

Fooditude: Low-Fi



Produced by Yes&

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Presentation Goals

- Define Problem, Solution
- Constraints & Design Principles
- Sketches & Boards
- Results & Changes

Problem

The feedback loop is broken.

Problem



Mission

**Enhance, Expand Patron-Chef
Communication**

Solution

Patron → Chef → Patron

Solution

- **Patron:** Provide Feedback
- **Chef:** Learn from Patron
- **Patron:** Learn from Chef

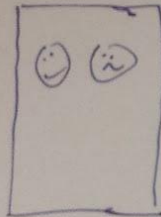
Design Principles

- **Simple Start**
- **Increasing Complexity**
- **Fun to use**

Task 1: Feedback

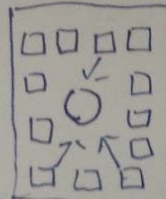
- Student: Provide anonymous simple feedback to the chef

Screen 1



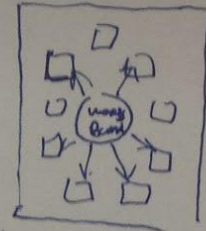
Something
Simple...
Get their
Attention

Screen 2



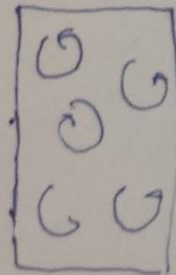
□ = food
→ drag
it to your
plate ...

Screen 3

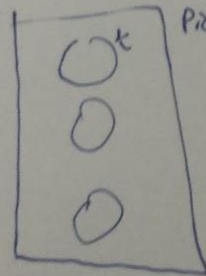


□ = food
○ = word
bank

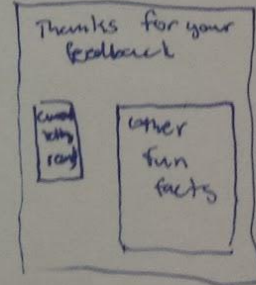
Drag Descriptors to
foods



plates,
fill in
how much
you
ate



Pick a
plate
that
you
would
like
to see in
the future



Storyboard 1

At table or on wall

Idea #1

How was your dining
experience today?



(TOUCH ONE TO BEGIN)

MEAL SUGGESTION

Initial User Screen

Drag the food items
you selected to your plate!

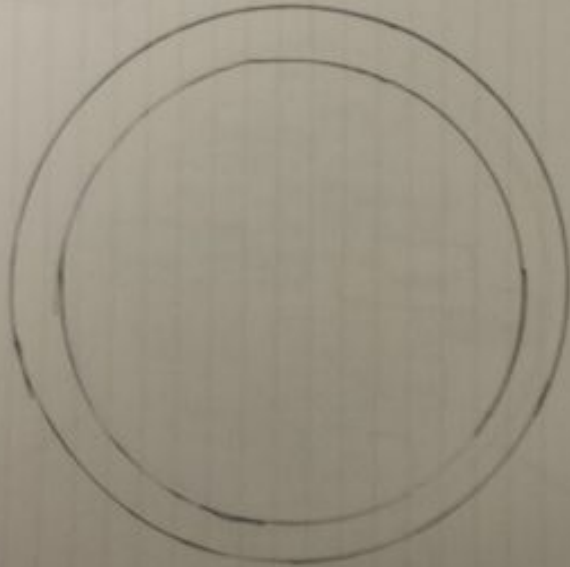
Grilled
Chicken

Kale
Salad

Lentil
Soup

Chocolate-
chip
Cookie

Pepperoni
Pizza



Steamed
Broccoli

Fried
Tofu

Steamed
Brown
Rice

Beef
Hamburger

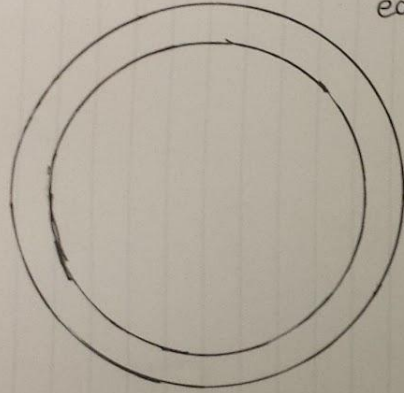
Bread
Pudding

Submit

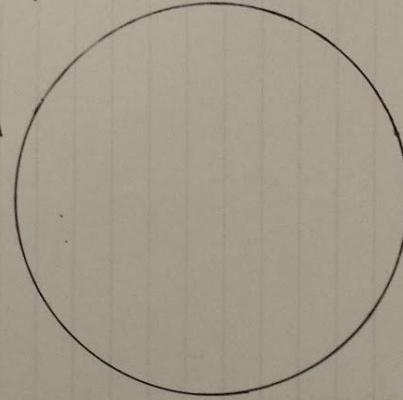
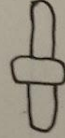
Circle of Life

Adjust the sliders to
show how much of
each dish you ate!

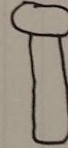
Submit



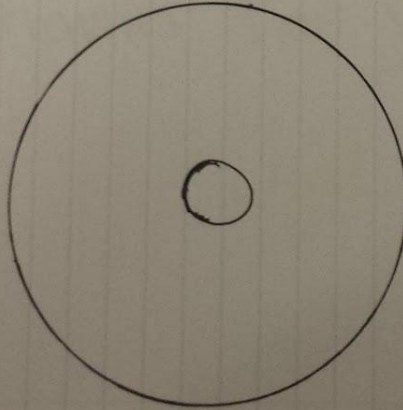
Grilled
Chicken



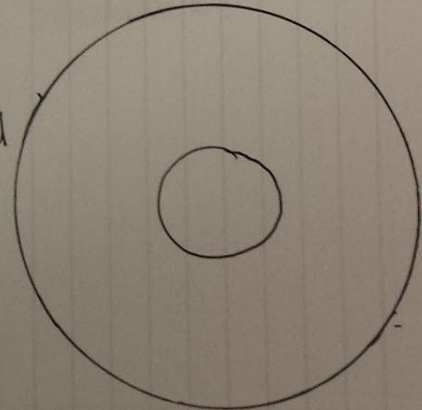
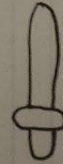
Fried
Tofu



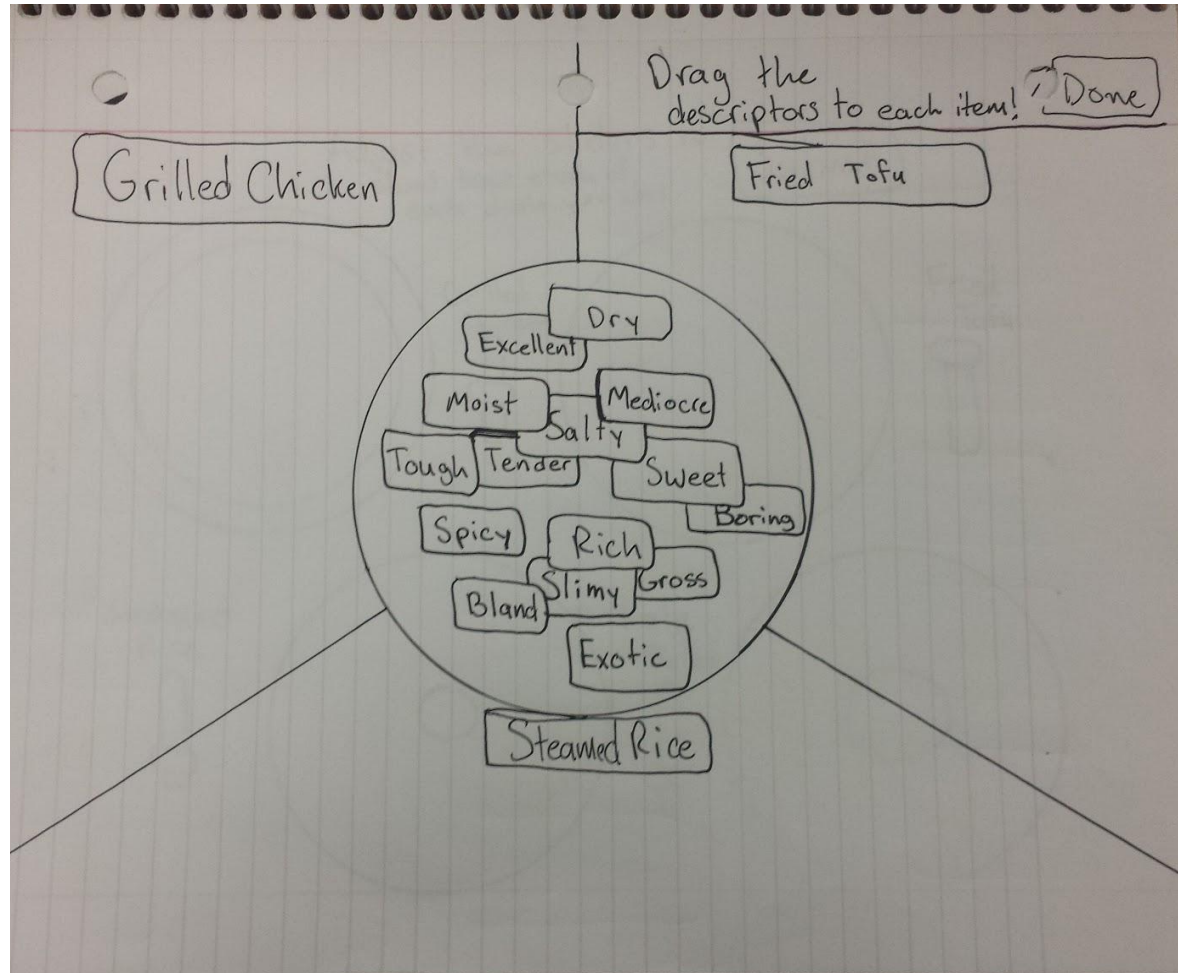
Steamed
Rice



Kale
Salad

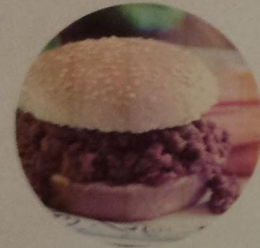


Slider Bars



Bank of Word\$

“Thank you for your feedback!”



Sloppy Joe's
A chef Pedro original!

Vote on next
Week's
meal!



Deli Sandwich Bar
Featuring meats from Spain!



Beef Vinda loo
In traditional beef sauce

“★★★★”

- Bhaven P.

Reward!!!

Task 2: Analysis

- Chef - Receives feedback and uses it to determine future meal decisions

MEAL SUGGESTIONS

Flow

ADD

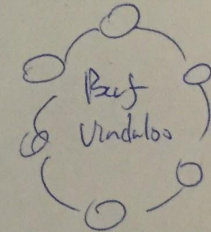
TOP SIX

Browse data, see facts, add meal to new dish preparation

PLATE CREATION

ADD

Create a plate



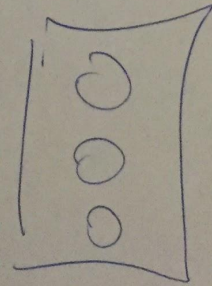
ADD

SEE ALL

SEE ALL

SEE ALL DISHES

Able to draw from a vast library of food

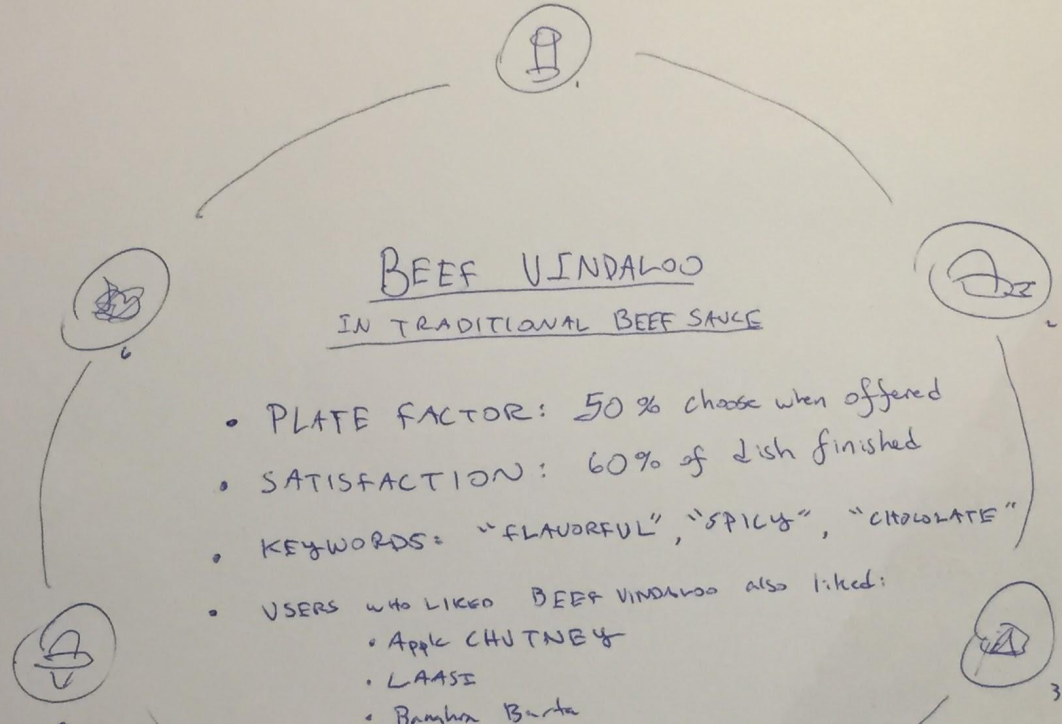


SIMPLICITY

Storyboard 2

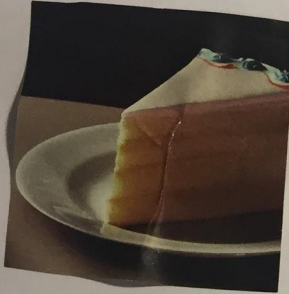
TOP SIX DISHES

I AM SEARCHING



MEAL SUGGESTIONS

DANKIES CAKE



- 72% chose it
- 90% of ~~plates~~ finished
- goes well w/

OREO SORBET



- 60% of eaters choose it
- 90% of ~~dishes~~ finished
- goes well w/ d₁, d₂, d₃

MILKSHAKES

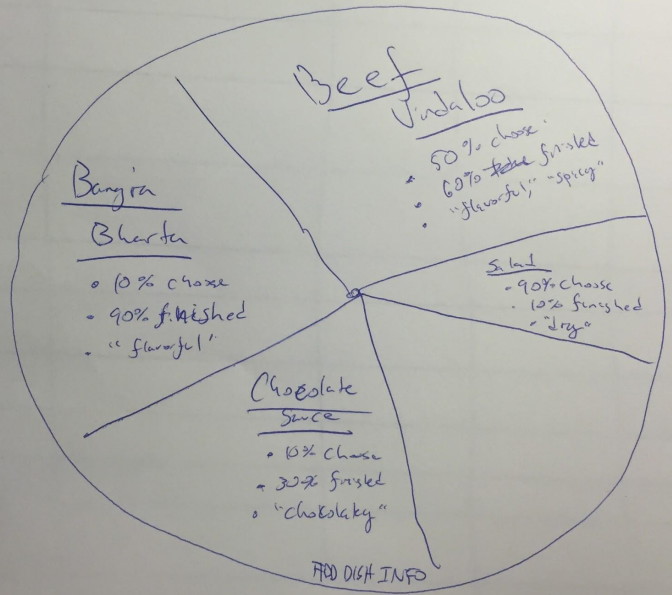


- 90% of eaters chose
- 100% of dishes finished
- goes well w/ d₁, d₂, d₃

Chef Meal Suggestions

PLATE CREATION

SEARCH DISH (GO)



SUGGESTED	
CAPRESE	ADD
MILKSHAKE	ADD
BASIL	ADD

Plate Creation

Fooditude
Chef Edition

Monday 10/19

← Click me!

Tuesday 10/20

Wednesday 10/21

Thursday 10/22

Friday 10/23

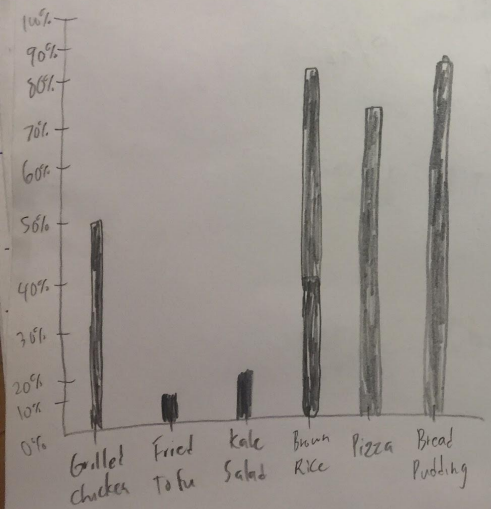
Meal Suggestions

Digital
Menu
Management

Day Interface**

73% of users enjoyed their dining experience on 10/19.

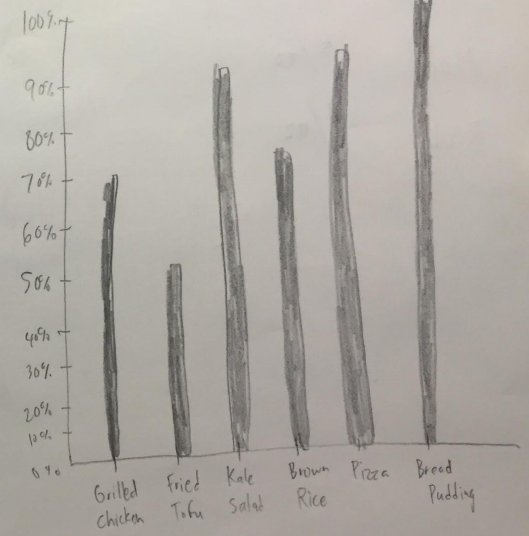
Percentage of users who chose dish



Dish Details [Click me!](#)

- Grilled chicken
- Fried Tofu
- Kale Salad
- Brown Rice
- Pizza
- Bread Pudding

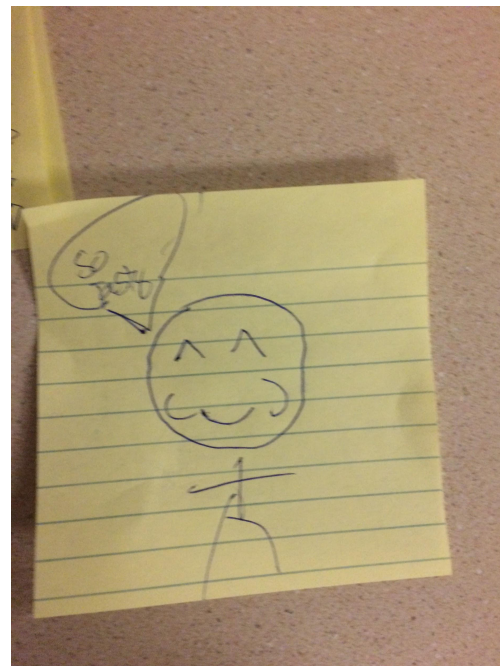
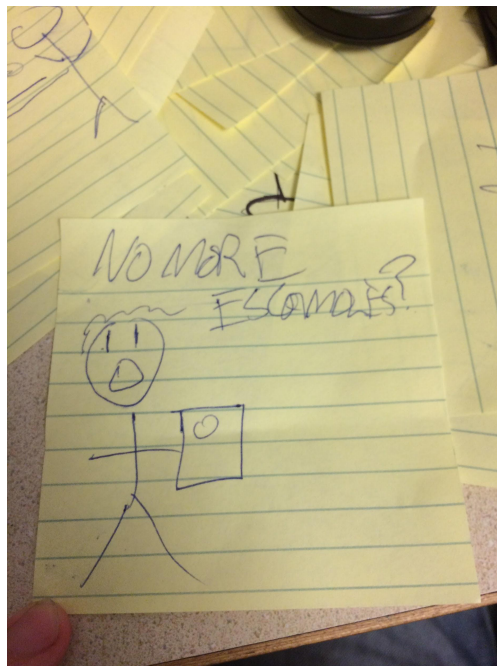
Average percentage of dish consumed



Data Analysis

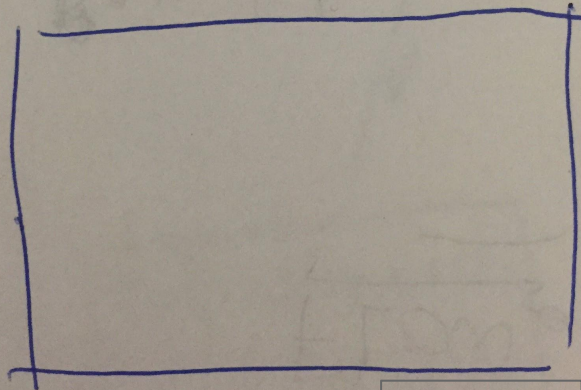
Task 3: Patron-Learning

- Patron: learns from chef.



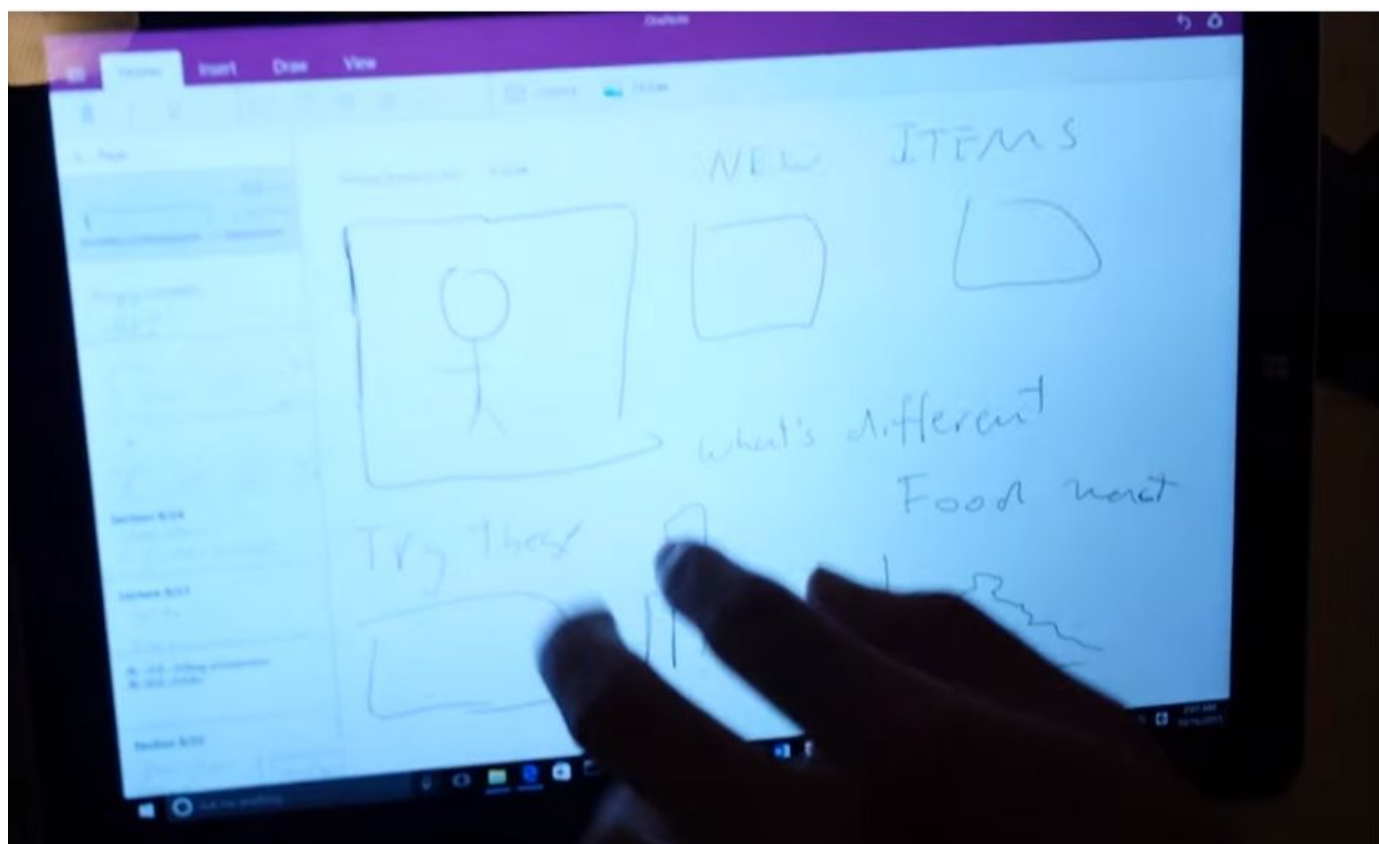
Share with Patrons

TEXT:



SUBMIT

Share w/ Patrons



Experimental Method

- Task 1 patrons selected based on **food factors**
 - a. athlete? gender?
 - b. hungry?
- Task 2 chefs based on kitchen size
 - a. big? row house?

Experimental Method (continued)

- Task 1 conducted in **dining halls**
 - a. Andrei: The Presenter*
 - b. Dylan: The Computer*
- Task 2 & 3 conducted in **kitchens**
 - a. Aaron, Dylan, presenters*

Experimental Results

- Task 1 easy, but **incentives**
 - a. proximity
 - b. reward upfront
 - i. “... clear how to perform everything”
 - ii. “... the descriptor portion is where I half ass it”

Experimental Results (continued)

- Task 2&3 UI needs **rethinking**
 - a. “Interface is hard to handle”
- But **glimmers of hope** from big kitch
 - a. “Statistics are more important than comments ... for the mass”

Suggested UI Changes

- Make incentives clearer on student side
 - a. reward upfront
 - b. proximity
- Task 2 & 3 needs rethinking
 - a. easier data analysis

Let's make food better!



Questions?

