

CS 147 Assignment 4



Concept Video

Group 1
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ROAD MAP

- I. Introduction
- II. Project Name & Value Proposition
- III. Problem & Solution Overview
- IV. Market Research
- V. Design Values & Ethics
- VI. UI Tasks
- VII. Storyboard & Concept Video!

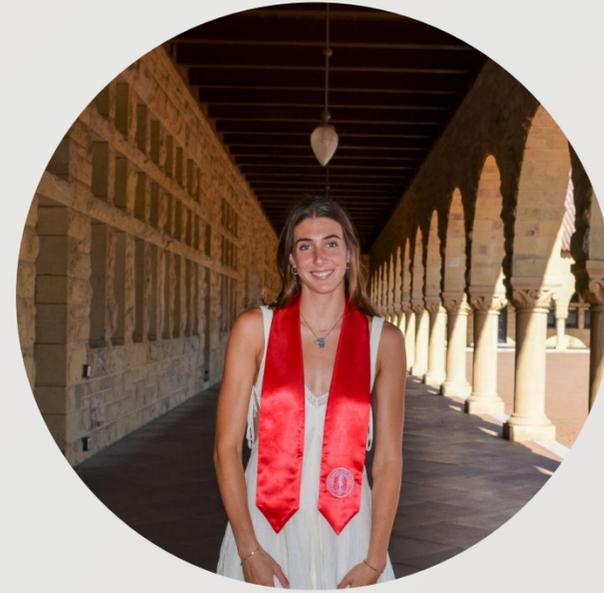




Graham
'25
Indiana



Ashley
'26
Georgia



Maya
'24 & '25
California



Emma
'25
Virginia

ABOUT US



PLATED

Why Plated?

“Plated”, along with 5 of our other top choices, was tested and approved by over 25 people within our young adult/amateur chef target audience. Chosen for its simplicity, youth, and directness, “Plated” was the undisputed favorite.

Value Proposition:

Discover and share recipes from local chefs, friends, and family effortlessly based on your current pantry.
Gain the technical skills to be self-expressive and independent in the kitchen.





Problem & Solution

Primary User:

We aim to help amateur chefs learn how to cook and enjoy the process.

Problem:

Many amateur chefs feel like cooking is a chore that always takes longer than expected and has no room for creativity.

Solution:

Plated presents the user with a curated selection of recipes from other users that align with the users' preferences and current ingredient inventory. Plated also incorporates an in-app chef helper, chef su, who can answer any common cooking questions during the process. With this solution, the plated team hopes to make the cooking experience more exciting and less tedious for amateur cooks through shared discovery and collaboration with chefs of all abilities.



Market Research



Hello Fresh

a meal kit service that delivers exact ingredients and instructions for a recipe



Works:

- use fresh ingredients from local farmers
- users don't need to go grocery shopping
- instructions are included and measurements are taken care of

Doesn't work:

- not environmentally friendly to ship food regularly
- can only choose meals for 2 or 4 people
- very expensive when using continuously

Takeaways:

- having another company prepare the meal greatly decreases flexibility
- the slight increase in ease costs a lot to maintain



Implications

Our solution would provide **complete flexibility** while **decreasing cost** because the user would just pay for groceries, not the app's services.



Cookee

calendar-based meal planner with pantry tracker and live cooking sessions (Hi-Fi prototype from CS 147 2022)



Works:

- voice-to-text pantry input
- engaging with cooking community through sessions
- can plan out meals far in advance

Doesn't work:

- cooking sessions aren't recorded (user busy during session, chef goes too fast, etc.)
- requires user subscription for live sessions so chefs get paid?

Takeaways:

- live activities require much more effort for users to participate
- freelance services (live cooking sessions) require compensation, resulting in user subscriptions



Implications

We still want to cultivate engagement from the cooking community, but on everyone's **own time.**



Mealime

customizable grocery planning and recipe finding



Works:

- user friendly design
- over 200 personalization options for a meal plan
- generates shopping list based on chosen recipes to reduce time

Doesn't work:

- doesn't track what ingredients users already have
- no cooking guidance to develop skills
- can only slightly customize recipes

Takeaways:

- not keeping track of current food can cause wasteful grocery shopping
- users are given the recipe, but amateur chefs don't get the extra guidance they need



Implications

We want our users to have a **one-stop-shop** to know what food they have, what they need, how exactly to put it all together, and how to make it unique.



Supercook

recipe search engine filtered by already owned ingredients



Works:

- reduces waste
- input ingredients to virtual pantry easily through voice dictation
- goes through 100s of websites to find recipes

Doesn't work:

- no features to avoid allergies and limited filtering for diets
- can't save recipes
- have to access the recipe through recipe website, not app
- free, but ad heavy

Takeaways:

- allergies and diets need to be easily and reliably accounted for
- accessing recipes through web usually means unsatisfying UI experience



Implications

Our solution would heavily prioritize allergies and dietary restrictions, to provide a **stress-free** cooking experience.



Competitor Comparison:

	Plated				
Price	✓	✗	✗	✓	✓
Ease of use	✓	✓	✗	✓	✓
Quality	✓	✓	✓	✗	✗
# of features	✓	✗	✓	✗	✗
Waste	✓	✗	✓	✗	✓



Design Values & Ethics Discussion



Stakeholders

direct



amatuer cooks



online foodies



**skilled chefs who
like to post**



**user's
family/people
they cook for**

indirect

Values

Flexibility

You choose the experience: exact meals, if you post or just swipe, frequency, priorities.

Creativity

Get inspiration through supportive collaboration between users.

Food Safety

Make sure allergies, diets, and food health regulations are always undisputedly accounted for.

Organization

Keeping track of everything for the user to maximize efficiency and minimize cost.

Cultural Inclusion

Fair and accurate representation of cultural food and recipes.

Sustainability

Prioritizing recipes that are in season and cutting environmental impact of shipping.



Ethical Implications

Sensitivity vs Creativity

Food is very personal, so we must prioritize how users interact with each other and their recipes through **effective moderation** of the platform.

In order to not stifle creativity, users can still publicly comment on recipes, but we may block people from posting ubiquitously malicious words and allow users to report insensitive content.



Sustainability vs Flexibility

We must balance cooking and sourcing while still giving users flexibility on their food choices. It is key to not overlook stakeholders such as local farmers, who would benefit from sustainable practices, and highly budgeted users, who may not have the means to buy sustainably.

We may suggest **sustainable, local, in-season** grocery options and shopping at zero-waste stores. However, we will also provide **budget friendly options** as well to include both categories of stakeholders.



UI Tasks



Simple:

- **Swiping through plated recipes**
- **Saving a recipe**

Moderate :

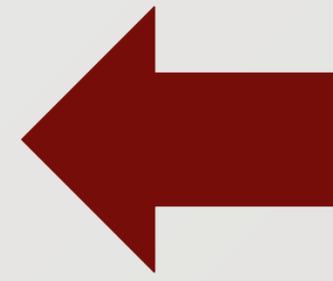
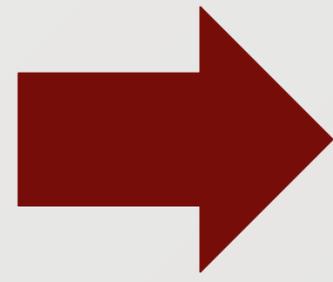
- **Storing eating/dietary preferences**
- **Dictating or taking a picture of ingredients you have in your kitchen**

Complex:

- **Uploading the photo of your plated recipe**
- **Searching for recipes that use similar ingredients across all of them**



UI Tasks

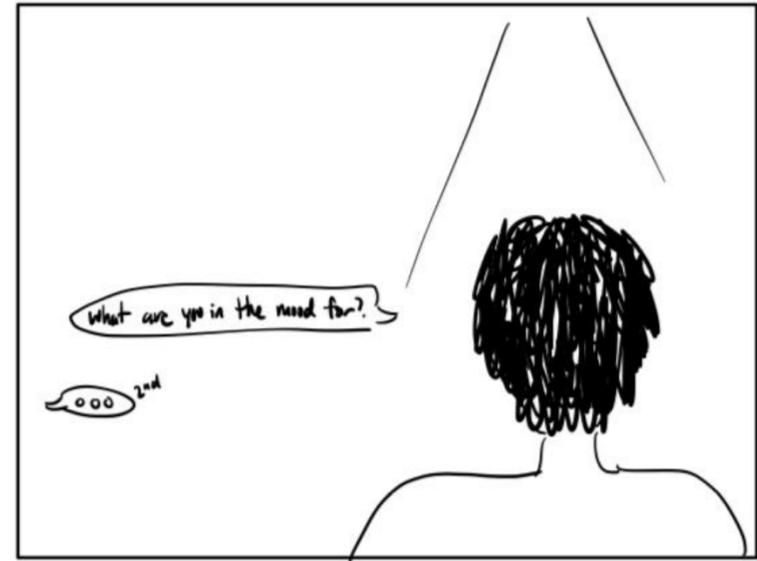
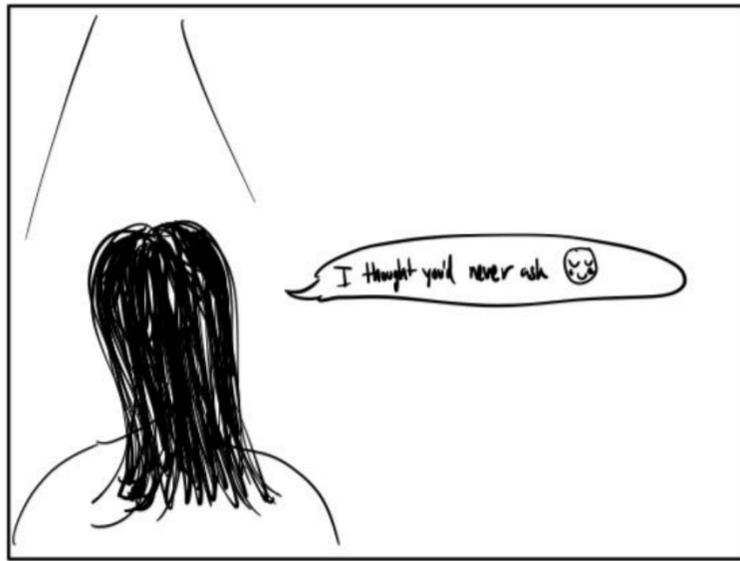
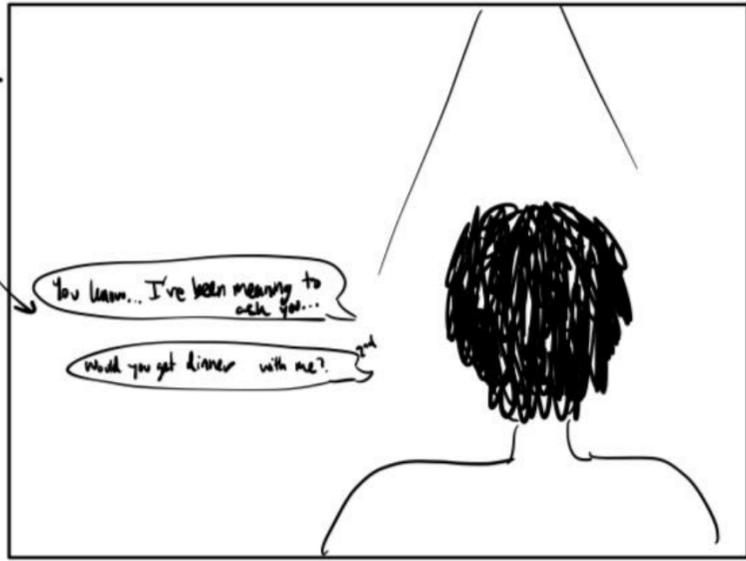




Concept Video Storyboards

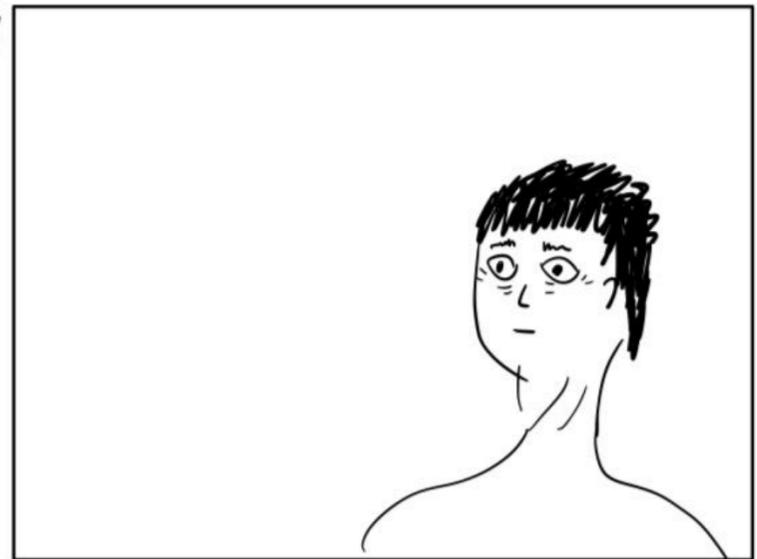
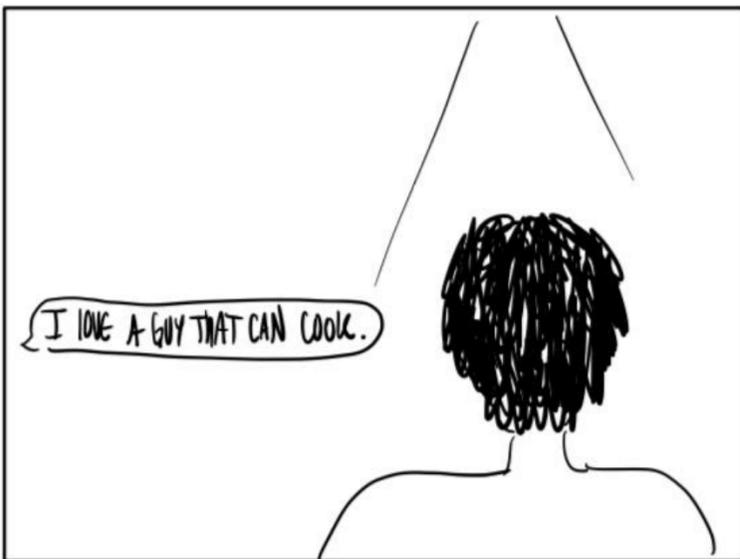
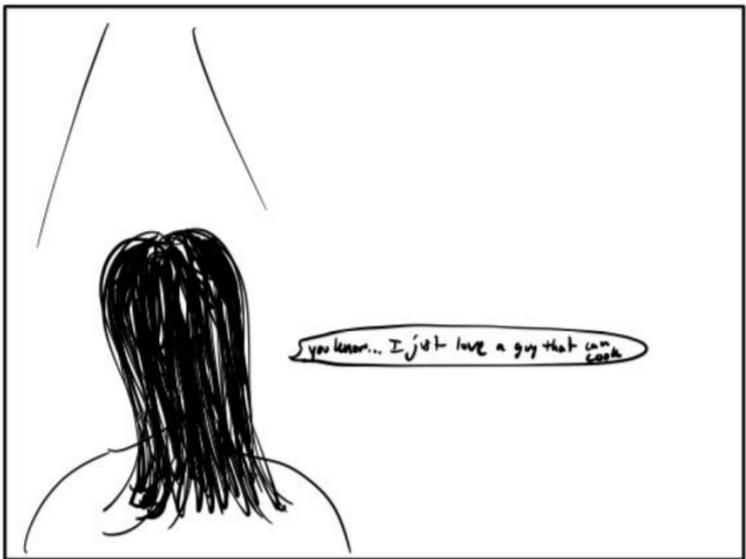


may be add some more lead up

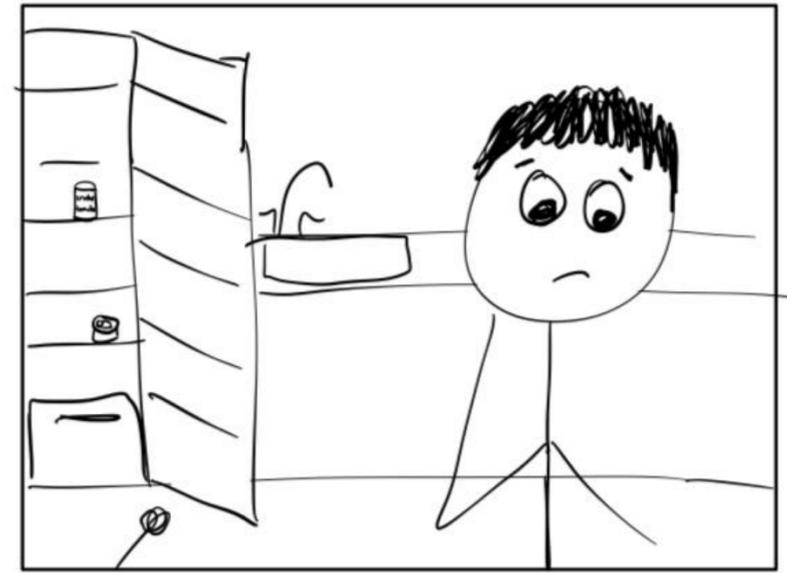


- these scenes shouldn't take too long (just intro)
 - romantic, piano-y, loungey music with typing sounds

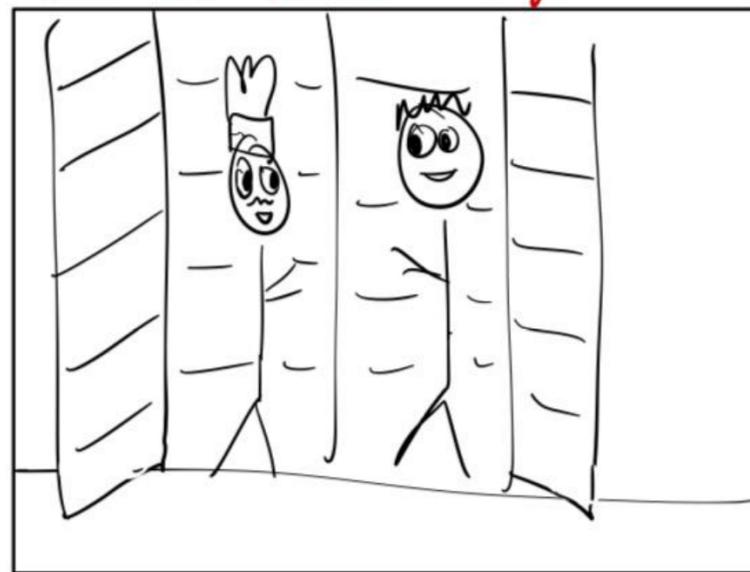
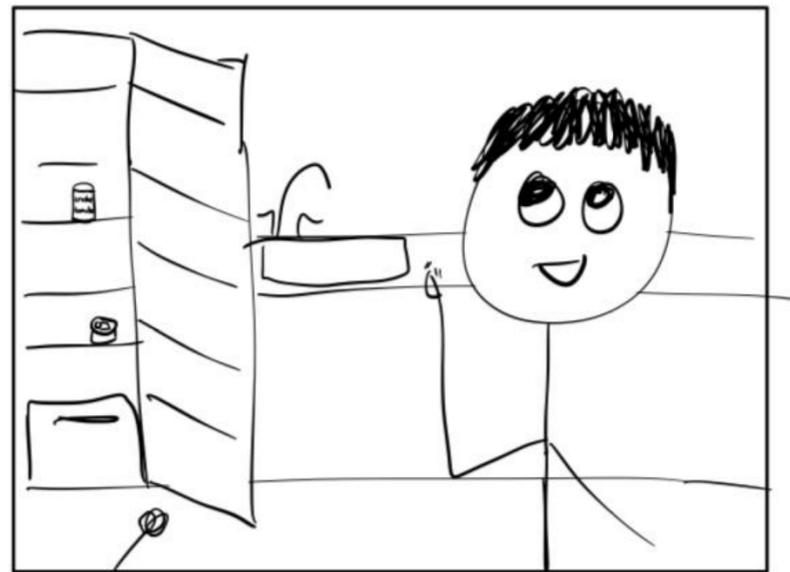
music screeches to halt



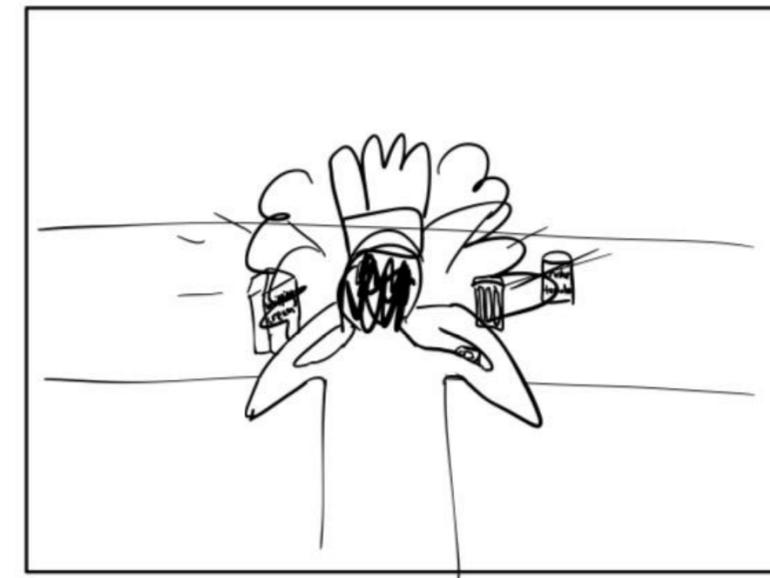
brighter, not romantic lighting

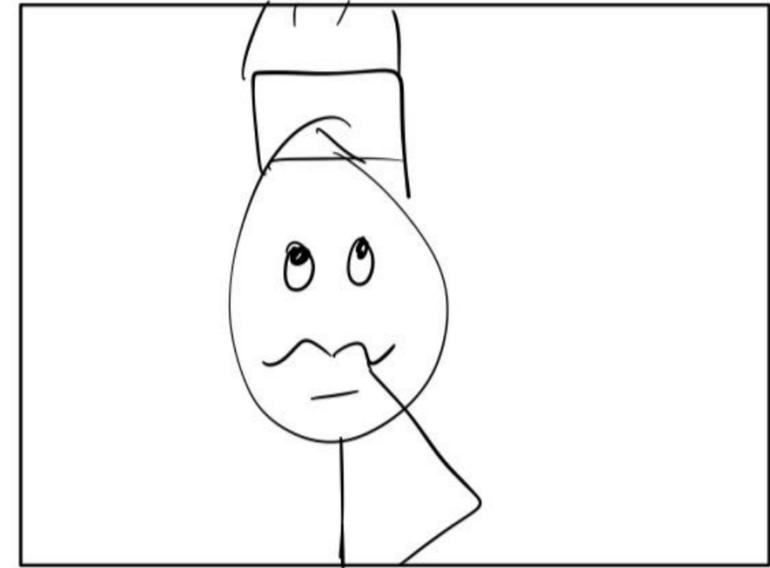
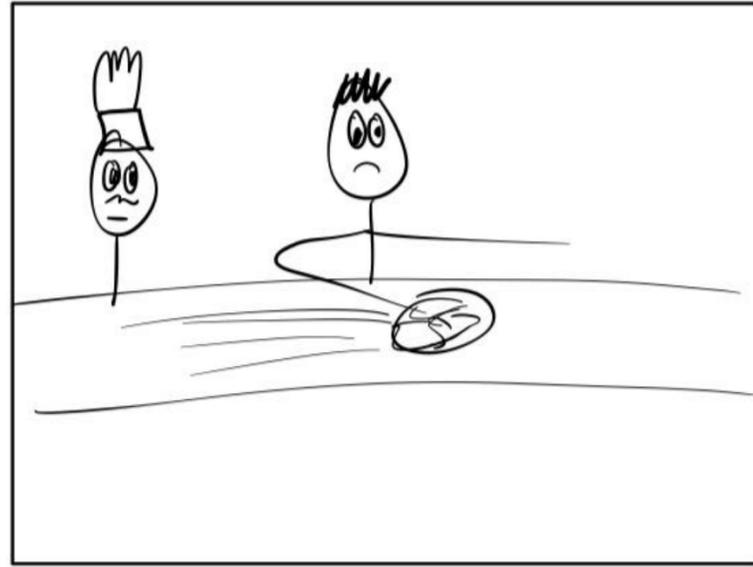
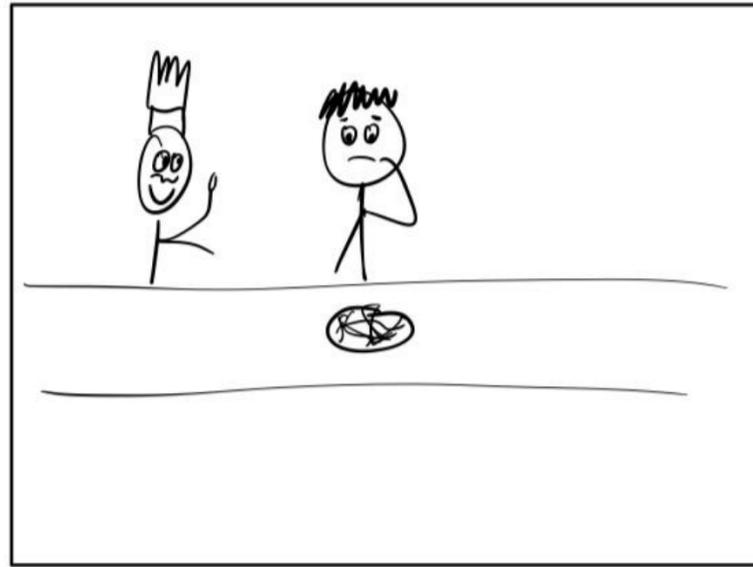


* moderate
task: boy showing chef
all his current ingredients



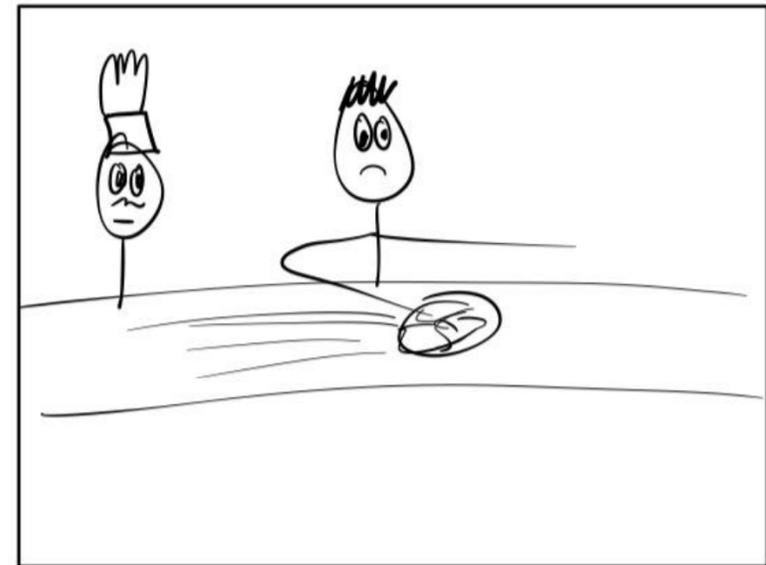
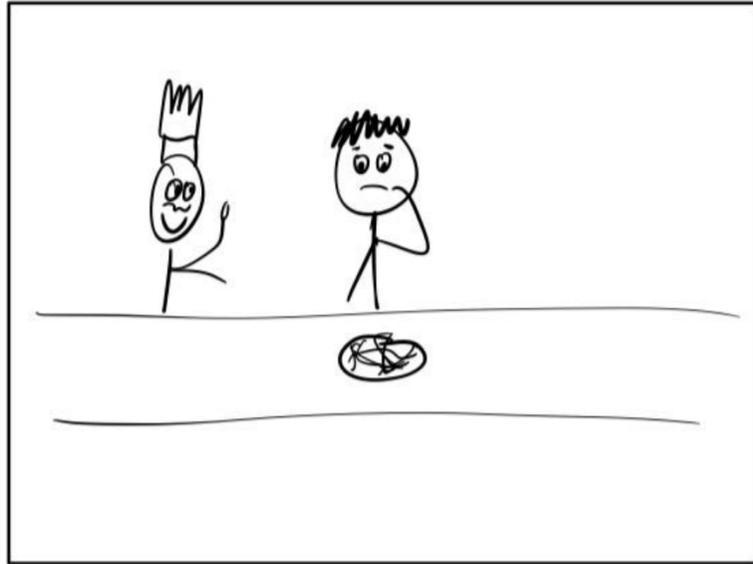
chef cooking their 1st
recipe suggestion



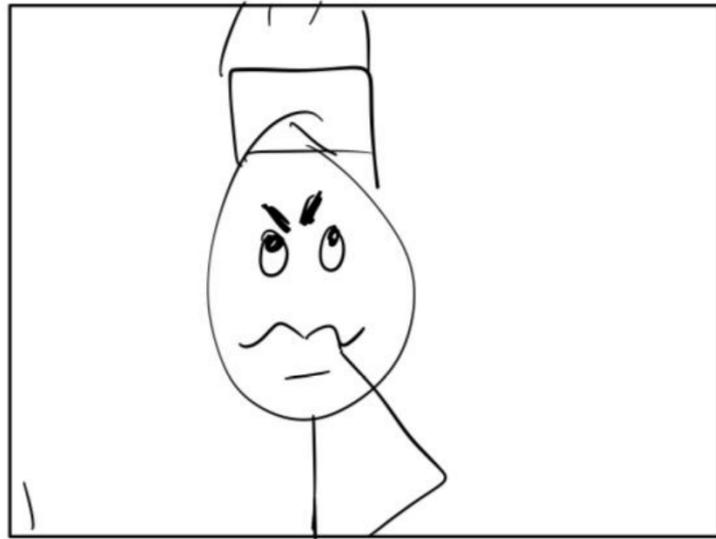


* simple task: swiping through recipes

twisting mustache + thinking



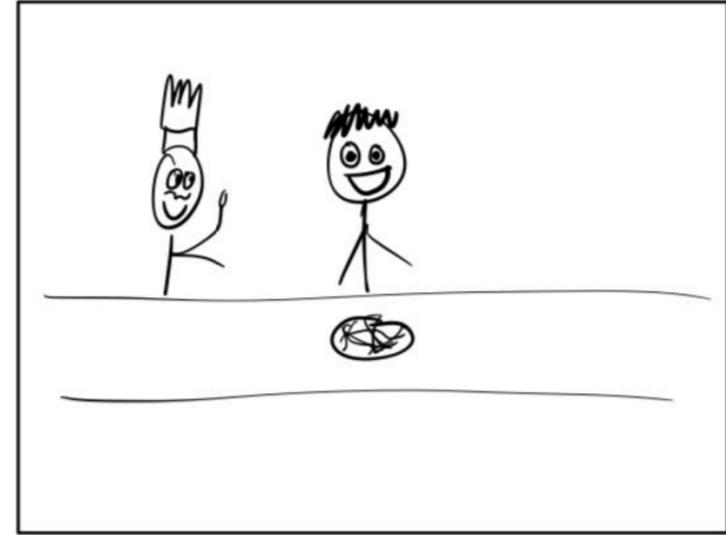
swipe off counter



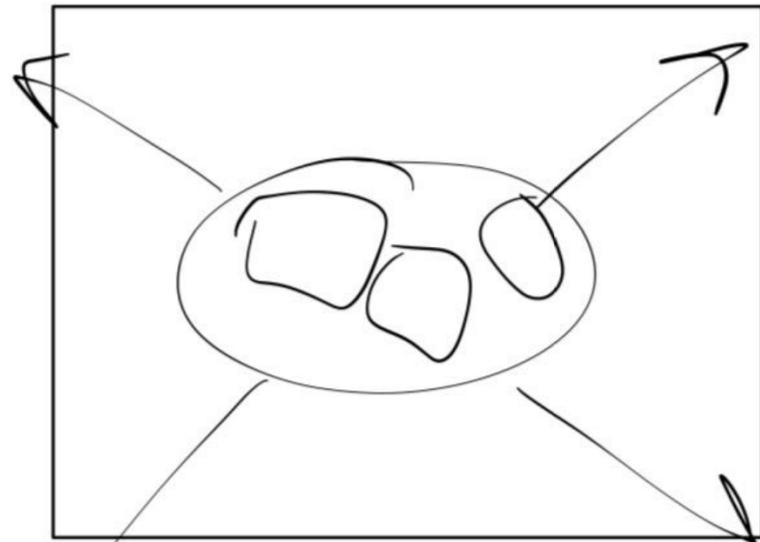
wistful mustache + thinking
little frustrated



(below looking up)
from food's perspective



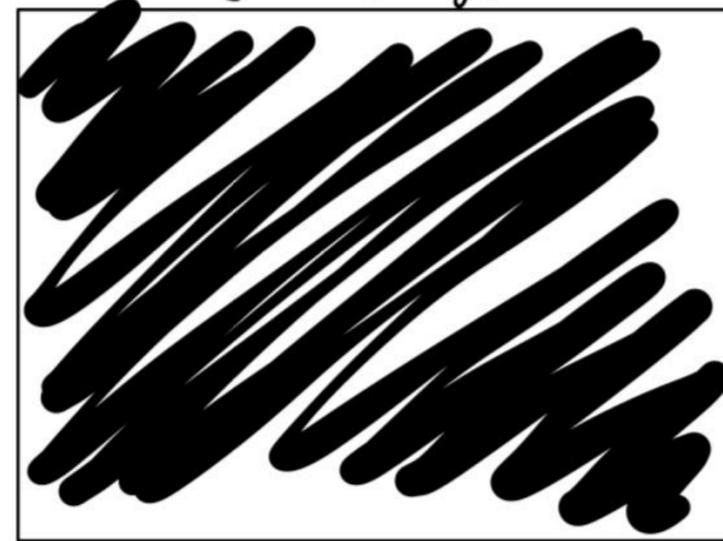
showing
(time passing) fade

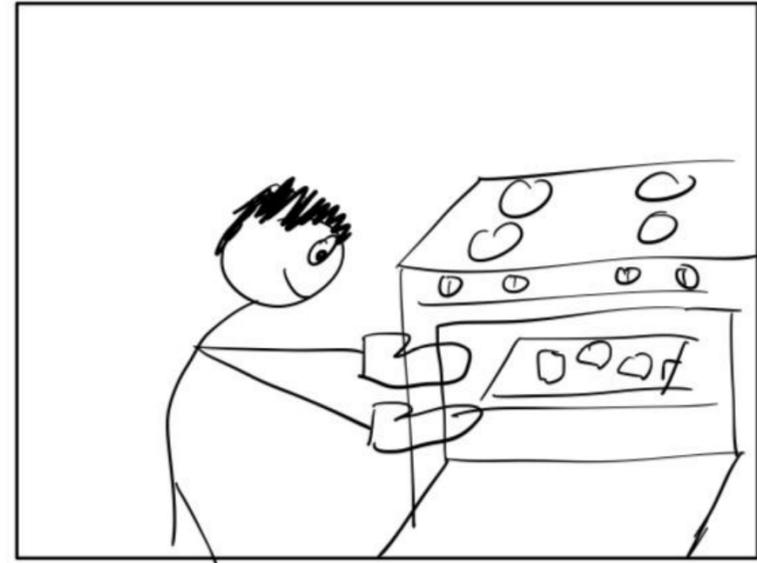
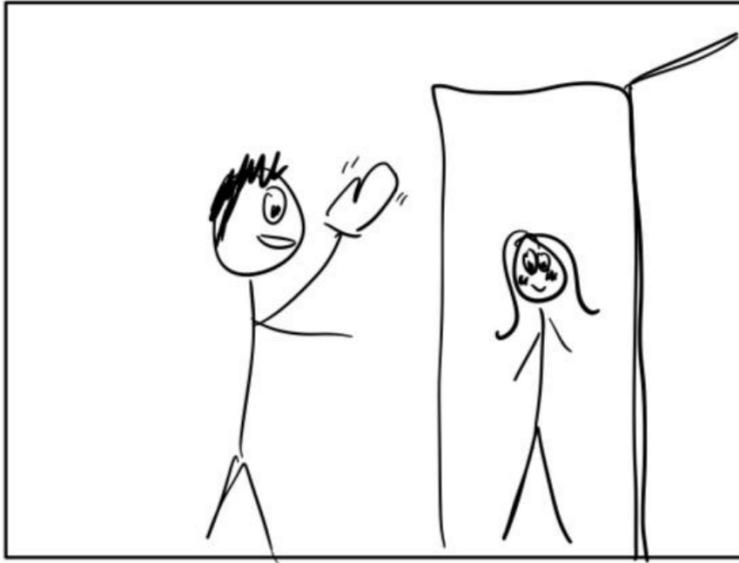
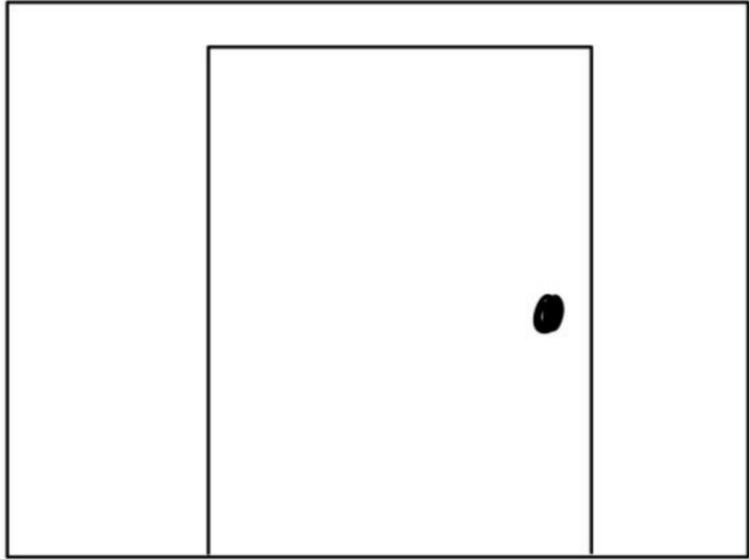


zooming in on final plate



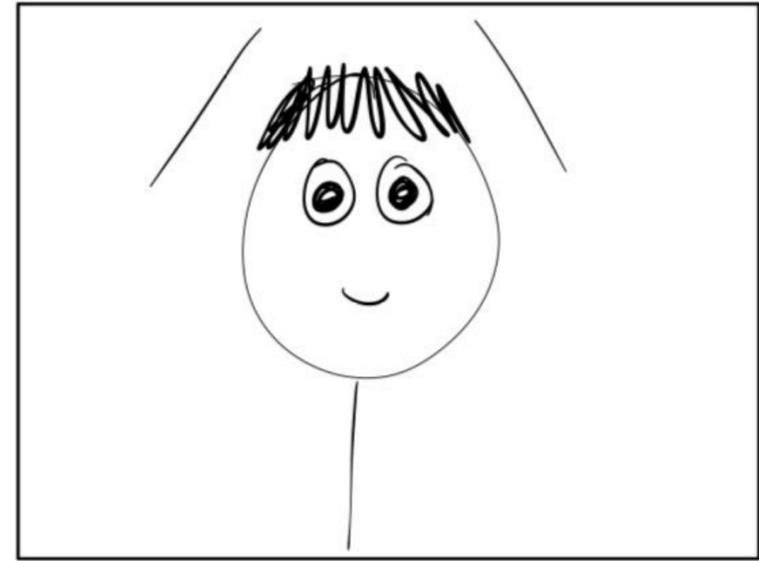
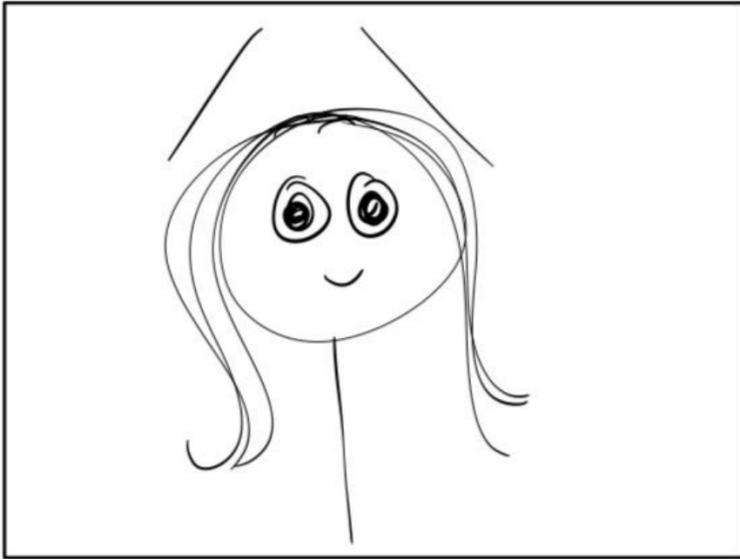
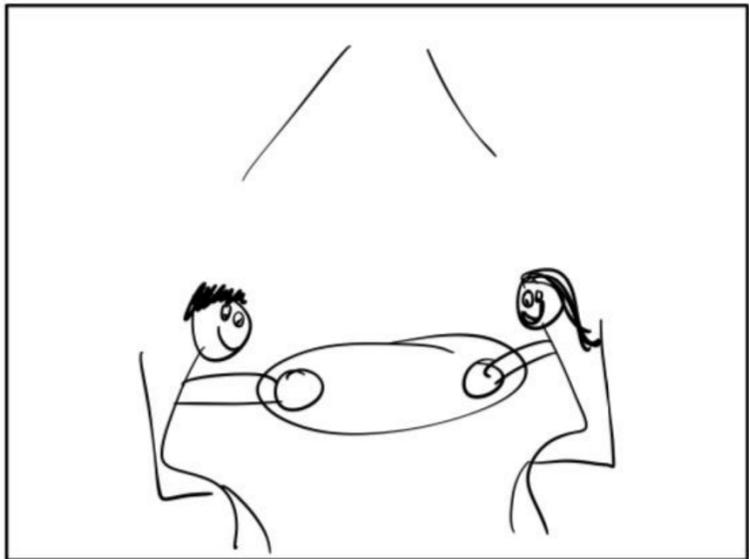
zooming in fade



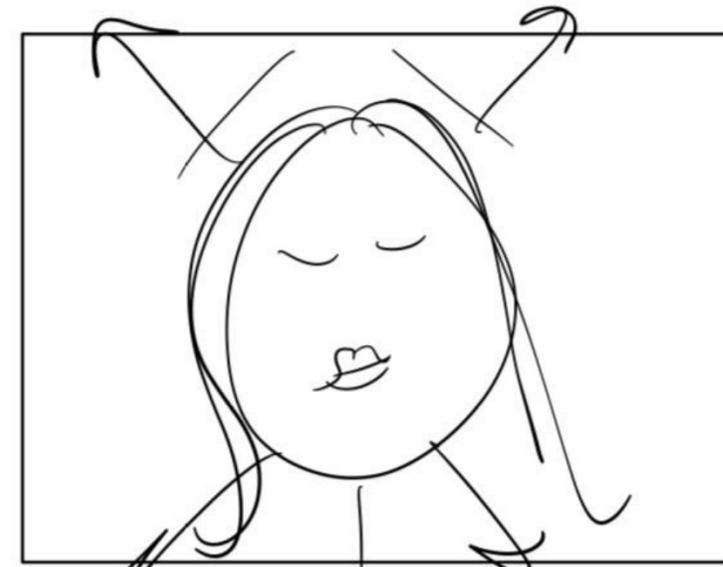
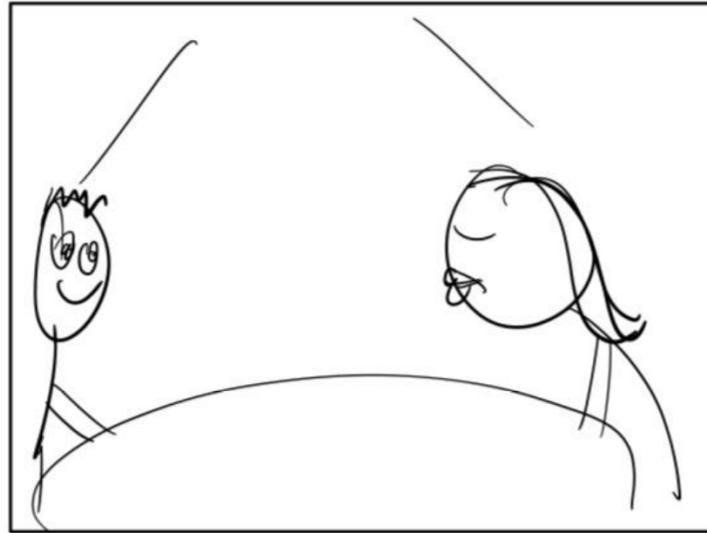
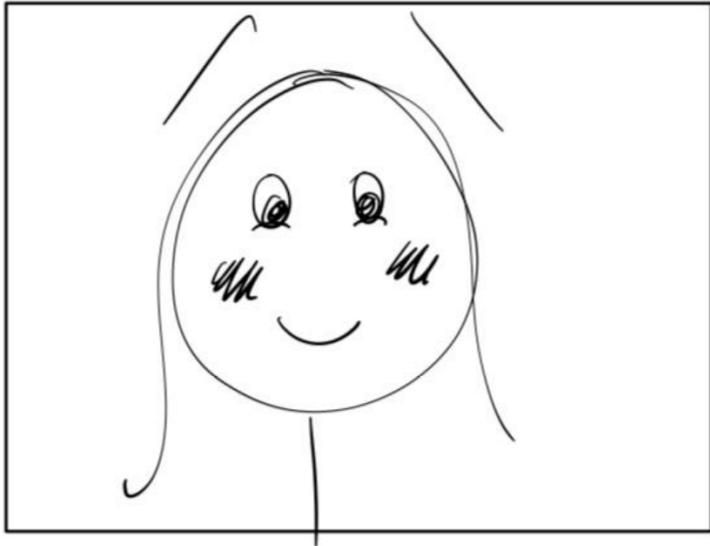


same meal as 3rd chef iteration

puts meals on table, sits down



-back to mood lighting, romantic music (like intro)

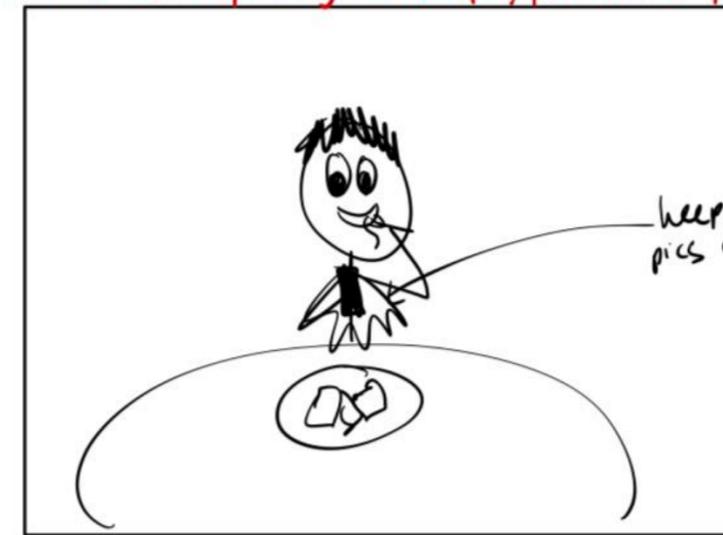


leaning in for kiss (side profile)

getting closer to camera



*hard tash: uploading a recipe/pics of a recipe

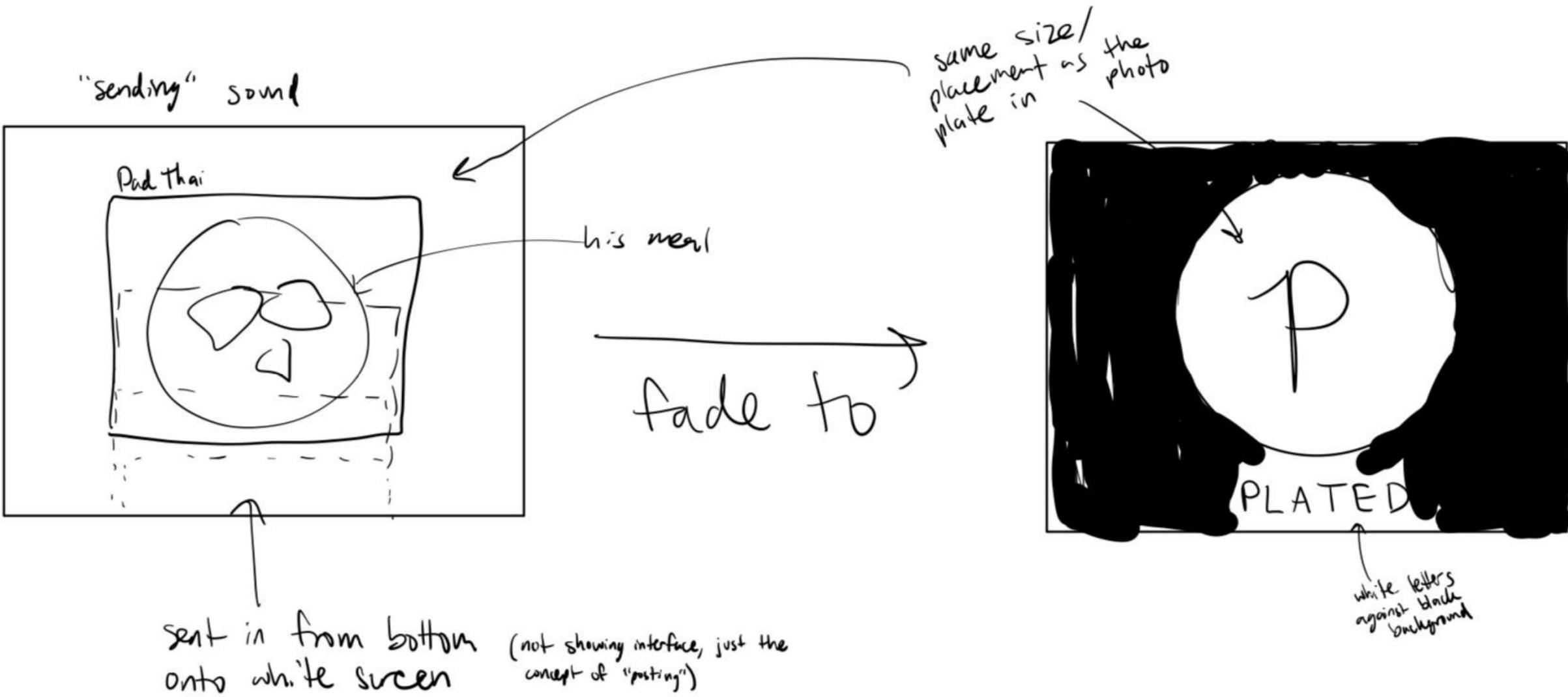


phone camera flash
off-screen (music stops)

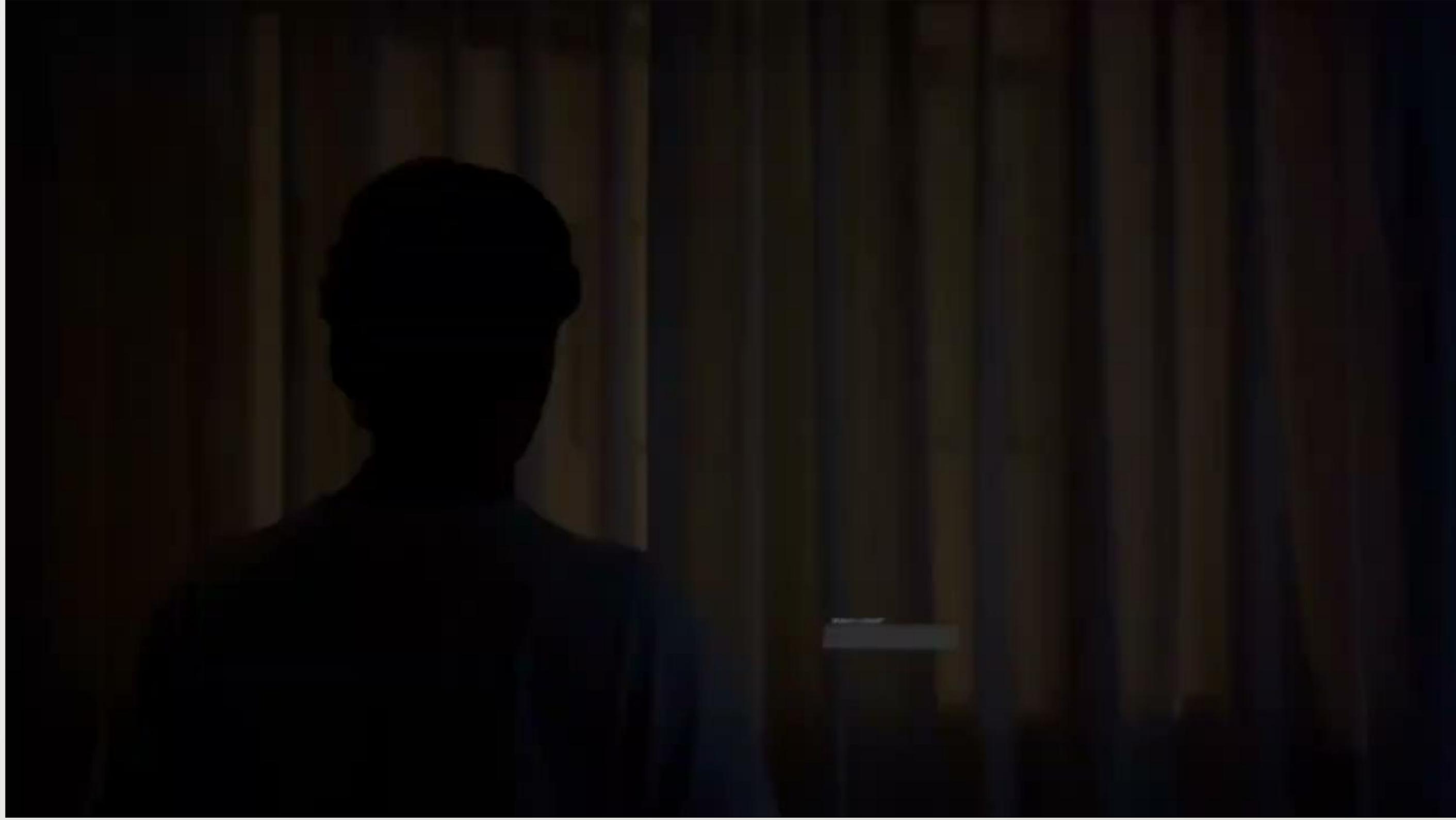
brighter lighting
now / lights turn on
(romance killed)

keeps taking
pics of
food

from girl's perspective
showing expressions of surprise and
delightment



Concept Video





Feedback? :)

Thanks for listening



APPENDIX

I. Tarot Card discussion

Tarot Card Reflections



1) Card #1: Superfan

- a) They would post all their recipes, even if they are too simple or don't have good results
- b) Relies on people being creative and not just posting to post bad things and commenting supportively
- c) Community is an asset because they provide the shared recipes
- d) Community can be a liability because they can stop engaging altogether or they can post bad recipes
- e) Content moderation with recipes and comments on recipes will be very important



2) Card #2: Catalyst

- a) At the lowest level they would need to know what and why someone would cook food (maybe aliens don't eat like humans hehe)
- b) Social sharing of recipes becomes more casual
- c) Food trends may begin to spread faster
- d) Rise of collaborative cooking
- e) Different cultures might have different standards for serving sizes or might only cook family style, so serving sizes might not translate across cultures