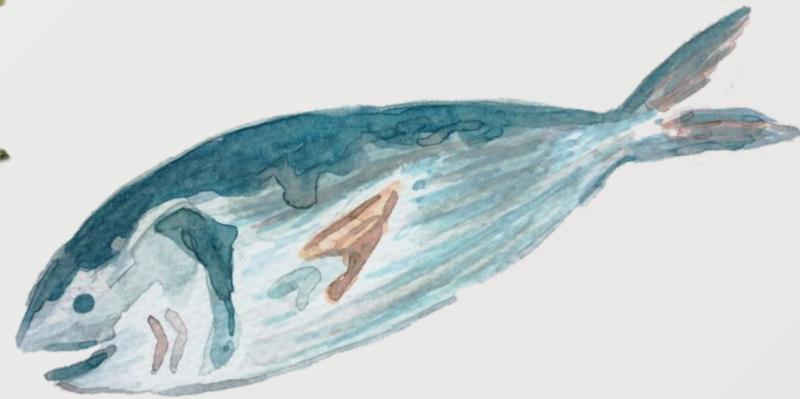


CS 147 Assignment 2



# Define

Group 1  
Ashley, Maya, Graham, Emma



# ROAD MAP

I. Introduction

II. Additional needfinding

III. POV & HMW

IV. Solutions

V. Experience Prototypes

VI. Summary & What's next

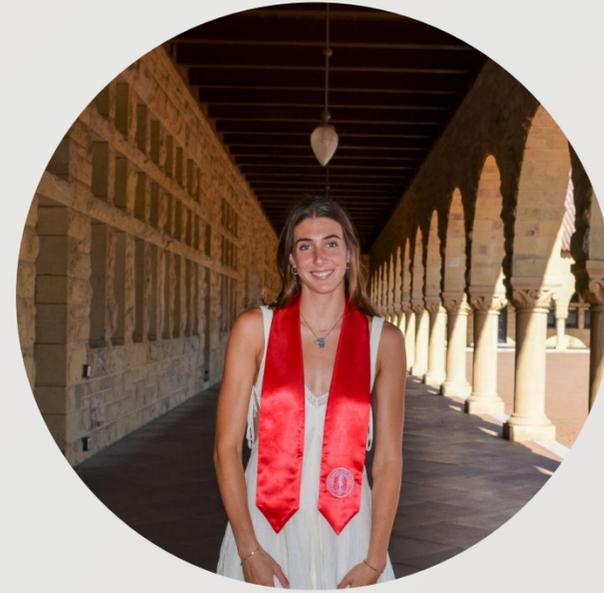




Graham  
'25  
Indiana



Ashley  
'26  
Georgia



Maya  
'24 & '25  
California



Emma  
'25  
Virginia

# ABOUT US

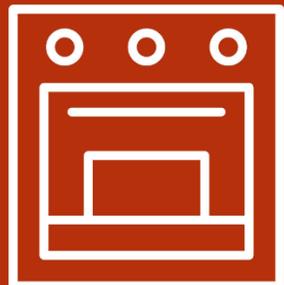


# Domain Evolution



*Original Domain*

*Current Domain*



# New & Noteworthy

Who & Why?:

- Jad, a recent Indiana University graduate who works in consulting in the bay
- Hasn't really learned how to cook but has a kitchen

NEEDS:

- Minimize stress once he goes offline from work
- Recipes that are quick and easy to execute

Insights: it would be game changing to...

- make cooking more approachable for beginners!
  - make cooking a fun, social activity!





“

When you're cooking alone, it just gets so boring, so it's hard to motivate myself to cook and try new recipes...



Jad

---

# Point of View - Travis

We met...

Travis, a Stanford student-athlete who has very **specific dietary goals** and mainly eats from the **dining hall** .

We were surprised to notice that...

he feels more **satisfied** when he cooks his own food yet he still only gets his meals from the dining hall.

We wonder if this means that...

having a stricter diet makes the cooking experience **less exciting** .

It would be game changing if...

he didn't have to **stress** about the nutrition elements of the recipes he's cooking and instead could put effort into the **fun, creative** parts of cooking a meal.



---

# Point of View - Jad

We met...

Jad, a recent post grad working in software consulting in the bay area, who is **learning to cook** for himself for the first time.

We were surprised to notice that...

he loves to watch **cooking videos** , but finds it **boring** to take the time to learn the recipes himself.

We wonder if this means that...

the **stress & fatigue** after the work day makes cooking not entertaining or enjoyable for him.

It would be game changing to...

attract jad to cooking for himself after work by unlocking the **social element** of cooking.



---

# Point of View - Phillipa

We met...

Phillipa, a mother of two from the bay area who cooks for a **family of 4** .

We were surprised to notice that...

she **doesn't enjoy** cooking and **doesn't plan** out her meals.

We wonder if this means that...

she **defaults** to the same quick and easy meals that only her kids like to avoid extra stress.

It would be game changing...

for her to use recipes that can **satisfy everyone** 's food preferences while also giving a sense of joy for cooking. Transforming cooking into an avenue for creating **happy memories** with her family.



# How Might We...

→ HMW make cooking feel like a party?

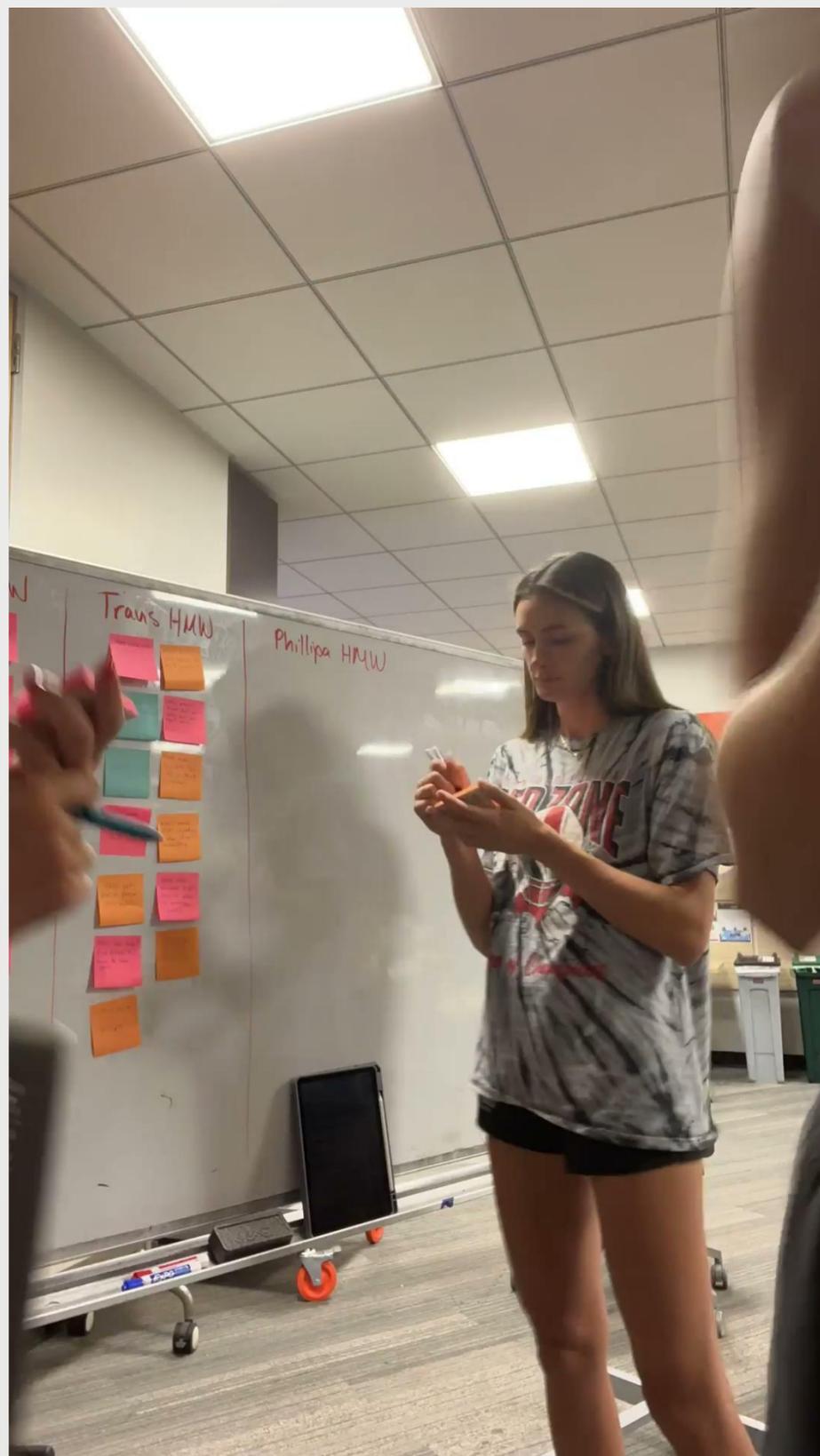
◆ from Jad's POV/Phillipa's POV

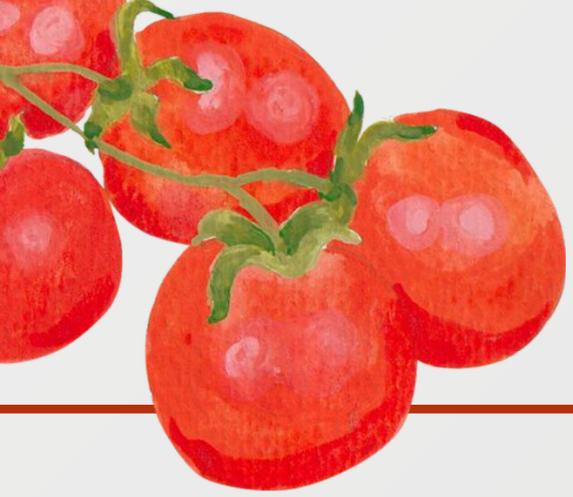
→ HMW make cooking exactly like cooking videos?

◆ From travis' POV

→ HMW reward creativity when cooking?

◆ From phillipa/travis POV





# Solutions



## Dinner Party Planning App

A Dinner Party Planning App that allows users to host **virtual or in-person** rotating dinner parties at different homes with culturally diverse menus, themed nights,

They have the option to cook together or split dishes among participants.

## Food Tinder

Food Tinder is a social media app where **users can share their cooking**, swipe to save others' recipes based on preferences.

They **compete against friends** for rewards like grocery credits and unlockable ingredients, and earn upgraded culinary rankings from line cook to executive chef.

## Su Chef (helper bot)

Su Chef is a helper bot interface that answers cooking questions, organizes grocery lists for meals & roommates, transcribes cooking videos into recipes, and offers music playlists tailored to different recipes.

SU chef is there to help with your cooking needs in the kitchen.

# The Chefs

## Our Experience Prototype Participants



Madi  
24

Sales rep for  
start up  
**SU CHEF**



Brady  
23

Financial  
analyst  
**VIRTUAL  
DP**



Benji  
21

Student  
**FOOD  
TINDER**



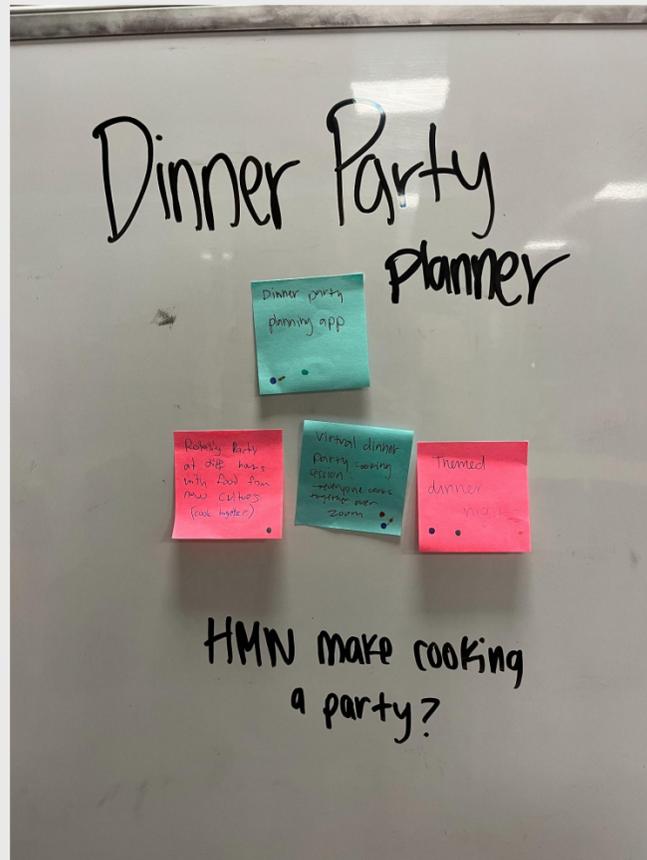
Parthav  
23

Student  
**FOOD  
TINDER**

+ various classmates/friends for food tinder!



# Experience Prototyping: Virtual Dinner Party



**Key Assumption :** People will think it's more fun and less stressful to cook with family and friends.

**Process:** Have participants call a loved one while cooking and make a meal with them over FaceTime.

**Successes :** Enjoyed having time within busy schedules to be doing an activity with his long distance girlfriend.

**Shortcomings:** Found it cumbersome to hold the phone while cooking as someone who doesn't know how to cook to begin with.

**Future:** Interested to test further, but seems to add stress to the process.



# Experience Prototyping: Food Tinder



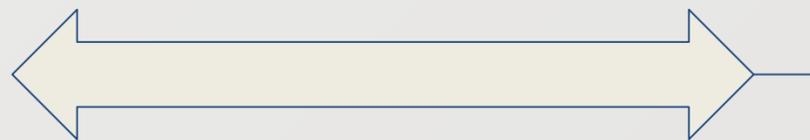
**Key Assumption :** People would be excited about sharing their cooking and feel inspired by others' plating images.

**Process:** Recruit experienced chefs to share images of nicely-plated dishes. Presented 10 images to beginner cooks in college, and have them “swipe” left or right on the image. Provide recipe if they swipe right!

**Successes :** “Knowing I inspired them to make something they wouldn't have made is a great feeling.”

**Shortcomings:** Ensuring professional content.

**Future:** Interested in moving forward, want to explore participation inequality.



**Bruschetta Recipes**  
Fresh Bruschetta Recipe & Canning Instructions  
Canned bruschetta is a great substitute for marinara or tomatoes in many recipes.

**Fresh & Canned Bruschetta Recipes:**

- 10 cups tomatoes, chopped and drained
- 10 cloves garlic, minced
- 1/2 cup fresh basil leaves, chopped
- 2 tablespoons white balsamic vinegar
- 2 teaspoons sea salt
- 2 teaspoons freshly cracked black pepper

**For canning:** double recipe and add 1 cup tomato paste. Bring to a boil, simmer 5 minutes & follow water bath canning instructions.

**Water Bath Canning Instructions:**

1. Sterilize jars by washing them in the dishwasher just prior to canning.
2. Fill canner with water (approximately half full) and allow water to heat to boiling.
3. Place jars at the top of canner feet submerged to allow steam to warm them. This will prevent jars from breaking when filled with hot liquid.
4. Place lids and caps into a separate pan of hot (not quite boiling) water. Keep hot until ready to use.
5. Pack hot bruschetta into jars allowing half inch head space at the top of the jar.
6. Wipe tops & threads of jar. Place caps on the jars, screw the jars closed tightly.
7. Place jars into canner. Water should be two inches above jars.
8. Bring water to a boil. Reduce heat, holding water at a gentle boil. Start timing process after water has reached a boil. The USDA recommends processing quarts of tomato sauce bruschetta for 30 minutes.
9. Remove jars from canner. Set jars upright and allow to cool (24 hours).
10. Test to be sure each jar is properly sealed. If lid center is down and will not move, jar is sealed.

**Eggplant Cannelloni**

**Ingredients:**

- 2 eggplants
- Salt & black pepper

**Filling:**

- 2 cups ricotta cheese
- 1 cup shredded mozzarella cheese
- 3/4 cup grated Parmesan cheese
- 1 cup spinach, chopped
- 1/2 teaspoon black pepper
- 1 teaspoon minced garlic
- 1 teaspoon dried oregano

**Topping:**

- 3/4 cup mozzarella, cut into thin strips
- A handful of basil leaves

**Instructions:**

1. Slice eggplant into paper thin round sections. Pat off excess liquid with a paper towel to remove bitterness from the eggplant. Sprinkle with salt and pepper.
2. Grill on a non-stick grill pan at medium-high heat, about 2-3 minutes per side until it begins to soften and you see nice grill marks on the eggplant.
3. Meanwhile, combine all filling ingredients.
4. Place a generous spoonful of filling into each eggplant circle, roll up each end and place one slice of basil and one thin strip of mozzarella on top. Hold together with a toothpick (if desired) and bake at 400 for 15-20 minutes, until mozzarella is golden brown.
5. Serve over hot bruschetta, with or without pasta.

Find more delicious recipes at: [www.WolfsAppleHouse.com](http://www.WolfsAppleHouse.com) - [www.RachelsFarmTable.com](http://www.RachelsFarmTable.com)

# Experience Prototyping: SU chef



**Key Assumption :** People trust a chatbot with cooking advice/instructions

**Process:** participants dictate their ingredients/spices & receive a chatbot produced recipe to cook.

**Successes :** the recipe included new techniques & spices, which pushed her to be more creative with the ingredients she uses to makes pretty much the same meal every night,

**Shortcomings:** Found some of the cooking time inaccurate & there weren't that many ingredients to work with so result was not overwhelming impressive.

**Future:** dive further into how the chatbot recipe would affect people who have more variable meal routines creatively and stress wise.



Write a recipe for my dinner tonight that uses the main ingredients and whatever else from the random ingredients and spices in order to create a balanced and delicious meal for 1-2 people. It should only use the basic household cooking tools and should include a time estimate for how long it takes to cook.

## Quinoa & Chicken Veggie Bowl with Spinach and Spices

This recipe will create a flavorful and nutritious chicken and quinoa bowl, packed with veggies and spices. You'll use basic tools like a skillet and pot, and it should be ready in about 30 minutes.

### Ingredients:

#### • Main ingredients:

- 1 chicken breast (or adjust for portion size)
- 1 cup cooked quinoa

#### • Random ingredients:

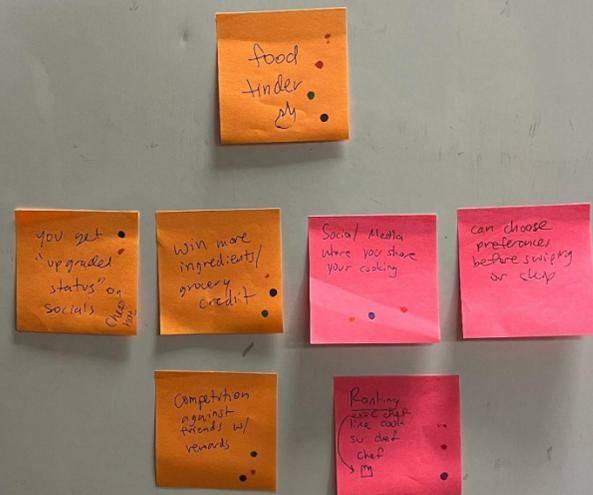
- 1 cup fresh spinach (loosely packed)
- 1/4 cup frozen chopped onions 
- 1/2 cup frozen mixed veggies (carrots, peas, corn, lima beans)

 Message ChatGPT 

ChatGPT can make mistakes. Check important info.

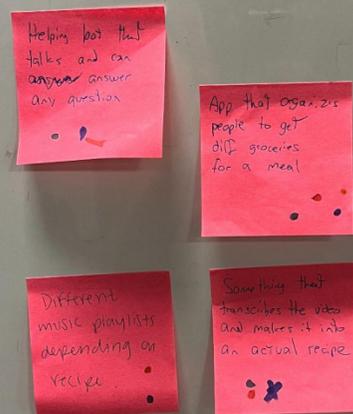


# Food Tinder



HMW reward creativity

# SU Chef (helper bot)



HMW make  
Cooking vids exactly like  
IRL



## What's next

- SU chef X Food Tinder
- ethics must focus on ensuring user health & safety
- serves our target domain best!
  - user interface is familiar already
  - blending SU chef with tinder combines two groups

# Summary





Feedback? :)

Thanks for listening

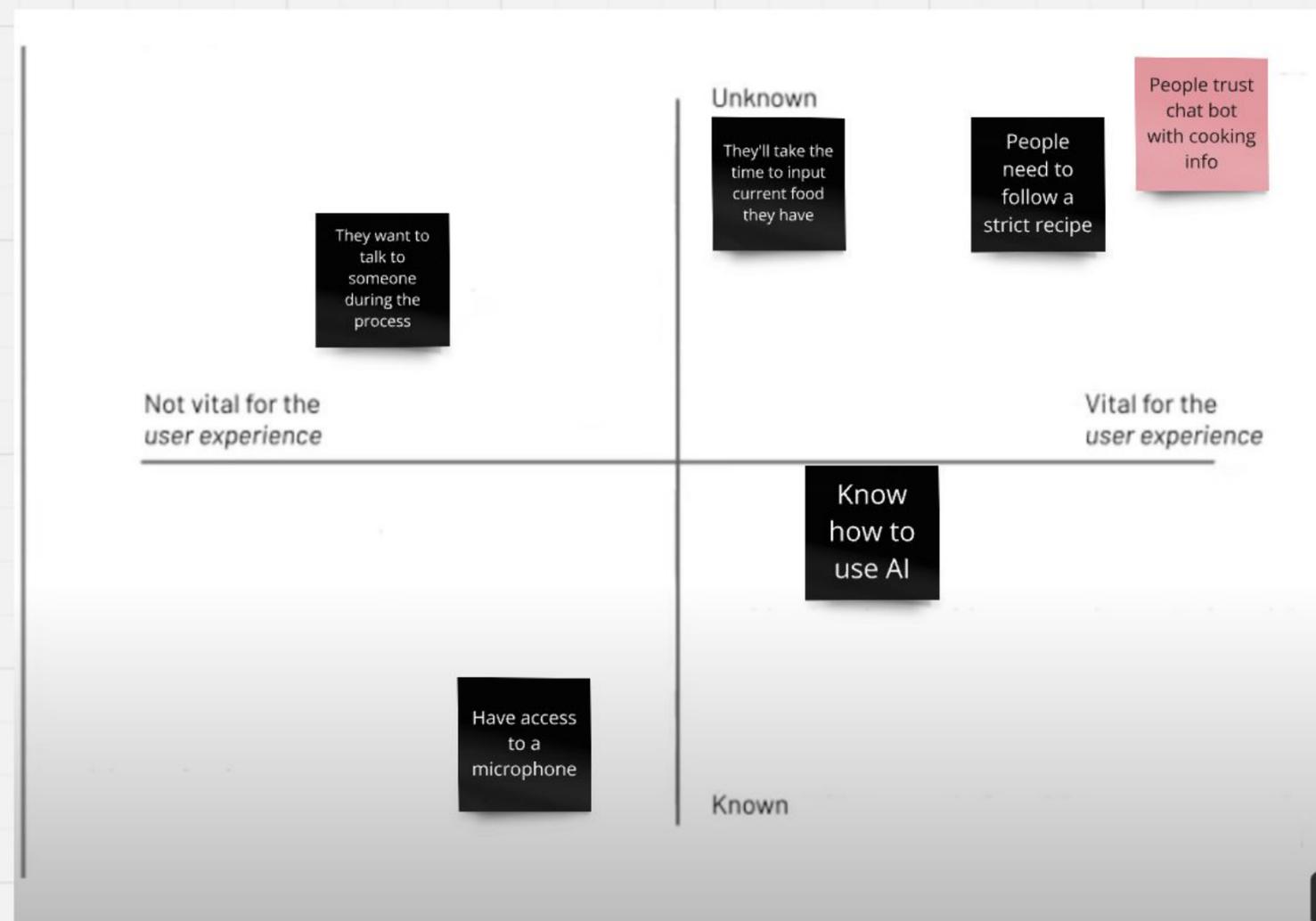


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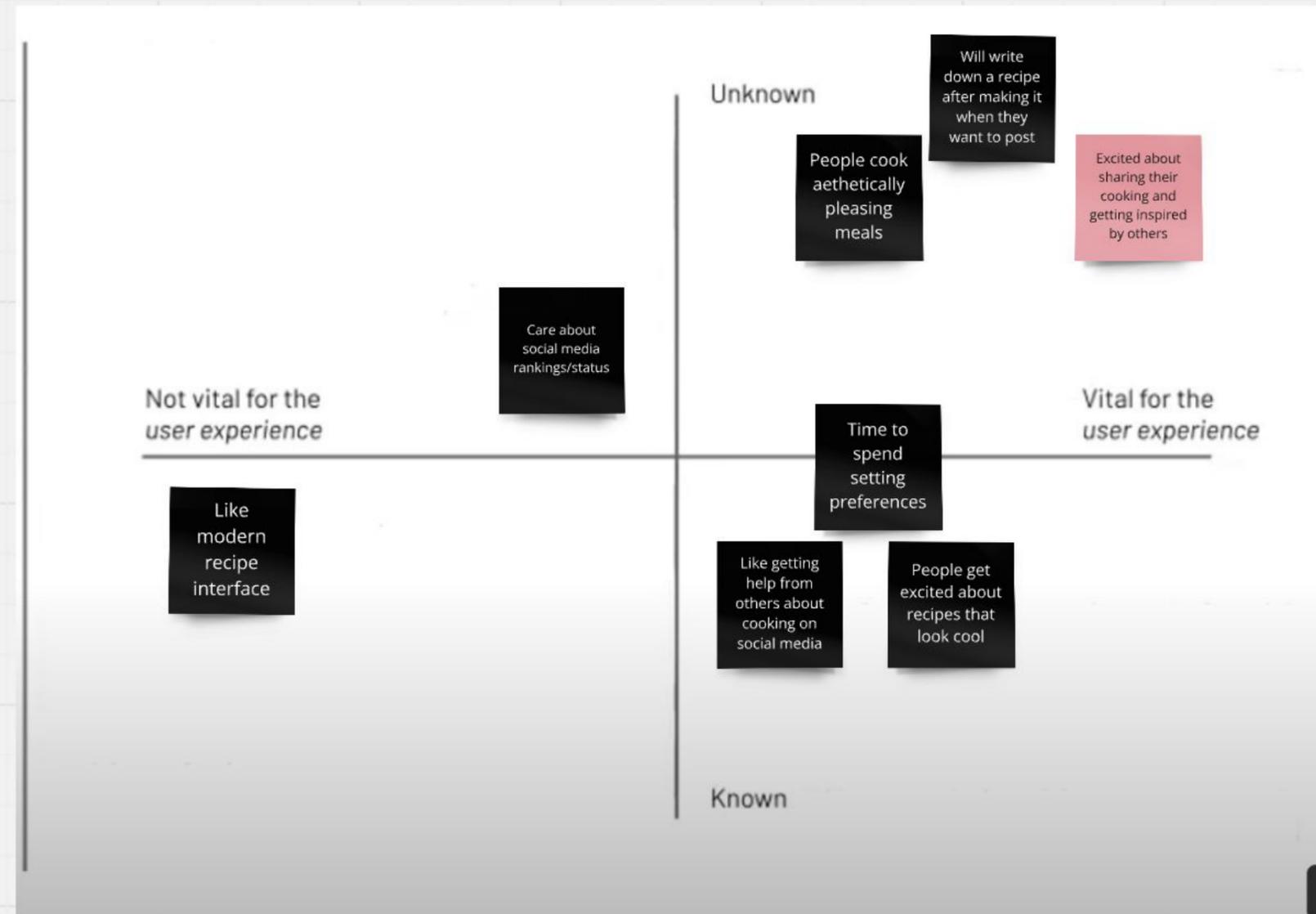
# APPENDIX

- I. 3 critical assumption scale
- II. consent forms (in the drive)
- III. two new empathy maps + needs/insights

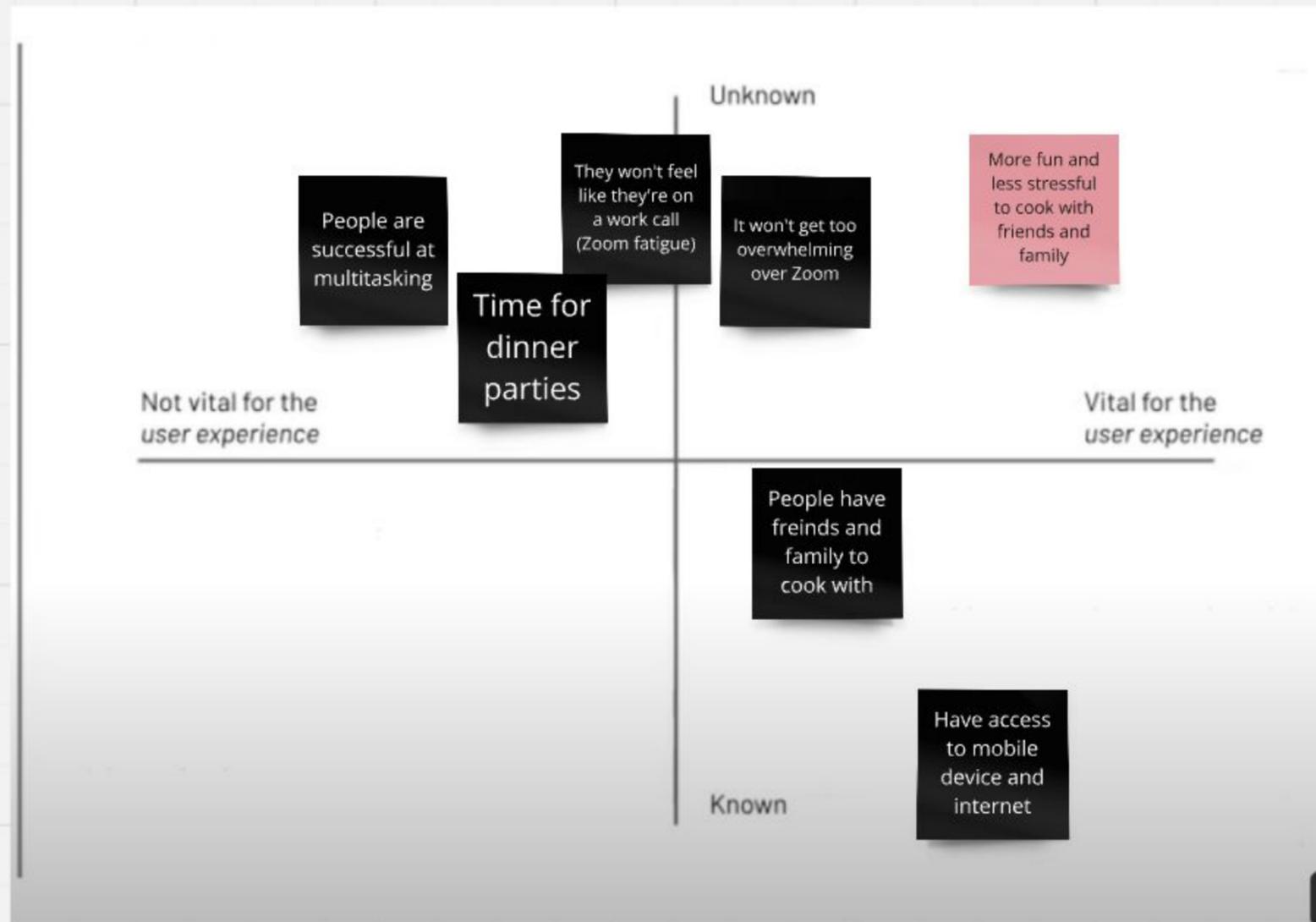
# Exploring assumptions: Su Chef



# Exploring assumptions: Food Tinder

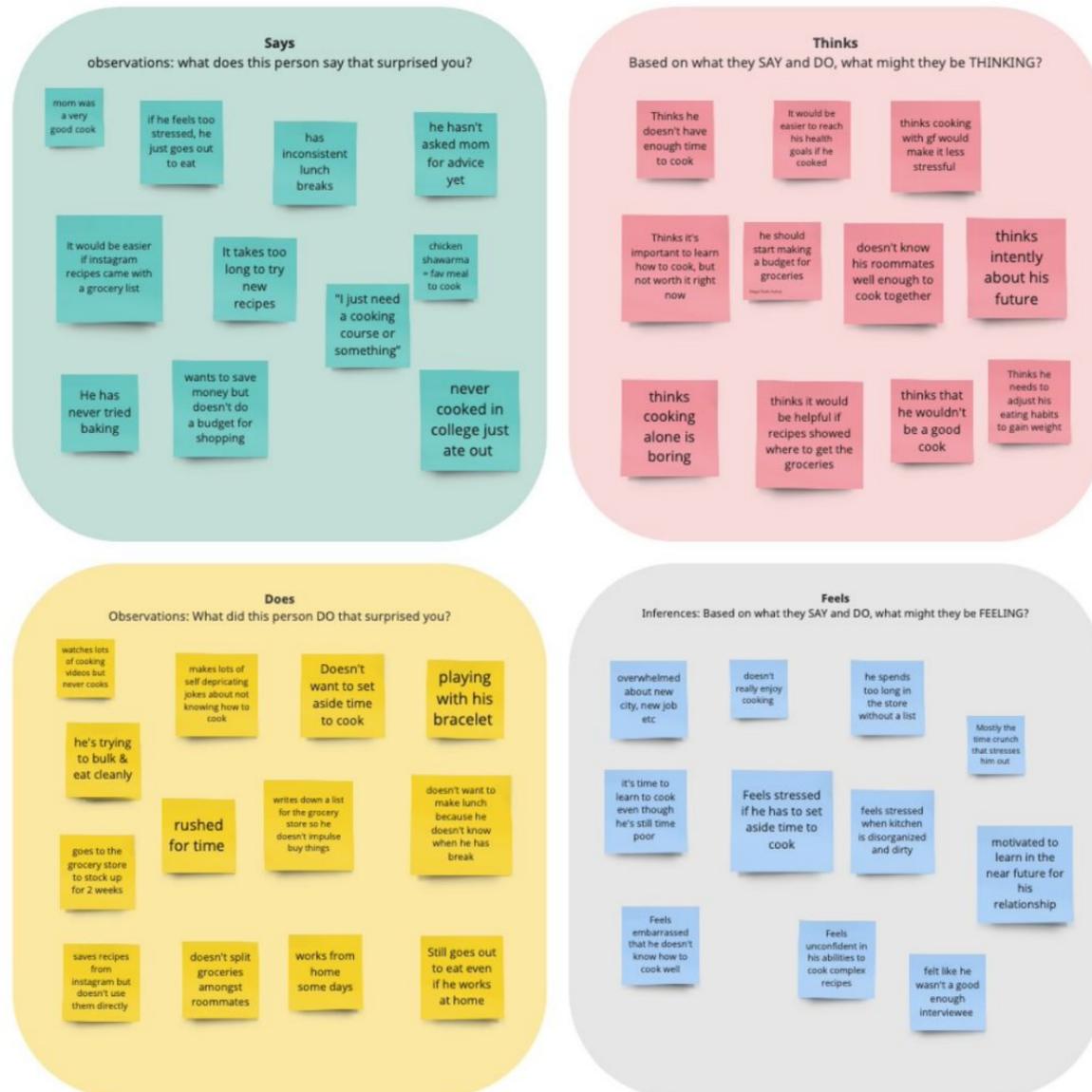


# Exploring assumptions: Dinner party planner



# Empathy Map

interviewee: Jad



## Interviewee: Jad

### user attributes

- Newly moved to the bay
- Loves sports and going to the gym
- Moved to the US from Syria
- Works in software implementation consulting
- loves spices on his food
- mom cooked for his family growing up

### Surprises

- never cooked in college
- Has never talked to his mom about learning to cook
- eats out very often
- doesn't share groceries with roomies
- thinks cooking takes hours
- He doesn't cook with his girlfriend - or anyone
- goes to the grocery store once every 2 weeks

### Needs

- more time
- people to cook with
- shopping to be quicker and easier
- recipes that are easier to execute
- not to be stressed when he goes offline from work
- to hit his eating goals for bulking
- budget for groceries

### insights

- make cooking social
- to have easy and fast recipes
- have to stress when he cooks and plans meals
- plan home-cooked meals that meet his eating goals
- make grocery store more navigable
- budget groceries & manage pantry with ease
- have a healthy, cooked meal ready during his lunch break

# Empathy Map

interviewee: Erica

**Says**  
observations: what does this person say that surprised you?

- Tells her friends not to worry because what is the worst that can happen
- Mom's a good cook
- Cooking is very important to her family
- Notices more frustration in her friends when they try to cook
- "Tik Tok is my main inspiration"
- Favorite meal she made is lasanga
- "It is hard for me to get in the zone when there is a lot going on"
- Her mom owns a food truck
- Loves all different types of food
- Cooking is a good foundation to bring into others lives

**Thinks**  
Based on what they SAY and DO, what might they be THINKING?

- Moving away from tools and appliances in the kitchen makes tasks easier
- Cooking is a hobby of hers
- Presentation/verbage is important when picking a recipe
- Cooking (holidays) is how her family expresses themselves
- It is overwhelming when there are too many people in the kitchen
- The internet shows people different ways of doing stuff related to cooking
- Going people food she is proud of is similar to the sense of a warm hug
- Tik tok is a very helpful resource
- Some barriers for beginner chefs can be space and time
- Air fryer is top tier kitchen appliance

**Does**  
Observations: What did this person DO that surprised you?

- Doesn't use measuring cups
- First meal she made was pancakes
- Uses her imagination when a recipe doesn't make sense
- Started cooking when she was 8
- Uses tik tok for cooking purposes
- Takes out all her pots and pans as a part of meal prep step
- Sometimes takes the full day to cook a meal
- Visual Learner
- Facetimes her mom to connect with her
- Family tradition that when you turn 16 you cook for the elders
- Learns how to make her boyfriend's homemade meals from his origin

**Feels**  
Inferences: Based on what they SAY and DO, what might they be FEELING?

- It's not that deep
- Best advice when cooking is to have fun
- Cooking is a way of showing love
- It would be game changing to be able to share cooking insights with people
- Patience in the kitchen is key
- Do whatever feels right
- Loves cooking
- Like a natural in the kitchen
- Cooking should be flexible
- Cooking is nostalgic

erica

## Interviewee: Erica

### user attributes

- Is from Belizee
- Mom is a good cook/ learned from her
- Moved to the states in around 2010
- Has a boyfriend she cooks with
- Started cooking when she was 8

### Surprises

- Gets very overwhelmed when there is a lot going on
- Doesn't use any measurements
- Was taught to cook while mom was hands-off
- Family pretends to like food when bad
- Kids cook for the family when they turn 16

### Needs

- To be creative
- To show love when cooking
- Basic tools (air fryer)
- To always switch things up
- People to inspire new ideas

### insights

- Sharing insights in the kitchen with others is super helpful
- Learn how to be independent of tools
- Inspire others to just go for it in the kitchen
- Share your creations with the people you love





## solutions brainstorm prt 2

### Su Chef (helper bot)

Helping bot that talks and can answer any question

App that organizes people to get diff groceries for a meal

Different music playlists depending on recipe

Something that transcribes the video and makes it into an actual recipe

HMW make

Cooking vids exactly like IRL

### Dinner Party Planner

Dinner party planning app

Rotating party at diff houses with food from new cultures (cook together)

Virtual dinner party cooking session: everyone cooks together over zoom

Themed dinner night

HMW make cooking a party?

### Food Tinder

Food Tinder

you get "upgraded status" on socials

Win more ingredients/grocery credit

Social Media where you share your cooking

can choose preferences before swiping or sleep

Competition against friends w/ rewards

Ranking based on the cost so chef

HMW reward creativity

---

# Content slide

---

# STEP 05



## Olive Oil Drizzle

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# STEP 03

## Cheese Layering

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# STEP 04



## Toppings Arrangement

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consectetur adipiscing elit, sed do  
eiusmod tempor incididunt ut  
labore et dolore magna aliqua.





# WRITE A MAIN TITLE HERE



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