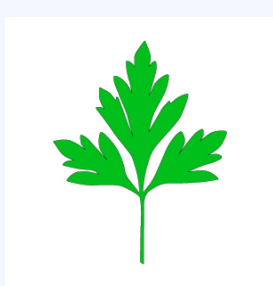


EARNEST HERBIST

learn new exciting ways to make dinner
more delicious just by adding herbs



helping people do what
they already want to do

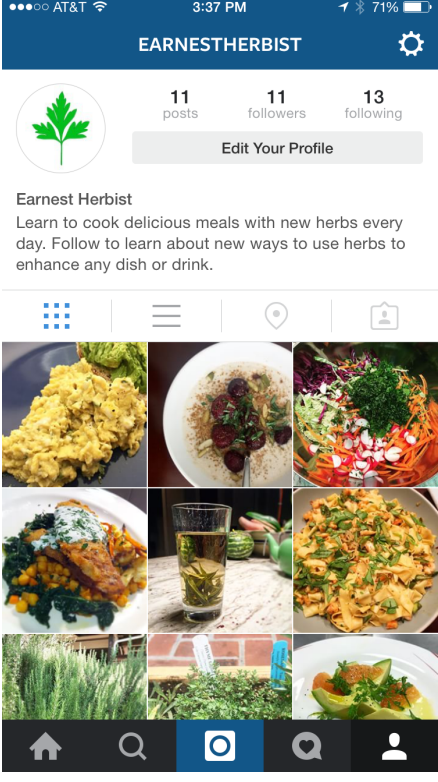
Most people are nervous to experiment in the kitchen; they are afraid of ingredients they've never used before and generally stick to what they know. But **people want their food to taste better**, they just don't know any simple methods to do that. That's where herbs come in.

create a tiny habit

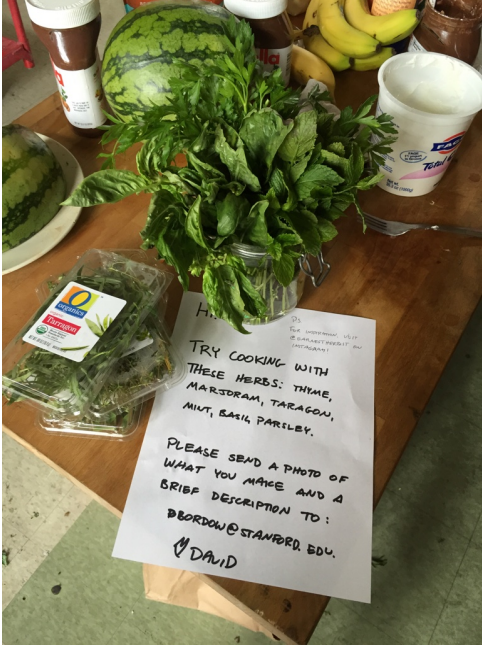
Herbs add dimension and flavor to any dish. **Adding herbs to food is incredibly easy and simple**. Earnest Herbist's goal is to get people in the habit of adding herbs.

simplify

Earnest Herbist is a **tool** and **resource** that helps people succeed adopting this habit. It began on Twitter & Instagram: @earnestherbist.



Earnest Herbist prototyped **scaled back, tinier** versions to affect behavior change by stocking kitchens with easy to incorporate herbs.



Earnestherbist.com launched to try and simplify further by providing delivery of three fresh herbs to peoples' doors each week. The goal here is to **train** people to pick herbs and to give them confidence to experiment with them.

earnestherbist.com

Become a fresh herb expert!
Hi, I'm David Bordow, an ex-chef and current graduate student in Stanford's Master's Design Program. I want you to feel great about the delicious meals you cook. Here's how:
Herbs will make any dish taste better and round out the flavors in a meal. Sourcing and using herbs might seem challenging but I promise it's not as scary as you might think. Sign up to receive three different herbs a week and learn new exciting ways to incorporate them into your meals.

* Required

What's your name? *

What's your email address? *

Pick the option(s) that interest you the most: *

☐ Receive 3 herbs a week

☐ Enjoy weekly herb inspirations

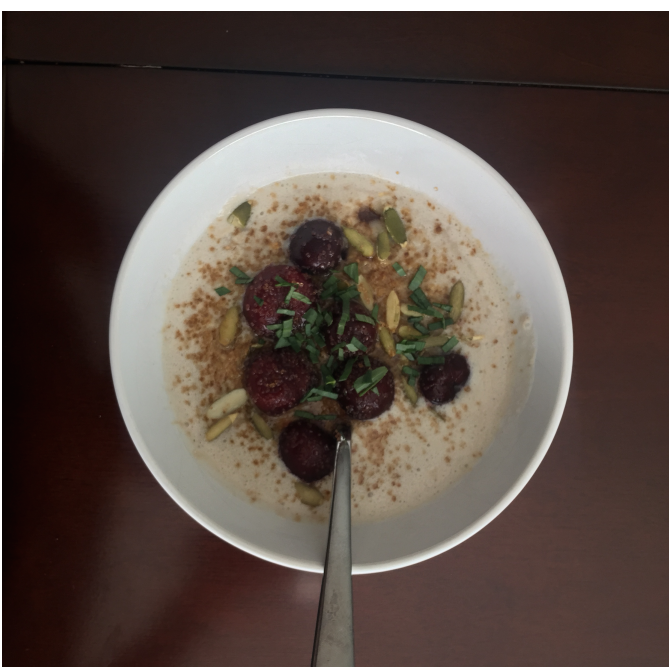
☐ Send herbs to a friend

Any questions or comments?

24 people have opted in, electing to receive three herbs a week to experiment with every week.

success flow

The best part about herbs is that you can pretty much add any herb to anything and it will be delicious. Those that trying out this behavior once will **feel successful after the first attempt** and will convert the experiment to a habit. (Green Dot to Green Path)



Recipients of the herbs immediately started texting me photos of how they were using them, simply chopping them and adding them in to dishes like roasted cauliflower and sweet potatoes with marjoram (left) and oatmeal with tarragon, cherries and pumpkin seeds (right).

habit formed

Earnest Herbist will continue to grow it's presence across Twitter and Instagram and inspire home cooks to simply experiment with new flavors and tastes. Herb deliveries will also begin in late June to those that opted in to receiving three a week.