

# CookExpress

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# Overview

**MOTIVATE**

# Overall problem & solution

**Problem:** users don't cook that often

**Solution:**

- Match recipes with on-hand ingredients
- Get ingredients easily and instantly

# Interviewee #1 - J.C.

- Male, 30s, single
- Works in IT
- Eats out a lot, but has always wanted to cook more
- Family friend of Kyle; interviewed at home



# Interviewee #2 - Y.L

- Female, 24, single
- Stanford alumna, works in marketing
- Cook every day, make extremely delicious food, especially dessert



# Interviewee #3 - J.K.

- Current undergraduate student
- Lives in apartment housing, cooks every meal daily
- Mainly cooks out of necessity, deterred from cooking due to the inconvenience of getting groceries

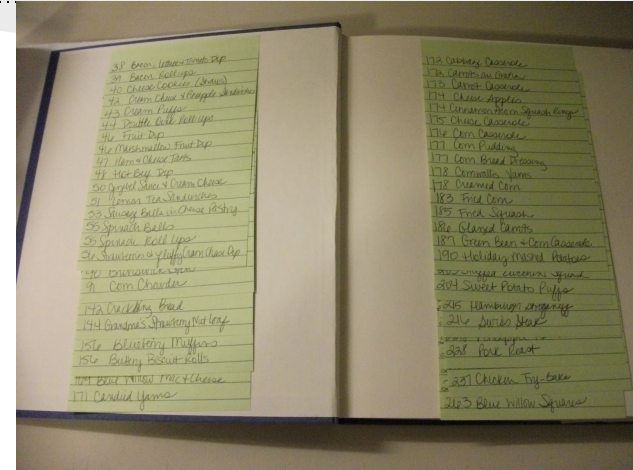
# Contextual Inquiry

- Groceries
  - Top deterrent from cooking
  - “If it were easier to get groceries, I would cook non-stop” - J.K.
  - Price
  - Strategy for making orders



# Contextual Inquiry

- Time
  - Ease of finding recipes that accommodates the user's free time
- Convenience
  - No one keeps their recipes
  - Google recipes



# Contextual Inquiry

- Adaptations/Suggestions
  - Adapt to a screw-up
  - Possible suggestions, or alternatives page



# Contextual Inquiry

- Sharing?
  - Not much desire to share
  - Don't cook with others
  - Possible function - group planner
    - At a potluck
    - Low interest, however

# Contextual Inquiry

- Customer Desires
  - Tiered recipes
    - Based off ease, time, #ingredients, etc.
    - Better organization to fit the occasion
  - Delivery price
    - To minimize delivery cost, plan out recipes for the week
    - Instant delivery is available, but reduce costs by reducing # of delivery



# Task analysis

Two major tasks user perform:

- Find a recipe
- Get groceries

Currently, users find recipes online or from family and friends. They buy groceries from local grocery stores or order online



# Simple tasks

- Keep personal list of recipes
  - currently done mostly on paper or mentally
- Keep track of ingredients/shelf life
  - inconvenient to keep track without tool
  - often forget if not packaged

# Moderate tasks

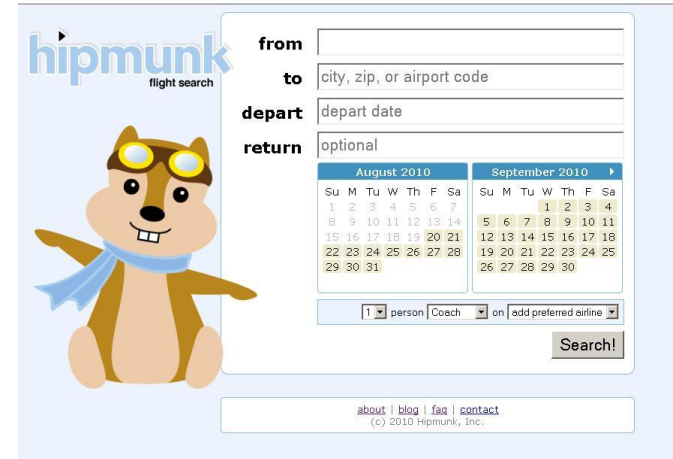
- Shop without interrupting rest of life
  - Big inconvenience
    - Can't be “simply done” without sacrifices
  - Doesn't require heavy thinking
    - Requires more time, but is not super complicated

# Complex tasks

- Deciding what to make
  - Time
  - Available Ingredients
  - Ease
- Search by recipe vs ingredients vs ease
  - Simple Google searches aren't as focused to this task
- Cooking
  - problems and missteps early in the process amplify

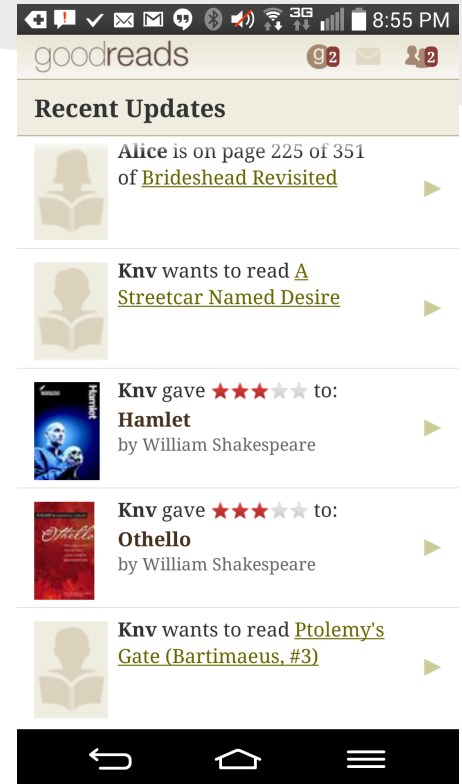
# App idea: Improve find/buy

- Recipes are structured data
- Filter recipes by time, specific ingredients, tools
- One-click to buy and deliver all ingredients
- Encourage cooking b/c it's **easier to prepare for it**



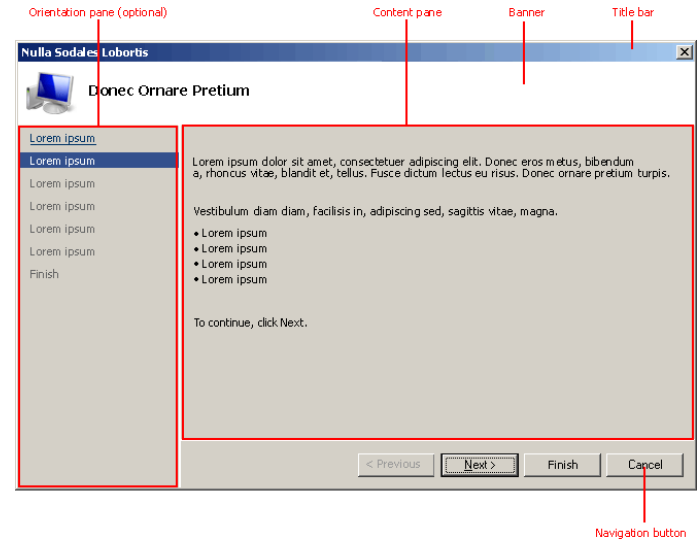
# App idea: Social recipes

- Social application where you can
  - share recipes
  - comment on recipes
- Less ‘professional’, intimidating than existing recipe places
- Plan a party with friends
- Encourage cooking b/c it’s a **social activity**



# App idea: Teach to cook

- Recipes as step-by-step/  
slideshow format
- Can hover over words  
(‘temper’, tool names) to find  
out what they mean
- Timer built in for each step, so  
it’s hard to forget
- Encourage cooking b/c it’s  
**easier to start**

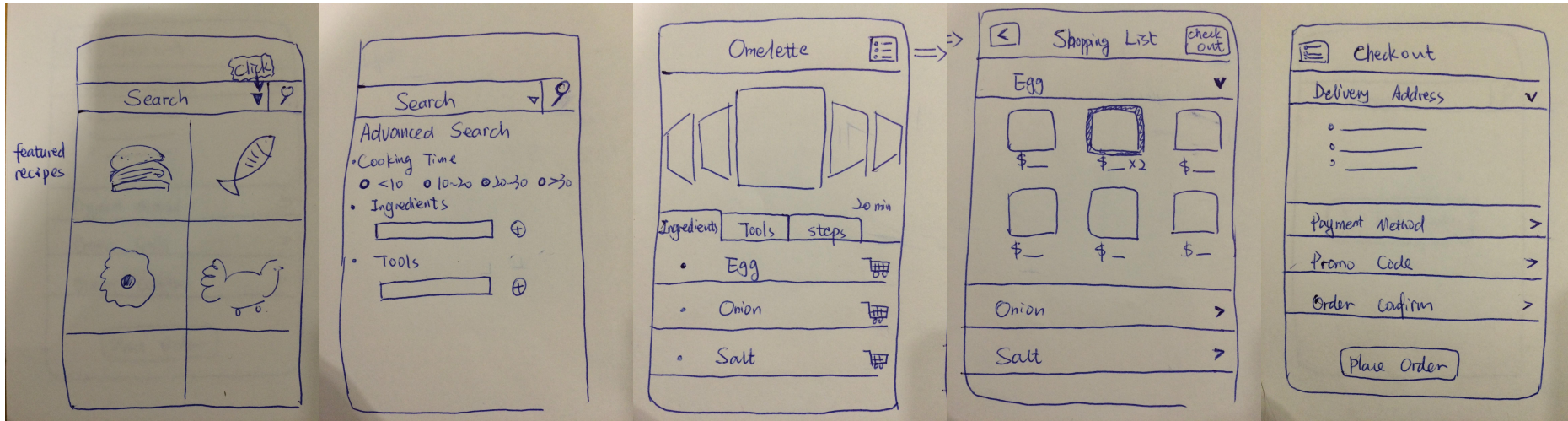


# Design idea evaluation

<b>Idea</b>	<b>Significance</b>	<b>Feasibility</b>	<b>Interest</b>
Improve find/buy	Y	Y	Y
Social recipes	?	?	?
Teach to cook	Y	Y	?

# Design sketches - Wen

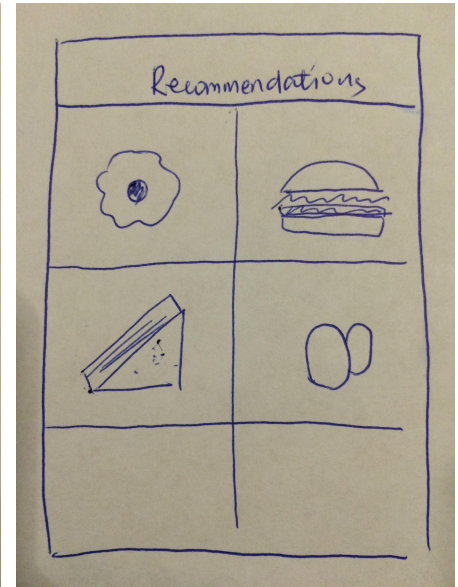
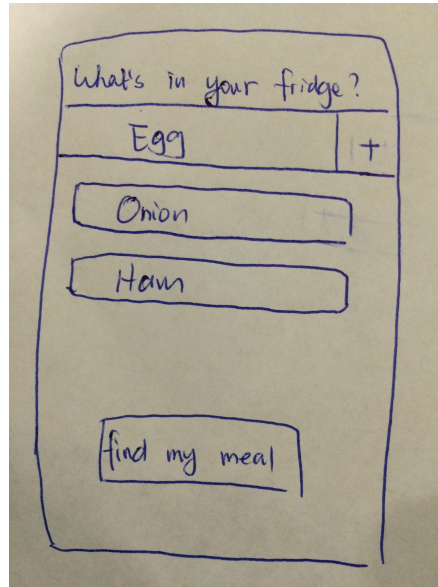
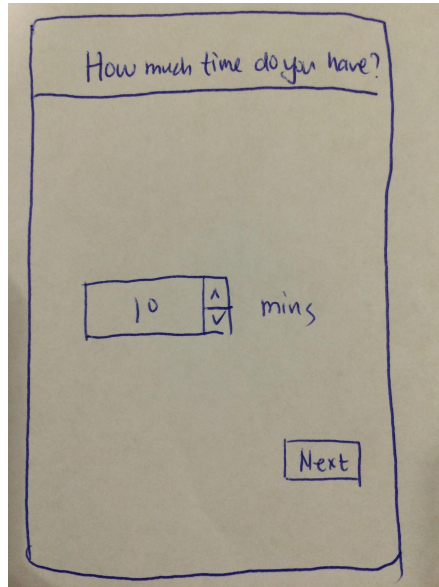
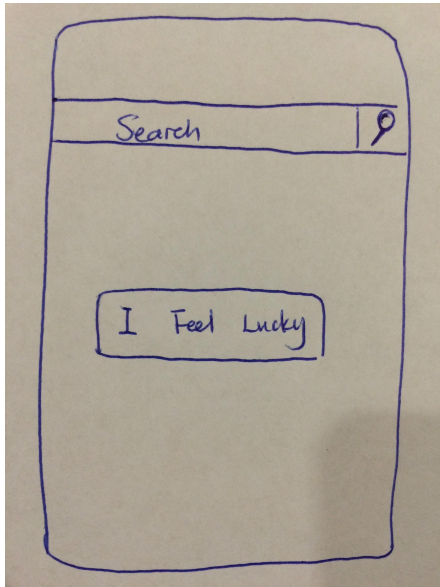
## Idea #1 - Advanced Search and Food Delivery



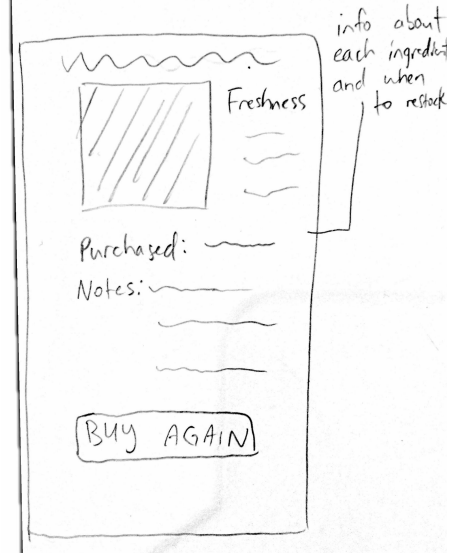
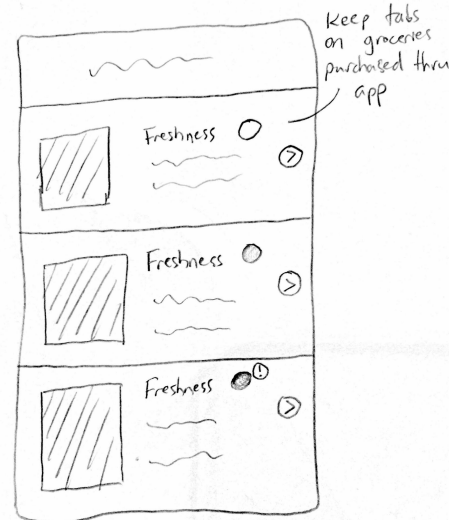
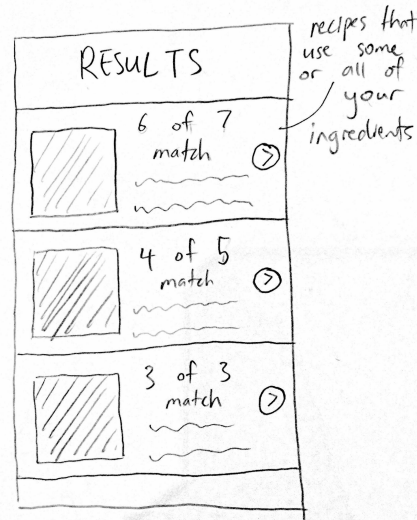
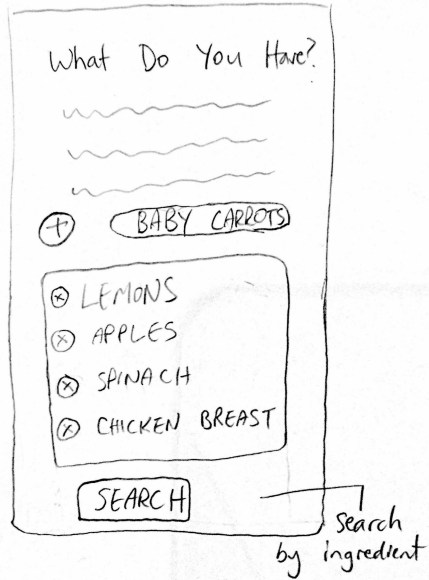


# Design sketches - Wen

## Idea #2 - Recipe Recommendation



# Design sketches - Kyle



# Design sketches - Omar

iPhone 8:00

has milk | has eggs |

has | takes

min to cook

lasts | days

or more steps

or more or less exactly calories

Search

iPhone 8:00

Cereal

1. Put 1 cup cereal in a bowl.

2. Pour 3 cups milk in the bowl.

Ingredients | 1-click buy

iPhone 8:00

Cereal

Tools  
Bowl | buy  
Spoon | buy

INGREDIENTS | buy all  
1 cup cereal | buy  
3 cups milk | buy

View recipe

iPhone 8:00

Buy all | Cereal

1 cup cereal  
Honey Nut Cheerios \$4.79

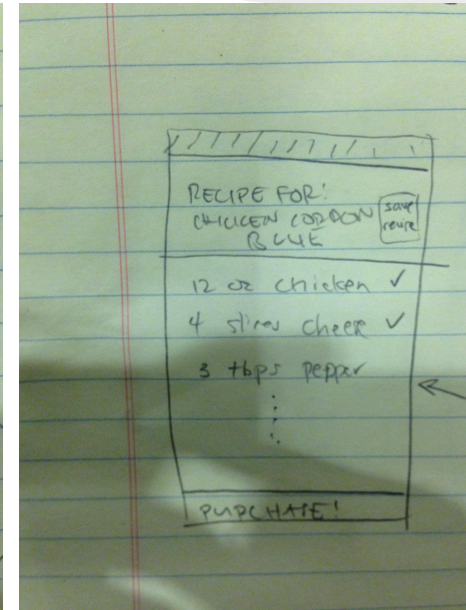
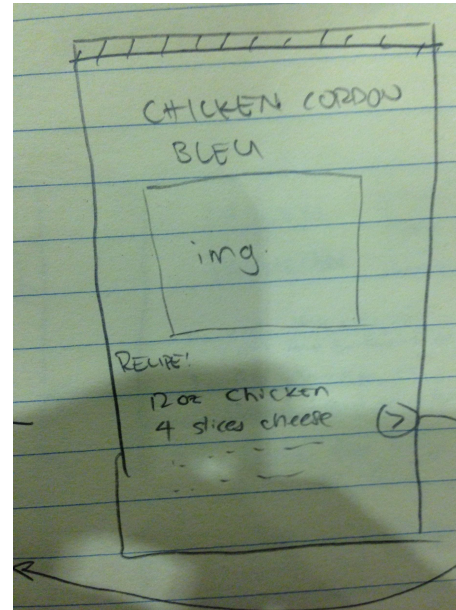
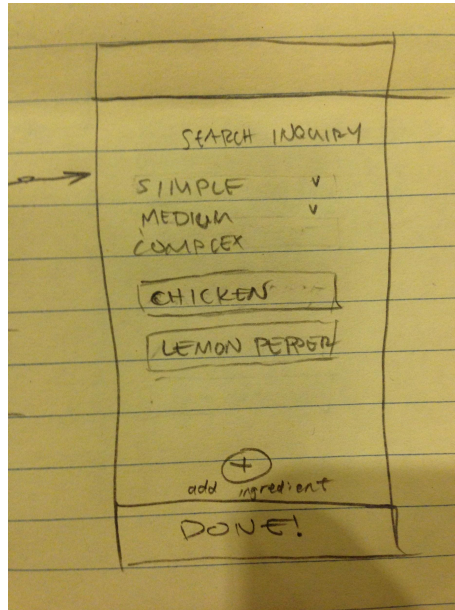
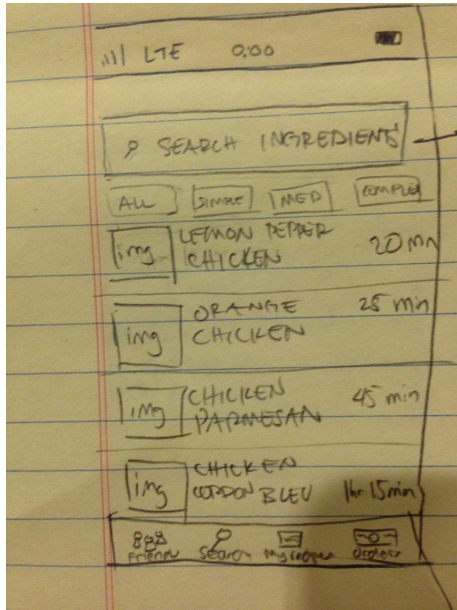
3 cups milk  
Clover 2% Milk \$4.29

Total \$9.08

Check out

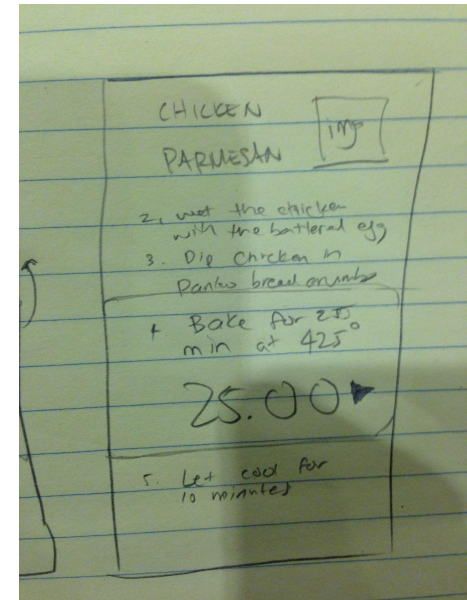
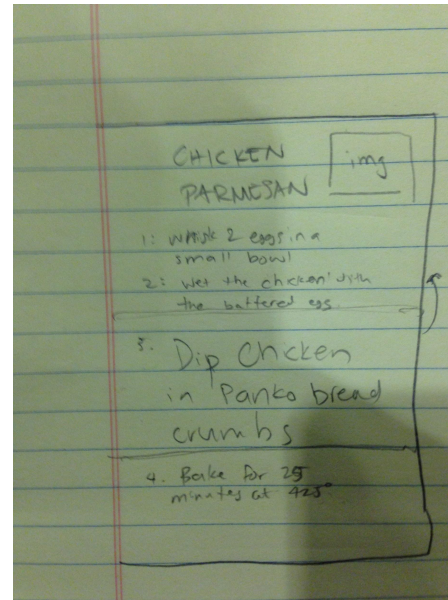
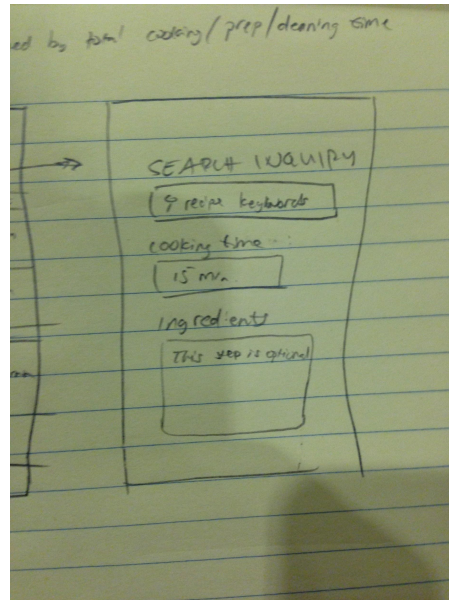
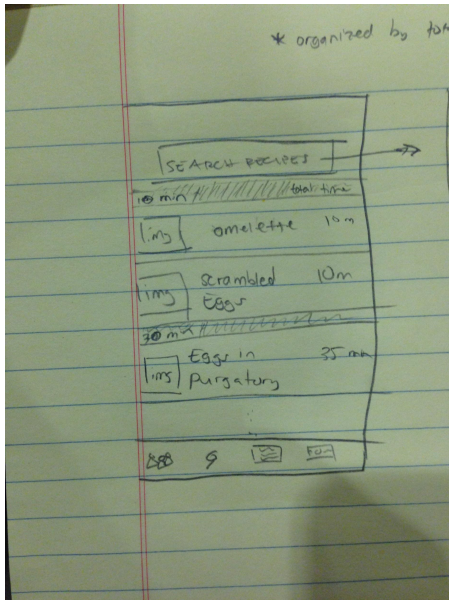
Recipe | Ingredients

# Design sketches - Gene





# Design sketches - Gene



# Conclusion

- Make it more convenient to cook
- Better way of finding recipes that fit your occasion
- Aesthetically appealing, simple helper