

Platelist: concept video report

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1 Value proposition

Our goal is to motivate people to cook for themselves by removing barriers to cooking.

2 Roles

- Manager: Wen Sun
- Design: Gene Oetomo
- Development: Omar Rizwan
- User testing: Kyle Qian
- Documentation: Omar Rizwan

3 Problem and solution overview

People often avoid cooking because it's hard to think far enough in advance, choosing recipes and then buying ingredients to cook later. Our solution is to help people plan what to cook in advance for a whole week. We enable people to

- maintain a short list of recipes they like
- plan recipes ahead for a week
- view a summary of groceries needed and purchase all at once

removing many of the inconveniences of cooking.

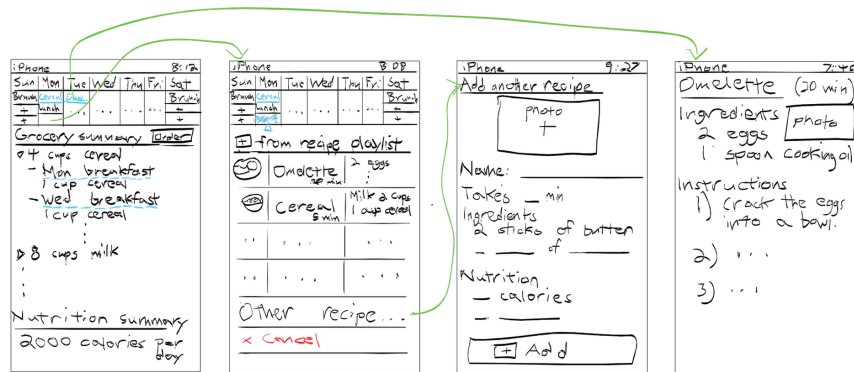


Figure 1: Omar's design

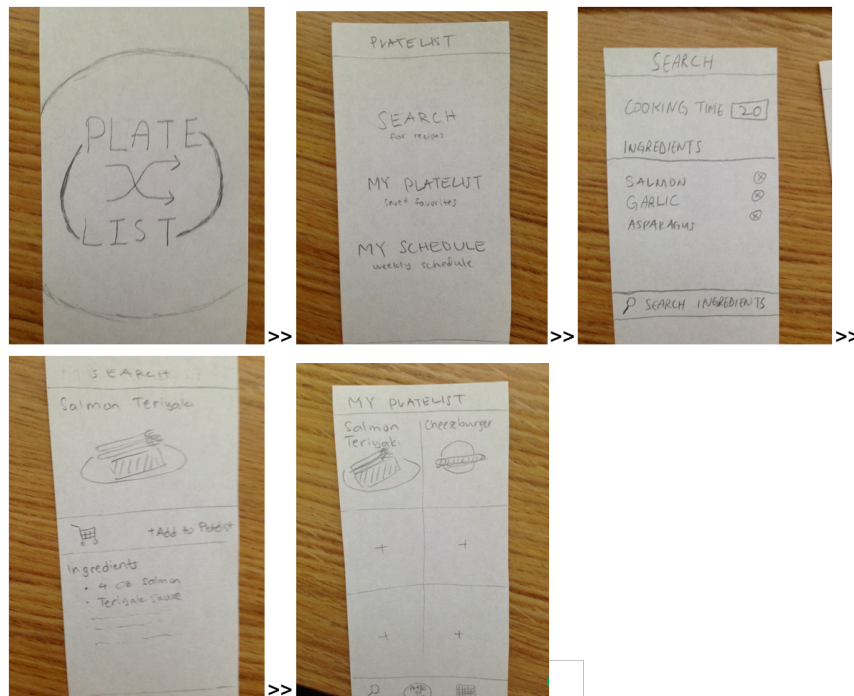


Figure 2: Gene's design and storyboard: loading page >> home page >> search page >> search result >> added to platelist >> platelist page

4 UI sketches and selected interface design

We chose Gene's UI design (Figure 2 and Figure 3) for the storyboard/video because it represents a much more abstract conception of our idea so far. While Omar's de-



Figure 3: Gene's design and storyboard: schedule >> shuffle >> purchase all groceries

sign could very well be part of our product in the prototyping stage, Gene's sketches were better suited for the current task. Also, Omar's sketch uses concepts that we may not implement moving forward, such as the health tracking and cooking assistant aspects. Our current stated 'theme,' so to speak, is more oriented toward convenience and time-saving functions, such as online ordering and 'meal shuffling.'

4.1 Functionality summary table

Gene's UI design supports:

- Searching recipes by name, ingredients, prep time, difficulty
- Input custom recipes
- Creating 'PlateLists,' either for general favorites or for certain meals of the day
- Fill weekly schedule with meals
- 'Shuffling' meals into schedule with no additional input
- Re-arranging meals of the week
- Create shopping cart of ingredients you need
- One-click ordering of ingredients for delivery
- Replace certain meals of the week if you've already ordered the ingredients, by entering its ingredients into search to get something new

5 Concept video description

The video is available at: <https://www.youtube.com/watch?v=62zBUYKVIkQ>

Kyle and Gene developed the storyboard, and Gene filmed the video and did editing. Some friends of Gene acted in the video.

5.1 What worked well?

The concept video actually was not that difficult, because Kyle and Gene came up with a very well-planned storyboard ahead of time, and Gene just followed that. One thing that we had to work on was redrawing the phone screens so that they would look good on the standard iPhone screen. The shooting itself went smoothly because Gene knew exactly what he wanted.

One thing that saved us after filming was the fact that Gene took longer videos than exactly what I wanted (which was suggested in lecture), so he had an extra few seconds before and after the clips which he added in to make it look more natural.

5.2 What was difficult?

The difficulty came when we put the scenes together. The scenes did not come out the way we expected them to. This is because when Gene shot the scenes, he only shot a few seconds each scene. This seemed like enough at the time. However, when putting the clips together, we realized that a few seconds each clip was not nearly as descriptive as Gene had imagined, and from a third-person point of view, one second of looking at each was too confusing. We had to slow down each clip by several multiples, so that the viewer would have enough time to register what was going on in each clip.

5.3 How long did each phase of design prep, shooting, editing take?

The entire design preparation process of putting together the storyboard and drawing the new screens took about 2 hours. The shooting phase took about an hour, and editing took 2-3 hours.

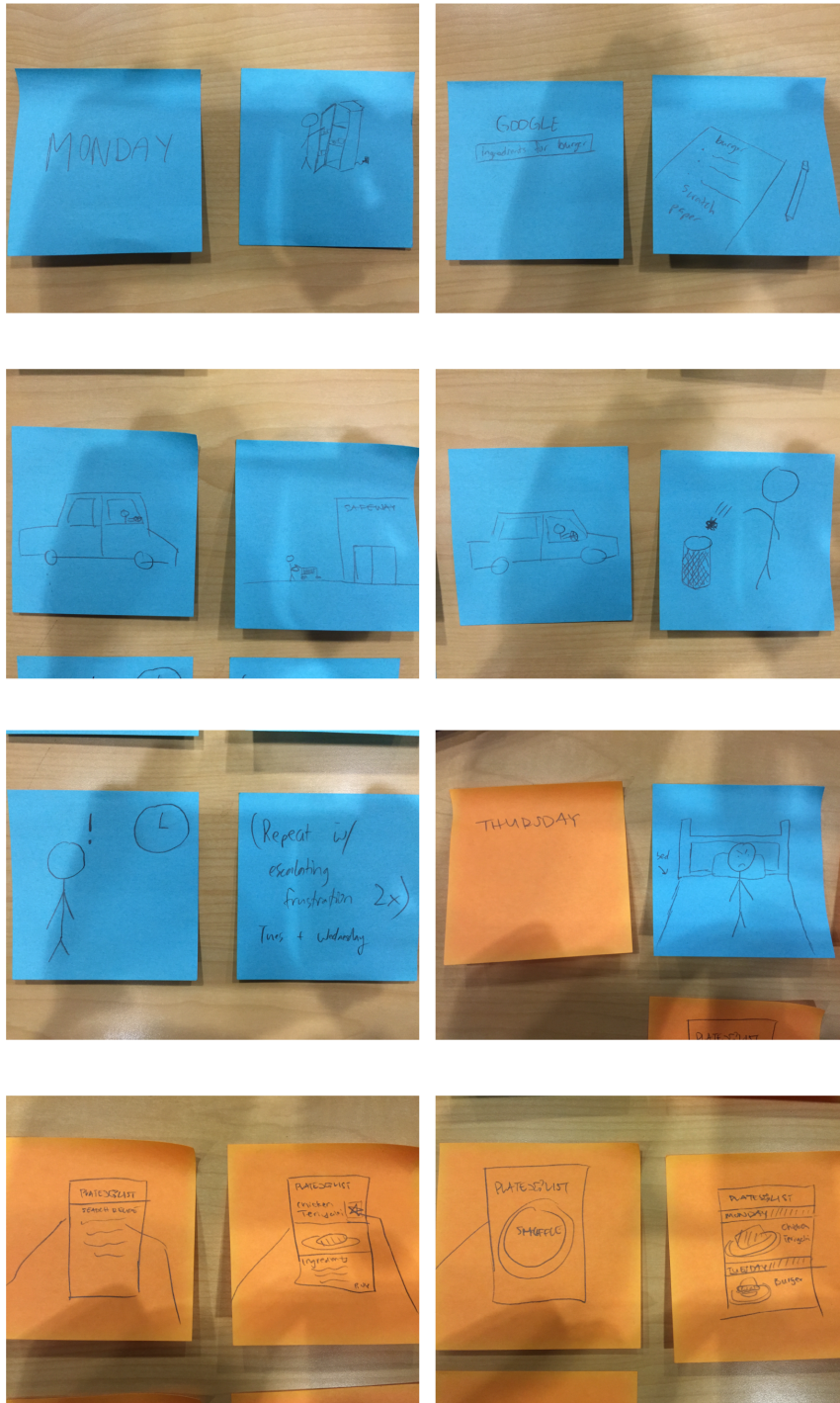


Figure 4: Video storyboards (first page), from left to right

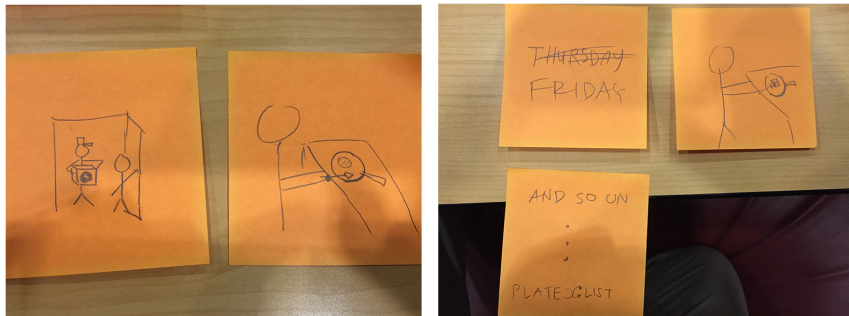


Figure 5: Video storyboards (second page), from left to right