



4 Cooking Dummies

Caillin Campbell
Max Kucera
Ian Jones
CJ Keller



Initial POV

Row House Chef

We met Gilly, a Row House chef who graduated from culinary school.

We were amazed to realize that even though she went to school for cooking, she valued hands on education more than going to school.

It would be game changing to bring the personalized instruction in an accessible way to everyone willing to learn.



Additional Input from our
Users

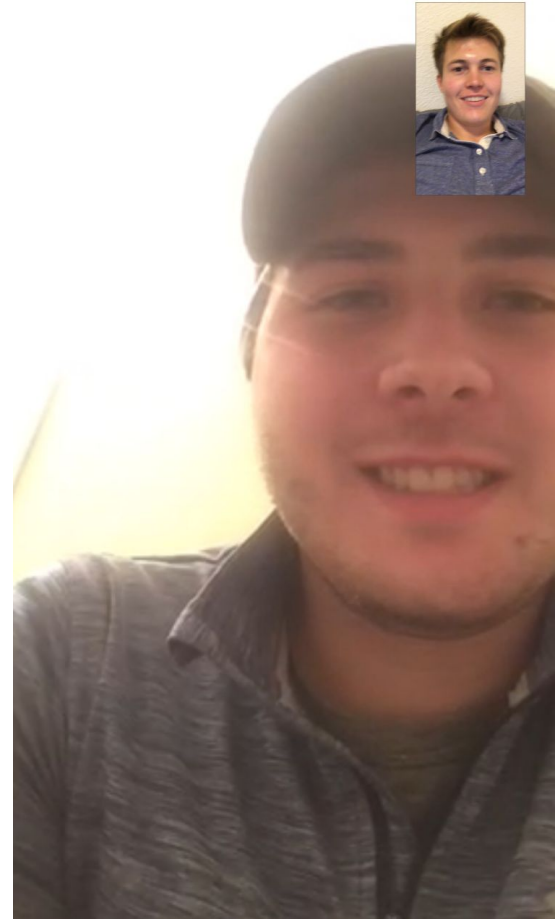
Stanford Student

- Lived in SF this summer, had to cook for himself
- Self-taught and had limited prior cooking experience
- Had “cooking competitions” with his family
- This summer: cooking on a budget
- Wants way to keep track of what ingredients he owns and how much is left



Miami University Student

- Lives in apartment off campus
- Has cooked all of his meals for last couple of months
- Likes to imagine recipes in his head and then buys the necessary ingredients
- Wants a way to input ingredients and output recipes that utilize them



Revised POV Slides

Sports Dietitian

We met Kristen, the Stanford Athletics Dietitian.

We were amazed to realize that although competition can originally make learning to cook intimidating, demonstrating successes to friends can serve as a reward and small victory.

It would be game changing to harness this competitive drive for novice users to become better cooks but leaving it at a level that does not drive away the users.



Stanford Student

We met Joe, a Stanford student living in Mirrielees and learning to cook on his own.

We were amazed to realize that although he has a kitchen, he often eats at dining halls or buys food as he views cooking as a chore.

It would be game changing to find a way to make cooking fun and enjoyable.



Mother of Young Children

We met Mrs. Campbell, a mother of five kids.

We were amazed to realize that despite having a strong willingness to learn, she had only taken 2 cooking classes 20 years ago and said learning with a friend would be the best way to motivate her.

It would be game changing to utilize social connections to encourage and motivate in the process of learning to cook.



How Might We Make the
World Better

Sports Dietitian

How might we utilize competition to make the process of cooking more fun?



Stanford Student

How might we use friendships to make cooking an enjoyable experience, and motivate people to learn to cook



Mother of Young Children

How might we replace “cooking classes” with things that can be done in your own home at any hour of the day?



The Experience Prototypes

Cooking Competition

chef challenge
Welcome Back
choose a friend to challenge



CJ K.



Ian J.



max K.



Caillinc.



Keith L.



James L.



Bob J.

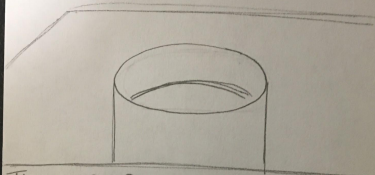


Larry F.



Dave G.

chef challenge

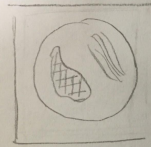


The recipe:

- 1) Trim and clean veggies
- 2) cut your veggies into smaller size pieces
- 3) Bring pot of water to a boil
- 4) Carefully place veggies into boiling water
- 5) Set a timer for 15 minutes
- 6)

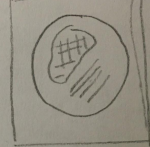
chef challenge

Your Meal



VOTE

Max K.'s meal



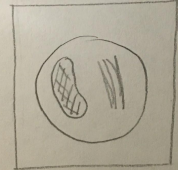
VOTE

Invite your friends to vote
on who made this meal
BEST!

chef challenge

Congrats!

With 70% of votes, you
defeated Max K in the
Steak and veggies
challenge!



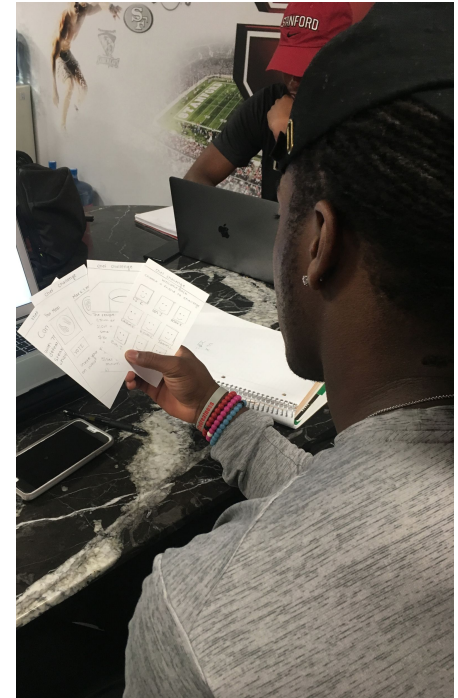
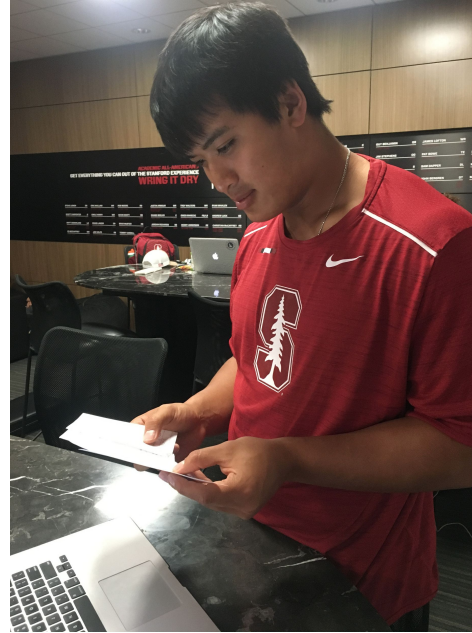
Winning Meal

Challenge
another
friend



Cooking Competition App: Anthony Trinh & Trevor Speights





- This cooking competition App would allow users to challenge a friend to make the same recipe, then invite their friends to vote on which final product looks better
- Anthony likes idea of learning basic cooking techniques and likes that competition ranks him in relation to friends.
- Trevor was unsure about learning from an app, but liked the idea of showing off his final product and challenging his friends
- Our assumption was kind of there but we undervalued taste in the process



Sharing While Cooking

4 cooking dummies

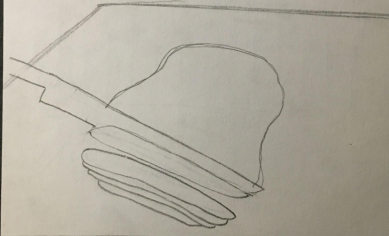
Welcome Back!
Choose a level one meal to proceed

Steak & Veggies	
Serves: 4 prep time: 40 mins	
Chicken & Rice	
Serves: 6 prep time: 30 mins	
Salmon & Potatoes	
Serves: 4 prep time: 35 mins	
Pasta & meatballs	
Serves: 4 prep time: 25 mins	

Level 1 progress: 35%

4 cooking dummies

meal #1: Steak & vegetables
Step #1: preparing the meat



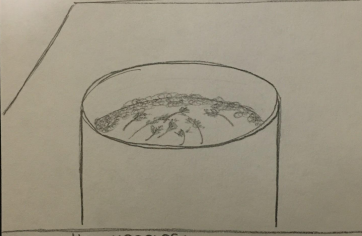
Preparing the meat:

- 1) Use a sharp knife to remove fat
- 2) Gently trim by angling the knife away from the meat
- 3) Slice tenderloin into 2 inch steaks

Level 1 progress: 35%

4 cooking dummies

meal #1: Steak & vegetables
step #2: boiling the veggies



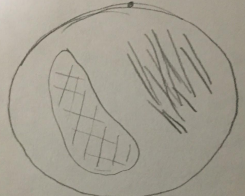
Boiling the veggies:

- 1) trim and clean your veggies
- 2) cut your veggies into similar sized pieces
- 3) Bring pot of water with a pinch of salt to a boil
- 4) Carefully place veggies into boiling water

Level 1 progress: 35%

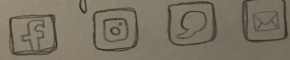
4 cooking dummies

Well Done!



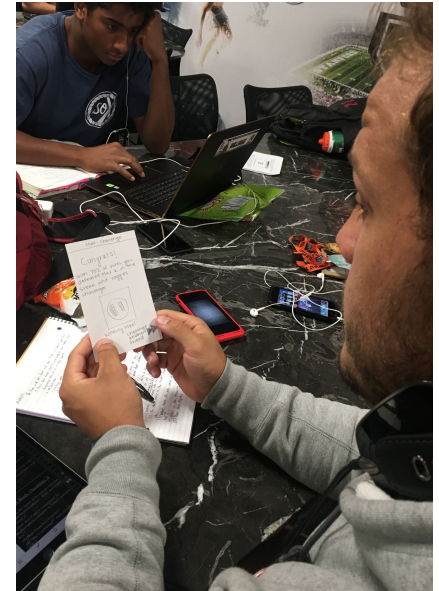
By completing this meal,
you are 50% done with
level 1

Share your progress!



Sharing while Cooking: Hannes Bohning

- This social app would provide provide recipes and tips, with the ability to share the final product with friends via messaging or social media
- Hannes describes himself as a perfectionist, and loved concept of sharing his masterpieces on social media
- Thinks competition doesn't make sense without being able to taste food
- Our assumption was in fact there because he loved showing off his creations

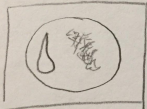


Personalized Instruction

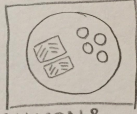
PERSONAL COOKING INSTRUCTOR

MENU:

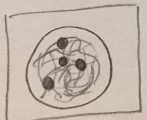
SELECT A FOLLOWING RECIPE



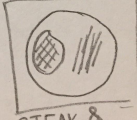
CHICKEN &
RICE



SALMON &
POTATOES

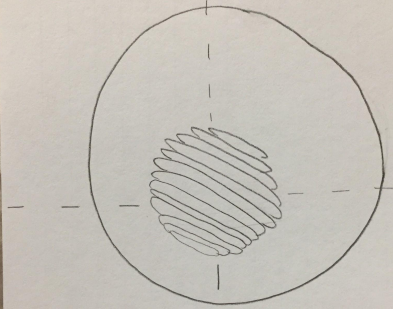


PASTA &
MEATBALLS



STEAK &
VEGGIES

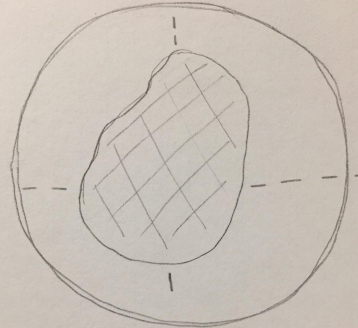
PERSONAL COOKING INSTRUCTOR



SUCCESS! Meat has successfully
been cut. Proceed to next step
of recipe instruction...

PERSONAL COOKING INSTRUCTOR

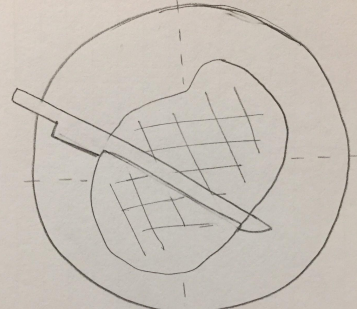
Steak + veggies: Step One



Position meat on plate to
begin instruction of cutting
meat.

PERSONAL COOKING INSTRUCTOR

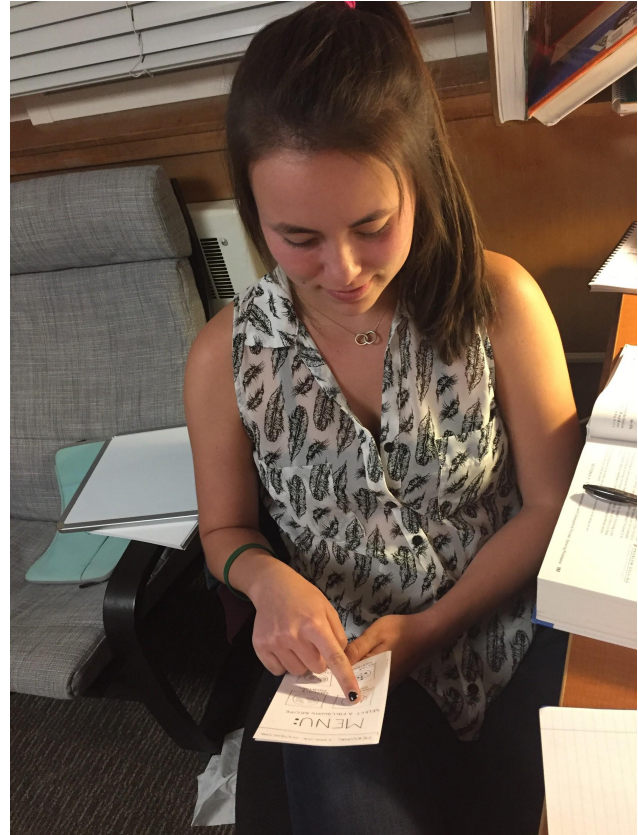
Steak + veggie: step one



Follow the knife to cut
your meat

Personalized Instruction: Clare Young

- The final prototype was an instructive app which would utilize a phone's camera to give personalized instruction and feedback at every step of the cooking process.
- Clare loved the concept of personalized step by step instruction, but pointed to the difficulty in reading these instructions off of a hand held devices, while also executing the steps, such as chopping.
- Our assumption was valid because she loved the idea of personal instruction on her own schedule at her own pace



Thank You