

UX RESEARCH + WEBSITE BLUEPRINT · DUBAI FRANCHISE

EatCookJoy UAE

Full UX Research & Website Blueprint

A complete guide to understanding Dubai's home-chef market, the research questions that must be answered, and every page and component needed to launch eatcookjoy-uae.com.

Dubai · UAE · GCC
MARKET

Launch June 2026
STAGE

Franchise of EatCookJoy US
PLATFORM

UX Research + Site Spec
DOCUMENT

June 2026
PREPARED

18 Sections · 4 Personas · 30+ Research Questions · 15 Website Pages · 12 Trust Signals · 12 KPIs ·

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SECTION 01

Market & Problem Context

Understanding exactly what problem EatCookJoy Dubai is solving, why existing solutions fail, and the size of the opportunity.

CORE INSIGHT

Core insight: Dubai families spend heavily on food — yet remain deeply unsatisfied. Delivery is convenient but cold, impersonal, and unhealthy. Restaurants work for occasions but not daily life. Traditional private chefs feel expensive, unclear, and intimidating. The gap is enormous, and no platform has owned it in the UAE.

Topic	Detail
Market Size	USD 41.1M UAE personal chef market (2024) · USD 61.8M projected by 2030 · 7.3% CAGR (fastest in MEA) · 613 chefs already listed in Dubai · No dominant platform owns this space yet
Dubai Specifics	88% expat population — most miss home cuisine · High villa penetration with equipped kitchens · Ramadan/Eid hosting cycles create demand spikes · WhatsApp is the default booking channel · Arabic + English bilingual required · Halal compliance is baseline, not premium
Price Benchmarks	Urban Company cooks: AED 27–33/hr · EAZ Chef: AED 109/hr entry · Take a Chef Dubai: AED 305–482/person · EatCookJoy UAE target: AED 450–650/session · Avg Talabat family spend: AED 1,200–1,600/mo · ECJ = cheaper than 8 delivery orders/month
Why Existing Options Fail	Delivery: cold, packaged, no ingredient trust · Restaurants: not for daily family meals · Private chefs: opaque pricing, no vetting proof · Catering: minimum spends, generic menus · Full-time house cook: visa/sponsorship complexity
Target Audience Split	88% expat (Indian/Filipino/Levantine/Western) + 12% Emirati · Each community has distinct cuisine needs · High-income households AED 25,000+/mo · Both dual-income professionals and homemakers
Seasonal Demand Peaks	Ramadan: Iftar hosting for 10–30 guests · Eid Al-Fitr: large family celebrations · Eid Al-Adha: meat-heavy feasts · Dubai Shopping Festival (Dec–Jan) · Diwali: South Asian expat community · Corporate year-end: November–December

SECTION 02

Primary User Research

Methods EatCookJoy Dubai must use to gather first-hand insights before and after launch. Cannot be skipped.

INTERVIEW

1-on-1 Customer Interviews

- 12–15 interviews across all 4 personas
- Include Emirati, South Asian, Levantine, Western expat
 - Mix of WhatsApp voice + in-person
 - Ask about food routines, pain points, previous chef experiences
 - Run before design, then again post-launch

INTERVIEW

Chef Discovery Interviews

- 8–10 chefs currently working independently in Dubai
- Include home cooks, restaurant-trained, freelancers
 - Ask: How do you find clients? What do you earn? What's hardest?
 - Explore: pricing clarity, cancellation fear, kitchen uncertainty

USABILITY

Website Prototype Usability Testing

- 5–8 participants per round, 2 rounds
- Task: "Book a chef for next Friday dinner for 6"
 - Record screen + face reactions (Lookback or Maze)
 - Focus on: trust signals, AED pricing clarity, WhatsApp CTA
 - Test Arabic version separately

SURVEY

Quantitative Customer Survey

- Target: 200+ respondents across Dubai demographics
- Distribute via Dubai expat Facebook groups, WhatsApp
 - Measure: monthly food spend, delivery frequency, trust drivers
 - Test: AED price sensitivity (300 vs 450 vs 650/session)
 - Run in English and Arabic

OBSERVATION

Beta Household Observation

- Observe 10–15 beta customers end-to-end: website → post-meal
- Film booking flow, chef arrival, cooking session
 - Run structured debrief interview after the meal
 - Capture NPS, photos, testimonials with consent
 - These become first real social proof assets

ANALYTICS

WhatsApp Community Listening

- Monitor: Dubai Moms, Dubai Expats, JLT/Marina/DIFC groups
- Log every mention of: "looking for a cook", "tired of delivery", "Ramadan catering"
 - Use exact language found → homepage headline copy
 - Identify micro-communities with highest target user density

SECTION 03

Secondary Research

Uses existing data, reports, and published studies to validate primary findings. Faster and cheaper — but cannot replace primary research.

UAE Chef Platform Competitive Audit	Competitive	Platforms to audit: Urban Company, Take a Chef, EAZ Chef, ChefXChange, MiumMium, ChefMaison, Splidu · Audit: booking flow, chef profiles, pricing clarity, halal info, Arabic support · Rate each on trust signals, UX friction, mobile experience (1–5) · Identify: what none of them do well = ECJ's wedge
UAE F&B; & Delivery Market Data	Analytics	Grand View Research: UAE personal chef market sizing · Euromonitor: Dubai F&B; spend per household · Talabat/Deliveroo: published order frequency data · Dubai Municipality: food safety regulations · Bayt.com/LinkedIn: cook salary data in UAE
Digital Sentiment Analysis	Survey	Instagram/TikTok: #DubaiFood #DubaiFoodie #HomeCooking · Reddit r/dubai: food threads, delivery complaints · Google Trends UAE: "private chef Dubai", "home cook Dubai" · SEMrush/Ahrefs: keyword demand · Trustpilot & Google Reviews of competitor platforms
EatCookJoy US Playbook	Competitive	US model: flat per-person pricing from \$29, groceries included · Test: does per-person pricing work in UAE? Or per-session? · Review US testimonials for trust signal patterns · Identify: which US features need UAE cultural localisation · Review US chef onboarding — adapt for UAE visa/freelance licence context
UAE Food Culture & Hospitality	Analytics	Emirati hospitality: the majlis tradition, guest-host dynamics · South Asian: importance of authentic regional cuisines · Levantine: mezze culture, family-style service expectations · Halal: baseline expectation for all food · Ramadan: timing, fasting, iftar service protocols
Dubai Legal & Compliance	Analytics	Dubai Municipality: food handler permits, HACCP training requirements · DED: freelance food service licence requirements · VAT: 5% VAT registration and display requirements · Consumer protection: cancellation policy disclosure requirements

SECTION 04

Tertiary Research

Synthesises existing secondary research — indexes, aggregated reports, academic literature. Establishes credibility and fills knowledge gaps.

Source Type	Key References
Global Platform UX Benchmarks	NN/g: trust patterns in on-demand service marketplaces · Baymard Institute: checkout/booking abandonment research · Think With Google: mobile UX in MENA markets · Airbnb, Uber, Talabat UX patterns as reference
UAE Demographics & Household Data	Dubai Statistics Centre: population and household reports · UAE Central Bank: household expenditure surveys · OECD/IMF: UAE disposable income data · Mastercard SpendingPulse: UAE F&B; category trends
Best-in-Class Service Platform UX	Airbnb: host profile, trust signals, review system · Urban Company: service discovery and booking flow · Care.com: trust vetting display patterns · Superprof: expertise display for professionals · OpenTable: booking confirmation and reminder flows
UAE Food & Lifestyle Media Analysis	What's On Dubai, Timeout Dubai: food feature angles · Khaleej Times, Gulf News: home dining coverage · Dubai Influencer content: food, home, lifestyle TikTok/IG · Identify: language patterns, aspirations, recurring complaints

SECTION 05

User Personas — Dubai

Four primary personas built from the brand brief, market data, and UAE community insights. Every website page must serve at least one of these four people.

PRIMARY PERSONA

Fatima Al-Mansoori

Emirati professional · Dubai Hills · 38 · Married, 3 children

Wants

Authentic Emirati home cooking (machboos, harees, luqaimat) without doing it herself after 10-hour workdays

Fears

Guests judging the food quality. Unknown people in her home. Non-halal ingredients.

Spends

AED 400–800 per session for family gatherings

Books via

WhatsApp recommendation from other Emirati women; chef photo and reviews

Occasions

Ramadan iftar, Eid gatherings, family weekends

PRIMARY PERSONA

Priya Krishnamurthy

Indian expat · JLT · 34 · Dual income, homesick for mum's cooking

Wants

Authentic South/North Indian food that tastes exactly like home — not "Dubai-ified"

Fears

Food that isn't the right regional cuisine. Paying for mediocre. Chef doesn't understand her spice level.

Spends

AED 250–500 for 6-person cook session

Books via

Instagram reels, Facebook Indian expat groups, chef's cuisine origin listed on profile

Occasions

Diwali, birthday dinners, kitty parties, parents visiting from India

SECONDARY PERSONA

Omar Khalil

Lebanese business owner · Business Bay · 45 · Entertains clients at home

Wants

Impressive mezze spreads and grills for 15–20 guests. No restaurant awkwardness. Looks effortless.

Fears

Generic catering food. Messy cleanup. Late arrival. Embarrassing himself in front of clients.

Spends

AED 1,500–3,000 per client dinner event

Books via

Personal referral; direct phone call with the chef; portfolio review

Occasions

Business deals, Ramadan iftar for clients, Sunday family gatherings

SECONDARY PERSONA

Sarah Williams

British expat · Dubai Marina · 29 · Too busy to cook, health-conscious

Wants

Healthy, portion-controlled, clean weekly meal prep — knows exactly what's in her food

Fears

Not knowing ingredients. Deliveroo calories. Spending AED 100/day unconsciously. Gaining weight.

Spends

AED 200–350 weekly for recurring 2-hour cook session

Books via

Instagram aesthetics, chef health certifications, menu ingredient transparency, Google search

Occasions

Weekly subscription — the highest LTV persona

TERTIARY PERSONA Ahmed Hassan Egyptian expat · Mirdif · 42 · Parents, large extended family Occasions Eid celebrations, Friday family lunches (20–30 people), birthdays Need Large-scale home cooking — Egyptian/Levantine — at reasonable group price Blocker Trusts only word-of-mouth. Needs Arabic language support. Price-sensitive.	TERTIARY PERSONA Corporate Lifestyle Manager Western · DIFC · 35 · Manages corporate events and team lunches Occasions Team lunches, client dinners, office celebrations, onboarding events Need Professional, reliable, diverse-cuisine catering in a private office setting Blocker Needs invoicing, dietary variety, confirmed lead times, corporate billing.
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SECTION 06

Research Questions — Customer Side

Specific questions that must be answered through research before and during design. Tagged with why they matter and the best method to answer them.

Trust & Safety

- T1** What single piece of information would make you trust a stranger chef enough to let them into your home? Interview

Why: Trust is the #1 conversion blocker. Determines what proof elements to feature most prominently.

- T2** Have you ever had a bad experience with a home service person? What happened and what would have prevented it? Interview

Why: Real stories of past bad experiences reveal exact trust failures ECJ must address.

- T3** When you see "vetted chef" on a website, what specifically do you think that means? What would make you believe it? Usability

Why: "Vetted" is vague. Need to know what proof (photo ID, certificate, background check) resonates most.

- T4** How do you currently verify if a home service is halal-compliant? What proof would you need from EatCookJoy? Interview

Why: Halal is non-negotiable for Muslim customers. Need specific evidence they require.

- T5** Would you feel more comfortable booking if you could message the chef before they arrive? Survey

Why: Determines if pre-booking chef chat is a trust builder or barrier — directly impacts booking flow design.

- T6** What hygiene or food safety certifications would make you feel confident? Survey

Why: Determines which certificates to display (HACCP, Dubai Municipality, etc.) and how to explain them.

Pricing & Value

- P1** What do you currently spend monthly on food delivery, restaurants, and eating out? Interview

Why: Establishes the true competitive price anchor — ECJ must show it costs less than current spend.

- P2** If a chef cooked 5 dishes for your family of 4 and cleaned up — what's the most you'd pay? What feels like a deal? Survey

Why: Van Westendorp price sensitivity research to set AED pricing tiers for the website.

P3 Does a flat per-session price or per-person price feel more transparent and fair? [Survey](#)

Why: US model uses per-person pricing. UAE market may prefer per-session clarity. Impacts pricing page design.

P4 If groceries were included in the price, does that feel like more value? Or would you prefer to supply groceries yourself? [Interview](#)

Why: Key differentiator in the US model. Must validate it resonates with UAE customers.

P5 Would you subscribe to a weekly chef session if the price were 15–20% lower? What's the max weekly commitment? [Survey](#)

Why: Sarah's weekly subscription is the highest LTV use case. Need to validate subscription willingness.

Booking Behaviour

B1 Walk me through the last time you booked any home service. What was easy? What was frustrating? [Interview](#)

Why: Reveals booking flow mental models and friction tolerances unique to the UAE market.

B2 Would you prefer to book through WhatsApp, a website form, or an app? [Survey](#)

Why: WhatsApp is the dominant booking channel in UAE. Design must meet users where they already are.

B3 How far in advance would you typically book a chef for: weeknight meal / weekend party / Ramadan iftar? [Survey](#)

Why: Determines availability windows and urgency messaging needed on the booking page.

B4 What would make you abandon a booking halfway? What would make you confident enough to complete it? [Usability](#)

Why: Identifies exact drop-off triggers in the booking flow to fix.

B5 Is Apple Pay/tap-to-pay how you'd expect to pay? Or do you prefer card, bank transfer, or cash? [Survey](#)

Why: Payment method preferences in UAE differ from US. Wrong payment options = abandoned bookings.

Cultural & Cuisine

C1 When you think of "home cooking", what 3 dishes come to mind first? What makes them feel like home? [Interview](#)

Why: Reveals exact cuisine expectations by persona — informs menu categories, chef recruitment, and content.

C2 Have you ever been disappointed by a restaurant claiming to serve your home cuisine? What was wrong?

Interview

Why: Identifies the authenticity gap ECJ must close and the language to signal genuine cultural competence.

C3 How important is it that the chef is from the same cultural background as the cuisine?

Survey

Why: Informs chef-matching algorithm logic and how cultural background should be displayed on profiles.

C4 Do you have family members with dietary restrictions? How do you handle this when ordering food?

Survey

Why: Determines how prominently dietary customisation must appear in booking flow and chef profile.

SECTION 07

Research Questions — Chef Side

Understanding what chefs want from a platform and what would make them trust EatCookJoy enough to join.

Supply & Earnings

- CH
1

How do you currently find clients in Dubai? How much of your time is spent on marketing vs. cooking?

Interview

Why: Reveals acquisition pain — the core problem ECJ solves for chefs.

- CH
2

What do you earn per month from private cooking? What would you need to earn to make ECJ your primary income?

Interview

Why: Determines minimum viable pay rate and financial model for chef onboarding.

- CH
3

What are your biggest fears about joining a platform? What has stopped you from joining one before?

Interview

Why: Uncovers onboarding barriers and trust gaps on the supply side.

- CH
4

How do you handle: last-minute cancellations, no-shows, customer dissatisfaction?

Interview

Why: Defines cancellation policy and dispute resolution design requirements.

Platform Expectations

- CP
1

What equipment do you typically find in UAE home kitchens? What have you been surprised to find missing?

Interview

Why: Informs the equipment checklist in the booking flow — avoids session failures.

- CP
2

What would a good chef profile look like to you? What would you want customers to know about you?

Interview

Why: Shapes the chef profile page design — built around what chefs want to communicate.

- CP
3

Would you prefer to be paid per session, weekly, or monthly? What payment method works for you?

Interview

Why: Determines chef payment cadence and method — visa card, bank transfer, cash preferences.

SECTION 09

UAE-Specific UX Requirements

Design requirements unique to the UAE context that differ from Western or US product assumptions.

Requirement	Specification
Arabic Language Support	Full RTL Arabic version at launch · Toggle in nav bar (not buried in settings) · Professional translation — not Google Translate · Emirati colloquial Arabic preferred over formal · All prices in AED on every page
WhatsApp Integration	WhatsApp CTA on every page above the fold · Click-to-WhatsApp opens pre-filled message · WhatsApp booking confirmation and reminders · Chef pre-session intro via WhatsApp · Post-session review request via WhatsApp
Halal Visibility	Halal badge above the fold on homepage · Per-chef halal sourcing badge on profile · Platform-level halal policy page · Ingredient sourcing transparency (Waitrose, Carrefour, Spinney's) · Prominent on booking confirmation
AED Pricing Clarity	All prices in AED — never USD · No ambiguous "from" pricing without a clear range · VAT clearly stated (5%) · Inclusive pricing (groceries, cleanup) stated upfront · Price comparison vs. Talabat delivery visible
Mobile-First Experience	Dubai users overwhelmingly on mobile (iOS/iPhone dominant) · Touch-friendly booking flow · Apple Pay as primary payment method · Fast load time: target < 2.5 sec on UAE 4G/5G · No heavy animations that slow mobile
Trust Architecture	ID verification badge prominent on all chef cards · Dubai Municipality / HACCP certification displayed · DED licence number in footer · Real customer names + community (Fatima from Dubai Hills) · No stock photography — real chefs only
Cultural Sensitivity	Ramadan mode: adjusted imagery and messaging October–March · Gender-appropriate imagery for conservative households · No pork or alcohol references in any content · Respect for prayer times in scheduling · Emirati cultural norms reflected in content
Payment Methods	Apple Pay / Google Pay (primary) · Card on file · Tabby BNPL (buy now pay later — growing fast in UAE) · Bank transfer for corporate clients · Cash on arrival option (high demand in UAE)

SECTION 10

Core Booking User Flow

The 10-step customer journey from first touch to post-session rebooking. Each step must be frictionless and trust-reinforcing.

1	Discovery	Customer finds EatCookJoy UAE via Google search, Instagram, WhatsApp recommendation, or word of mouth.	SEO · Social ads · WhatsApp referral · Google Maps
2	Homepage — First Impression	Lands on homepage. Must answer in the first viewport: What is this? Is it halal? How much? Is Dubai covered?	AED pricing above fold · Area coverage clear · Chef photos prominent · Halal badge
3	Browse — Chef & Cuisine Discovery	Filters by cuisine type (Emirati, Indian, Levantine) or area (JLT, Marina). Views chef profiles.	Cuisine filter · Area filter · Rating filter · Chef video intro · Sample menu preview
4	Chef Profile — Deep Trust Building	Full chef profile: background, training, certificates, reviews. This is the trust conversion moment.	ID verified badge · Food safety certificate · Sample dishes gallery · Verified reviews · WhatsApp chat
5	Booking Initiation	Clicks "Book [Chef Name]" — enters date, time, area, guest count, cuisine, dietary needs.	Date picker · Guest count · Cuisine selection · Allergy notes · WhatsApp alternative
6	Pricing Confirmation	Clear AED breakdown: session price + groceries + add-ons. Zero hidden fees. VAT clearly stated.	AED total clear · What's included · Cancellation terms · VAT note
7	Payment	Apple Pay, card, or Tabby BNPL. Confirmation via WhatsApp and email in Arabic and English.	Apple Pay · Card on file · Tabby BNPL · WhatsApp confirmation
8	Pre-Session Preparation	Chef WhatsApp message 24h before: introduces themselves, confirms address, asks final questions.	Chef intro message · Address confirmation · Final menu confirmation
9	Session — Chef Cooks in Home	Chef arrives, cooks 3–5 dishes, serves or packs, cleans the kitchen.	Fresh groceries sourced · Cooked live in home · Cleanup included
10	Post-Session — Review & Rebook	WhatsApp follow-up within 2h: request review, offer 10% rebook discount for next session.	Review request · Rebook offer · Subscription nudge · Referral incentive

SECTION 11

Trust Architecture — 12 Signals

Trust is the product in a home chef marketplace. Every element of the website must reduce the fear of letting a stranger cook in your home.

Identity Verified	Emirates ID or passport verification. Displayed as a badge on every chef profile. Not optional.
Halal Certified	All chefs sign a halal sourcing commitment. Platform-level halal statement + per-chef badge. Non-negotiable for UAE launch.
Food Safety Trained	Dubai Municipality food handler permit + HACCP awareness training. Certificate displayed on chef profile with date issued.
Verified Reviews	Only customers who completed a booking can leave a review. Stars + written review + photo. Fake reviews not possible.
Secure Payment	Payment held by ECJ, released to chef 24h after session completion. Full refund if chef doesn't arrive.
Real Support	WhatsApp support number visible on every page. Responds within 2h. Not a chatbot. A real person in Dubai.
DED Licensed	EatCookJoy UAE is DED-registered. Licence number in website footer. Communicates this is a legitimate Dubai business.
Real Chef Photos & Videos	Professional photography of actual ECJ chefs in action. No stock photos. Video intros where possible.
Grocery Transparency	Chef sources from known UAE supermarkets (Waitrose, Carrefour, Spinney's). Receipts available on request.
Clear Cancellation	Free cancellation up to 48h before. 50% refund within 24h. Full refund if chef cancels. Plain language.
Chef Insurance	All chefs carry public liability insurance. Stated clearly. Resolution process for kitchen damage.
Real Customer Stories	Named testimonials with photos from real UAE customers: Fatima from Dubai Hills, Priya from JLT.

SECTION 12

Complete Website Pages List

Every page that must exist on eatcookjoy-uae.com. Organised by launch priority.

MUST HAVE — Day One Launch

Homepage	The trust-building, value-explaining, CTA-driving entry point. Answers: What is this? Is it halal? How much? Is my area covered? How do I book? <i>Hero + trust bar + how it works + cuisine categories + featured chefs + pricing + testimonials + FAQ + footer</i>
Chef Profiles — Browse	Where customers discover and shortlist chefs. Filterable by cuisine, area, price range, availability. <i>Filter bar + chef cards + trust micro-badges + availability indicator + sort options</i>
Individual Chef Profile	The trust-conversion page. A customer who reads this page fully is 80% converted. <i>Large photo + video + trust badges + biography + cuisine speciality + sample menus + food gallery + verified reviews + availability + sticky CTA</i>
Booking Flow (Multi-Step)	The conversion flow. Max 4 steps. Trust signals visible throughout. Progress indicator always shown. <i>Step 1: Date/Time/Guests/Area · Step 2: Cuisine/Dietary · Step 3: Price confirmation · Step 4: Payment</i>
Pricing Page	Removes price ambiguity before the customer starts a booking. Comparison vs. Talabat monthly spend. <i>Session price tiers + what's included + comparison table + FAQ + CTA</i>
About / Trust Page	Explains who EatCookJoy UAE is, how chefs are vetted, DED licence, halal commitment. <i>Brand story + vetting process + DED number + team photos + media coverage</i>
FAQ Page	Answers every pre-purchase objection in full. Reduces WhatsApp volume for support team. <i>25–30 questions covering trust, pricing, halal, areas, cancellation, payments</i>
Chef Application	The supply-side acquisition page. Converts Dubai chefs into ECJ applicants. <i>Benefits + earnings estimate + vetting process + application form</i>

SHOULD HAVE — Within 30 Days

Pricing Page (Detailed)	Full breakdown by occasion type and group size
Service Areas / Map	Interactive Dubai map with covered zones. "Not in my area" waitlist for Abu Dhabi/Sharjah
Occasions Landing Pages	Ramadan Iftar · Weekly Meal Prep · Birthday Dinner · Emirati Home Cooking · Indian Chef Dubai · Corporate Chef
Blog / Recipes	Chef-authored recipes, customer stories, seasonal content. Each ends with "Book a Chef" CTA

COULD HAVE — Within 90 Days

Customer Dashboard	Upcoming bookings, saved chefs, past orders, dietary preferences saved, referral link
Chef Dashboard	Bookings, earnings, profile editing, reviews, accept/decline requests
Gift Vouchers	AED 400/600/1,000 digital vouchers. Corporate gifting. Personalised WhatsApp/email delivery

SECTION 13

Home Page — Detailed Component Spec

Exact content requirements and UX rationale for each section of the homepage, in order top to bottom.

CRITICAL CONSTRAINT
Critical constraint: The homepage must answer 4 questions in the first viewport (before any scroll): (1) What is this? (2) Is it halal? (3) How much? (4) Is Dubai covered? Failure to answer all four = high bounce rate from target customers.

Section	Purpose	Key Content	Trust Signal
Nav Bar	Orient and navigate	Logo How It Works Chefs Pricing Areas Book a Chef AR/EN toggle	WhatsApp icon in nav
Hero Section	Communicate the core offer instantly	"A vetted chef cooks fresh in your Dubai home." Groceries included. Kitchen left spotless. Halal-friendly. AED [X] per session. CTA: Book Your Chef / WhatsApp Us	Halal badge + area badge + chef photo
Trust Bar	Address top 6 fears above the fold	Vetted Chefs · Halal Certified · Transparent AED Pricing · Groceries Included · Kitchen Cleaned · WhatsApp Booking	Every item is a trust signal
Cuisine Categories	Show cultural relevance immediately	Emirati South Asian Levantine Healthy/Keto Continental Filipino — each with icon and "X chefs"	Signals cultural fluency
How It Works	Remove the mental model barrier	4 steps: Choose Your Chef → Tell Us Your Menu → Chef Arrives with Groceries → Enjoy Fresh Food at Home	Simplicity = trust
Featured Chefs	Build human connection to the product	3–4 real chefs: large photo, name, cuisine, area, star rating, sessions count, "View Profile"	Real faces = trust
Price Section	Remove price ambiguity	"From AED [X] per session, all-inclusive. Groceries, cooking, and cleanup — included." Price comparison vs. catering and Talabat monthly	Transparency = trust
Customer Stories	Social proof from real UAE customers	3 testimonials: Fatima from Dubai Hills, Priya from JLT, Sarah from Marina. Name + photo + quote + occasion	Strongest trust signal on page
Occasions	Match intent — show use cases	Icons/cards for: Ramadan Iftar, Weekly Meal Prep, Birthday Dinner, Family Gathering, Corporate Event, Date Night	Relevance = conversion
FAQ Snippet	Overcome top objections before support contact	5 most common questions collapsed. "See all FAQs" link. WhatsApp CTA below.	Answers = confidence

Footer	Navigation, legal, and final CTA	Links, WhatsApp number, email, DED licence, VAT, Privacy Policy, Terms, Arabic toggle	<i>DED number = legitimacy</i>
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SECTION 17

Success Metrics & KPIs

How to measure whether the website and UX are working. Must be tracked from day one with GA4, WhatsApp tracking, and booking data.

Metric	What It Measures	30-Day Target	90-Day Target
Waitlist sign-ups	Pre-launch demand signal	500 sign-ups	1,500 sign-ups
Confirmed bookings	Core business metric	50 bookings	150 bookings
Homepage → Chef Browse CTR	Hero section effectiveness	> 35%	> 45%
Chef Profile → Booking Start rate	Trust architecture effectiveness	> 12%	> 18%
Booking completion rate	Booking flow friction level	> 55%	> 68%
WhatsApp CTA clicks	WhatsApp as conversion channel	> 80 clicks/week	> 200 clicks/week
Post-session NPS	Customer satisfaction	> 70	> 75
Rebooking rate	Product-market fit signal	> 30%	> 45%
Average session value (AED)	Revenue per booking	AED 500	AED 580
Page load time (mobile)	Technical UX — UAE 4G/5G	< 2.5 sec	< 2.0 sec
Arabic session %	Arabic audience reach	> 20%	> 30%
Chef applications	Supply side growth	25 applicants	60 applicants

SECTION 18

Research Methods Timeline

When to run each research method in relation to the June 2026 launch. Research must inform design, not follow it.

Timing	Research Activity	Output	Priority
Now (Pre-Design)	8–10 customer discovery interviews + 5 chef interviews	Persona validation, copy language, trust signal priorities	Critical
Now	Competitor UX audit (8 platforms)	Competitive positioning, differentiation strategy	Critical
Now	WhatsApp community listening (2 weeks)	Real customer language for homepage copy	Critical
Pre-Launch -4 weeks	200+ person UAE customer survey	Price sensitivity data, payment preference, cuisine ranking	High
Pre-Launch -2 weeks	Usability testing on homepage + booking flow prototype (8 participants)	Booking flow fixes before launch, trust signal optimisation	Critical
Launch Week	10–15 beta household observations	Real testimonials, product iteration, social proof content	Critical
30 Days Post-Launch	Post-session NPS + debrief interviews (20 customers)	Product iteration priorities, rebooking barrier identification	High
60 Days Post-Launch	Analytics review: funnel drop-offs, booking completion analysis	Booking flow optimisation, homepage A/B test hypotheses	High
90 Days Post-Launch	Second round usability testing (Arabic version + mobile)	Arabic UX improvements, mobile booking flow optimisation	Medium
Pre-Ramadan (annually)	Ramadan-specific customer interviews (Emirati + Levantine personas)	Seasonal product and UX adjustments for Ramadan demand spike	High

FINAL PRINCIPLE

Final principle: The most important single research investment before design begins is 10 in-depth interviews with Dubai-based target customers. The exact words they use to describe their food frustrations are the words that should appear on the homepage. Research is not a phase — it is an ongoing discipline that continues after launch.