



What's Cookin' Good Lookin' ?

Studio Theme: Engagement in Digital and Physical Space

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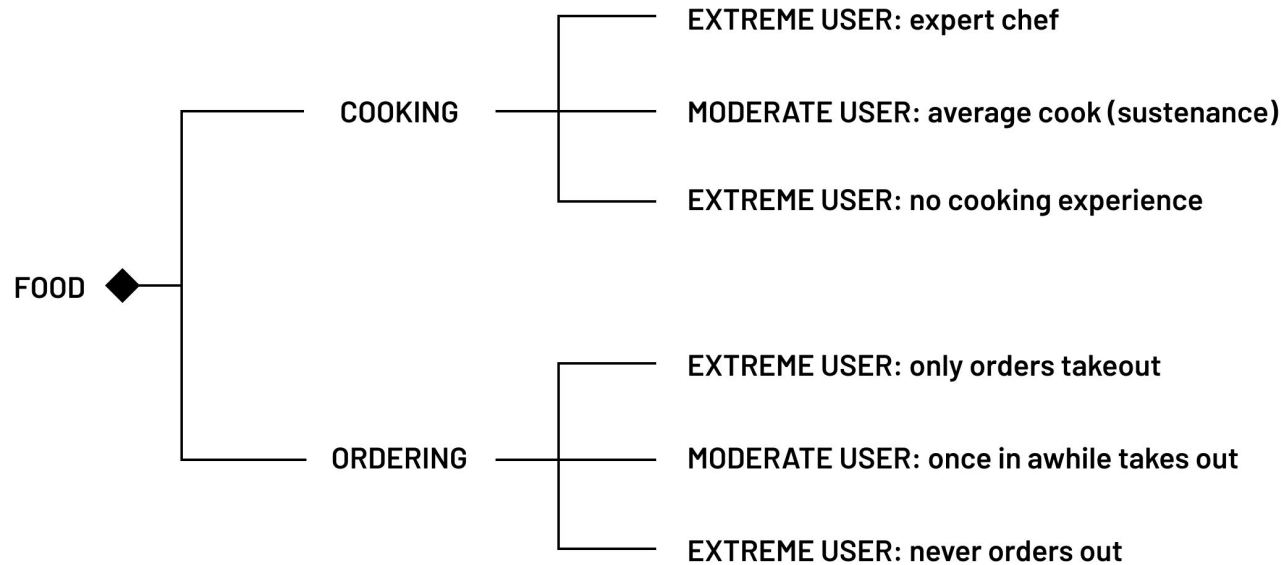




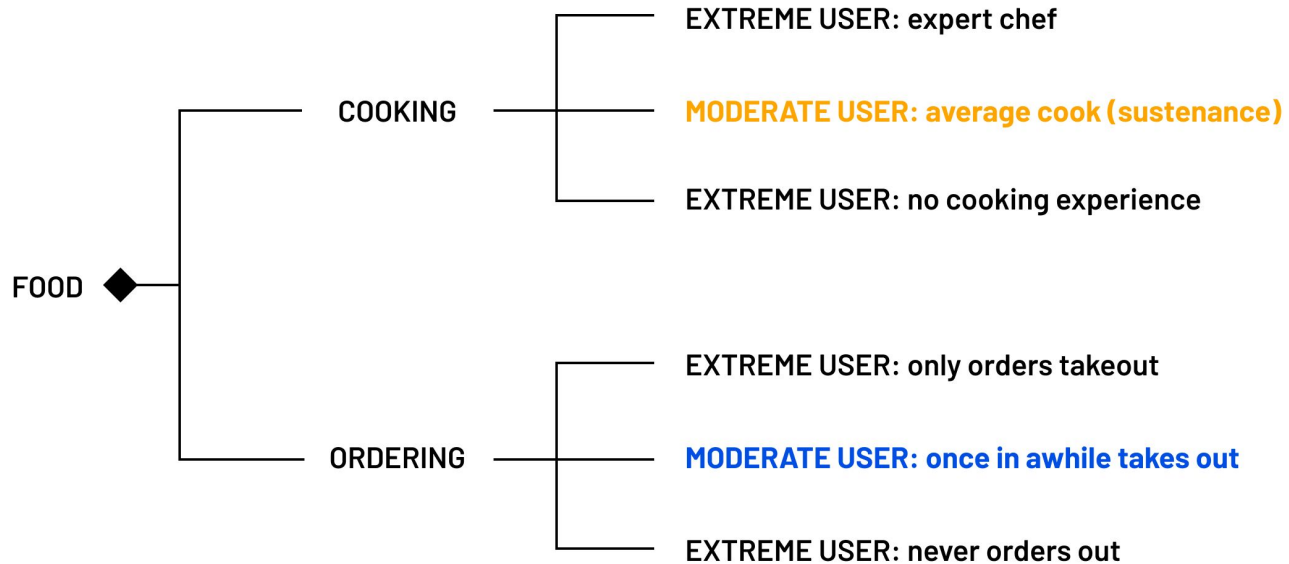
1. Needfinding Methodology

Who? Why? How?

Target Audience



Target Audience



Questions

- How do you get your meals every day?
- How often do you cook?
- How do you feel about cooking?
- How experienced of a cook do you consider yourself?
- How do you decide what to make?
- Can you describe your process of cooking after you decide?
- Could you tell us about a time you felt positive/negative while cooking?
- How do you feel about ordering out?



Interviews



Interview 1

"I guess it's kind of more rewarding actually because like [the food] feels like more like your own work. It's like, yeah, I made this... [it's] my child, you know."

➤ **Abhinav**

A Microsoft employee who works alone and cooks with others

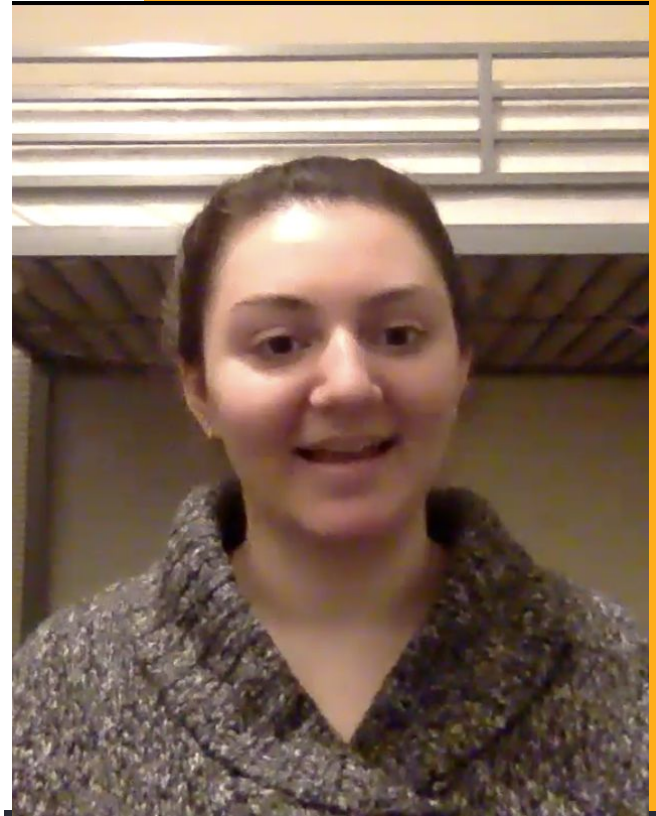


Interview 2

"It's necessary, I don't really enjoy it that much but I need to eat, so. It feels more like a task rather than something to do for fun. Like I HAVE to cook in order to eat. Like school work more than a hobby."

➤ **Stephanie**

A vegetarian student living with multiple roommates looking to cook when factors at play allow her to



Interview 3

“This like really cool [p]otato thing where they get really crispy if you boil it [in] like baking soda water beforehand. So that was, I was like, really proud of myself for doing that, even though it wasn't that like complex or anything.”

➤ **Ethan**

A frosh, chemistry major who enjoys experimenting with cooking



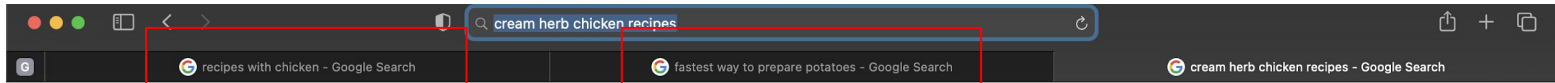
Interview 4

“It’s [cooking] a fun thing to do, except when I’m busy”

➤ **Halley**

A busy college student in the midst of her junior year who lives with only a roommate and still needs to eat





cream herb chicken recipes



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Quick & Easy Creamy Herb Chicken - Cafe Delites



If you know me by now, I don't need to apologise for this recipe being cooked in the one pan, right? I'm ADDICTED to one pan **creamy chicken recipes**. We have ...
★★★★★ Rating: 5 · 91 votes · 30 min · 176 cal
[Creamy Parmesan Herb...](#) · [Best Creamy Chicken Recipes](#) · [Chicken Stroganoff](#)

Recipes



Creamy Herb Chicken

Cafe Delites

5.0 ★★★★★ (91)
30 min

Chicken breasts, garlic powder, black pepper, dried rosemary



Creamy Herb Chicken

Salt & Lavender

5.0 ★★★★★ (9)
25 min

White wine, chicken breasts, cream, dijon mustard, butter



Easy Creamy Herb Chicken

The Recipe Critic

5.0 ★★★★★ (3)
25 min

Chicken breasts, butter, olive oil, garlic, fresh basil





Empathy Map



SAY

"A fun thing to do except when I'm busy"

" A lot of times I feel guilty" [about takeout]

I have things [foods] that I rotate through, just things that keep well since I can't make it to the store often.

"Waste of time during school when I have more important things I should be doing."

"it wasn't cooking for sustenance it was cooking to enjoy the activity together, so it was kind of a reframing of that."

"I guess I'm ambivalent... [it] mainly just kind of depends on the situation."

If I'm, if I'm like really looking forward to eating it that I'm like, I'm like, pretty hyped throughout like "yeah that's gonna taste really good."

"Honestly, I'm a novice I barely know how to cook."

"Uh, [I started to cook] probably like after coronavirus started."

"I think practice makes perfect. Like, I'm still messing up a lot. So I think hopefully with practice. I'll get better at that."

"I'm really a control freak when it comes to, like, making sure that I have everything [ingredients]."

"When stuff [the dish] is like just not perfect, just not good. I'm really disappointed in that usually most the time"

DO

Cooks most of her own meals for her and her roommate

Looks in fridge to develop an idea of what to cook

Preps for meal before cooking to have everything ready to go

Gravitates towards simple, mostly prepared or prepackaged meals

Looks up a recipe on Google and checks the pictures and reviews to choose one

Scrolls through instagram looking to replicate recipes she sees and likes

Doesn't make some meals right away - saves recipe then goes to the store when there is time

Cooks late at night to avoid crowded kitchen

Smiles when talking about cooking with his family

Finds recipes from Google, no specific websites/books

Had to think longer to recall a negative cooking experience

Makes food with intention of having leftovers

THINK

Wishes there was an easier way to clean up after cooking, especially for a large crowd

Most food ordered out is unhealthy

Ordering out is expensive. I can save money by cooking.

I wish places had more vegan/vegetarian options

Google/Instagram have the widest variety of recipes and are the most engaging

Cooking with others transforms it from a chore to a fun social event

I wish a grocery store was more accessible for ingredients

Baking is more fun than cooking because it is more precise

Cooking is a way to access multiple cuisines in one's household

Ordering takeout is not as satisfying as eating in a restaurant

I need to research pictures/videos in order to choose what to make

I like to be challenged

FEEL

Joy when cooking with roommate - random, fun conversations while cooking

Feels proud when baking because you can personalize the end product

Stressed when having to cook during busy school schedule

Ambivalent when cooking by herself

Annoyed with cooking that requires a lot of cleaning after or is messy

unadventurous and bound to the recipe

Prouder when taking more responsibility towards final dish

Mediocre feeling when something goes wrong - adapt

Must cook many different types of dishes

Disappointed when the dish doesn't come out the way the chef wanted to

Stuck when money is a reason that limits the convenience with ordering out

Curious/open-minded when searching for recipes



Insights & Needs



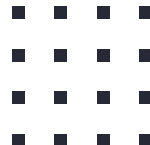
Insight:

Cooking itself isn't what people look forward to, it's the social experience.

Need:

It would be ground-breaking if all cooking experiences were community-oriented / interactive.

"There wasn't a lot to do in our home town, so cooking was something to do to occupy ourselves. it wasn't cooking for sustenance it was cooking to enjoy the activity together, so it was kind of a reframing of that."





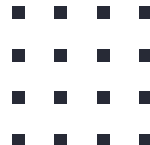
Insight:

Memorable cooking experiences involved challenging or new experiences.

Need:

It would be ground-breaking to give people a sense of exploration while cooking.

“My favorite memory were these crazy, over the top burgers.”




Insight:

People pull from a variety of different mediums before cooking (Google, Instagram, YouTube, family recipes).

Need:

It would be ground-breaking to make the process of searching for inspiration more convenient.



“It's like looking at recipes or like seeing, you know, YouTube video [to find] something that I think would be fun.”




Insight:

How one feels toward cooking depends greatly on their availability - more so than ingredients or recipe constraints.

Need:

It would be groundbreaking eliminate time constraints while cooking.



“Cooking is a waste of time during school when I have more important things I should be doing.”




Insight:

People are conscious of their wallets when ordering takeout but are less so when grocery shopping

Need:

It would be ground-breaking to contextualize food costs in general.



“When I order out, I feel bad that I could have made it for cheaper.”



Summary

- Socializing is fun and challenges are memorable!
- Cooking is all about exploration
- Consume lots of media for recipes
- Conveniency impacts people's relationship with cooking
- Money, ingredients, and time are some factors with cooking

What's Next:

- Interviewing extreme users
- Exploring more in depth about our insights



Thank you!

Questions?