CookExpress

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Overview

MOTIVATE
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
- Adaptations/Suggestions
  - Adapt to a screw-up
  - Possible suggestions, or alternatives page
- Sharing?
  - Not much desire to share
  - Don’t cook with others
  - Possible function - group planner
    - At a potluck
    - Low interest, however
- 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
Two major tasks users 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

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Idea #1 - Advanced Search and Food Delivery
Design sketches - Wen

Idea #2 - Recipe Recommendation
Design sketches - Omar

- iPhone 8:00
  - has milk
  - has eggs

- Cereal
  1. Put 1 cup cereal in a bowl.
  2. Pour 3/4 cup milk in the bowl.

- INGREDIENTS
  - 1 cup cereal
  - 3/4 cup milk

- Buy all
  - Honey Nut Cheerios ($4.79)
  - Clover 2% Milk ($4.29)

- Total: $9.08

- Search

- Ingredients
  - 1-click buy

- View recipe

- Check out

- Recipe
  - Ingredients
Design sketches - Gene
**Design sketches - Gene**

**Search Request**

- Single Serving
- 15 min. cooking time
- Easy to prepare

**Recipe Inquiry**

- Chicken Parmesan

1. Wash 2 eggs in a small bowl.
2. Use the cracked egg to the batter mix.
3. Dip chicken in Panco bread crumbs.
4. Bake for 25 minutes at 425°.
5. Let cool for 10 minutes.

- Cost $25.00
Conclusion

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