CASE STUDY

Choicelunch Analytics & Optimization Case Study

BACKGROUND

Choicelunch empowers parents with healthy and hassle free choices for their children's school lunches. They do this by allowing children and parents to select what the student is going to be served at lunch during school, via a desktop or mobile interface. Parents can order daily, weekly, or monthly and be assured that their child will have a healthy lunch.

CHALLENGE

Choicelunch had used qualitative feedback from parents to evolve a desktop experience that met the needs of a wide variety of early adopters. Additionally, a mobile experience had been created for parents on the go. As the customer base and menu options began to grow, unifying and simplifying the ordering process became a necessity.

SOLUTION

Choicelunch knew that using quantitative research and analysis would be necessary to develop a cohesive experience for parents. 6D Analytics was brought on to develop a measurement and testing program. Following a 3-month plan, 6D Analytics worked with the product development team to run high-return tests and conduct valuable analysis.

RESULTS

6D Analytics was able to isolate the most valuable groups of users, and the elements of the applications that they used to make their selections. The findings were used to simplify the ordering process, while still giving parents a customized experience. Choicelunch was still able to satisfy the needs of all parents, but able to cater more to the high-value families that ordered several meals per week.

PROJECT

Choicelunch optimizes parents' desktop and mobile experiences, to get more healthy and delicious lunches to students.

SERVICES

GOOGLE ANALYTICS
MARKET RESEARCH