



Concept Video

Culture through Cuisine

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Amrita Palaparathi, Kyla Guru

Our PotLuck



Defne

Potluck
item: 



Kyla

Potluck
item: 



Janet

Potluck
item: 

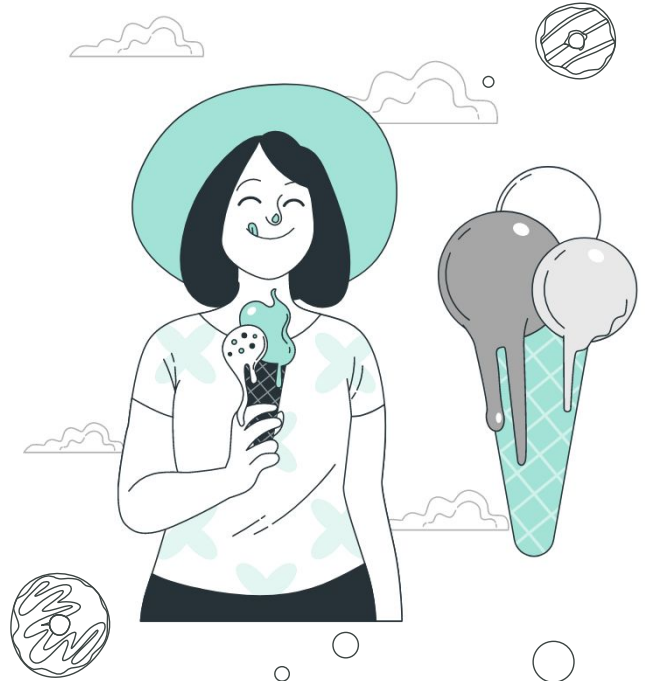



Amrita

Potluck
item: 

Recap

Last week, we used experience prototypes to test key assumptions about how people interact with culture through food and began defining a solution. This week, we focus on creating a concept video to further define what our solution offers.





How might we...
make it so that unfamiliar
ingredients speak for
themselves?

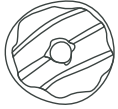
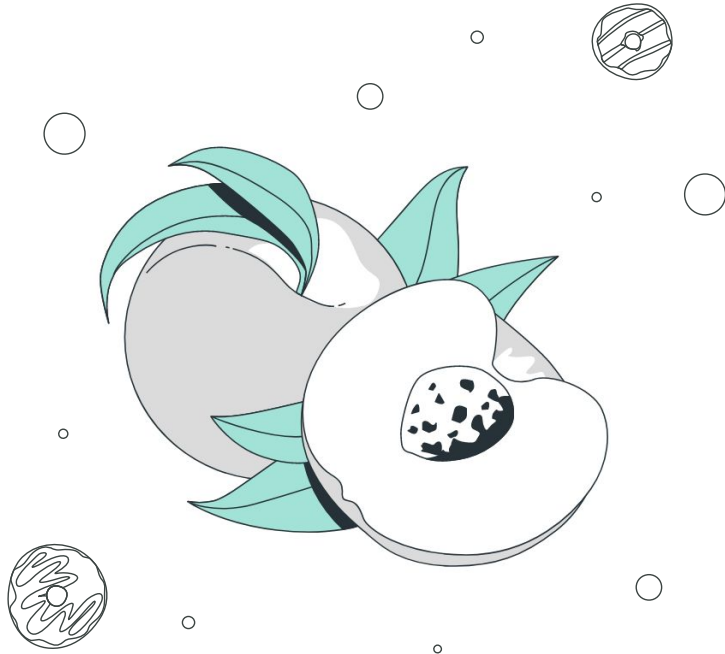


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The problem we choose to focus on and our value proposition



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Our competitive landscape and differentiating features



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Our approach to ethical challenges that arise in creating our solution



Concept Video Journey

The process of creating our concept video, including task definitions, storyboards, and the final video





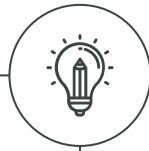
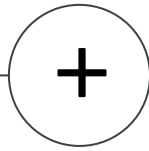
Dishcovery
your cultural culinary companion.

Unpacking the Name



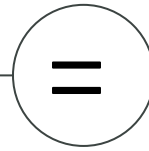
Dish

Foreign Ingredients and snacks from a variety of cultures

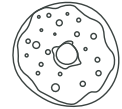


Discovery

Understanding cultural context and authentic cooking with unfamiliar foods

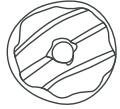


Dishcovery



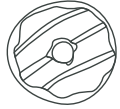
Problem

Learning about and creating food with ingredients from other cultures can be an intimidating experience.



Our Solution

Dishcovery helps you recognize, learn about, and cook with foods from around the world. We use image recognition to identify new ingredients and enable you to delve into their cultural context and authentic recipes using them, providing a is a cultural culinary companion from the grocery store to your kitchen.



Market Research - Competitors



우리의식탁 - 요리를 스타일하다

Authentic Korean Cooking



Calorie Mama

Food identification for
nutrition



Weee!

Asian and Hispanic Grocery
Delivery



Shopwell

Grocery shopping assistant
app



Universal Yums

Subscription box for exploring
international foods

Market Research: 우리의식탁 - 요리를 스타일하다

- **Description:** An authentic Korean cooking app, where users can ask questions about dishes for expert cooks to answer
 - **Positive Aspects:**
 - Focus on cultural authenticity
 - Aesthetic and intuitive UI
 - Expert testimonials to ensure quality suggestions
 - **Dishcovery differentiators:**
 - Includes information about a variety of cultures rather than just one
 - Provides context for users from the grocery store to the kitchen, providing additional color and background on ingredients themselves in addition to just recipes
-

Market Research: Calorie Mama

- **Description:** A food identification system based in image recognition that tracks nutrition information
 - **Positive Aspects:**
 - Automatically performs identification from photos using AI image recognition
 - Takes pride in the cultural diversity of its food database
 - Food AI API continually improves in accuracy with the addition of new images
 - **Dishcovery differentiators:**
 - Image recognition is used with an emphasis on cultural information and context rather than primarily nutritional data
 - Enables users to take further steps once an ingredient or snack item has been scanned, including creating recipes with this item
-

Market Research: Weeee!

- **Description:** an online grocery store delivery service primarily offering Asian and Hispanic cultural food items
 - **Positive Aspects:**
 - Places emphasis on cultural appreciation via events and notifications within the app (e.g. "It's Filipino week, try these...")
 - Wide selection of traditional ingredients
 - Shared customer testimonials about their experiences with purchased food items
 - **Dishcovery differentiators:**
 - Concentrates on learning about and understanding food items rather than providing a platform to purchase them
 - Offers information on ingredients around the world instead of within particular regions
 - Provides a knowledge base and "cultural culinary companion" while they shop for groceries
-

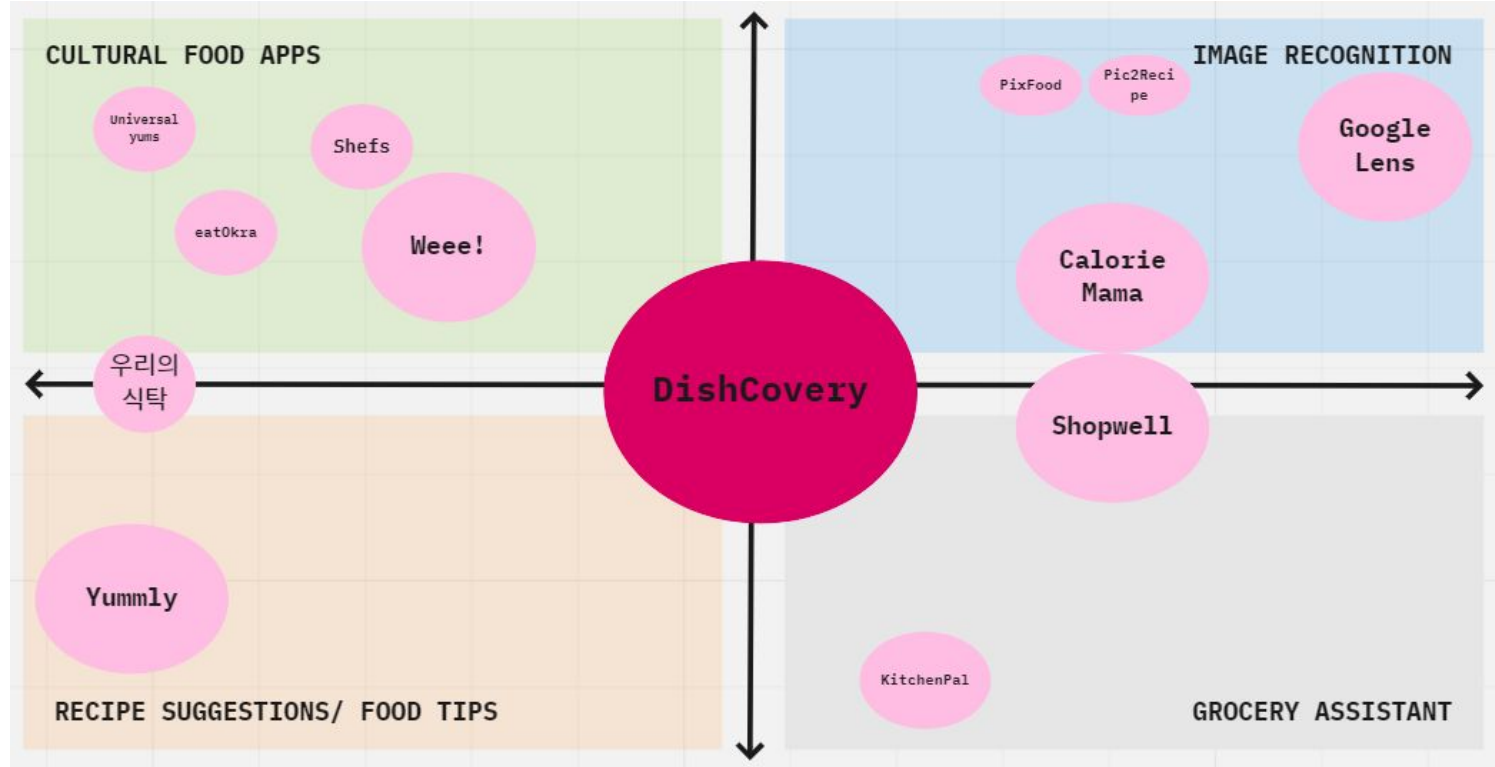
Market Research: Shopwell

- **Description:** A grocery shopping app that gives users a personalized score and recommendations based on their dietary restrictions and suggests better options based on their dietary profiles
 - **Positive Aspects:**
 - Positive reviews regarding food accessibility
 - Intelligent suggestions related to nutrition
 - Location awareness to find products in your local grocery store
 - **Dishcovery differentiators:**
 - Provides a similar grocery store app companion, but one focused on culture rather than nutrition and dietary restrictions
 - Uses image recognition to identify unlabeled foods rather than only using barcode scanning → enables use in less formal settings like farmers' markets and community gardens as well as in countries where food is labeled less often
-

Market Research: Universal Yums

- **Description:** A subscription box that sends curated snacks from different countries to your home each month
 - **Positive Aspects:**
 - Encourages users to try new foreign foods from around the world
 - Gamified experience makes exploring new cuisines fun
 - **Our differentiators:**
 - Universal Yums is an indirect competitor who shares our mission of encouraging individuals to explore and understand foreign foods, but takes a very different approach to doing so (i.e. sending food to users' homes)
 - We instead aim to help users incorporate foreign foods into their daily lives as they shop, cook, and share their food with friends and family
-

Competitive Landscape



Values in Design

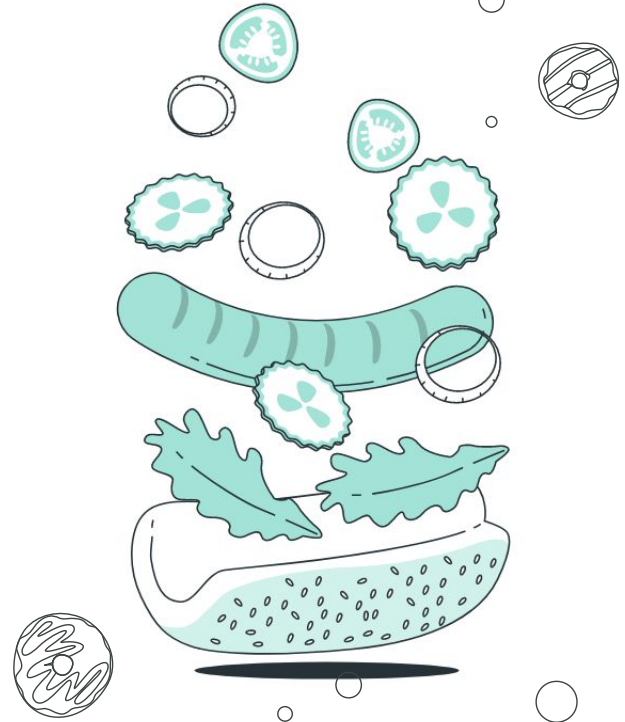
- **Accuracy and Authenticity**
 - We source cultural background and geographical food journey map information from reputable, accurate sources
 - We include Verification (similar to Twitter) for recipe creators and cultural experts
 - **Ethical Cultural Representation**
 - We want to prevent bias in selecting recipes or identifiable ingredients towards or against any culture
 - We take a crowdsourcing approach to recipes, so all who would like to share their cultural foods and personal stories associated with them are welcome on our platform
 - **Accessibility**
 - Though food identification through our app primarily relies on image recognition, we provide alternate methods of searching for ingredients by name to facilitate inclusion for users who cannot leverage
 - **Ethical Use of Data**
 - We do not store or track any data beyond what is strictly necessary for the app to function (e.g. scanned items, recipes currently in use)
-

Task 1: Identification

Description: I want to automatically identify an unfamiliar food item

Category: Simple

Explanation: Naming and identifying ingredients or snacks is a crucial first step necessary before users can gain further understanding of cultural foods



Task 2: Contextualization

Description: I want to learn more about the cultural context behind a food item and its uses in recipes

Category: Moderate

Explanation: This task draws users who want to take the next step to dive deeper into a food's cultural and personal background as well as authentic use cases

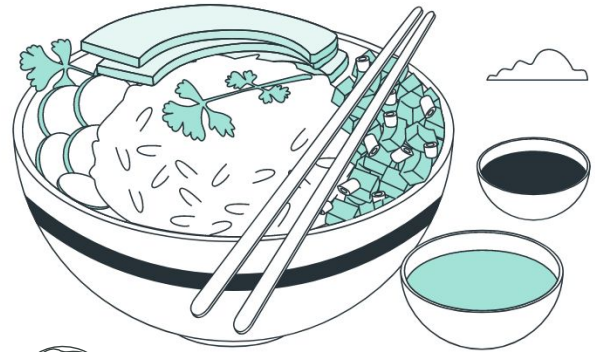


Task 3: Authentic Cooking

Description: I want to cook a cultural authentic dish with a new ingredient

Category: Complex

Explanation: This task appeals to power users who not only want to gain a deeper understanding of global foods, but also put this new knowledge into practice by learning to cook a foreign dish themselves

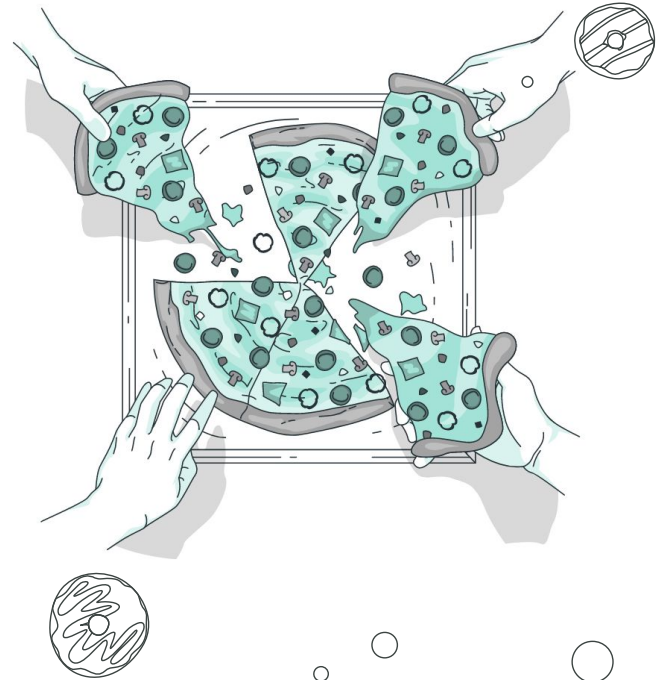


Task 4: Sharing

Description: I want to share my discovery of new foods with others

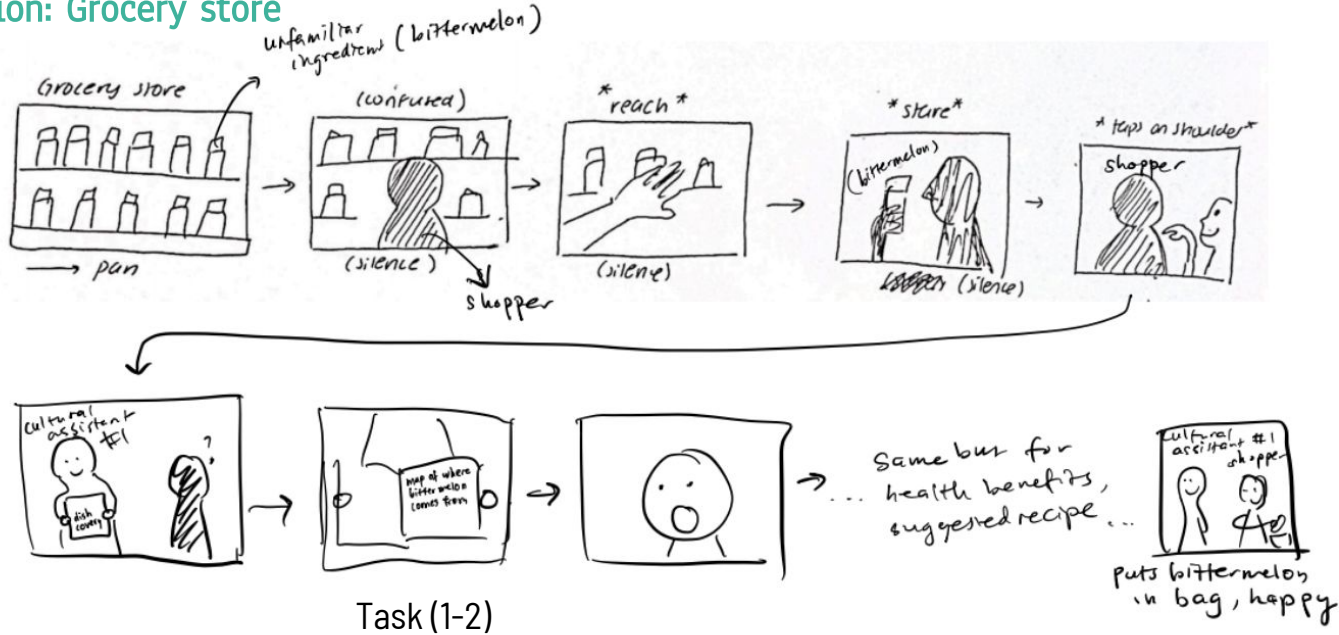
Category: Moderate

Explanation: After learning about a new food item, users can then experience the uniquely collaborative experience of understanding, creating, and partaking in cultural food with friends and family

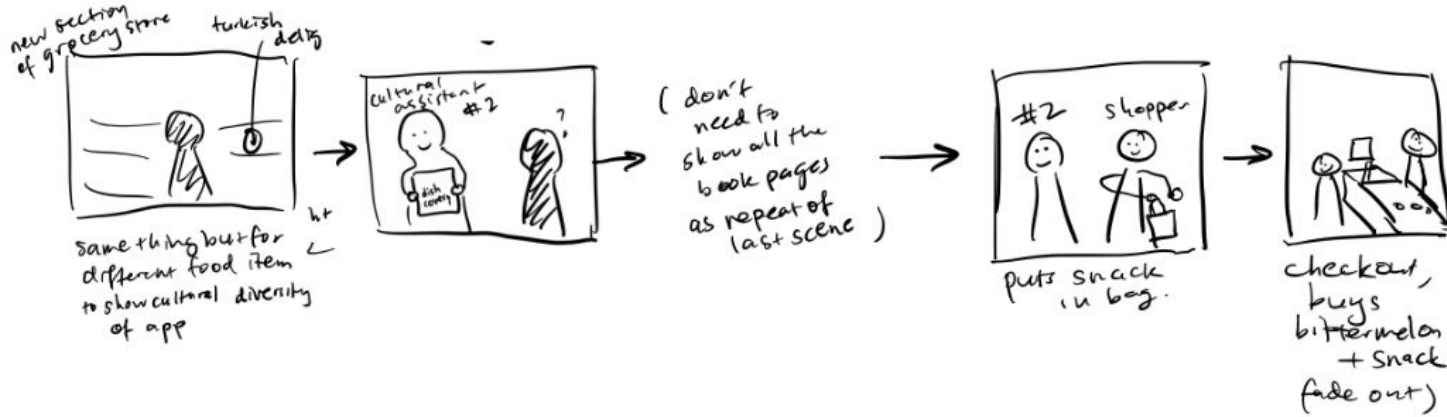


Video Storyboards

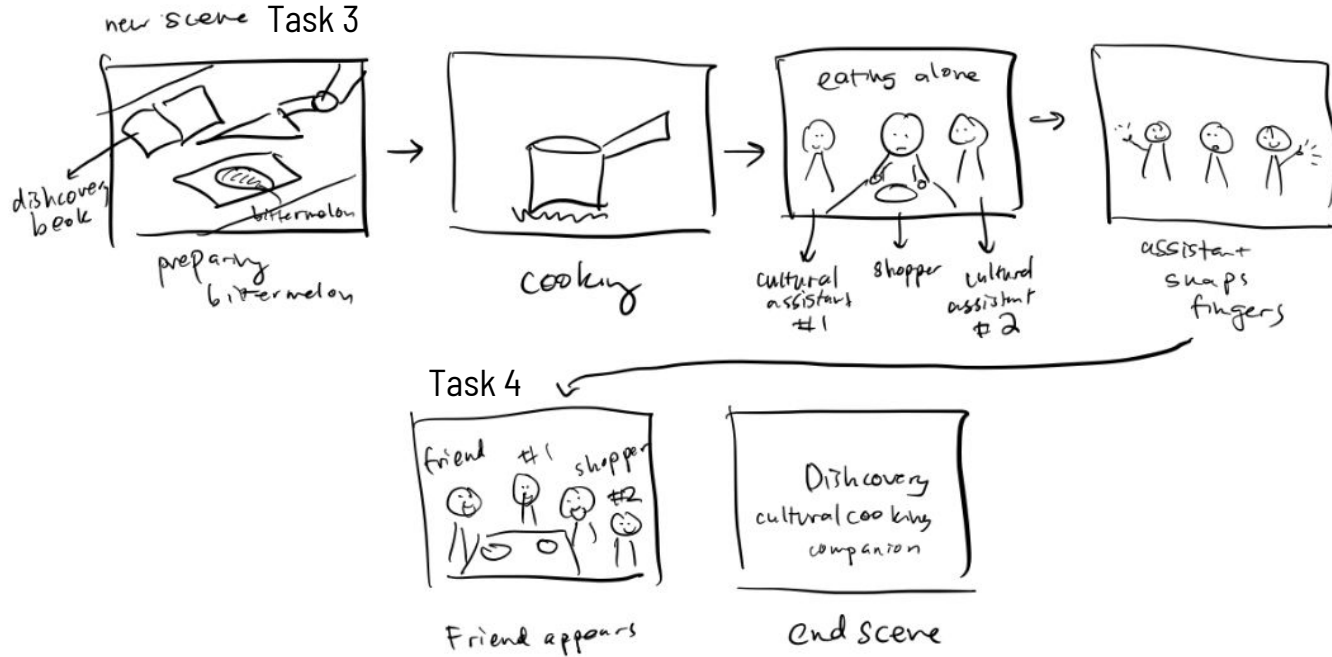
Location: Grocery store



Location: Grocery store



Location: kitchen/ living room



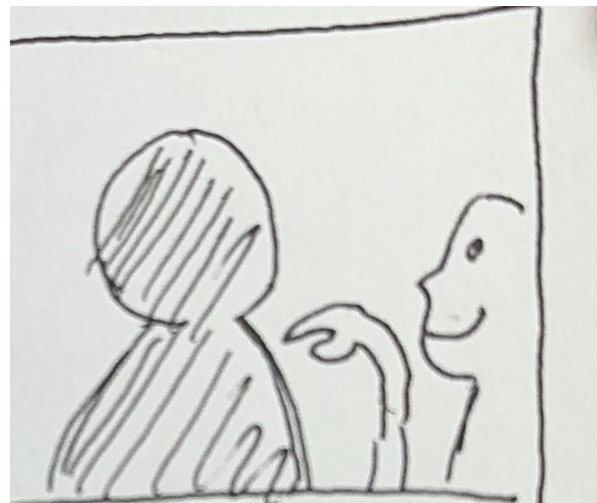
Concept Video

<https://youtu.be/S4b0E7TgwTA>



Appendix

Thanks for watching!





Dishcovery

Ingredient identification



Dishcovery

Find authentic recipes



Dishcovery

Your cultural culinary companion