Needfinding

Group 1
Ashley, Maya, Graham, Emma

ROAD MAP
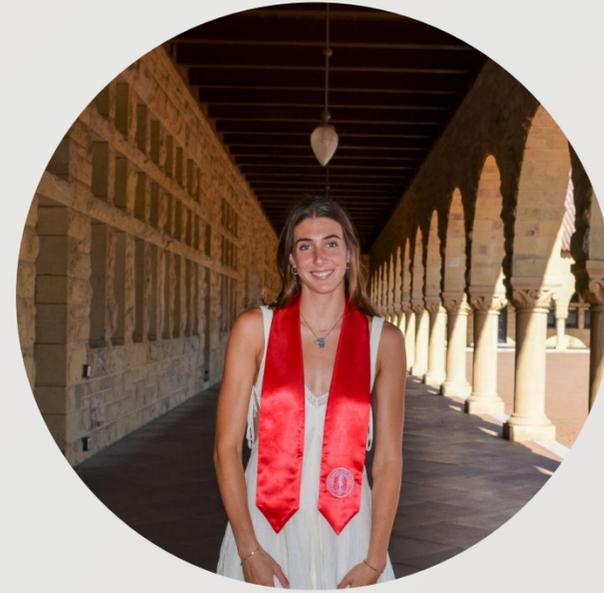
Graham Griffin
'25
Indiana

Ashley Vincent
'26
Georgia

Maya Avital
'24 & '25
California

Emma Morris
'25
Virginia

ABOUT US

DOMAIN

Technical skills

Gaining confidence

Amature Chefs

Balanced meals

Connecting with others
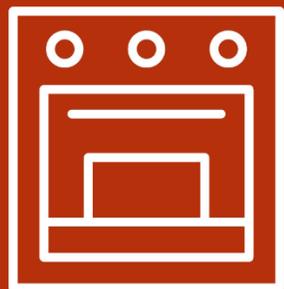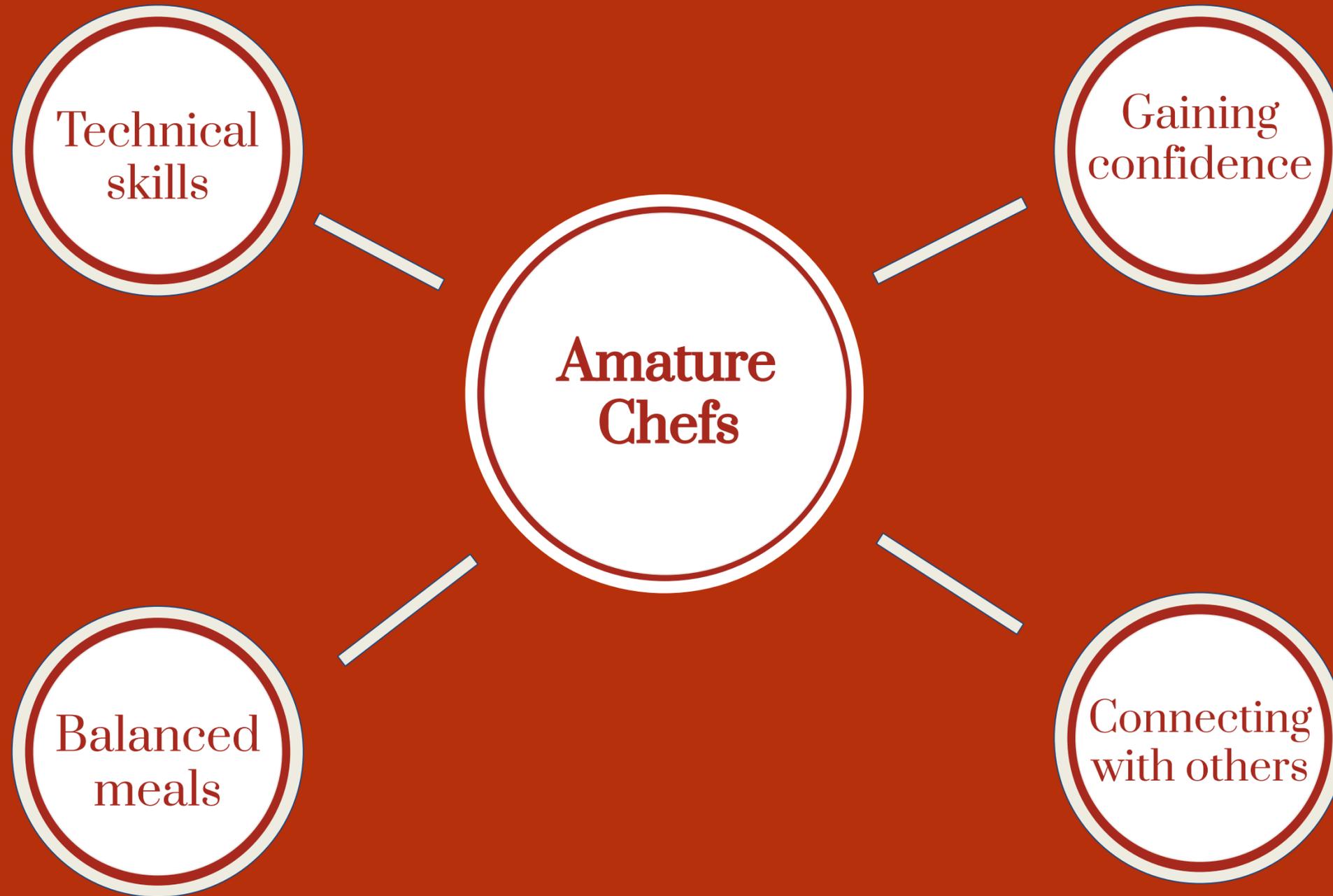
Questions Asked

- Describe a recent meal that made you feel accomplished? What went well?
- Do you ever feel stressed when cooking? Why?
- How did you learn how to cook? Is there anything you wish you had done differently?
- When it's time to cook dinner, how do you decide what to make?
- At the grocery store, how do you know/plan what to buy?
- Do you ever face any barriers when you are trying to cook?
- What motivates you to cook?

Needfinding Methodology : Chef N

Why were they chosen? Why were they appropriate?
- Domain Expert = Professional Chef & teacher
- teaches a young adult cooking class → can speak to the experiences, needs, and feelings of the amateur cooks
- didn't go to culinary school

How were they recruited/why are they diverse?
- reached out to in volleyball coach
- professional chef & teacher, out of stanford bubble!

Where were the interviews conducted?
- On zoom

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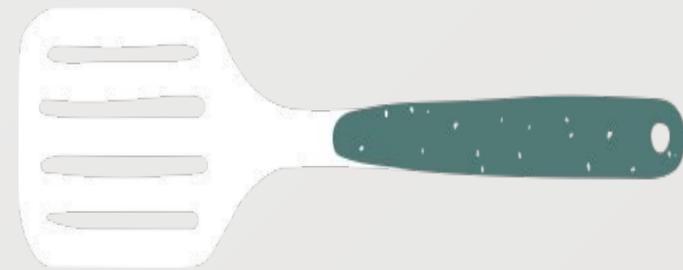Cooking these days can be much more easily **approachable** than it was 50 years ago.

Chef N

to teach flexible recipes with clear and simple instructions
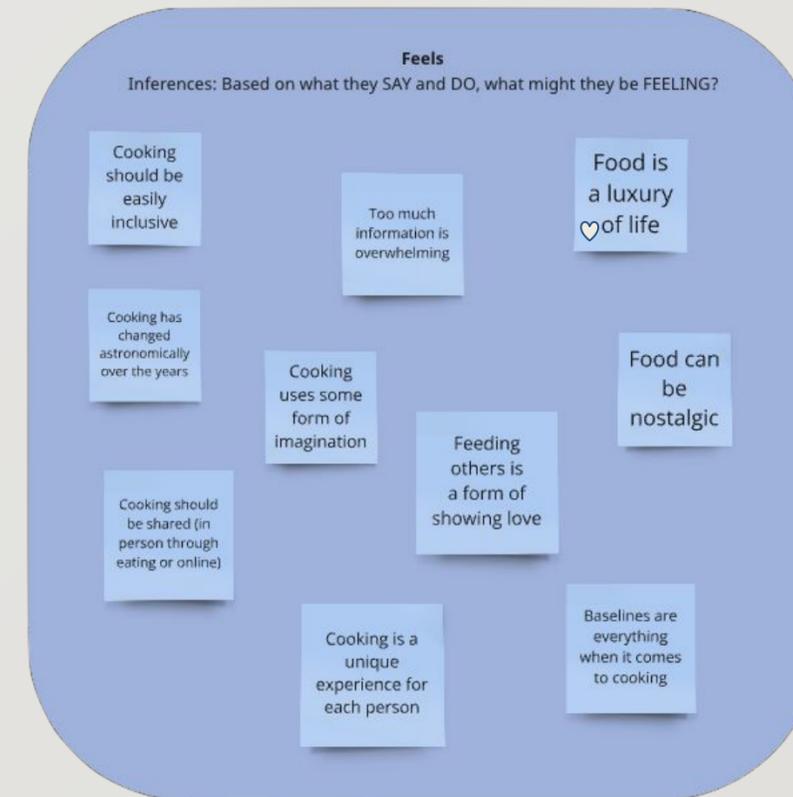
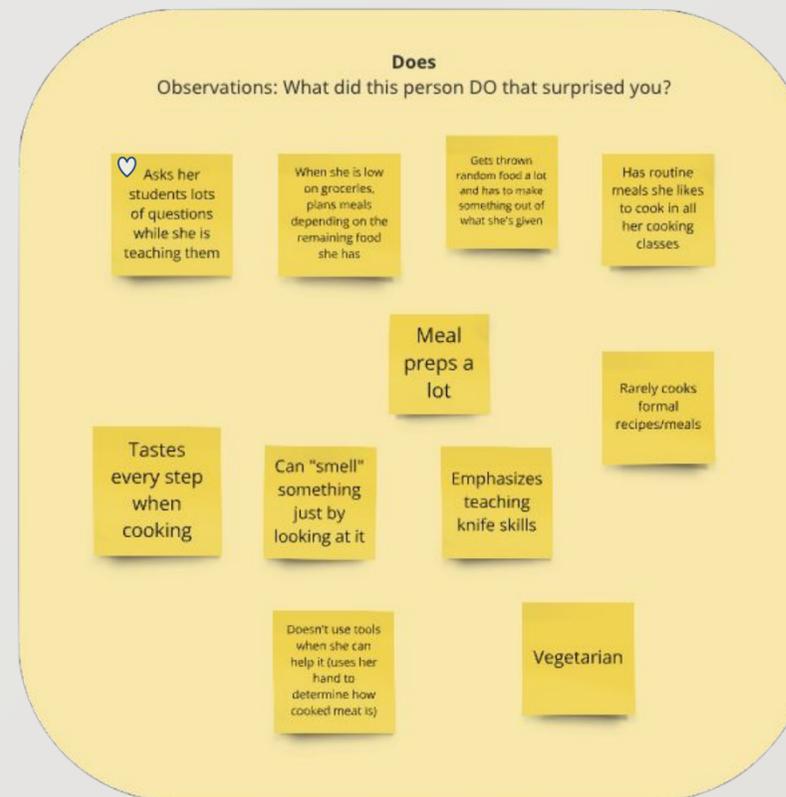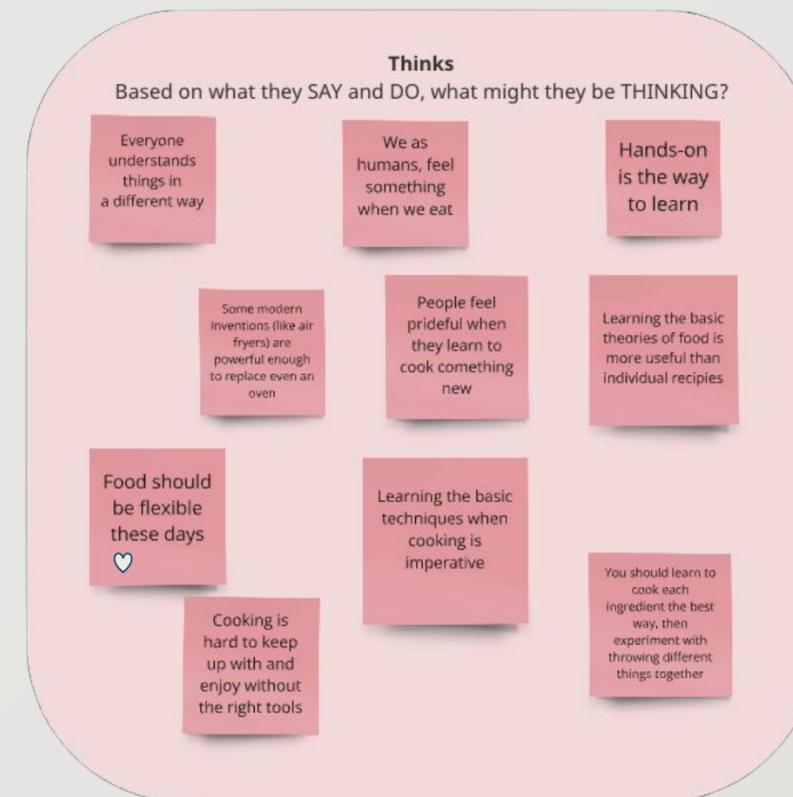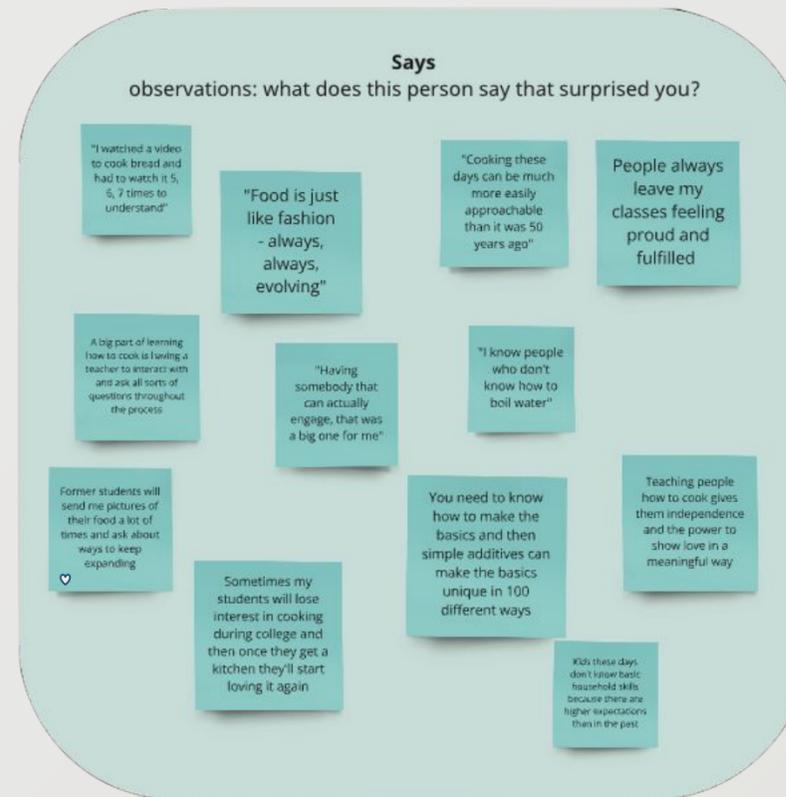**to give people fulfillment from cooking**

Needs...

It would be game changing to...

make cooking be a more common medium for personal expression

make cooking basics more easily accessible (well consolidated & thorough) to spark curiosity for beginners

ChefN

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

"I watched a video to cook bread and had to watch it 5, 6, 7 times to understand"

"Food is just like fashion - always, always, evolving"

"Cooking these days can be much more easily approachable than it was 50 years ago"

People always leave my classes feeling proud and fulfilled

A big part of learning how to cook is having a teacher to interact with and ask all sorts of questions throughout the process

"Having somebody that can actually engage, that was a big one for me"

"I know people who don't know how to boil water"

Former students will send me pictures of their food a lot of times and ask about ways to keep expanding

Sometimes my students will lose interest in cooking during college and then once they get a kitchen they'll start loving it again

You need to know how to make the basics and then simple additives can make the basics unique in 100 different ways

Teaching people how to cook gives them independence and the power to show love in a meaningful way

Kids these days don't have basic household skills because there are higher expectations than in the past

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

Everyone understands things in a different way

We as humans, feel something when we eat

Hands-on is the way to learn

Some modern inventions (like air fryers) are powerful enough to replace even an oven

People feel prideful when they learn to cook something new

Learning the basic theories of food is more useful than individual recipes

Food should be flexible these days

Learning the basic techniques when cooking is imperative

You should learn to cook each ingredient the best way, then experiment with throwing different things together

Cooking is hard to keep up with and enjoy without the right tools

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

Asks her students lots of questions while she is teaching them

When she is low on groceries, plans meals depending on the remaining food she has

Gets thrown random food a lot and has to make something out of what she's given

Has routine meals she likes to cook in all her cooking classes

Meal preps a lot

Rarely cooks formal recipes/meals

Tastes every step when cooking

Can "smell" something just by looking at it

Emphasizes teaching knife skills

Doesn't use tools when she can help it (uses her hand to determine how cooked meat is)

Vegetarian

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

Cooking should be easily inclusive

Too much information is overwhelming

Food is a luxury of life

Cooking has changed astronomically over the years

Cooking uses some form of imagination

Food can be nostalgic

Cooking should be shared (in person through eating or online)

Feeding others is a form of showing love

Cooking is a unique experience for each person

Baselines are everything when it comes to cooking

Needfinding Methodology : Travis

Why were they chosen? Why were they appropriate?
- extreme user!
- Stanford Student Athlete → has a specific strict nutrition plan & rarely cooks cause eating at dining hall
- growing up his parents mostly cooked for his family

How were they recruited/why are they diverse?
- randomly approached in Athlete Dining
- doesn't cook at all & student athlete

Where were the interviews conducted?
- In person!

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If you have more **control** over what you're making, you can hit those **goals** a lot easier depending on what type of protein you buy, what kind of vegetables you buy, if you buy quality stuff.
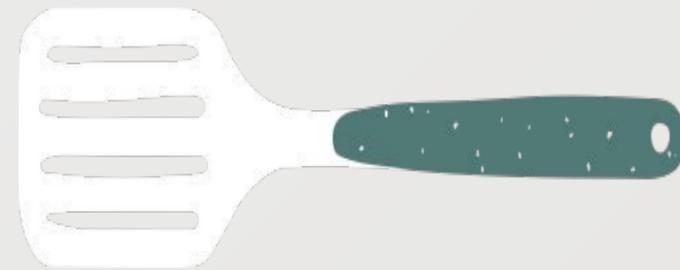
Travis

(on athletic performance goals)

Travis

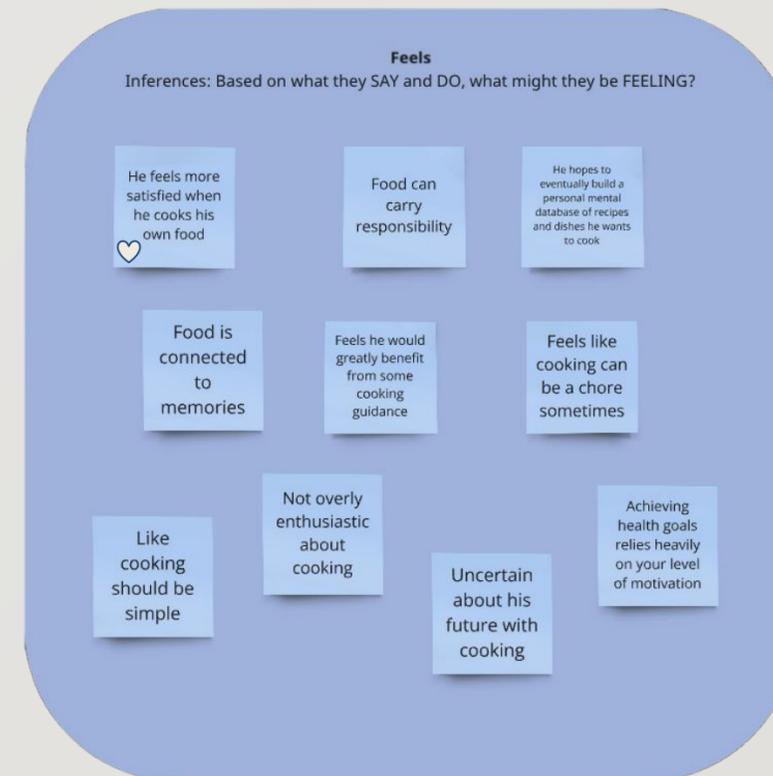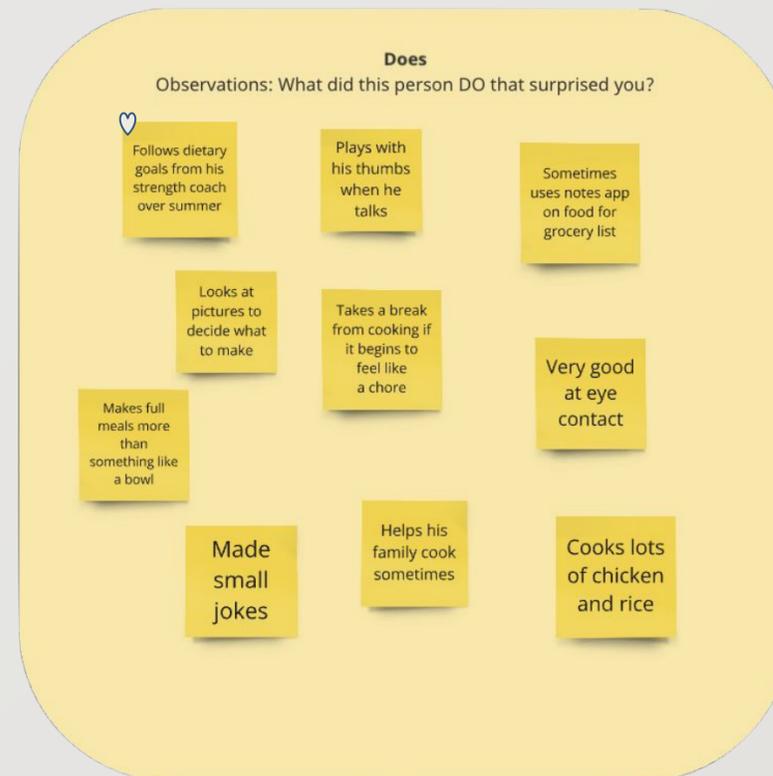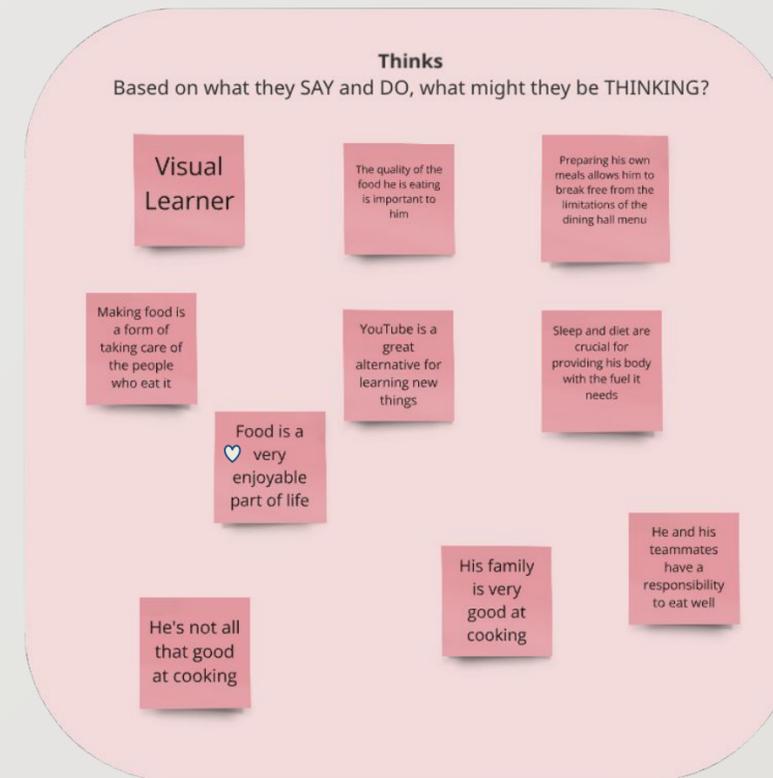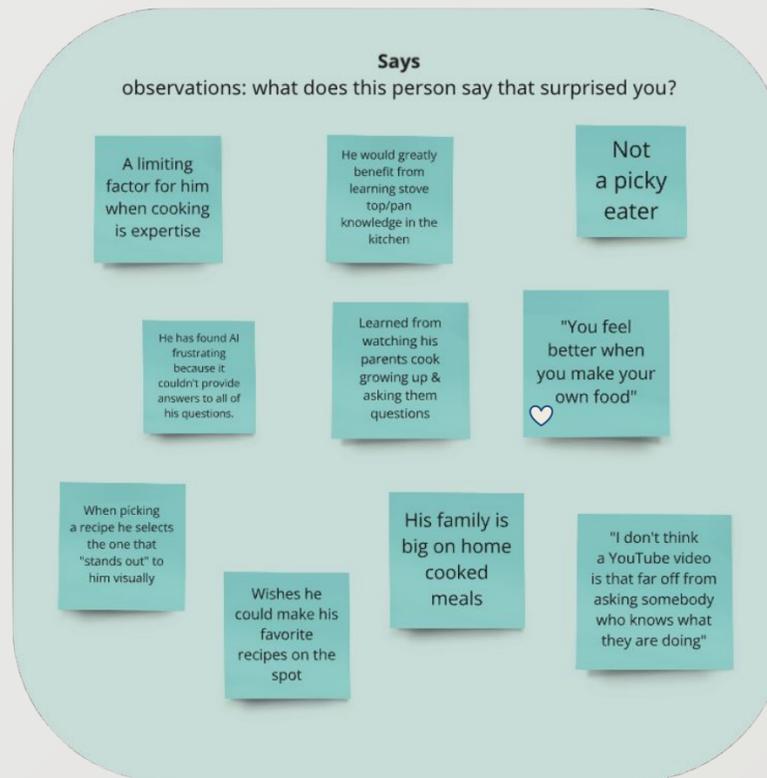to use food to achieve nutritional goals

cooking to not feel like a chore

Needs...

It would be game changing to...

know exactly what was in each meal

have each shopping trip last for many days

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

- A limiting factor for him when cooking is expertise
- He would greatly benefit from learning stove top/pan knowledge in the kitchen
- Not a picky eater
- He has found AI frustrating because it couldn't provide answers to all of his questions.
- Learned from watching his parents cook growing up & asking them questions
- "You feel better when you make your own food"
- When picking a recipe he selects the one that "stands out" to him visually
- Wishes he could make his favorite recipes on the spot
- His family is big on home cooked meals
- "I don't think a YouTube video is that far off from asking somebody who knows what they are doing"

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

- Visual Learner
- The quality of the food he is eating is important to him
- Preparing his own meals allows him to break free from the limitations of the dining hall menu
- Making food is a form of taking care of the people who eat it
- YouTube is a great alternative for learning new things
- Sleep and diet are crucial for providing his body with the fuel it needs
- Food is a very enjoyable part of life
- His family is very good at cooking
- He and his teammates have a responsibility to eat well
- He's not all that good at cooking

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

- Follows dietary goals from his strength coach over summer
- Plays with his thumbs when he talks
- Sometimes uses notes app on food for grocery list
- Looks at pictures to decide what to make
- Takes a break from cooking if it begins to feel like a chore
- Very good at eye contact
- Makes full meals more than something like a bowl
- Made small jokes
- Helps his family cook sometimes
- Cooks lots of chicken and rice

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

- He feels more satisfied when he cooks his own food
- Food can carry responsibility
- He hopes to eventually build a personal mental database of recipes and dishes he wants to cook
- Food is connected to memories
- Feels he would greatly benefit from some cooking guidance
- Feels like cooking can be a chore sometimes
- Like cooking should be simple
- Not overly enthusiastic about cooking
- Uncertain about his future with cooking
- Achieving health goals relies heavily on your level of motivation

Needfinding Methodology : Philz Customer

Why were they chosen? Why were they appropriate?
- Wanted a completely random non stanford person
- looking for an middle age person also a parent
- seemed to be relaxing at the coffee shop scrolling on her phone!

How were they recruited/why are they diverse?
- approached randomly at Philz on University
- out of the stanford bubble & age

Where were the interviews conducted?
- In person
- granola.AI used for transcript

> " "
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> No, I don't enjoy cooking, and my mother never did either. So she never taught me anything and her food wasn't good.
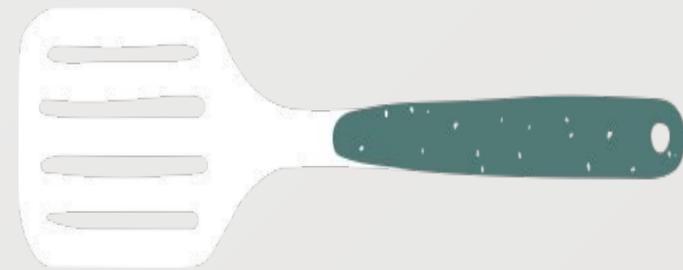
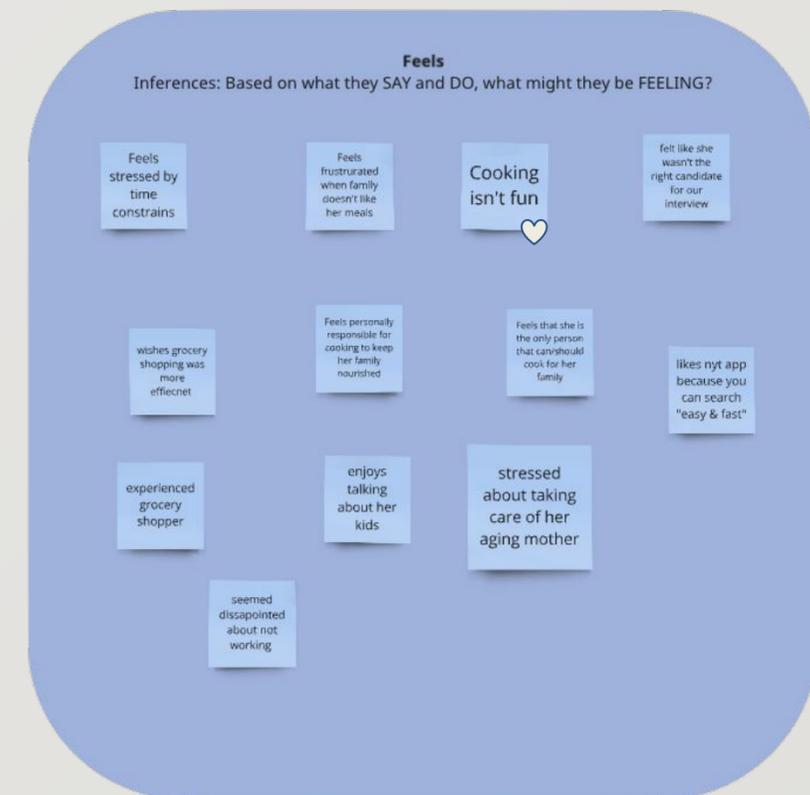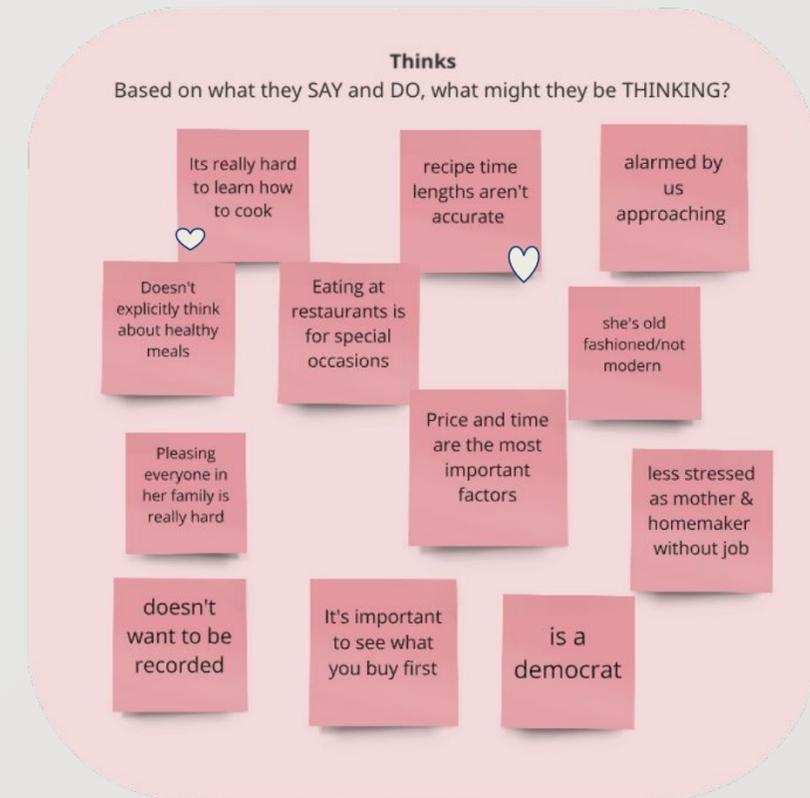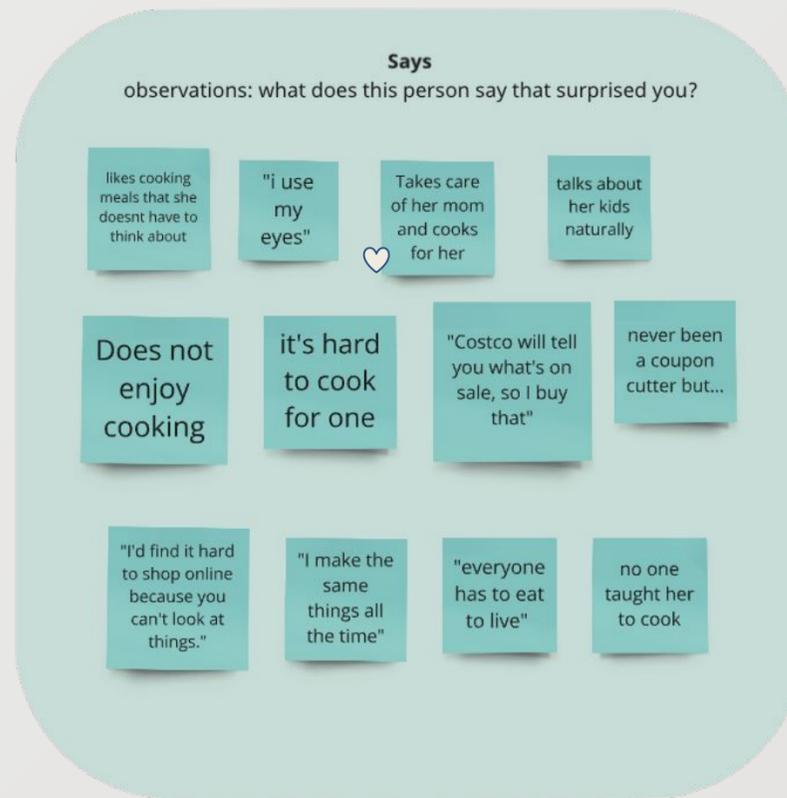Philz Customer

Philz Customer

to feed her family and herself

to make quick, easy, tasty recipes

to have everyone in her family to like the meal

Needs...

It would be game changing to..

get joy out of cooking and learning new recipes

have all of her family always enjoyed her meals

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

- likes cooking meals that she doesnt have to think about
- "i use my eyes"
- Takes care of her mom and cooks for her
- talks about her kids naturally
- Does not enjoy cooking
- it's hard to cook for one
- "Costco will tell you what's on sale, so I buy that"
- never been a coupon cutter but...
- "I'd find it hard to shop online because you can't look at things."
- "I make the same things all the time"
- "everyone has to eat to live"
- no one taught her to cook

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

- Its really hard to learn how to cook
- recipe time lengths aren't accurate
- alarmed by us approaching
- Doesn't explicitly think about healthy meals
- Eating at restaurants is for special occasions
- she's old fashioned/not modern
- Pleasing everyone in her family is really hard
- Price and time are the most important factors
- less stressed as mother & homemaker without job
- doesn't want to be recorded
- It's important to see what you buy first
- is a democrat

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

- Does not create a shopping plan at grocery store
- crouches over when she thinks
- Uses the NYT app for all of her recipes
- Cooks for family of 4
- uses a paper and pen list to shop
- Buys products based on price not brand
- She doesn't plan out her meals more day to day
- walks through all grocery aisles and picks up other items
- will eat out if time conflicts or for special occasions
- goes to costco--> buys food in bulk
- wears harris waltz shirt
- cycles through the same recipes every week
- goes to philz to relax

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

- Feels stressed by time constrains
- Feels frustrated when family doesn't like her meals
- Cooking isn't fun
- felt like she wasn't the right candidate for our interview
- wishes grocery shopping was more effiecnet
- Feels personally responsible for cooking to keep her family nourished
- Feels that she is the only person that canshould cook for her family
- likes nyt app because you can search "easy & fast"
- experienced grocery shopper
- enjoys talking about her kids
- stressed about taking care of her aging mother
- seemed dissapointed about not working

Summary

Key Learnings

Everyone has distinct cooking needs and eating goals

Time and knowledge are major barriers to cooking every meal

It's easier than ever to learn how to cook

Q&A

Thanks for listening

APPENDIX

I. 3rd empathy map in next slides
II. consent forms in drive folder
III. <u>needs and insight</u> brainstorm in drive and linked here