



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.

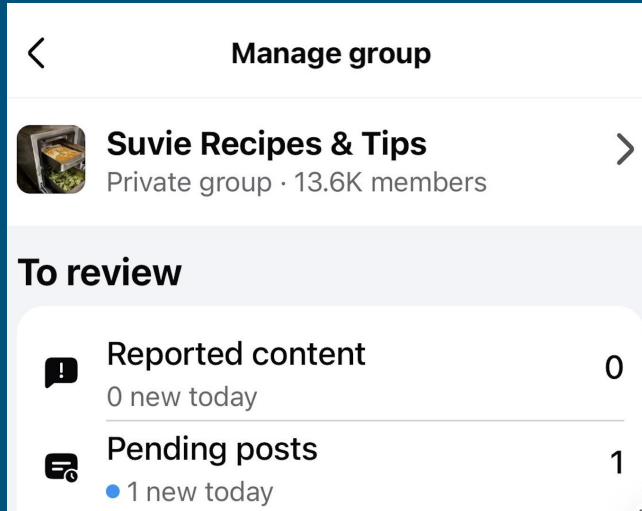
My Role at Suvie

Senior UX 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 AI Project

Custom LLM Community Moderation Tool



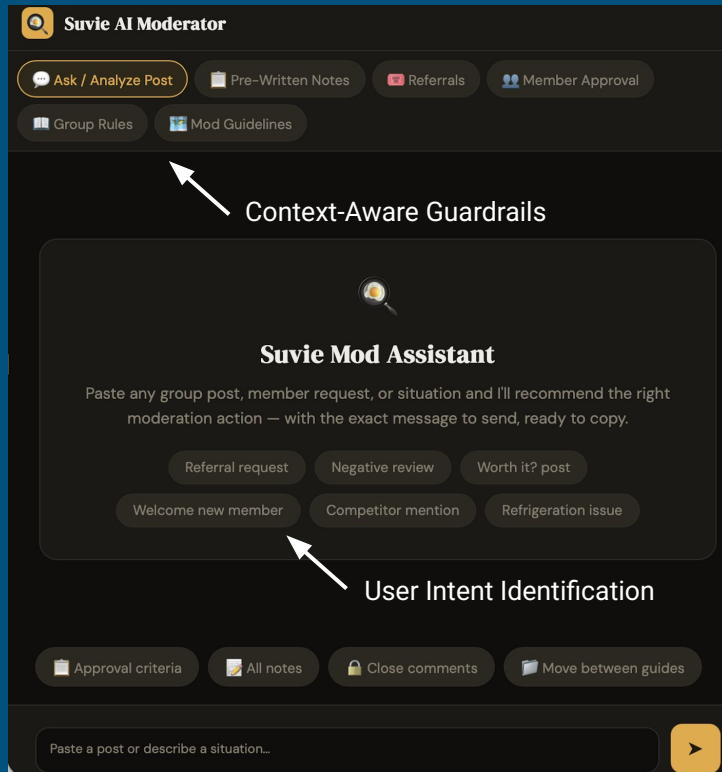
The Challenge:

With 13,000 active members, manual moderation led to increased response latency and inconsistent brand voice

The Goal:

Bridge the gap between static community guidelines and real-time execution using a custom-built LLM framework

Custom LLM Community Moderation Tool



Approach:

- (1) Knowledge Engineering**
Prompted Claude to synthesize moderation guidelines and community rules into a machine-readable knowledge base to ensure high-fidelity responses
- (2) Intent Architecture**
Designed a multi-intent classification model that maps user queries to specific moderation workstreams, reducing cognitive load for the group moderators
- (3) Desktop Workflow Integration**
Created a "copy-to-clipboard" design for seamless transition from the AI assistant to the community dashboard

Custom LLM Community Moderation Tool

Operational Impact & Strategic Roadmap:

Success

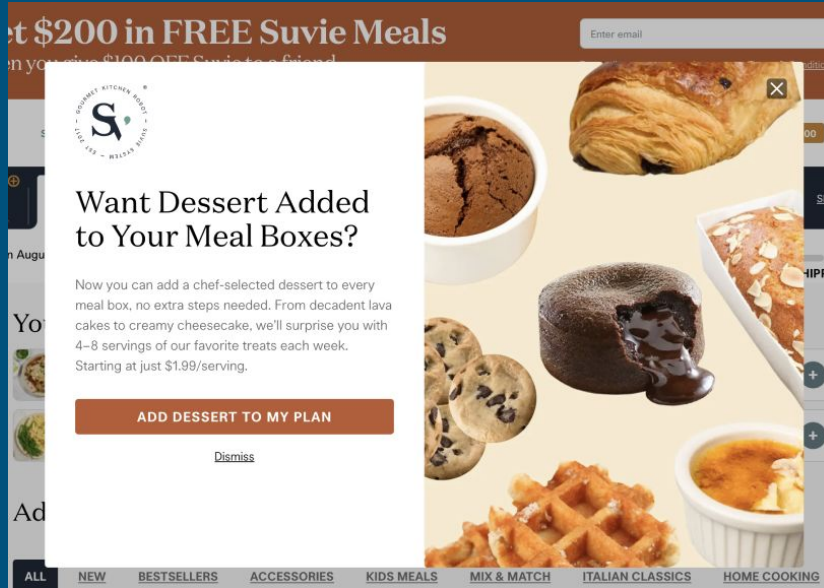
- **Brand Alignment:** Successfully standardized community voice across a distributed moderation team
- **Reduced Cognitive Load:** Simplified decision-making by surfacing relevant guidelines based on Intent Identification
- **Operational Efficiency:** Accelerated the response drafting process for technical troubleshooting and sensitive brand sentiment

Next Steps

- **KPI Definition:** Implementing system logging for indicators like Time-to-Resolution to quantify moderation efficiency
- **Feedback Loops:** Incorporating moderator insights to iteratively refine prompt guardrails and handle complex edge cases
- **Scalability:** Adapting this framework for other high-volume brand communities or multi-channel customer support

Suvie UX Projects

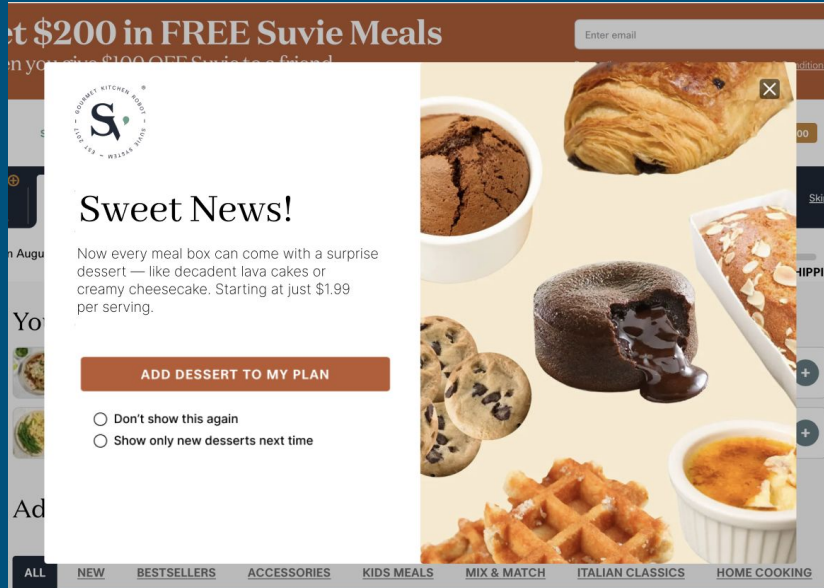
Dessert Pop-Up - Current



Community 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:

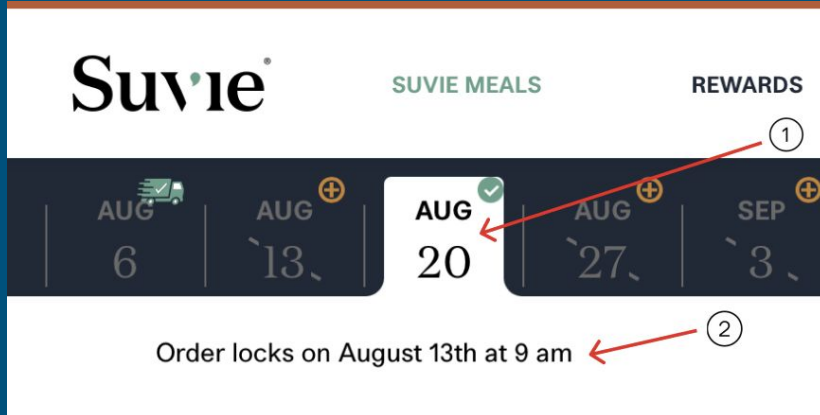
Add two user preference options to the pop-up:

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.

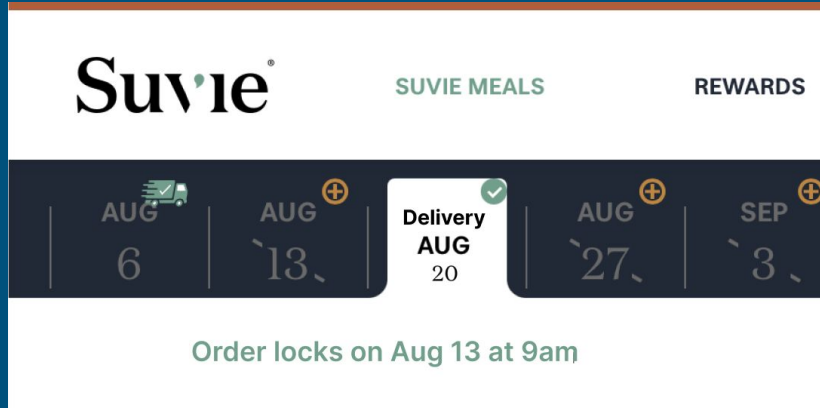
Meal Order Info - Current



Community 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

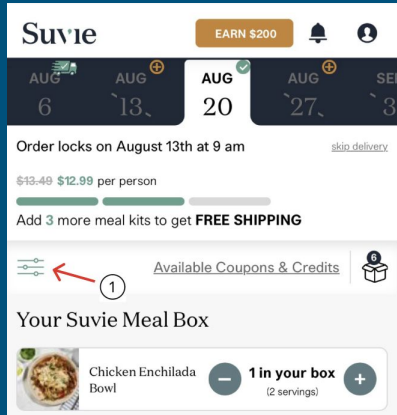


Recommendations:

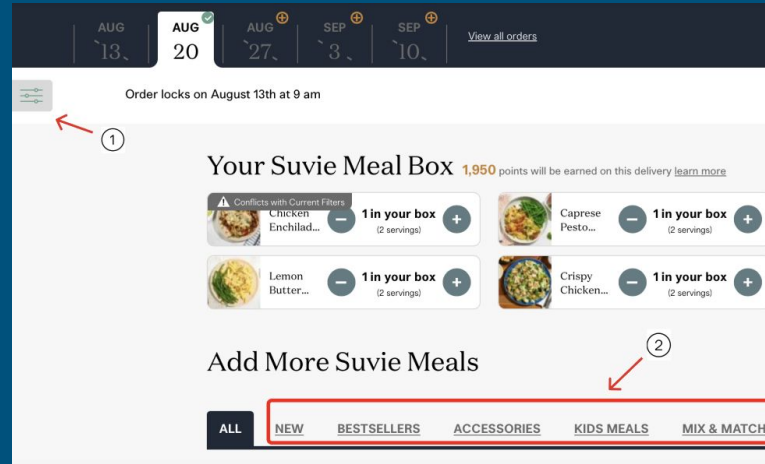
1. Add "Delivery" above the date to eliminate confusion.
2. Improve the visibility of the "Order locks" text by either changing the color or using an animated GIF to attract attention. Also shorten the text for better scannability.
3. Highly recommend reminding customers to confirm their meal selections a few days before orders lock with a reminder email or text (customer choice).

Meal Filters - Current

Current Phone App



Current Desktop App

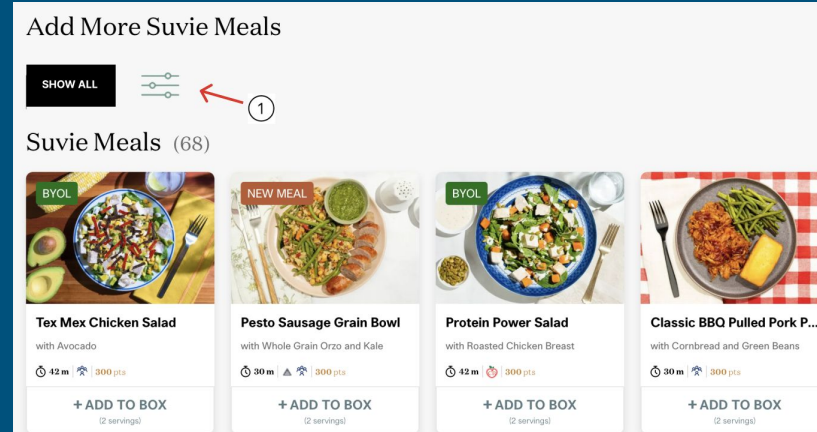


Feedback:

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

SUVIE MEALS REWARDS SUPPORT

Meal Preferences

Customize your default settings to make meal selection even easier! These settings will stay constant within your planner.

If you don't select your meals for a particular delivery, we'll make the selections for you. We can send you an assortment of chef's selections or repeat your last order.

Chef's Selections
We'll pick an assortment of popular meals curated by our team of chefs.

Repeat Last Order
We'll send you the exact same meals as you selected in your most recent paid order. Repeated order setting overrides ingredient filters and meal plan settings. If a meal is not available - we will substitute at our discretion.

[UPDATE AUTOSELECTED MEALS](#)

Community 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

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Choose My Own Meals ← ①

②

UPDATE PREFERENCES

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



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](#)

Community 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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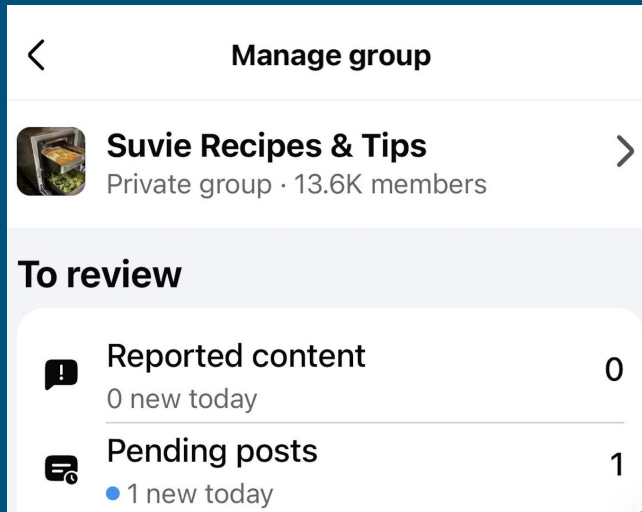
Recommendations:

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.

Suvie AI Project

Suvia AI Moderator



Challenge: Some moderators weren't sure which posts should be declined.

Solution: Create a GPT to help determine which posts should be declined based on our rules and moderator guidelines.

Let's Connect!

View my work experience & recommendations

➤ [LinkedIn](#)

Contact me

➤ lorriemeyer.com

