

Research, Values & Corn-cept Video



Introduction



Meet the Team: Foodies!



Andy H.
'23



Dax D.
'22

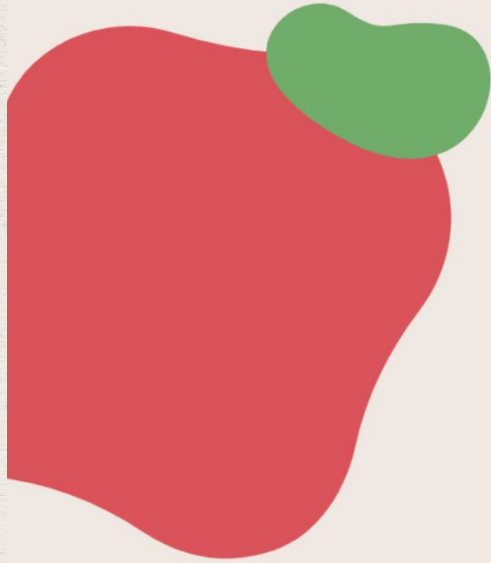


Star D.
'23



Kyle N.
'23

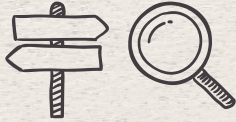




Chef Shepherd

Guiding you to your goals in the kitchen





How might we
help people
manage
uncertainty
safely in the
kitchen?



An app where you
put in your diet limitations,
and it **tracks and warns**
you as you add things to a
recipe if you're close to your
limits but otherwise **lets**
you explore / A cooking
companion app that watches
as you cook and gives you
safety suggestions as you
modify the recipe

Problem/Solution Overview

Regardless of their cooking ability, people may have uncertainty about the recipes they are making - whether that be understanding nutritional value, making modifications, or simply learning techniques. Chef Shepherd is a personalized cooking companion who is meant to advise you based on your needs while also being good company in the kitchen.



Market Research



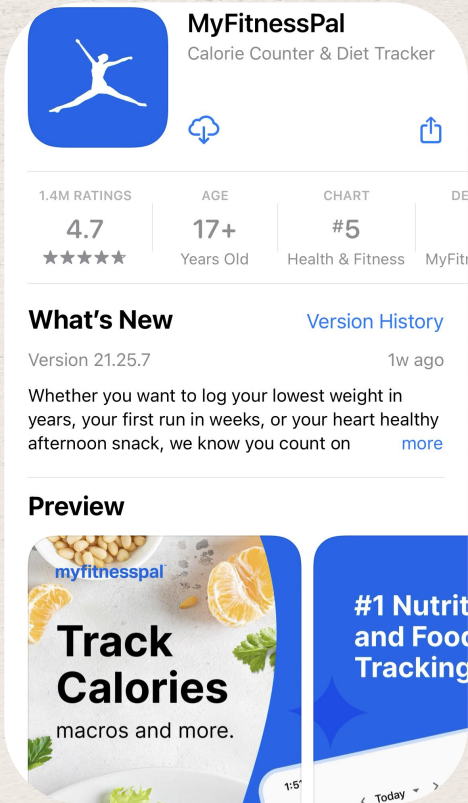
NYT Cooking

4.9 stars - Editors' choice in the App Store

- 20,000 expert-tested recipes, curated collection from editors
- Search recipes based on meal type, dietary restrictions, cuisine, timing, etc.
- Save your recipes and create a grocery list
- Techniques for novices and professionals, personalized recommendations
- Get advice from home cooks about ingredient swaps (forum)



Other products we looked into...



MyFitnessPal
Calorie Counter & Diet Tracker

1.4M RATINGS AGE CHART DEV

4.7 17+ #5

★★★★★ Years Old Health & Fitness MyFit

What's New [Version History](#)

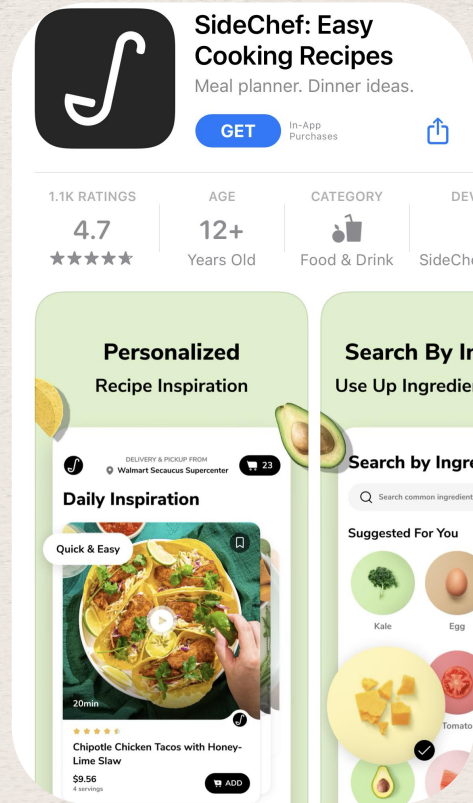
Version 21.25.7 1w ago

Whether you want to log your lowest weight in years, your first run in weeks, or your heart healthy afternoon snack, we know you count on [more](#)

Preview

Track **Calories**
macros and more.

#1 Nutrition and Food Tracking



SideChef: Easy Cooking Recipes
Meal planner. Dinner ideas.

1.1K RATINGS AGE CATEGORY DEV

4.7 12+ Food & Drink SideChe

Personalized Recipe Inspiration

Search By Ingredient Use Up Ingredients

Search by Ingredient

Quick & Easy

20min

Chipotle Chicken Tacos with Honey-Lime Slaw

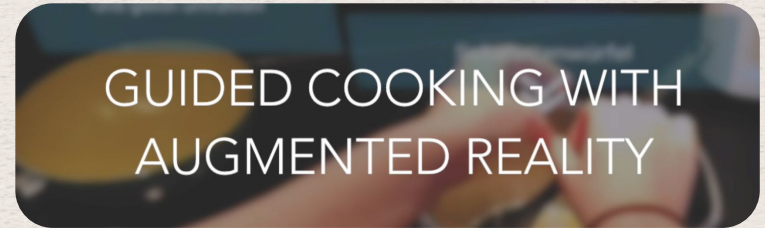
\$9.56

ADD

Suggested For You

Kale Egg

Tomato



What didn't work?

Solutions **focused on large diet categories** rather than individual dietary needs (e.g. pescatarian, keto, vegan)

Some solutions **aren't considerate of novices** (e.g. NYT cooking recipes are complex)

How existing solutions differ from our solution?

Many existing solutions use static **recipes, unable to be adapted** as you modify a recipe while cooking

Not all solutions were concerned with nutrition, **only completing the recipe**

Their solutions **did not offer feedback** on cooking

What did work?

User-friendly, **sleek interfaces** are attractive

Data-driven / AI – MFP uses a **large database** of foods, NYT uses a large recipe base

Personalizable with respect to individual nutrition goals and taste preferences, since everyone eats differently

What makes our solution different?

Freedom to deviate from the
recipe as you cook

Companionship/emotional
support

Parasocial relationship

Live feedback as you cook

Enhanced specificity
with dietary restrictions



Tasks



Simple

- I want to cook a recipe with a social companion to keep me company.
- I want live feedback on how well I'm cooking while I make a recipe.

Moderate

- I want to make personalizations while cooking a recipe while still being secure in meeting my nutrition goals and taste preferences.

Complex

- I want to make a meal without a recipe (maybe with a general idea), while still being secure in meeting my nutrition goals and taste preferences.
- I want a long-term parasocial relationship with my cooking companion.



Values in Design



“

We are designing a
Cooking Companion with
the guiding values of
health, inclusion, wellness.



How do we encode these values?

Chef Shepherd promotes **health** by helping people cook meals that meet their individual nutrition goals. We promote **inclusion** by recognizing that everyone eats uniquely and therefore can customize Chef Shepherd to their diet category (omnivore, vegan, pescatarian, etc.) and specific needs (sodium, sugar, etc.). We also recognize that **wellbeing** is holistic and extends beyond nutrition. Therefore, we promote wellness more generally, via nutrition but also via the social companionship that Chef Shepherd offers.



Conflicting Values

Health may conflict with wellness since we take health to mean nutritional health, while wellness is a more holistic term for a person's overall well-being. It might be appropriate for a person to occasionally cook meals that would be considered unhealthy if it contributes to their wellbeing (**Ex. 1**).

Health might also contradict inclusion. It is difficult for a truly inclusive cooking app to adopt universal standards for what is "healthy" for all people. Health needs vary, and if we want to include all users, we have to take special care to consider what we promote as "healthy" or "unhealthy" to our users.



How do we address conflicting values?

We will address the health-wellness conflict by **committing to never prevent users from making an “unhealthy” decision** since we recognize that Chef Shepherd cannot know the context of a person’s food decisions in the context of their overall wellbeing. Instead, we will adopt language that **suggests that foods may be unhealthier, and encourages users to reconsider rather than force users to change.**



How do we address conflicting values?

We will address the health-inclusion conflict by committing to make fine-grained decisions about what we promote as healthy or unhealthy for a person. As much as possible, **we will learn on user-provided data about what is considered healthy** in regards to their specific needs. This puts users in the driver's seat when it comes to the health/inclusion contradiction. If possible, Chef Shepherd will work together with users to develop this data by **providing educational tips while users input their health standards** so that users are making well-informed health decisions.



Video Storyboard



① Billie is studying and gets a notification about the potluck

POTLUCK @ 5!!

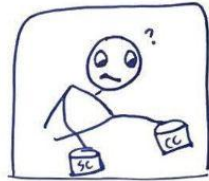


EXPOSITION

② Billie gets a recipe + ingredients

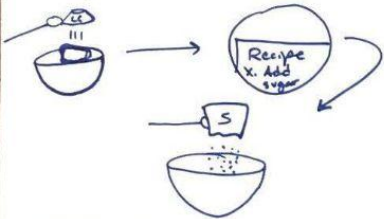


③ Camera in fridge, Billie looks for cream cheese



SC: sour cream
CC: cream cheese

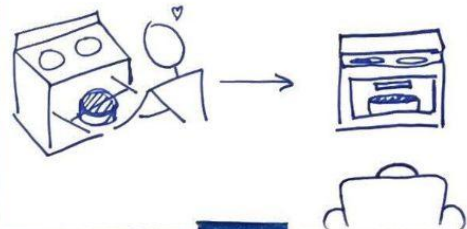
④ Billie puts cream cheese into the bowl, recipe shows that putting in sugar is next step, Billie puts in sugar



⑤ Billie adds too much sugar



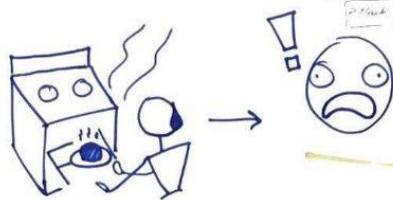
⑥ Billie puts the food in the oven and sits down w/ his phone



⑦ Billie is texting, then smoke comes into the shot



⑧ Billie checks on his food + it's a rock, Billie is shocked



CLIMAX!!

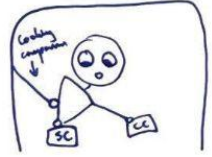
⑨ Hand comes into shot, zoom



⑩ Cooking Companion throws away the rocks



⑪ Cooking Companion helps Billie choose the right ingredient



⑫ Cooking Companion hands Billie a measuring cup when he is pouring sugar



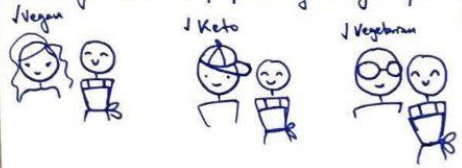
⑬ Billie sits down w/ Cooking Companion beside him



⑭ Billie pulls the food out of the oven, but the viewer doesn't get to see the result yet



⑮ Montage of different people using Cooking Companion



FALLING ACTION

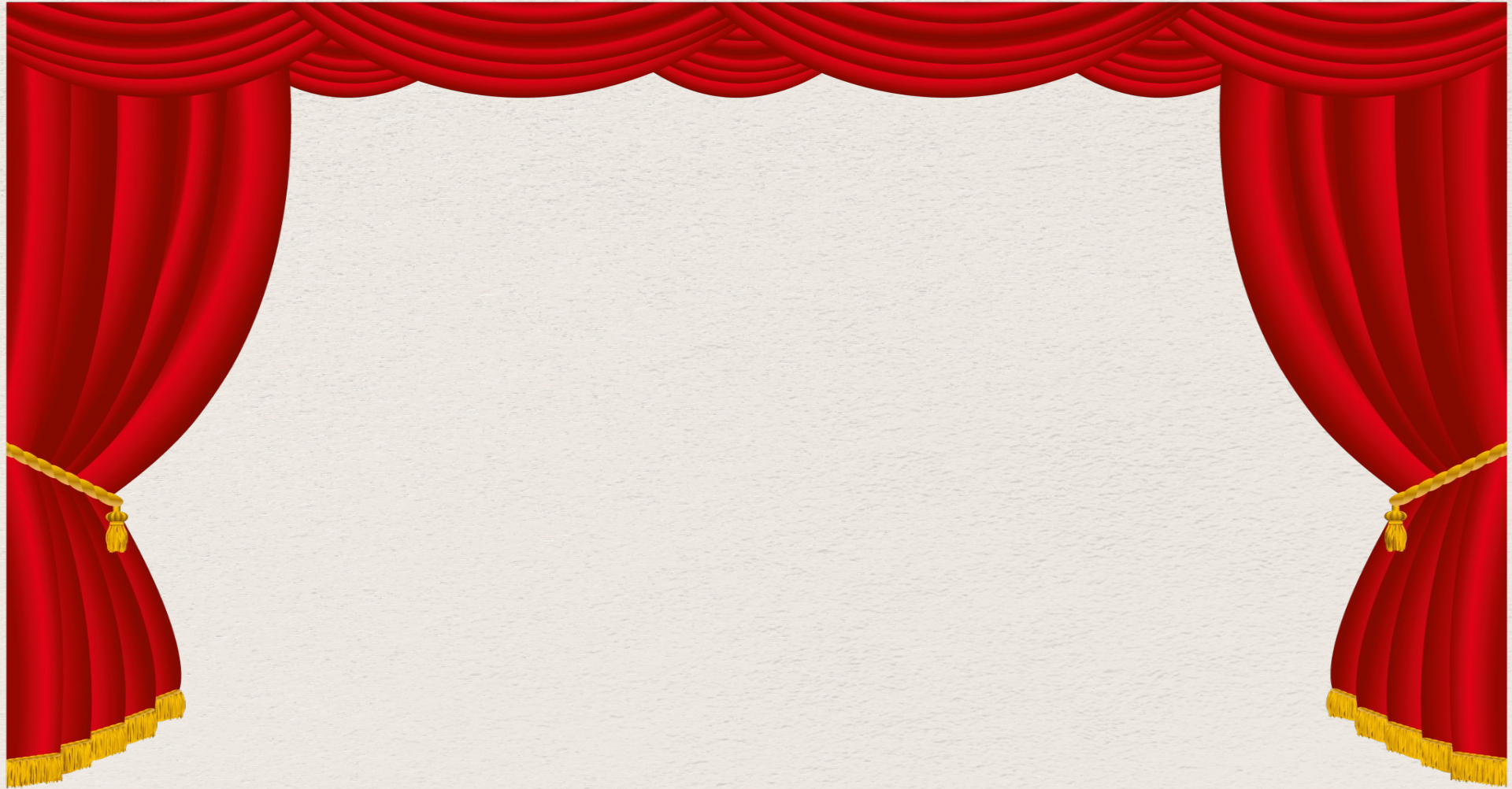
⑯ Potluck where Billie prepares dish + everyone else does too. Cooking Companion is there and proud.



RESOLUTION!
♡

Video







Thanks!

