

PRODUCT SPEC

FreshNest

Healthy family dinners, without the planning

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Sample built for a demo company

1. FreshNest Product Document

1.1 Vision and Problem

Every weeknight around 6:15 p.m., a tired parent hits the same wall: dinner has not been decided, the kids are already hungry, and the choices left are takeout, a frozen dinner, or the same four meals on repeat. This is not a once-in-a-while problem. It happens every single weeknight, in a household that is already stretched thin managing work and family logistics.

FreshNest exists to remove that decision, not just the shopping trip. The founder's Austin pilot proved people will pay for this: 120 households, a \$94 average weekly order, and 68 percent of subscribers still active six weeks later.

This document scopes the first version FreshNest needs to expand that proven Austin model into two new U.S. metro areas within 90 days, without rebuilding the product from scratch.

Assumption: the two new metro areas are not yet named. This plan assumes the recipes, pricing, and swap mechanic transfer with only fulfillment and delivery logistics changing city to city; this should be confirmed before the 90-day build starts.

1.2 Target Users

Primary user: the subscribing parent. A dual-income or single parent, in a U.S. metro area, with at least one child at home, working full time. This person manages the household food budget and does the weekly meal planning. They are trying to get a healthy family dinner on the table most weeknights without spending mental energy on what to cook, what to buy, or whether their kid will actually eat it.

Secondary user: the rest of the household, especially the children. Kids do not pay for FreshNest, but their reaction to a meal directly decides whether the paying parent renews. A recipe a child refuses to eat is treated as a product failure, not a taste preference.

Secondary segment: supermarket loyalty shoppers. Parents who discover FreshNest through a co-branded box inside a partner grocery chain rather than by searching for a meal kit directly.

Assumption, per prior research: this channel is scoped for a later phase, not this first version, so it is named here for context but not built into version one.

What they are trying to get done:

1. Decide what the family eats this week without extra research or browsing.
2. Get dinner on the table in about 30 minutes on a weeknight.
3. Feed however many people are in the house that week, including guests, without switching plans.
4. Avoid the wasted money and extra work of cooking a meal a child will not eat.

1.3 Product Strategy and Scope

The first version is not a new product. It is a disciplined copy of the working Austin model into two new metros, with just enough new fulfillment and delivery capacity to serve those cities.

What version one must do:

- Reuse the exact Austin recipes, pricing model, and one-tap swap mechanic. Nothing here is being reinvented.
- Add the minimum new fulfillment and delivery capacity needed to serve two new metros within 90 days.
- Ship the two features that make FreshNest different from HelloFresh, Home Chef, Factor, and Blue Apron: a child-tested recipe promise with a stated fallback, and a short, curated weekly menu instead of a large browsable catalog.
- Let a household scale its portion size in one tap, without changing plans.

What version one will not do:

- Launch the co-branded supermarket box. The two signed letters of intent are a phase two channel.
- Build a second owned fulfillment facility. That is what the separate \$750,000 pre-seed round is for.
- Offer gift subscriptions, multi-tier loyalty pricing, a full searchable recipe catalog, or personalized nutrition filtering.
- Expand recipe variety beyond what Austin already runs. New recipe development is a later-phase investment, not part of this 90-day scope.

Budget and timeline, as stated by the founder: under \$50,000 in new tooling and setup costs, with first deliveries in the two new metros within 90 days of the expansion decision.

1.4 Requirements

1.4.1 Must have (required for the two-metro launch)

Capability	One-line description
Sign-up and subscription checkout	New household signs up, sets household size, and starts recurring weekly billing.
Weekly curated menu	A small, pre-selected set of recipes shown to every subscriber each week, not a full catalog.
One-tap recipe swap	Subscriber can swap the default recipe for a backup option in a single tap.
Portion scaling	Subscriber can adjust serving count for their box without switching subscription plans.
Child-tested recipe fallback	Each recipe is labeled as child-tested, with a clear, automatic remedy (credit or free swap) if a recipe fails with a subscriber's child that week.
Skip and pause	Subscriber can skip a week or pause the subscription without cancelling.
Delivery tracking for new metros	Subscriber can see when their box is arriving, adapted to the new city's delivery routes.
New-metro fulfillment setup	Enough packing and delivery capacity in each new city to serve launch-week household volume.
Weekly menu-lock and swap-deadline reminders	Email or app notification telling the subscriber when the current week's menu locks and swap window closes.

1.4.2 Should have (strengthens the launch but not blocking)

Capability	One-line description
Referral program	Existing Austin subscribers can invite friends in the new metros with a shared incentive.
Household size auto-suggestion	Product suggests a portion size based on prior orders, subscriber still confirms or edits it.
Basic in-app support chat	Subscriber can message support directly about a delivery or recipe issue without leaving the app.

1.4.3 Later (explicitly out of scope for this version)

Capability	One-line description
Co-branded supermarket box	The retail partner channel under the two signed letters of intent.
Full searchable recipe catalog	A browse-everything recipe library, which competitors already offer and which reintroduces the planning burden FreshNest is meant to remove.
Gift subscriptions and loyalty tiers	Additional monetization features not needed to prove the two-metro expansion.
Second owned fulfillment site	A new physical facility, funded separately by the pre-seed round.
Personalized nutrition filtering	Individual dietary customization beyond the current recipe set.

1.5 User Stories with Acceptance Criteria

1.5.1 Sign-up and subscription

As a parent managing the household food budget, I want to sign up and set my household size in a few steps, so that I can start getting boxes sized right for my family without calling anyone.

- Given a new visitor lands on the sign-up page, when they enter household size, delivery address, and payment details, then a weekly subscription is created and the first delivery date is confirmed on screen.
- Given the visitor is in a metro FreshNest does not yet serve, when they try to sign up, then they see a clear message stating FreshNest is not available in their area yet, instead of a broken checkout.
- Given sign-up is complete, then a confirmation email is sent with the first delivery date and the current week's menu.

1.5.2 Weekly menu and one-tap swap

As a subscribing parent, I want to see this week's default menu and swap any recipe I don't want in one tap, so that I don't have to browse a big list to decide what my family eats.

- Given a subscriber opens the app during an active week, when the menu loads, then they see the default recipe set for their household size without needing to search or filter.
- Given a subscriber taps "swap" on a recipe, when a backup recipe is available, then the swap completes in one tap and the new recipe is confirmed on screen, no further steps required.
- Given the swap deadline for the week has passed, when a subscriber tries to swap, then they see the deadline clearly stated and cannot change that week's box.

1.5.3 Portion scaling

As a parent whose household size changes week to week (visiting relatives, a kid home sick), I want to adjust my portion count without switching plans, so that I can feed however many people are actually home that week.

- Given a subscriber is viewing their upcoming box, when they adjust the portion slider or selector, then the box contents and price update immediately to match.
- Given a portion change is made before the weekly cutoff, then the change applies to the very next box without contacting support.

1.5.4 Child-tested recipe fallback

As a parent of a child who might refuse a meal, I want a stated guarantee that if my child won't eat a recipe, I get a credit or a free swap, so that I don't feel like I wasted money and effort on dinner.

- Given a recipe is labeled "child-tested" in the app, then the label links to a plain explanation of what that testing means.
- Given a subscriber reports that a recipe failed with their child, when they submit the report within the stated window, then they automatically receive either an account credit or a free swap for that week, without needing an agent to manually approve it.

1.5.5 Skip and pause

As a busy parent whose plans change, I want to skip a week or pause my subscription, so that I'm not paying for a box I won't use.

- Given a subscriber wants to skip an upcoming week, when they do so before the weekly cutoff, then no box ships that week and no charge occurs.
- Given a subscriber pauses their subscription, then billing stops immediately and resumes only when they reactivate.

1.5.6 Delivery tracking

As a parent expecting a box, I want to know when it's arriving, so that I can plan around the delivery.

- Given a box has shipped, when the subscriber opens the app, then they see an estimated delivery window for the new metro.
- Given a delivery is delayed, then the subscriber receives a notification with an updated estimate.

1.6 Core User Flows

1.6.1 Flow 1: New subscriber sign-up

1. Visitor lands on the sign-up page and enters their zip code.
2. System checks if the zip code is inside Austin or one of the two new metros.
3. If not covered, visitor sees a "not yet available here" message and can leave an email for launch updates.
4. If covered, visitor enters household size, delivery address, and payment details.
5. System shows the current week's default menu scaled to the entered household size.
6. Visitor confirms the plan and completes payment.
7. System sends a confirmation email with the first delivery date and menu.

1.6.2 Flow 2: Weekly menu review and one-tap swap

1. Subscriber opens the app during an active ordering week.
2. App shows the default weekly menu, already scaled to the subscriber's household size.
3. Subscriber taps "swap" on any recipe they don't want.
4. App shows one or two backup recipe options.
5. Subscriber taps to select a backup, and it is confirmed as their recipe for the week.
6. If the swap deadline has passed, the app disables swapping and shows the locked menu instead.

1.6.3 Flow 3: Portion adjustment

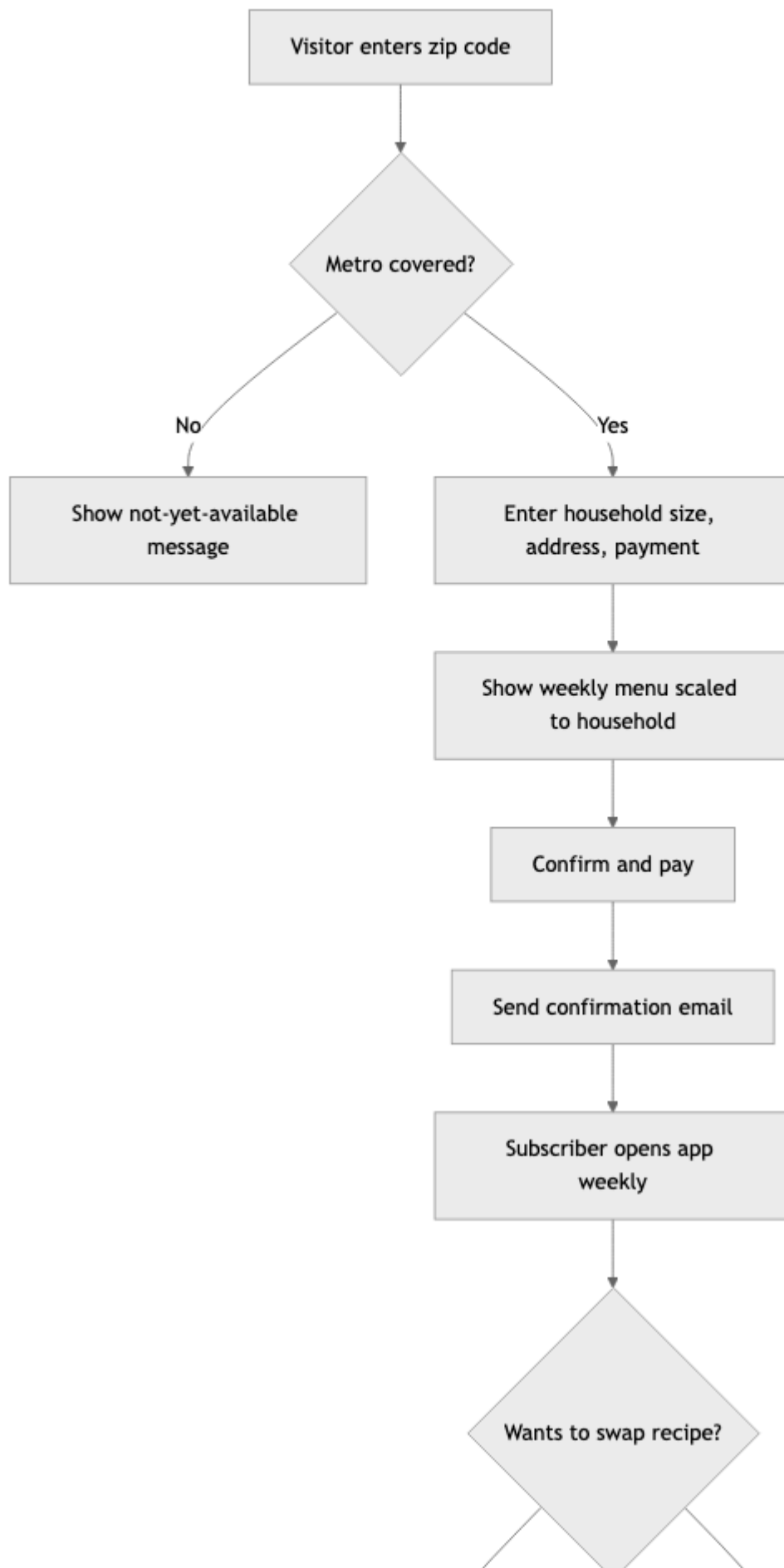
1. Subscriber opens their upcoming box in the app.
2. Subscriber taps the portion control and adjusts serving count up or down.
3. App recalculates ingredient quantities and updated price for the box.
4. Subscriber confirms the change.
5. Change applies automatically to the next scheduled delivery, as long as it is made before the weekly cutoff.

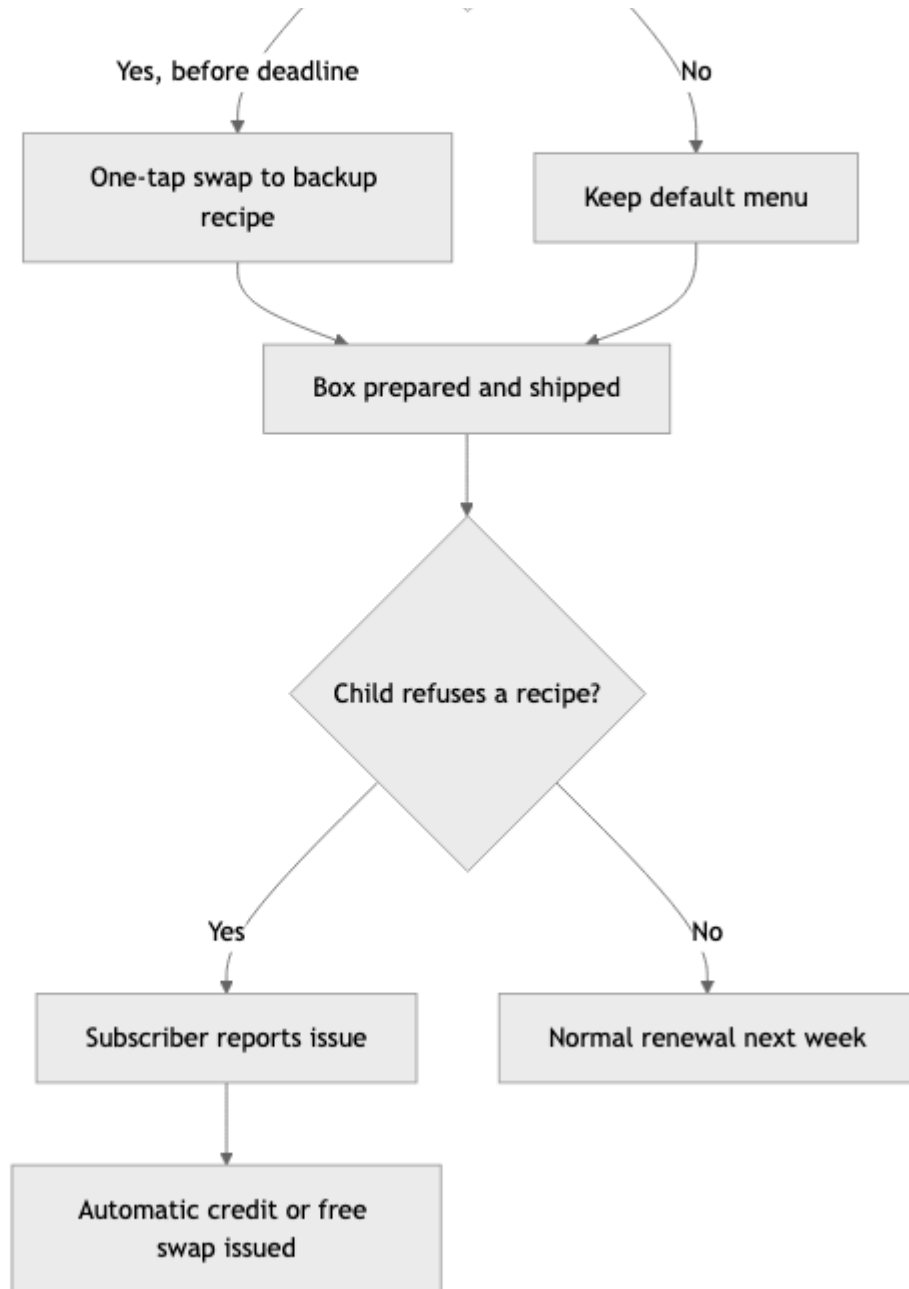
1.6.4 Flow 4: Reporting a recipe that failed with a child

1. Subscriber receives their box and cooks a recipe.
2. If a child refuses to eat the meal, the subscriber opens the app and selects "report a recipe issue."
3. Subscriber selects the recipe and confirms the issue was a child refusing to eat it.
4. System automatically issues either an account credit or a free swap for an upcoming week.
5. Subscriber sees the confirmation on screen and by email.

1.6.5 Flow 5: Skip or pause a week

1. Subscriber opens their account settings before the weekly cutoff.
2. Subscriber selects "skip this week" or "pause subscription."
3. If skipping, system confirms no box will ship and no charge will occur for that week only.
4. If pausing, system confirms billing stops until the subscriber manually reactivates.
5. Subscriber receives a confirmation email either way.





1.7 Success Metrics

Signals that version one is working, using the Austin pilot as the baseline to match or beat:

Metric	Austin baseline	Target for new metros
Six-week household retention	68 percent	Match or exceed 68 percent in each new metro by week six
Average weekly order value	\$94	Hold at or near \$94 in each new metro
Time to first delivery in a new metro	Not applicable, this is the first expansion	First deliveries within 90 days of the expansion decision
One-tap swap usage rate	Not yet measured	Track and compare against Austin usage as a sign the mechanic works the same way in a new city
Child-recipe-fallback claim rate	Not yet measured	Track how often the fallback is used, as both a quality signal and a cost to monitor
Skip and pause rate	Not yet measured	Track as an early churn-risk signal, high skip rates before week six should trigger a retention review
New-metro launch cost	Not applicable	Stay under the \$50,000 combined budget for both new metros

Assumption: exact target numbers for swap usage, fallback claim rate, and skip rate are not yet set because Austin has not published these figures in the research provided. These should be baselined from Austin's actual data before the new-metro launch, not invented as targets in this document.