



4 Cooking Dummies

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Interviews

How would you describe your process when cooking?

Can you tell me about a time when you were frustrated while cooking?

Can you tell me about a time when you were successful in cooking?

What challenges do you face when cooking?

Questions

Can you tell me about a time when you taught someone how to make a dish?

What helps motivate you to improve your cooking skills?

Stanford Student

- Living in Mirrielees
- Chosen to reflect user with no previous experience
- Interviewed in his kitchen



Mother

- “Cooking Innocent”
- Interviewed by Skype in her kitchen
- Chosen because she possesses strong desire to learn to cook and improve her skills.



Row House Chef

- Culinary school graduate
- Already an expert → extreme user
- Interviewed while she was making dinner



Nutritionist

- A Sports Dietitian for 10+ years
- Thought to be a user → wants students (usually with little experience) to cook and eat healthier



Results

“I think I’d be more motivated to learn if I had a friend to learn with”

“You don’t have to go to culinary school to learn to cook well”

“I really liked the hard-ass aspect of a teacher when learning”

Quotes

“I want a personal chef to teach me for 1/10th of the price”

“Cooking feels like a chore to me”

“Teaching made me proud of the students’ accomplishments”





“Questions and feedback in real time are important”

“The best way to learn is hands-on”



Analysis

Say

"I constantly have to get rid of cookbooks and magazines because they take up too much space"

"I make the same go-to meals if I'm too lazy to think of something to cook"

Answering questions in real time is important

THINK

Thinks her hands-on education helped her learn best

Cooking could be fun, if properly prepared

Don't need culinary school education to learn how to cook

DO

Constantly substitutes ingredients for ones she doesn't have on hand

Smiled when talking about teaching students to cook

Decides what to cook based on what is in the kitchen without planning in advance

FEEL

Feels self-conscious in front of crowds

Feel inspired when her friends are successful in cooking

Proud of students' accomplishments learning to cook

Insight: Competition Drives Success



Need: Personalized Instruction



Summary

Despite a strong desire to learn, many people feel they lack the access to personalized instruction, which serves as the best means of learning to cook.

On the other hand, the people who do have a fundamental foundation in cooking struggle to find time in order to cook healthy meals.



Thank You