

Empathy Maps

Max Kucera interviewing Joe Begovich

- **SAY: What are some quotes and defining words your user said?**
 - Never cooked in my life before
 - I like to be social when it comes to food
 - I do not have time to cook
 - Cooking is a chore
 - 15-20 minutes
 - I want a hand-holding process
 - I do not know where to start, Trader Joe's?
 - Private instructor for 10th of the prices
 - Secondary Role
 - Easy recipes with all the ingredients
 - Frozen food is a lot easier
 - Found friends to make dinner together
 - Frozen pasta, breaded chicken, steamed vegetables
- **DO: What actions and behaviors did you notice?**
 - Very engaging and likes to talk a lot
 - Genuinely worried about the process
 - He had a bad experience before
 - He had a hard time concentrating
 - He kept referring to his fear of cooking
 - Both from an anti-social and a safety standpoint
 - Constantly referred to how valuable his time was
 - When he claimed he was open to learning about cooking, did not act in a genuine manner
 - Acted like cooking was a great challenge that he had to face
 - He behaved like cooking was an act that he can just as easily pay someone to do for him
- **THINK: What might your user be thinking? What does this tell you about his or her beliefs?**
 - He believes that he is not able to cook as well as others
 - This leads him to just buying food instead
 - He thinks cooking in his dorm is a chore that he is able to bypass by going to the dining hall
 - He said he is in only able to cook the most basic things so he is not confident in his abilities
 - He thinks a well-defined, step-by-step process is the best way for him to learn
 - He thinks that the cleanup process is also a chore, so he may associate the two together as one giant chore
 - He doesn't think that cooking is part of his routine, so he may believe he is not able to get into it since he doesn't have a pre-carved out time to do it
- **FEEL: What emotions might your subject be feeling?**
 - He has an innate fear of cooking due to the safety hazards it poses
 - He did not like the anti-social aspect since he could be eating in a dining hall with friends
 - He felt lonely and wanted to be engaging with friends
 - Feels confident that he could eventually learn to do it with enough instruction
 - Wants to learn but maybe confused about how he could go about the process
 - He feels skeptical that there is no product out there that rivals a personal instructor
 - Feels out of place since he hasn't had to cook his entire life
 - He is unproductive and not making good use of his time
 - Feels unrewarded after cooking a sub-par meal
 - Feels challenged when recipes are too hard or complicated

- Feels burdened by the cleanup process
- Bored by the process and not engaged by stirring food

Insights

After talking to Joe, I learned a lot about his views towards the cooking process and potential problems that he faces. Cooking is something that he has never done before and he views as intimidating, challenging, and boring. This presents a need for a product that can make the cooking process easily accessible to anyone regardless of age, experience, income, etc... Additionally, this process should be viewed as something that is fun and engaging rather than a chore, thereby making it more attractive than buying food. This could be done through making it more social or simple, two worries that Joe had when I talked to him. By solving this problem, the time issue would be less of a problem since it would become a valuable way to spend his time. One of the key insights Joe presented was that he wanted a personal chef guiding him through the process for a 10th of the cost. This shows that many people want someone or something with great knowledge and a clear way of explaining steps to show him through the process. Furthermore, it addresses the social and boring concerns that he talked about. Overall, I think implementing a solution that can change the way people view cooking could really have the potential to solve a lot of their problems and concerns.

Empathy Map for Gilly

Background:

- Gilly is the chef for Durand, a Row House
- Born in Korea, moved here when she was between 7 and 10
- Has worked at Durand since 1994

SAY: What are some quotes and defining words your user said?

- “find fish in the rivers to eat”
- “starving”
- enjoyed learning hands on
- liked the art aspect of cooking - plating food
- enjoyed the “hard ass” aspect of a teacher when trying to learn
- said she “gets nervous” in front of crowds and would prefer smaller groups of students to teach
- “questions are important, answering in real time” - when asked about a virtual cooking teacher
- Reads cookbooks and magazines to learn more recipes, but constantly has to get rid of them since they take up so much space
- Only uses YouTube to learn Korean cuisine
- ideal vacation is to go to a country and learn its cuisine (could be a possible category of our product? - have different dishes from a certain cuisine and give histories of them)
- constantly substituting ingredients for ones she doesn't have on hand - knows how to do this from experience and knowledge of cooking
- makes her go-to dishes when she's too lazy to think of new things to make for the house

DO: What actions and behaviors did you notice?

- She would laugh a lot at herself
- Interviewed while she was preparing dinner, so she was constantly chopping or cooking
- smiled when she talked about teaching students how to cook
- shook her head a lot when asked if she liked speaking in front of crowds

THINK: What might your user be thinking? What does this tell you about his or her beliefs?

- thought she would be a good pastry chef, but didn't end up liking it after trying it
- thought that culinary school was a waste of money - valued time spent there and what she learned, however believed that you could get the same education hands-on in a restaurant
- hands on approach to learning to cook as long as you get feedback is the best way to learn

FEEL: What emotions might your subject be feeling?

- Loved animals, art, and food
- felt that the best way to learn was by doing
- the head chef at the culinary school made her feel scared and inadequate but she felt that she learned the best because of the pressure
- was proud of students' accomplishments and that they had fun learning to cook from her
- feels self conscious in front of crowds - a couple years ago there was a cooking class that Row chefs volunteered to teach and she never volunteered

IDENTIFY NEEDS

- thinking of dishes to make for meals for the house
- learning from demonstration, but not necessarily in person

IDENTIFY INSIGHTS

- she would enjoy teaching on a virtual system if she had a way to answer questions and give/receive feedback from her students (live stream?)
- having a way for students to cook while learning would be ideal, because she believes hands-on approach is best

Interviewed: Cannon Campbell

Although she wasn't cooking at the time, I interviewed her on skype while she was in the kitchen that way she could walk me through her process of cooking.

SAY:

- In describing her ability as a chef, she says she is “cooking innocent” in that she has had little instruction.
- Says her mother never cooked anything delicious so cooking was just never very appealing
- “Food in restaurants is just much more delicious”
- In describing a time when she was frustrated by cooking, she says that once, her sister came to visit, and when the sister saw the meal she had prepared for her children, the sister asked “Are you mad at them...?” because the meal was so bland.
- Says that about six months ago, a friend had been cooking chinese food for her family, so she decided to try it and used recipe and planned in advance and ended up making a delicious meal. Because she decided the day before, and bought things that she needed like coconut milk and random things “that good cooks would already have in their house”. Was able to make things that she never could have made earlier. Says she was inspired by her friend and how much fun she was having.

DO:

- First step of her cooking process is thinking “Oh shoot, dinnertime is coming, what is in the fridge?”
- Checks fridge, and usually selects a protein and vegetables
- First takes out ingredients and washes them.
- Decides whether to cook on the stove or in the oven based on how much time there is until people need to eat. Usually only has time to cook on the stove.
- Cut veggies first because she only has one knife and one cutting board and they will be dirty after cutting the meat.
- Cook meat first because it takes longer to cook. Either throws veggies in the same pan or a different one. Often makes pasta or rice as well.
- Seems to work left to right from the fridge to the stove in her kitchen, and looks looks across the room in this direction as she describes her process of cooking.

THINK:

- Thinks her friends enjoy cooking more than she does, and that it sounds fun when they talk about it.
- Is currently thinking about doing Blue Apron, which is a program that helps you with planning and preparing meals.
- Thinks she would enjoy the cooking process more if it wasn’t for the “whole going to the store part”
- Thinks that in many households, parents show their love and care through the preparation of meals, but has never personally thought about food in this way.

- Thinks she would be more consistent in planning meals if she had a friend that she was committed to learning with. She would then be more motivated. However, she says all her friends either already know how to cook or can't cook at all.
- Thinks that she herself has low standards for quality of food, so she is more committed to cooking for others.

FEEL:

- Feels hurt when people don't like her food
- As times, has even been mad when people didn't like the meal she made
- Feels like making a meal isn't worth it when people might not like it
- Feels disappointed when things come out of the oven and are raw or overcooked
- Felt inspired by her friend's success in cooking chinese food
- Feels afraid of making something that wouldn't be good
- Feels that her ultimate goal is to be able to have a dinner party and cook the food, without being afraid that it wouldn't be good enough.

Identify Needs:

Needs some way to plan in advance, in order to be prepared for making meals

Needs some way to be motivated to learn, and to enjoy the process

Identify Insights:

We spoke with a mother, who really wanted to improve her ability to make good meals, yet struggled with meal preparation. I wonder if some sort of mechanism for advanced planning would allow her to be motivated to prepare for meals in advance.

I was surprised that, despite cooking being a relatively individual activity, she measured her success on how others thought of her food, and was motivated to cook in order to provide for others. I wonder how this social motivation caused be used to enhance the process of learning to cook.

I was surprised that, despite expressing a strong interest in wanting to be better at cooking, she had only taken two cooking classes, over twenty years ago. I wonder how cooking lessons could be more easily integrated into daily life.

Empathy Map for Kristen Gravani

Background:

- Kristen is the Sports Nutritionist and Dietitian for all 36 Stanford Varsity Football
- Has worked at Stanford in her current role since March 2015

Say: What are some quotes and defining words your user said?

- Students skills vary widely, but usually around a 4 on a 1 to 10 scale
- Many students learn through their exposure growing up
- Most students have prior knowledge from family members
- There are also many students that have absolutely no knowledge of cooking
- At stanford, not emphasis on cooking because lack of kitchens
- Other colleges place greater emphasis on cooking because heavier focus on cooking in dorms
- For college students, time is a huge barrier for cooking
- Not wanting to look dumb in front of peers seems to be a discouragement from learning how to cook if the student does not have knowledge of cooking prior to college
- She advises college students to find a bank of basic recipes
- These recipes include few steps (around 5), common ingredients, and does not take more than 5 to 10 minutes
- Another barrier for cooking is not having the utensils to make some meals such as strainers, and big pots for pasta

DO: What actions and behaviors did you notice?

- Due to the fact that she was interviewed in a comfortable space for her, she seemed to be at ease
- Laughed when she brought up a story about a student she had that had absolutely no knowledge of cooking at all.
- She seem was very interested in what we were doing, such as asking us about what this was for and what why we were interviewing people
- Based on why she was able to provide information, this seems to be a common problem among many of her students
- Got the sense that she enjoyed being almost a mother like figure in helping the students better their eating habits and was willing to go out of her way in order to help her students achieve their goals.
- She was clearly not a fan of the fact of her students trying to actually learn how to cook through videos because of the fact that it does not allow the student to have a good foundation for cooking.
- Clearly enjoyed drawing back on the times that Kristen was cooking with her mother because of the smile on her face and it was almost if cooking made her feel like she was at home again

Think: What might your user be thinking? What does this tell you about his or her beliefs?

- Seemed to be happy that we were trying to address an issue that seems to be a major hindrance in students abilities to have healthy lifestyles while having a kitchen
- Teaching students in a hands on manner is the best way to learn how to cook

- The problem seems to be that since students are so busy sometimes the hands on method of teaching is not applicable
- Thinks that students can sometimes just be too daunted to try
- Thinks that competition and learning alongside teammates/roommates/friends can be great motivation to perfect cooking skills
- Kristen seemed to believe that having hands on training is by far the best method and clearly believed that learning through videos is an inferior method
- Kristen also believed that healthy cooking can both better their life by being able to control what they eat, while also saving them a lot of money by not going to restaurants.

FEEL: What emotions might your subject be feeling?

- A love of food
- A love to help people have healthier lifestyles
- Proud of students who recognize their faults in their diet and are willing to come to her in order to try to better themselves.
- Seemed to love when she was able to take one of the schools chefs and have him teach her students, knowing that she is teaching them tools they can use for the rest of their life.
- She liked seeing her students grow in front of her eyes
- As a sports nutritionist, she feels that her ability to help the student better their eating habits will also allow the student to play better in their sport. Thus allowing her to feel as though she had a role
- She had a mother like feeling to each of her students

Identify Needs:

- A way for students to be able to learn how to cook that would allow them to not have to meet up with a chef but rather can do it on their own time
- A recipe book that would focus on meals that are quick, easy and do not take many utensils
- A way for students, especially ones that might be self conscious, to learn on their own in order to not feel embarrassed if they attend a class with their peers and expose the fact they know nothing about cooking

Identify Insights:

- Clearly the hands on method is the best way, but allowing the user to be able to learn at their own pace that fits their own schedule
- Having recipes that did not take exotic ingredients or lots of kitchen ware in order to accomplish is vital for all college students