



MEAL BOX SUBSCRIPTION WEBSITE MADE FAMILY FRIENDLY

One Potato Website Redesign



Overview

One Potato is a meal subscription box plan that offers organic, pre-prepped ingredients for the whole family. Everything is catered to the customer, allowing you to customize your weekly meals to fit your dietary restrictions (gluten free, nut allergies, vegetarian, etc.), as well as providing kid-sized portions at child-sized prices.



All One Potato needed were a few strategic changes that would turn their visitors into customers.

KEY ACHIEVEMENTS

-26.6%

Mobile site usage on site

+29.7%

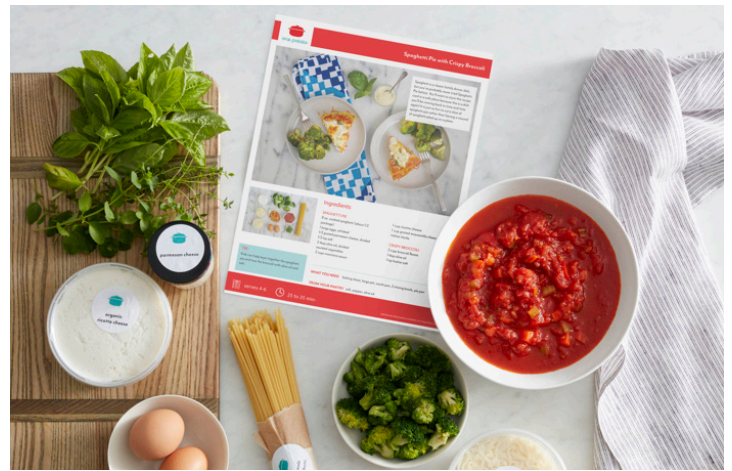
Increase in conversions

+27.7%

Average session duration

Discovery

One Potato was experiencing conversion issues; people weren't staying on the site to discover their products and were bouncing off at a high rate. The website's vision and story were not being correctly portrayed, causing users to leave the site before taking the time to learn more about what One Potato had to offer.



We were able to take a look at analytics for the site and interviewed with the business owners to uncover the underlying issues and find their solutions. We were able to dig into their code base to get a feel for how the website had been coded, and conducted extensive competitor research.

We determined One Potato's problems and main goals - increasing conversion rates, adding recipe detail pages, and making sure that users could find exactly what they were looking for - and got to work on meeting those requirements.

UX Strategy

This project was a unique one. We didn't focus on a complete redesign or redevelopment of the website, but rather a "facelift" for the site. We created wireframes that we presented to them, and then worked our magic.

We revamped the homepage to make it more fun, easy-to-read, and interactive. We added a call to action button right on the first banner, inviting users to dive into the One Potato experience right off the bat. We broke down a paragraph of copy that was already on the website to create a step-by-step "How it Works", airing out the homepage and adding a lot of images and styling to the text. Each step also includes a link, inviting the user to discover the weekly menus, learn more about prices, or even simply just get started with the process.

One Potato used to present its recipe pages through PDFs, which were not very SEO friendly. We switched these out for a recipe page that Google can crawl, which in turn will generate more organic traffic to the website. FAQs were also added onto the pages, giving users the answers they need relevant to the topic of that page without needing to search elsewhere.



BioRhyme Light

SantElia Script

Work Sans

Work Sans

BUTTON

BUTTON

Button

BUTTON

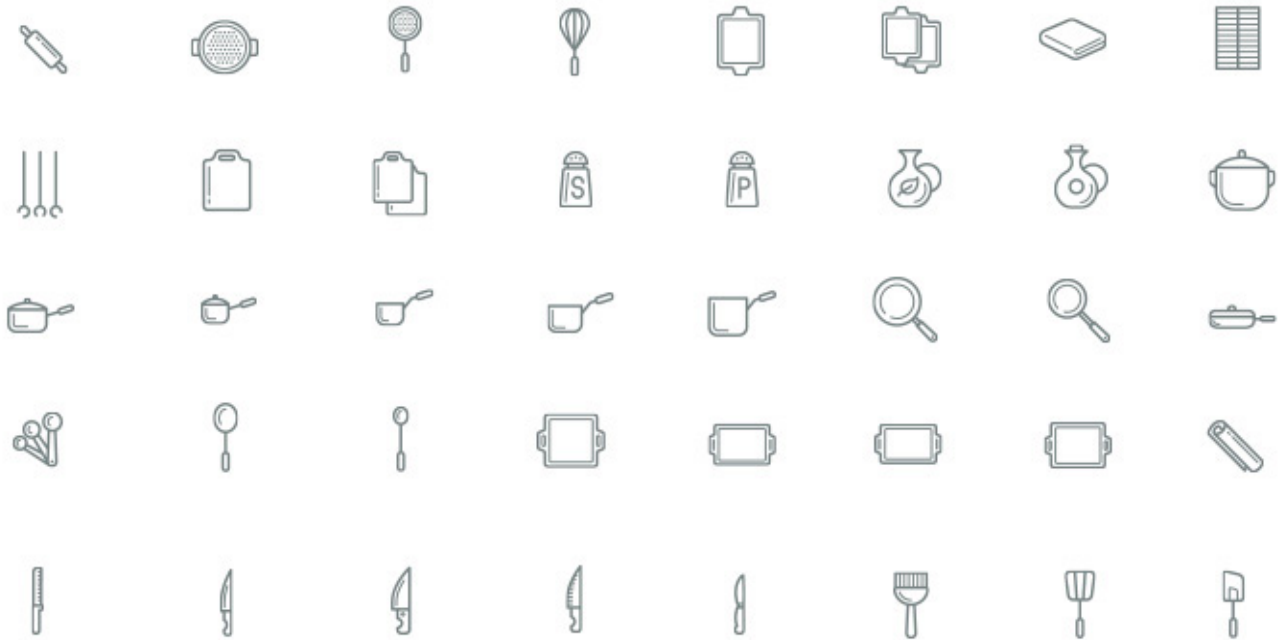
Textfield

Label
Filled text

To further pique curiosity and interest, we installed a countdown timer at the top of the homepage which offers a featured meal for a limited amount of time, encouraging users to try out this item before it's gone. In addition, a pop-up window with a discount code will appear once the user decides to leave the site, which is one last grab at the user's attention, inviting them to join.

Part of our UX process also included the mobile version of One Potato that was not optimized. The redesign of the homepage helped to make the mobile version responsive and adapt to mobile users.

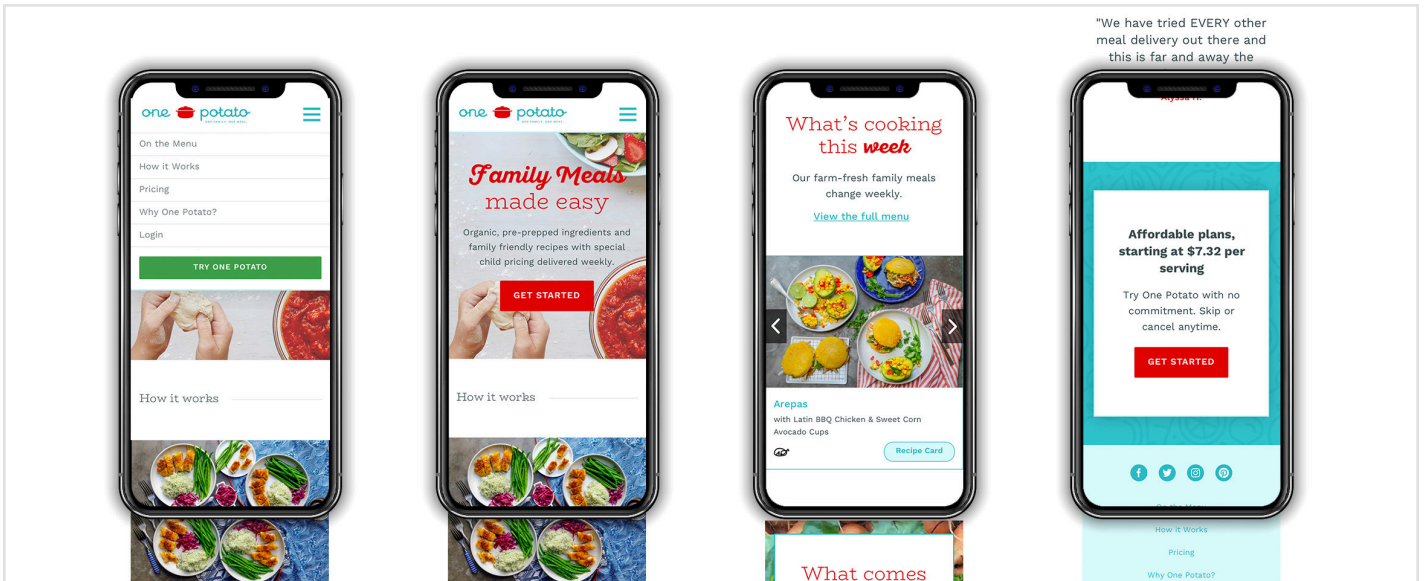




Build

When building this website, we simply added their brand to what we had laid out in the wireframe structure. We made sure to appeal to their target customer - families - making the site approachable, friendly, and easy-to-use. We introduced more white space on the homepage and other pages, giving the users' eyes the ability to breathe and absorb the information without feeling overwhelmed. This allows for users to focus on what is important.

We focused a lot on icon styles, colors, imagery, and our call to action buttons. The website framework itself was built on Laravel, and we made use of Bootstrap to ensure that One Potato remained responsive.



What comes in the *box*

- 😊
 Family, friendly, simple weelicious-tested recipes
- 👨‍👩‍👧‍👦
 Organic, non-GMO seasonal produce sourced from the country's top farms
- 🥬
 Pre-chopped and pre-measured ingredients
- 🍪
 Free gourmet, organic cookie dough

[Learn about the One Potato difference](#)

Ingredients

béchamel sauce <small>(Roux, cream, butter, flour, garlic, spring herbs, rosemary, thyme)</small> mozzarella white cheddar penne rigate herbed bread crumbs	sweet butter grated parmesan arugula salad mix seasonal salad vegetable balsamic vinaigrette <small>(Extra virgin olive oil, vegetable oil, balsamic vinegar, shallots)</small>
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Getting Your Kids Involved:

Kids can help whisk the sauce, mix and sprinkle the breadcrumbs, and prepare the salad.

Encouraging Picky Eaters:

Does your little one only eat boxed mac and cheese? As delicious as it is, it may take a few tries before they'll eat the homemade kind. Don't get discouraged!

Ready to give One Potato a try?

Make your life easier with organic, farm-fresh family meals, ready in 30 minutes or less.

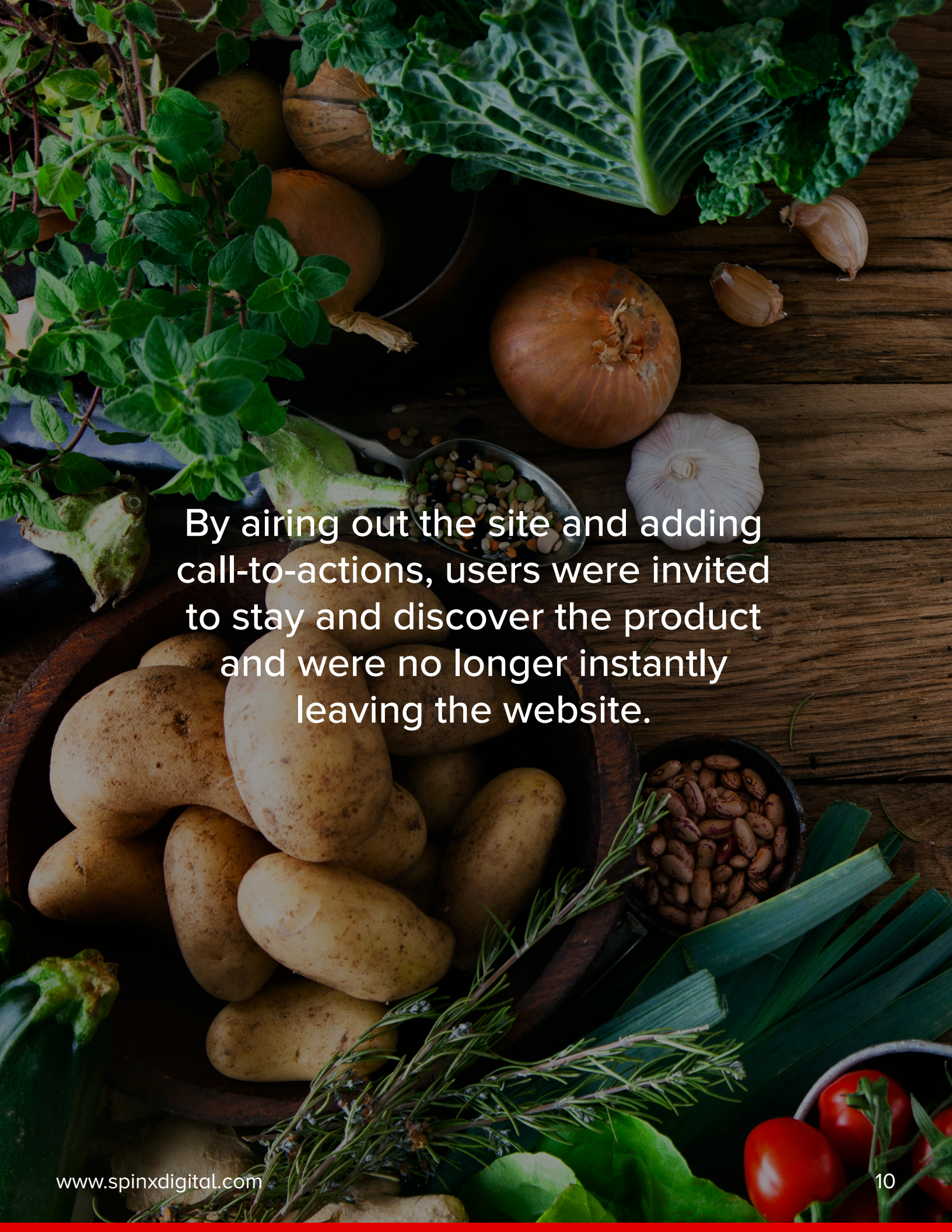
GET STARTED



Test & Launch

With everything ready, it was time to test the site. We tested One Potato on most common devices and browsers in order to make sure the experience was consistent. Once we were certain that there were no issues, we showed off the new, revamped website to One Potato. They did their own testing on their end, and gave us their feedback.

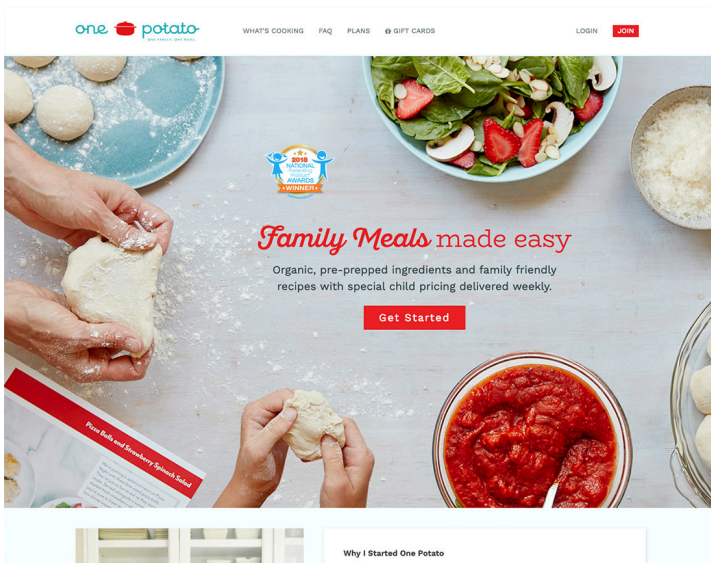
After performing some minor tweaks, we pushed the code to BitBucket, then to a dev environment where everyone could test the site. After everyone was satisfied, we moved the website onto a live platform for users to enjoy.



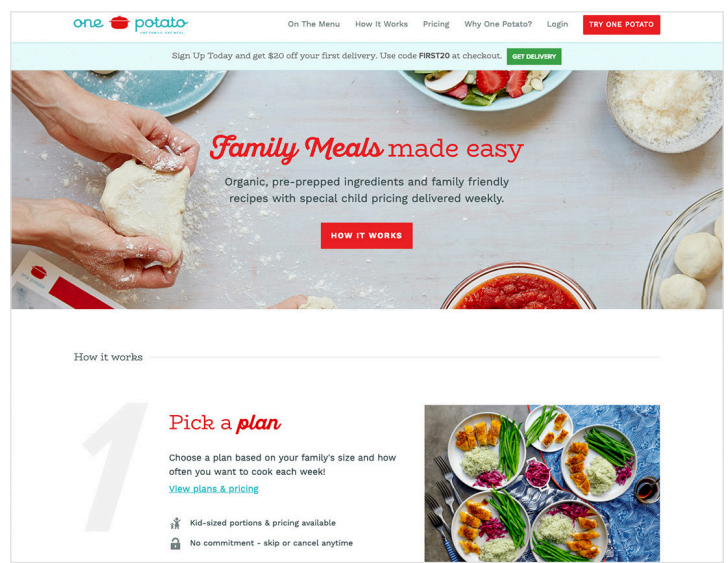
By airing out the site and adding call-to-actions, users were invited to stay and discover the product and were no longer instantly leaving the website.

The Results

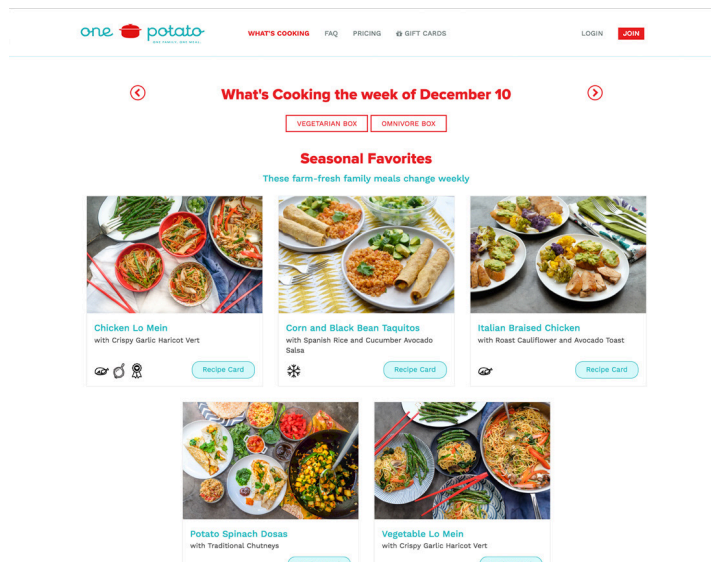
One Potato's fresh design has helped them to better express their story and their product, allowing them to connect with their users. Their journey just goes to show that sometimes, all you need is a web page facelift in order to engage users and pique their interest, which all benefits the company in the end.



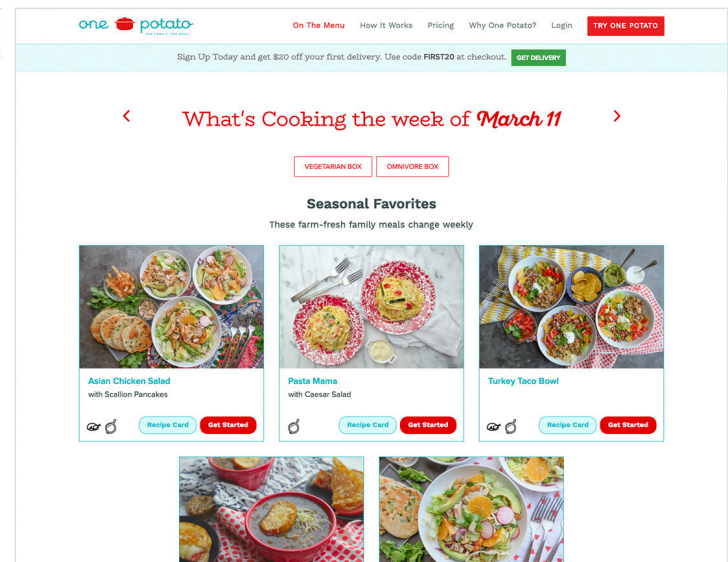
Before



After



Before



After



Before

one potato ORGANIC. FRESH. DELICIOUS. WHAT'S COOKING FAQ PRICING GIFT CARDS LOGIN JOIN

How does One Potato work?

One Potato delivers all the fresh, organic ingredients you need to make delicious meals in exactly the right proportions.

First, tell us the size of your family and your meal preferences. We send you an email with pictures and recipes of the incredibly delicious dinners you'll be having the following week, going out of town? Just click and tell us you don't need the help. We have no membership fee, and no minimum commitment. You can skip any week's delivery in advance or cancel at any time.

This is the fun part. Every One Potato day, a box of incredibly fresh, organic food arrives at your home, packed in a cooled, insulated box. What's more, it's measured and chopped, ready to prepare. If a chili recipe calls for a teaspoon of cumin, there it is, neatly labeled, in its own little cup. Two tablespoons of olive oil are in a tiny screw-top jar, six sprigs of fresh cilantro are ready to garnish the bowl. Your kids will say, "Mmm, what's that?" They may even set the table to get the dinner party started.

How do I recycle my One Potato box?

We worked closely with our suppliers to create packaging that is all recyclable or made of biodegradable materials.

Here's how to dispose of your One Potato packaging in the most environmentally friendly way:

The box:
Your box should be flattened, then recycled with standard cardboard/paper recycling. The cardboard inserts and paper liners can be recycled with the box as well.

Bags and bottles:
All small plastic bags and bottles can be recycled with plastic recyclables. These are #4 and #2 recyclables respectively.

Liner:
The outside is recyclable with your plastics, and the inside is made of biodegradable materials. Please remove the outside layer and recycle, and dispose of the inside in your regular garbage.

Ice packs:
Our ice packs are filled with a non-toxic gel. To recycle them completely, cut them open and dispose of the gel, then recycle the exterior packaging with your plastics.

Note: Please always check with your local municipality as recycling capabilities can vary.

Before

one potato ORGANIC. FRESH. DELICIOUS. WHAT'S COOKING FAQ PRICING GIFT CARDS LOGIN JOIN

Choose the Right Plan for Your Family

Customized meals based on your family's size and how often you want to cook each week!

Plan	Recipes per week	Cost per serving	Weekly total
Two Potato Plan (2 servings per night)	2 or 3	\$12.95	\$77.70 FREE SHIPPING*
Three Potato Plan (3 servings per night)	2 or 3	\$10.13	\$91.20 FREE SHIPPING*
Four Potato Plan (4 servings per night)	2 or 3	\$8.72	\$104.70 FREE SHIPPING*
Five Potato Plan (5 servings per night)	2 or 3	\$7.88	\$118.20 FREE SHIPPING*
Six Potato Plan (6 servings per night)	2 or 3	\$7.32	\$131.70 FREE SHIPPING*

Before

one potato ORGANIC. FRESH. DELICIOUS. On The Menu How It Works Pricing Why One Potato? Login TRY ONE POTATO

Classic Mac and Cheese with Autumn Salad

Just. Plain. Delicious. A crunchy panko herb crust and a blend of Parmesan, Mozzarella, and Cheddar cheeses are the secrets to our delectable Macaroni and Cheese. For a little lightness, we're serving it with a side of our peppery arugula dressed in a zesty balsamic vinaigrette. And just to keep it fresh, each week, we'll be including a seasonal vegetable for you to add to your salad. We have a feeling everyone's plate will be clean!

Ingredients:

- béchamel sauce (flour, cream, butter, onion, garlic, spring herbs, rosemary, thyme)
- mozzarella
- white cheddar
- penne rigate
- herbed bread crumbs
- sweet butter
- grated parmesan
- arugula salad mix
- seasonal salad vegetable
- balsamic vinaigrette (Extra virgin olive oil, vegetable oil, balsamic vinegar, shallots)

Getting Your Kids Involved:

Kids can help whisk the sauce, mix and sprinkle the breadcrumbs, and prepare the salad.

Encouraging Picky Eaters:
Does your little one only eat boxed mac and cheese? As delicious as it is, it may take a few tries before they'll eat the homemade kind. Don't get discouraged!

After

one potato ORGANIC. FRESH. DELICIOUS. On The Menu How It Works Pricing Why One Potato? Login TRY ONE POTATO

Sign Up Today and get \$20 off your first delivery. Use code **FIRST20** at checkout. [GET DELIVERY](#)

Pick a plan

Choose a plan based on your family's size and how often you want to cook each week!
[View plans & pricing](#)

- Kid-sized portions & pricing available
- No commitment - skip or cancel anytime

Select your meals

Tell us which of the incredibly delicious dinners you'll be having the following week.
[View our menu for this week](#)

- Farm-fresh, organic, non-GMO seasonal produce
- Vegetarian, gluten-free, and nut-free meals available

After

one potato ORGANIC. FRESH. DELICIOUS. On The Menu How It Works Pricing Why One Potato? Login TRY ONE POTATO

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Choose the Right Plan for Your Family

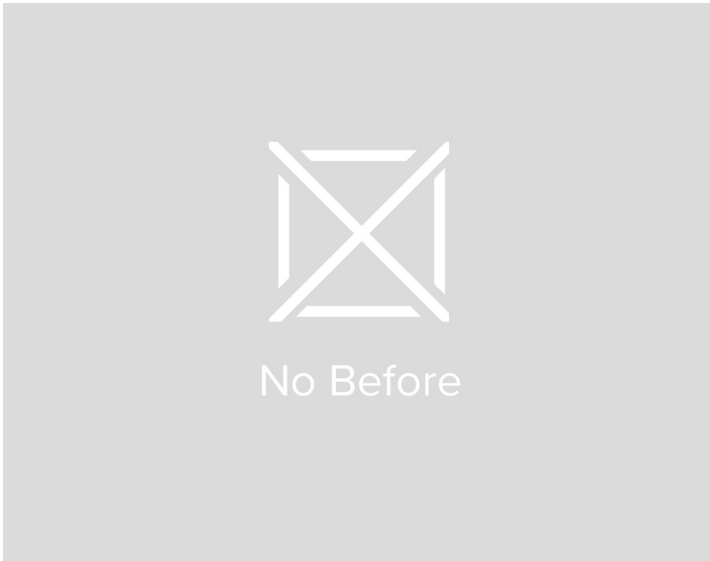
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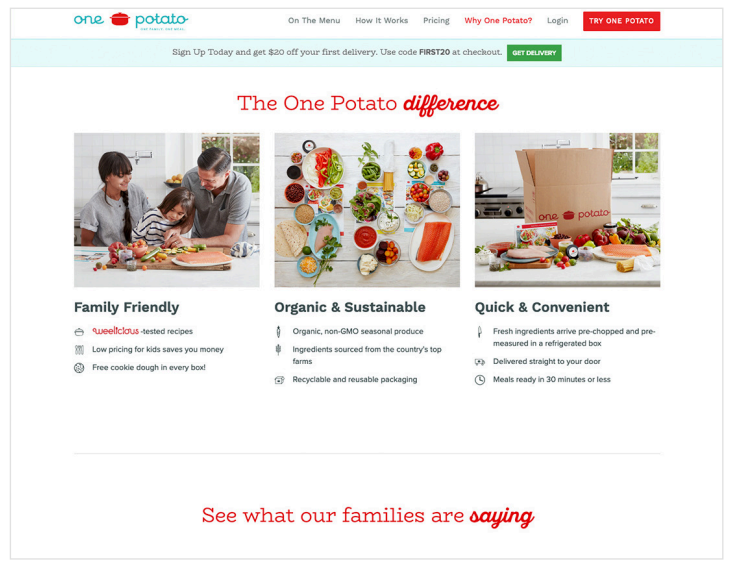
GREAT FOR:
2 adults
1 adult + 1-2 small children
1 adult + 1 teenager

GET STARTED

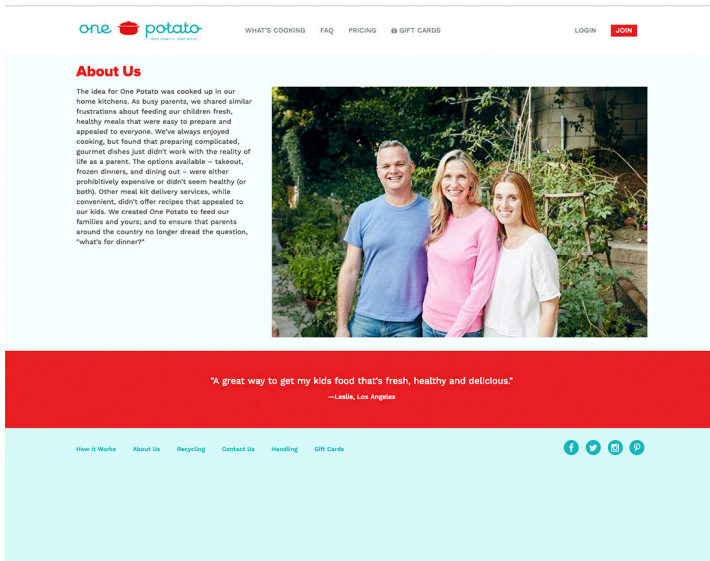
After



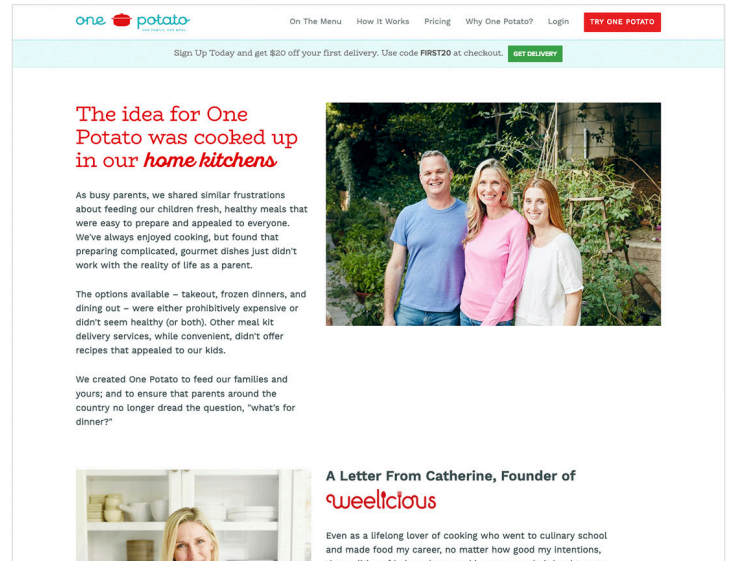
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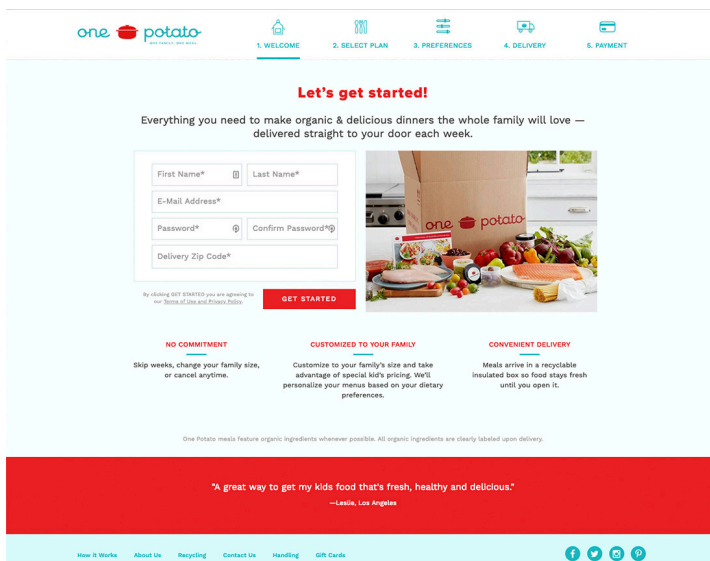
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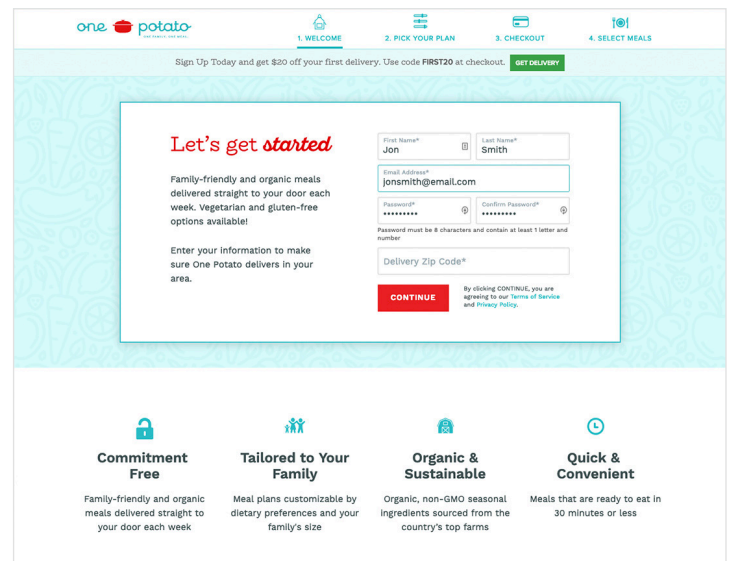
Before



After



Before



After

KEY ACHIEVEMENTS

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Closing Thoughts

Utilizing a simple approach to displaying complex products, we redesigned and developed a website for Bivar that lets their detailed electronic components shine.



Finding an agency who understands your digital needs is hard.

Let our amazing team help you craft your digital strategy today.

Contact us now at hello@spinxdigital.com