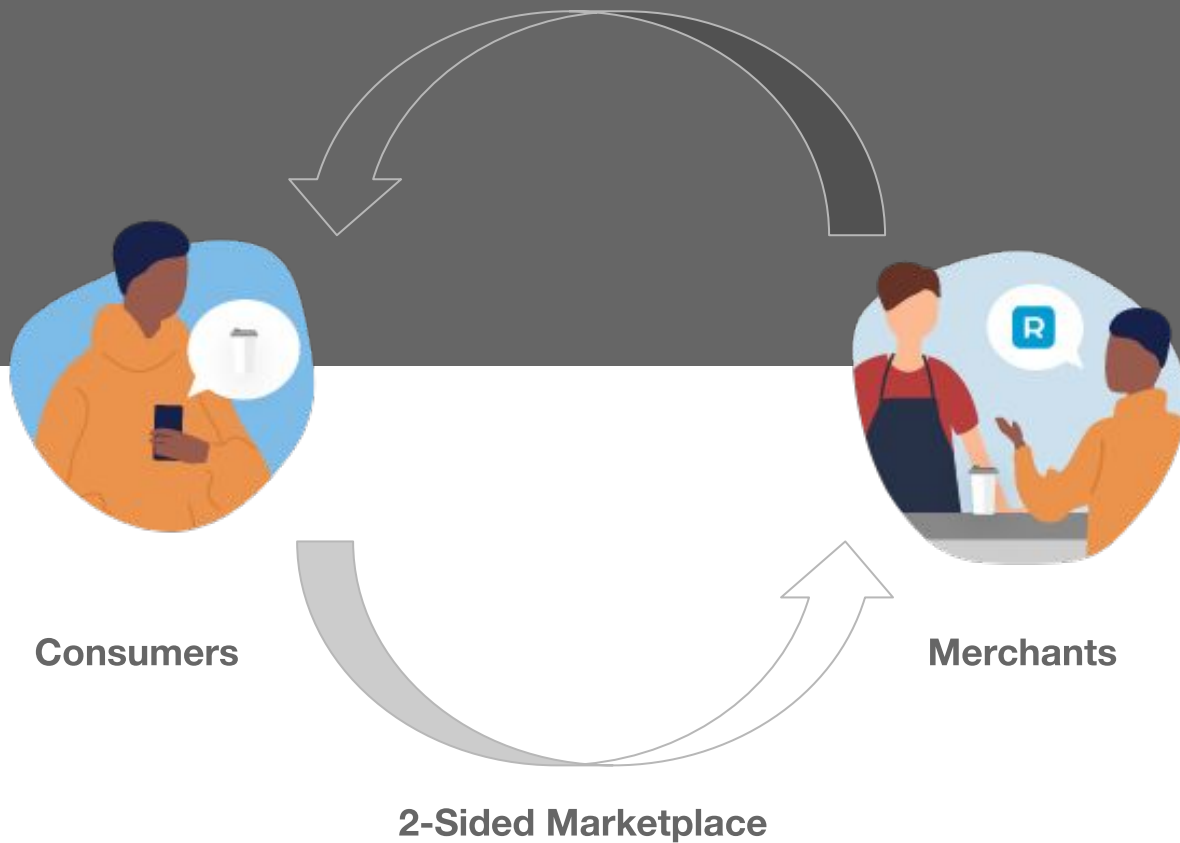
Hypothesis



# Current Experience



# Our Users



# Persona

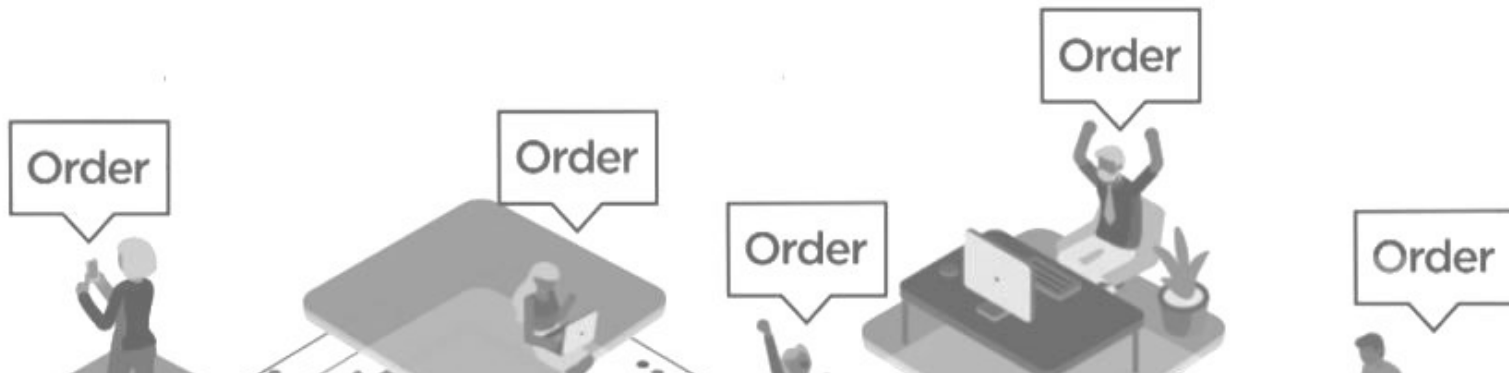
Meet Patricia.



# Pain We Solved For

*“The app has all the information to know me, but I feel like the app is not interested in knowing me at all”*

- Expectation for apps to know their users
- Desire for personalized offerings



# — Problem Statement


Users need the ability to **browse options that are personalized to their preferences**. Our current experience **recommends restaurants based only on proximity** to consumers.



## Round Trip Estimates



- **Pro**  
Allow users to easily view if it would be possible to pick up their orders and make it to their next commitment.
- **Con**  
May not be useful for users not headed back to the place which they made the order.



## Personalized Homepage Experience



- **Pro**  
Users will find options that are catered to their interests quickly
- **Con**  
Could frustrate users due to the extra steps involved

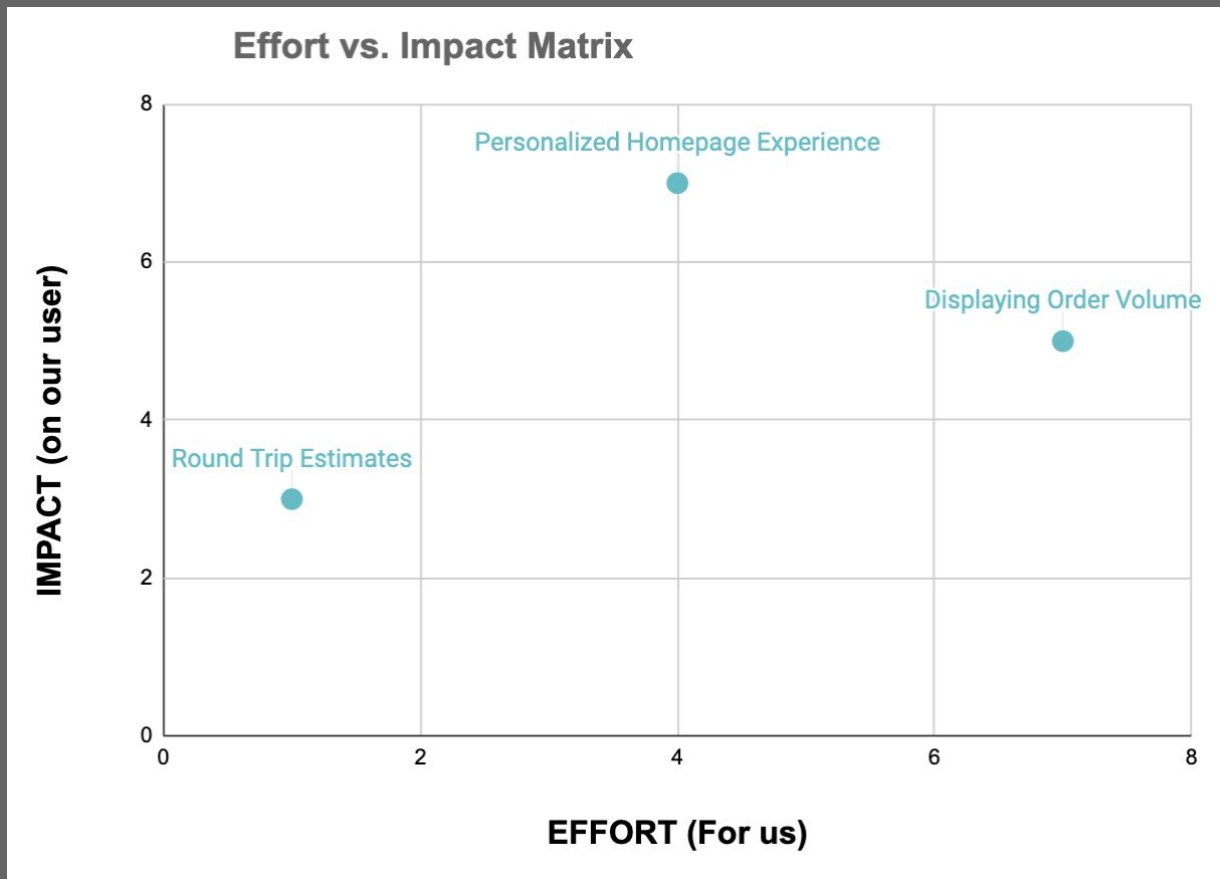


## Displaying Order Volume



- **Pro**  
Users can make more informed decisions that will help them save even more time!
- **Con**  
An extra piece of content on the homepage.

# Feature Prioritization





# Hypothesis

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We believe that by identifying users' dietary preferences we can present a more customized homepage for Ritual users, which will help increase the number of orders placed by 10% .

# — One Metric that Matters

NUMBER OF ORDERS PLACED



Revenue



App-Usage



Top of Mind

# Our Journey



## Discover

25 Customer  
Interviews

Empathy Map

Journey Map

## Define

Persona

Problem Statement

Hypothesis

## Develop

Solution Ideation

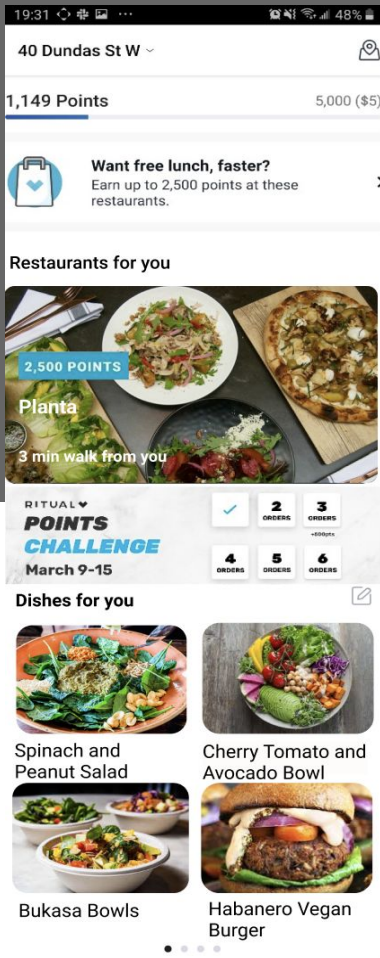
Prioritization

Prototyping

We ran a **crazy 8s** session to ideate for our **homepage redesign**.

## Key Findings

- Allow users to **customize their dietary preferences** through “My Preferences page”
- Use a **modal** to bring awareness to the new feature
- Use **icons/badges** to represent preferences
- Focus redesign efforts on the “**Just For You**” section
- Offer **personalized dishes**, not just restaurants, based on preferences

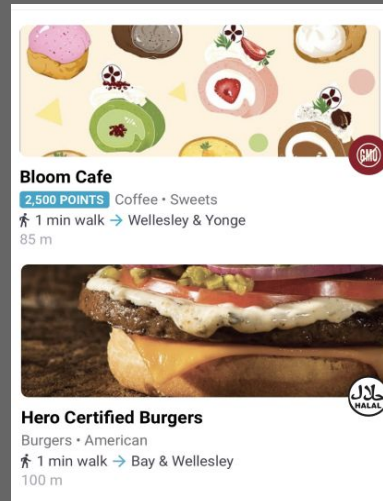


## Restaurants For You

- Personalized For You content based on preferences data
- Showing users the choices they want to see above the fold

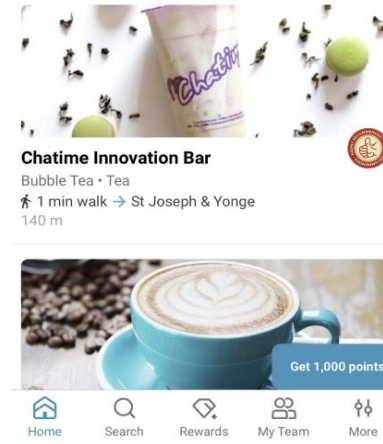
## Dishes For You

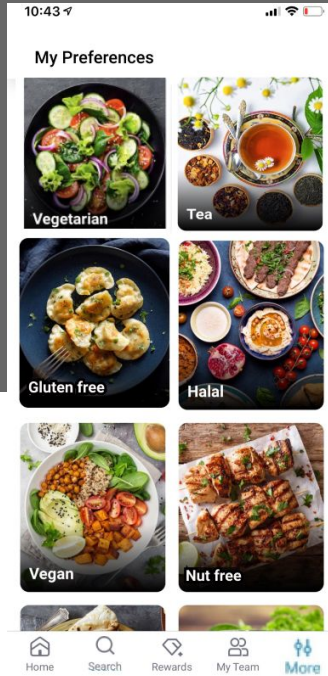
- New feature that shows users specific dishes that they may like
- Limits the number of clicks to make a dish selection



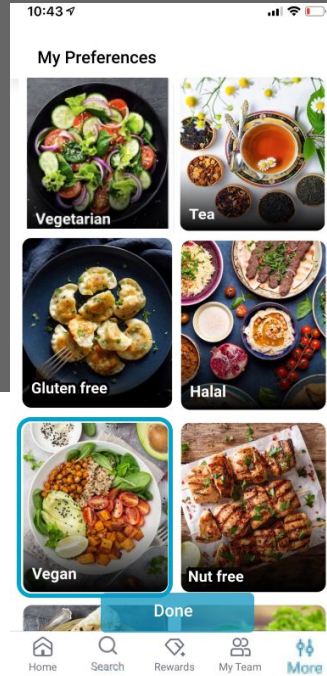
## Badges on Tiles

- Introduced badges that help users see different dietary preferences on the homepage
- At a quick glance users are able to see which options match their custom preferences

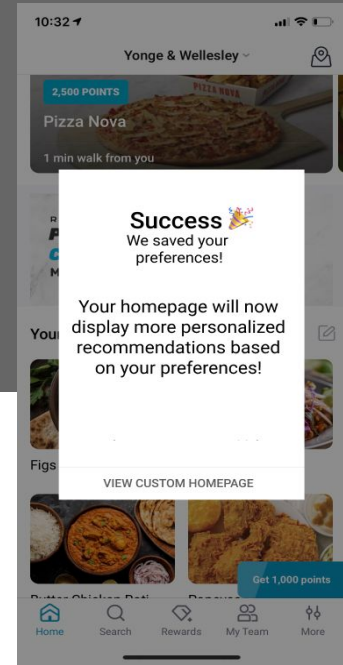




My Preferences Unselected

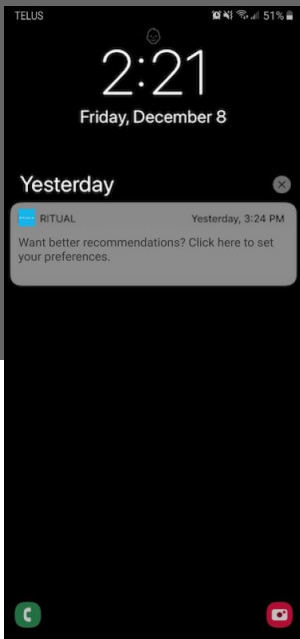


My Preferences Selected

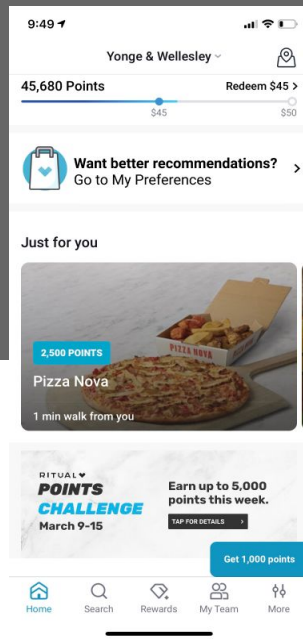


Success Pop-Up

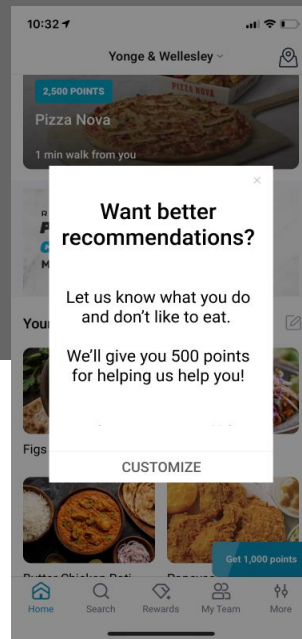




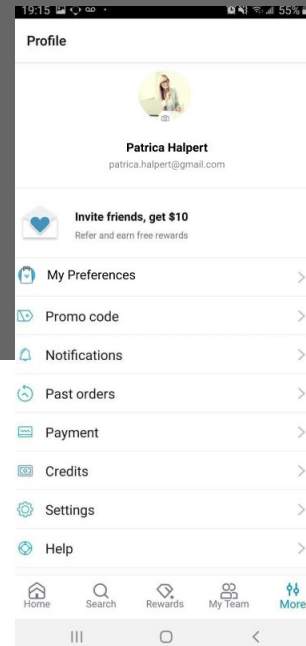
Push Notification



Homepage CTA



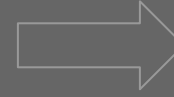
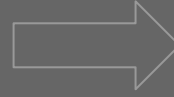
Pop-up Modal



More Page



# Our Journey



## Discover

25 Customer  
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Empathy Map

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## Define

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## Develop

Solution Ideation

Prioritization

Prototyping

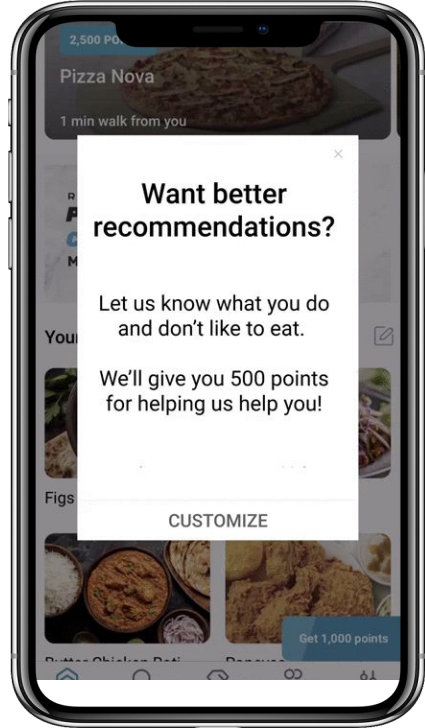
## Deliver

Testing

Learning

Iteration

# New Experience



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# What We Heard...

“...saves me the time and hassle of sorting through different restaurants in different neighbourhoods”

"This is a great feature, I haven't seen this anywhere before"

"I would definitely customize because I would want to get rid of any choices that wouldn't pertain to me"

“I would love to see an app that uses its intelligence to suggest to me restaurants and the food I am interested in.”

# A look into our future...

**We want Ritual users to feel like the app knows them. We will expand to offer more customization preferences such as:**

- Flavour preferences (e.g. spicy)
- Diet preferences (e.g. keto-friendly)
- Offering more Ritual rewards
- Price points



# RITUAL



## Questions?



# THANK YOU



**Zeinab Bagheri**  
The Answer



**Vivek Ram**  
The Market Maker



**Roxi Nicolussi**  
The User Guru



**Tedy Bukasa**  
The Fan Boy



**Chinmaya Madan**  
The Smarty

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RITUAL 

Appendix

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# Persona



## Meet Patricia.

**Age:** 25

**Occupation:** Full-time sales representative

**Dietary Preference:** Vegan

Patricia moved to downtown Toronto recently and works from a variety of client sites throughout the week. She has a hectic work schedule and an active social life. She often finds herself eating lunch at her desk or having a quick bite to eat on the go.

Patricia prides herself on being a trendy eater and loves to discover new places and cuisines to eat. She struggles to find restaurants that meet her vegan diet.



# Consumer Empathy Map









# Customer Journey Map

	DISCOVERY	BROWSE	ORDER	PICK UP
think	What's the hype on this new lunch pickup craze?	What lunch options are available?	Is it going to taste good?	Will it be ready to pick up when I get there?
feel	FOMO	Intrigued	Excited	Satisfied
do	Research and download the mobile app	Browse all options on homepage and search	Pays for order	Picks up order from designated area

# Full Customer Journey Map

# Customer Journey Map

Ritual.co  
Group 4

	DISCOVERING RITUAL	ONBOARDING / ACCOUNT SET UP	BROWSE	DECIDE	PLACE ORDER	PICK UP
	<b>ACTIVITIES</b> Having word of mouth conversations Seeing in-store, digital, out-of-home ads	Browse the app before creating an account Sign up using email	Scrolling through homepage Searching for restaurants Looking for food options that are walkable	Select restaurant Browse restaurant menu Piggybacking with colleagues	Find item of interest Leave notes to customize Add to item(s) to order Review and place order	Alerted that your order is prepared. Pick-up order Rating experience
	<b>MOTIVATIONS</b> Unhappy with current food pick up solutions Friends/Coworkers are using Ritual	Getting access to a tool that will help save time Getting access to promos and free lunches	Discovering new restaurants and cuisine Maximizing reward points	Found a tasty option Photos of food options	Saving time with piggybacking and skipping lines Earning points for future savings Tasty options	Saving time with no line ups Not having to go pick-up with piggybacking feature
	<b>EMOTIONS</b> FOMO Curious Social Acceptance	Overwhelmed Wanting to get it over with and get to the ordering options	Curious about new restaurants Irritated by bad recommendations and closed options Frustrated by endless scrolling	Pleased to find desired food Anxious - will it be good?	Excited to gain points Hungry Happy when saving time	Relieved to know order ETA Worried that group orders are not distinguishable
	<b>BARRIERS</b> Not wanting to change food ordering behaviour Not enough restaurants to convert users	Lack of on-boarding and explaining features to new users	Recommendations not being personalized Homepage displays closed options	Lack of food images No way to tell restaurant business	Item descriptions vary	Designated pick-up areas unclear Special instructions can be missed Understaffed = time delays

# User Interview Takeaways

## GAINS

- Ritual has a great **focus on rewards**. Which is a **big differentiator** from their competitors.
- Piggy backing is a great way to **communicate and manage time** with people I work with.
- Ritual makes it easy to grab and go and **save users time**.

## PAINS


- Ritual **only allows piggy backing at work**, by why not at home or with my friends.
- **Not enough options** outside of the downtown core. Ritual isn't catering to users in the suburbs.
- Ritual users find it frustrating that they **can't cancel** their orders.
- The "Just for You" isn't actually customized to the user
- Time estimates are **inaccurate** and users are **left waiting**.



## Round Trip Estimates

Currently users are given one-way walking estimate. This feature would allow users to see their end to end trip time with expected wait times, at a glance.

- **Pro**  
Allow users to easily view if it would be possible to pick up their orders and make it to their next commitment.
- **Con**  
May not be useful for users not headed back to the place which they made the order.



## Personalized Homepage Experience

New and Existing users will be presented with in-app survey so that Ritual can prioritize curate and personalize the options on the homepage.

- **Pro**  
Users will find options that are catered to their interests quickly
- **Con**  
Could frustrate users due to the extra steps involved



## Displaying Order Volume

The homepage will display the volume of orders received to help users choose their quickest ordering options.

- **Pro**  
Users can make more informed decisions that will help them save even more time!
- **Con**  
An extra piece of content on the homepage.

# One Metric that Matters

## NUMBER OF ORDERS PLACED

### The Importance

Every business focuses on an overarching metric for everything they do.

Orders placed is that metric for Ritual. In there 2-sided marketplace both consumers and merchants are impacted positively with revenue when orders placed are increased

### Increase by 10%

We focus on increasing by 10% because this indicates a successful outcome.

Which also indicates a customized experience increases app use and we can continue to explore further ways to customize and personalize the experience

### Desired User Behaviour Change

Think of and Use Ritual for all in-person pick up orders.

Ideally, we want people to use Ritual as their primary food order, discovery and pickup mobile app



We believe that by identifying dietary preferences we can present a more customized homepage for Ritual users, which will help increase the number of orders placed by 10% .

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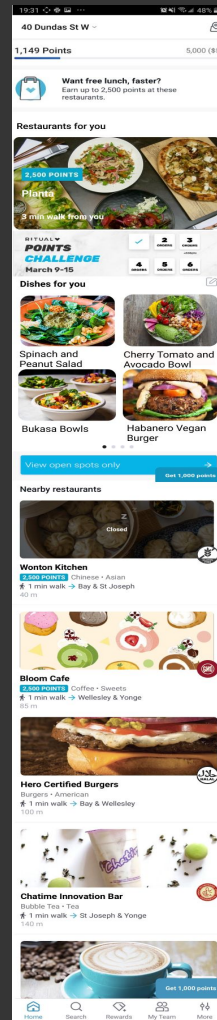
## Prototype

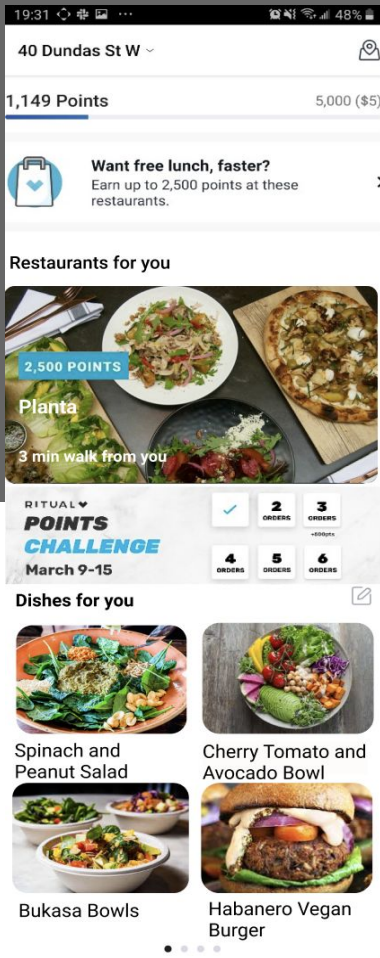
- Pop-up/ discovery of customization
- Dietary preferences in settings
- Displaying custom restaurants / apply order history
- Location-based favourites

## Research objectives

- Do people click customization pop up?
- Is it easy to find? Set?
- Are any options missing?
- Is it clear that offers are custom?

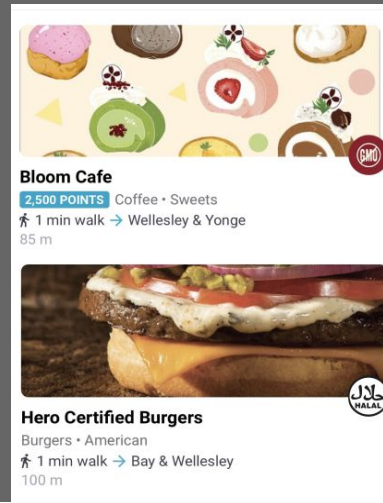
# Full screen of the Homepage



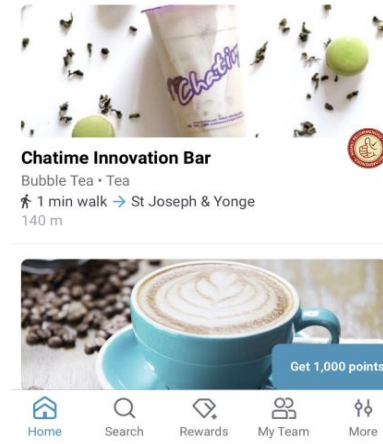


**Restaurants For You**  
Our new preferences feature allows us to personalize For You content based on the users preferences data. Which allows users to get the choices they want to see above the fold

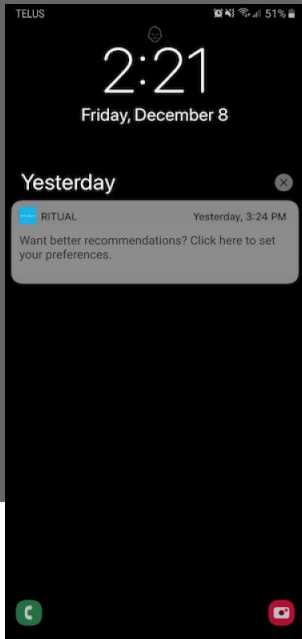
**Dishes For You**  
This is a new feature we added that provides users the option to pick dishes from different restaurants right from the homepage. Limited the number of clicks to make a dish selection.



**Info Badges on Tiles**  
We introduced badges that help users see different dietary preferences on the homepage.

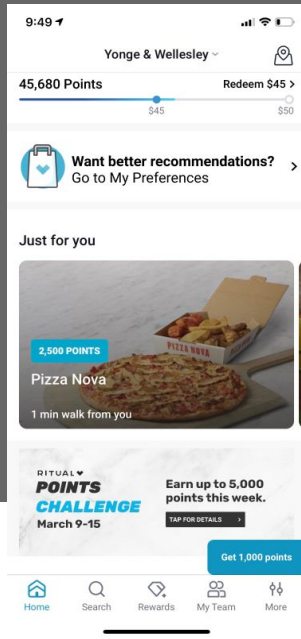


From a quick glance users are able to see which options match their custom preferences.



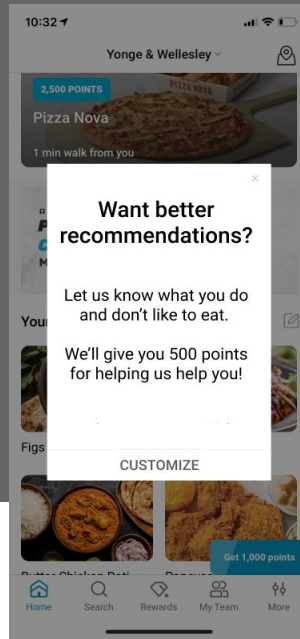
## Push Notification

Users will be directed to My Preferences Page through this notification that will target all users that are opted in to notifications.



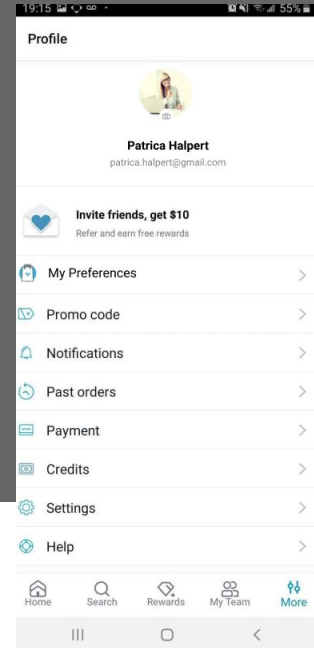
## Homepage CTA

Users that have not set their preferences will see a CTA to do so at the top of the homepage. This will dynamically update once data is captured.



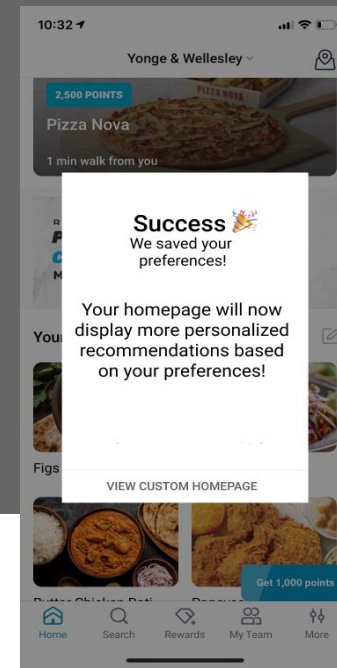
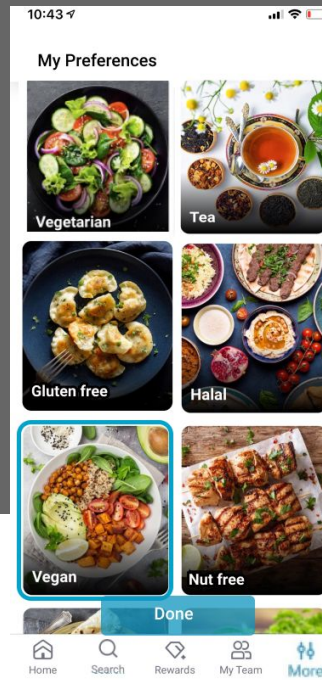
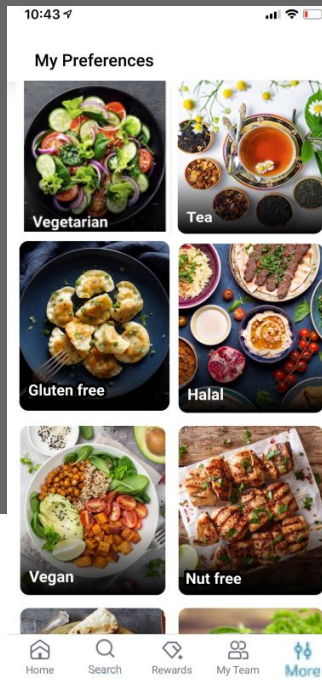
## Pop-up Modal

This would be presented to new users upon first time sign-on, and existing customers the first time they launch the app once the feature is available.



## More Page

Another way for users to update their dietary preferences if they dismissed the other entry-points or want to update their dietary preferences after having set them.



## My Preferences Unselected

We designed the preferences pages to fit with the existing design of the "search" section. The goal was to understand enough about the user's preferences to update the home screen.

## My Preferences Selected

Users are able to see selected preferences highlighted with a blue outline. Once they are done making their selection their able to click done to save their preferences.

## Success Pop-Up

Upon saving their preferences users are prompted with a success message to confirm their updates have been saved and changes have now been personalized on the homepage.

# What we did well

- Users would be likely to click 'customize'
- Dietary restriction preferences layout was clear to all users
- Users were able to successfully customize their dietary preferences as a vegan
- Users realized that the options were shown to them because they selected the vegan dietary preference
- They liked the new dishes for you section

# What we learned

- **Consider adding more options to customize preferences:**
  - Flavour preferences (e.g. spicy)
  - Diet preferences (e.g. keto-friendly)
  - Price points
  - Most points
- Provide more clarity that the customization flow is one-time
- Improve visibility of badges

**PRESENTATION MOVED  
INTO MASTER DECK**