Lorrie Meyer

Sr. UX Content Strategist

About Suvie

The Suvie Kitchen Robot is a smart cooking appliance that combines more than 15 cooking methods, including air frying, baking, roasting, broiling, slow cooking, and sous vide.

You can prepare Suvie frozen meals by scanning the meal card, which automatically sets the cook settings, or use your own ingredients. The machine lets you refrigerate food up to 36 hours before cooking begins, so meals are ready when you want them.
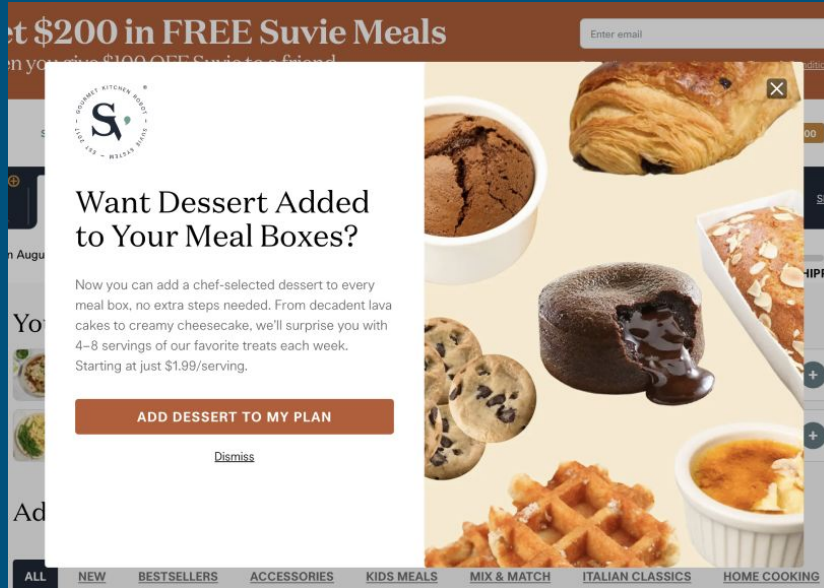
My Role at Suvie

Senior Content Strategist & Social Media Manager

- Provide UI copy reviews and recommendations for the Suvie app

- Manage a key Suvie social media community, overseeing moderation and support

- Use community feedback to identify pain points and improve product UI copy and emails

- Develop strategy and voice guidelines to grow membership and engagement

- Recruit moderators and create a collaboration process to evolve guidelines
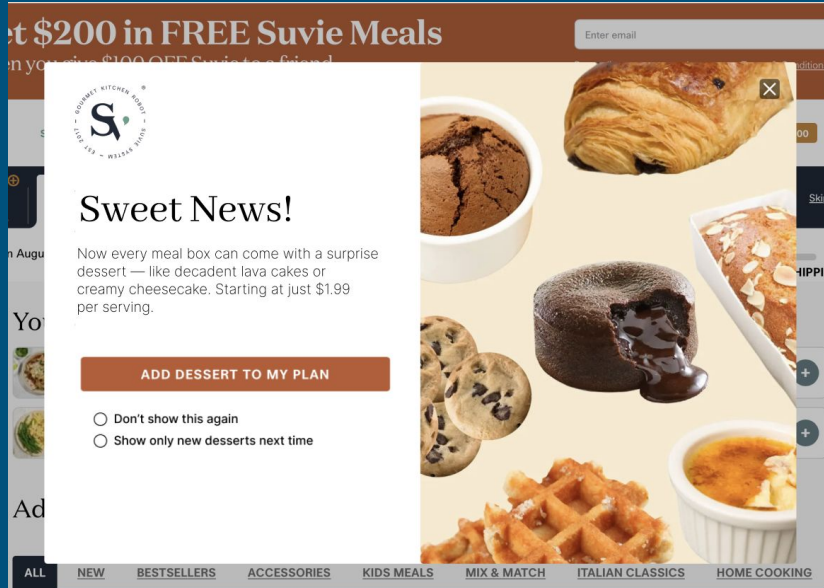
Suvie UX Projects

Dessert Pop-Up - Current

Feedback:

Many Suvie FB group members are frustrated by this pop-up. One said: "It's annoying — every time I open the app to pick meals, it pops up again."

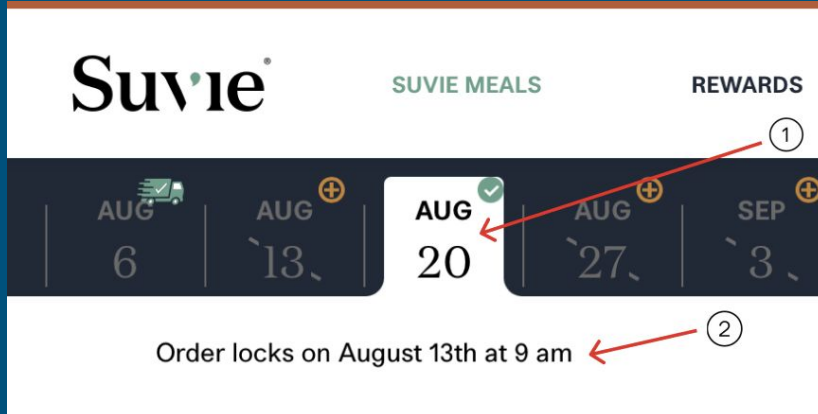# Dessert Pop-Up - Proposed

Recommendations:

Add two user preference options to the pop-up:

1. Opt out: **Don't show this again**

2. **Show only new desserts next time**

3. Also recommend shortening the headline & body copy and removing "Dismiss" since there's an X button to close

Extra preference buttons give users control while still promoting new desserts.

Note: Pop-ups featuring entrees could also boost meal orders — especially if ratings, reviews, or reorder stats are included.
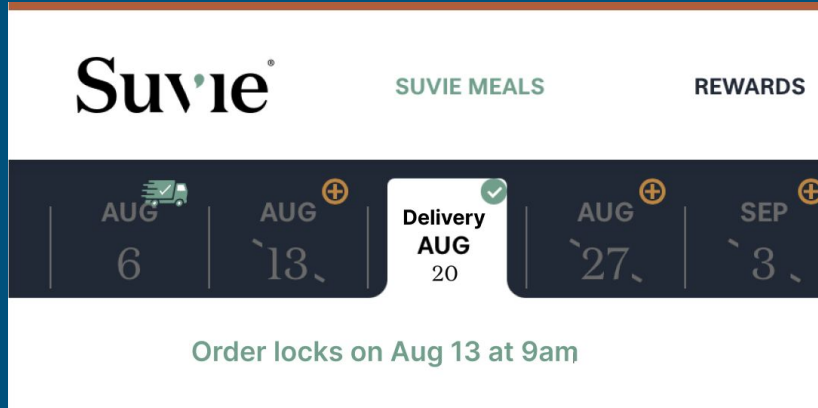
Meal Order Info - Current

Feedback:

1. Some people aren't sure whether this is the delivery date or the last day to order.

2. We've also heard that others miss this text entirely, so they don't know when to finalize meal selections and sometimes get meals they don't want.
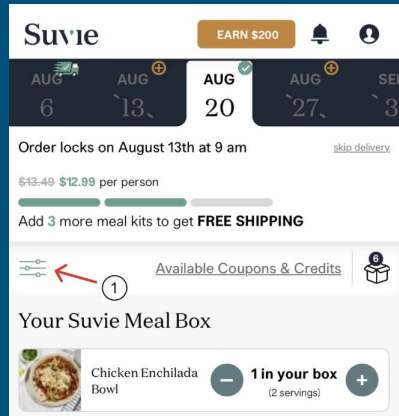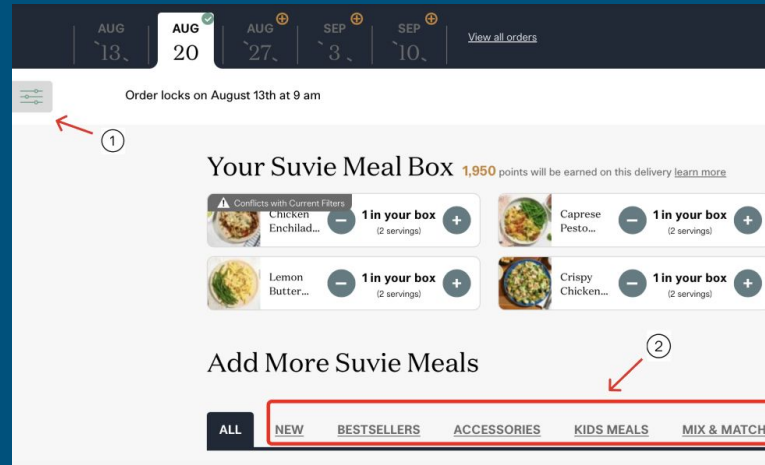
Meal Order Info - Proposed

Recommendations:

1. Add "Delivery" above the date to eliminate confusion.

2. Improve the visibility of the "Order locks" text by either changing the color or using an animated GIF to attract attention. Also shorten the text for better scannability.

3. Highly recommend reminding customers to confirm their meal selections a few days before orders lock with a reminder email or text (customer choice).

Meal Filters - Current
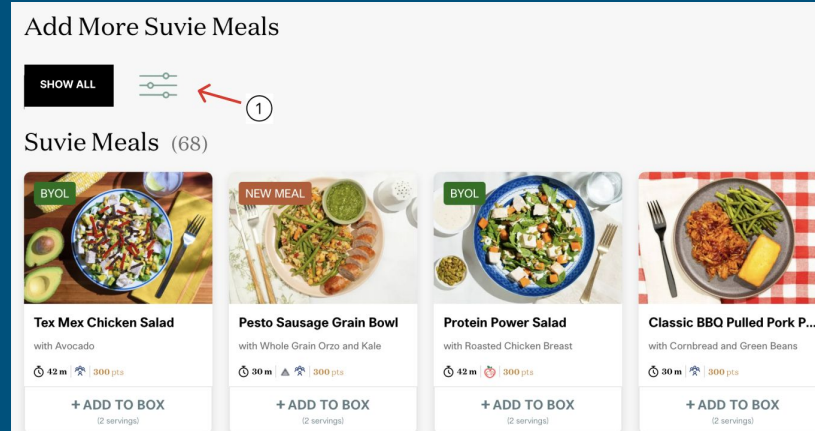
Current Phone App

Current Desktop App

Feedback:

1. On phone, the filter icon is prominent, while on desktop it's faint and tucked in the far left corner.

2. Desktop includes category filters (New, Bestsellers, etc.), but phone doesn't — creating inconsistency.

3. Users have mentioned high meal costs, but there's no cost filter. They've also noted high sodium levels on some entrees and find it tedious to click each meal for nutrition info.

Meal Filters - Proposed

Proposed Desktop App

Recommendations:

1. To reduce visual clutter, remove the categories and move the filter icon to a prominent position on the desktop app.

2. Include ingredient and category filters to both phone and desktop apps to provide a consistent experience and help users quickly find meals they're most likely to order.

3. Include a filter for "Premium" vs. "Non-Premium" meals to help customers identify more affordable options.

4. Add a "Reduced Sodium" filter to support customers looking for heart-healthy meals (a common request).

Meal Preferences - Current

Feedback:

1. Some group members have asked how their meals are chosen because they receive meals they didn't select.

2. Others have mentioned that even though they selected the option to "repeat last order," different meals were added to their order — and in one case, there were 3 prime rib dinners, which significantly increased the cost.

Meal Preferences - Proposed

Recommendations:

1. Add a third preference option: **Choose My Own Meals** for full customer control.

2. Change the CTA to **UPDATE PREFERENCES** to reflect opt-out of auto-selection, making sure it saves and confirms the choice.

3. If **Choose My Own Meals** is selected, send users directly to the meal selection page to start choosing immediately.

Meal Shipment Email - Current

Meal Card: Chicken Enchilada Bowl
SUVIE TEAM • DECEMBER 27, 2024

We're excited to share that your Suvie Meal order is on its way!

TRACK MY ORDER

Shipment Details:

Order #: R612045611

Tracking #: 1ZHX86410323373387

②

This Shipment Includes:
Click on the meal names below to view a digital copy of the meal card.

1x - Chicken Enchilada Bowl

1x - Caprese Pesto Pasta Bake

2x - Lemon Butter Penne

1x - Lemon Butter Shrimp Pasta

1x - Crispy Chicken Caesar Salad

1x - Chopped Salad

1x - Salmon Superfood Salad

1x - Honey Sesame Chicken

Feedback:

1. Some members have mentioned missing meal cards with their orders. Others need meal card links to upload recipes to apps like Paprika.

2. Although links appear in shipment emails, most haven't noticed the instructional text.

Meal Shipment Email - Proposed

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We're excited to share that your Suvie Meal order is on its way!

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Shipment Details:

Order #: R612045611

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1x - Crispy Chicken Caesar Salad [View Meal Card]

1x - Chopped Salad [View Meal Card]

1x - Salmon Superfood Salad [View Meal Card]

1x - Honey Sesame Chicken [View Meal Card]

Recommendations:

1. Remove the click instruction and underlines from meal names for a cleaner look.

2. Add blue [View Meal Card] links beside each meal to create a clear, direct CTA.

   This eliminates ambiguity about the links.

Let's Connect!

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