



Breaking B(re)ad

Needfinding Report



Meet the Team!



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Domain Selection

How can we involve the senses?



Food!

Are we interested in it?

Is it a relatable experience?

Finding participants

Non-Stanford students

Getting out of our bubble.

Unique eaters

Allergies? Diets? Chefs?

Diversity

Age, culture, gender



We spoke to...



Eduing

Food vendor,
business owner
Bay Area, CA



Julia

20-year-old
college student
Bay Area, CA



Alyssa

20-year-old
graphic designer
Bakersfield, CA



Tyler

24-year-old
cook, boxer
Detroit, MI



... and asked them

Can you walk me through your last meal?

What does your pantry look like?

What challenges do you face when cooking?

How does cooking make you feel?



What do you like most about cooking?

Can you walk me through the last time you cooked?

What would be helpful for you when making food?

Do you have any hot takes on food?



Eduing

food vendor, business owner
Outside his business, 20 min

"I will not serve to my customers anything that I wouldn't serve to my kids."

Say

Think



"You have to hope you have a good day in sales"

"I will not serve to my customers anything that I wouldn't serve to my kids."

On working at his own business. "It makes a huge difference"

"Somewhat set your own hours"

The most difficult part is not having "enough business some days."

"You can be creative with your own business"

On working at his own business. "You don't have to listen to anyone."

"SATISFACTORY" 2x

Cooking for business "is very similar" to at home "just a much larger scale"

"Students are not back yet"

People try to appropriate other foods

Difficult to find a good place to eat

Foods can "belong" to certain people

Serving quality food is more important than making the most money

The satisfaction of running a business is not the money.

"QUALITY" of work and product

Sometimes "Has a lot of food left over"

"The pandemic is starting to rise up again"

Restaurants should be clean and prepare food well

Running your own business is doing something that comes from you

Working for himself is much better despite any hardships

Comes to farmer market to make a living

Takes time to think and gestures to emphasize when he talks about customers

Gives away food at the end of the day if there is extra food

Finishes the day at 5:00PM

Started working at 3:00AM in order to prep

Satisfaction from helping people

Pride in forging his own path

Has to set up tent and mobile kitchen at farmer's market

Goes to very few places when eating out

Gestures unconfidently when he says "somewhat set your own hours"

Continues with interview despite customers waiting for food

Prep food in commercial kitchen for 4-5 hours

Gets tired from the work

Has to feel happy about what he gives to his customers

Cooking and working long hours gets exhausting

Despair? Worry? About current business

Used to work for another company, now owns his own business

Tries to bring practices from cooking at home to his business

Laughs uncomfortably after asked how business can be hard

Brings what he does at home to work

Changed business strategy after losing cooK

The duty to be kind, patient, and polite

Weight of responsibility to provide for his family

Loves to cook

Enjoys and is very satisfied to work at his own business

Do

Feel

Say

Think



"You can be creative with your own business"

"[When working for yourself], you don't have to listen to anyone."

Used to work for other companies, but now owns his own business

Satisfaction, Pride

Do

Feel

"You have to hope you have a good day in sales"

"I will not serve to my customers anything that I wouldn't serve to my kids."

On working at his own business. "It makes a huge difference"

"Somebody eat"

The most difficult part is not having "enough business some days."

Quality is very important to making food

Food is one of the best things to bring people together

Fusion food is not appropriation

He's providing something that people like

Cooking for business "is very similar [to cooking at home] but at a much larger scale."

"SATISFACTORY" 2x

...just a much larger scale

"Students are not back yet"

People try to appropriate other foods

Difficult to find a good place to eat

Foods can "belong" to certain people

Serving quality food is more important than making the most money

The satisfaction of running a business is not the money.

Sometimes "Has a lot of food left over"

"The pandemic is starting to rise up again"

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Running your own business is doing something that comes from you

Working for himself is much better despite any hardships

Comes to farmer market to make a living

Takes time to think and gestures to emphasize when he talks about customers

Gives away food at the end

Started working at 3:00AM in order to prep

Satisfaction from helping people

Pride in forging his own path

Has to set up tent and mobile kitchen at farmer's market

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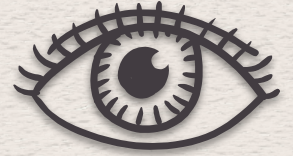
The duty to be kind, patient, and polite

Weight of responsibility to provide for his family

Enjoys and is very satisfied to work at his own business

Insight

Chefs who prepare food with personal commitment are much more fulfilled than cooking solely for practical reasons.



Need!

Chefs want ways to be creative and bring a aspect of their own lives to the kitchen when cooking for others.



Julia

busy college student

Eating at farmer's market, 30 min

| "I tend to really like **choosing**
food. So I take my sweet time.

Say Think



I'm kind of a miserable cook at home.

I like to try new stuff.

When it's a meal I don't like, I usually eat half of it and finish off the rest with snacks.

I basically have no food problems at home.

Sometimes I'm just busy. I find myself in that situation. But—but I try not to be.

Variety and newness are as important as the food

"I don't want to be interrupted while I'm eating..."

I don't like wraps. I think they're messy

I tend to really like choosing food. So I take my sweet time.

It requires a bit more planning [at school].

At home we have all the ingredients. It's more convenient.

[The dining hall] serves baked chicken and cod for 4 days straight.

"I'm so happy getting away from classes to eat this wrap!"

"I take my food seriously. But I also can go with the flow."

[The naan wrap] is great, it's warm, it's well-done.

I go to the farmer's market whenever it's open because it's a 'rare' occurrence.

Planning [what I eat] isn't really explicit... I kind of just feel it out.

For the kind of cuisine that I like to cook you need...

There's significantly lots of planning around cooking food.

[The dining hall] serves baked chicken and cod for 4 days straight.

Sometimes life takes priority over food.

Food shouldn't be taken super seriously.

Eating the same as everyone else is boring!

My academics are just as important as eating well.

I know what I like, and I will get it.

"Food should feel like a special occasion."

"I've earned this treat [naan wrap]."

I'm so restricted with my options at school!

Comes out to the farmer's market every Tuesday.

Laughs when talking about how much chicken she's ate

Looks at every single menu, weighs her options carefully.

Takes the Marguerite to get food from off campus, buys bread, cheese, snacks

Empowerment from being allowed to have preferences about her food

Frustrated when she eats food she doesn't like out of convenience

Proud of how she schedules her diet carefully

Feels disempowered by dining hall food being out of her control

When food is bad, will refuse to eat it.

Stays on campus because she doesn't have a car

Feels a sense of pride about cooking food from her culture

Too overwhelmed to prioritize her diet

Anxious about being left without options for food

Satisfied with eating warm, "premium" food

Doesn't cook at school because of financial barriers

Amused at how boring her diet is

A little indifferent about getting her way every time (still easygoing)

Embarrassed about being too particular about her food. Sheepish?

Separates lamb from the naan before eating.

Buys "emergency" food (frozen)

Goes to different dining halls for specialties

Air-quotes the word "rare" when talking about farmer's market

Do Feel



Say Think



I tend to really like *choosing* food. So I take my sweet time.

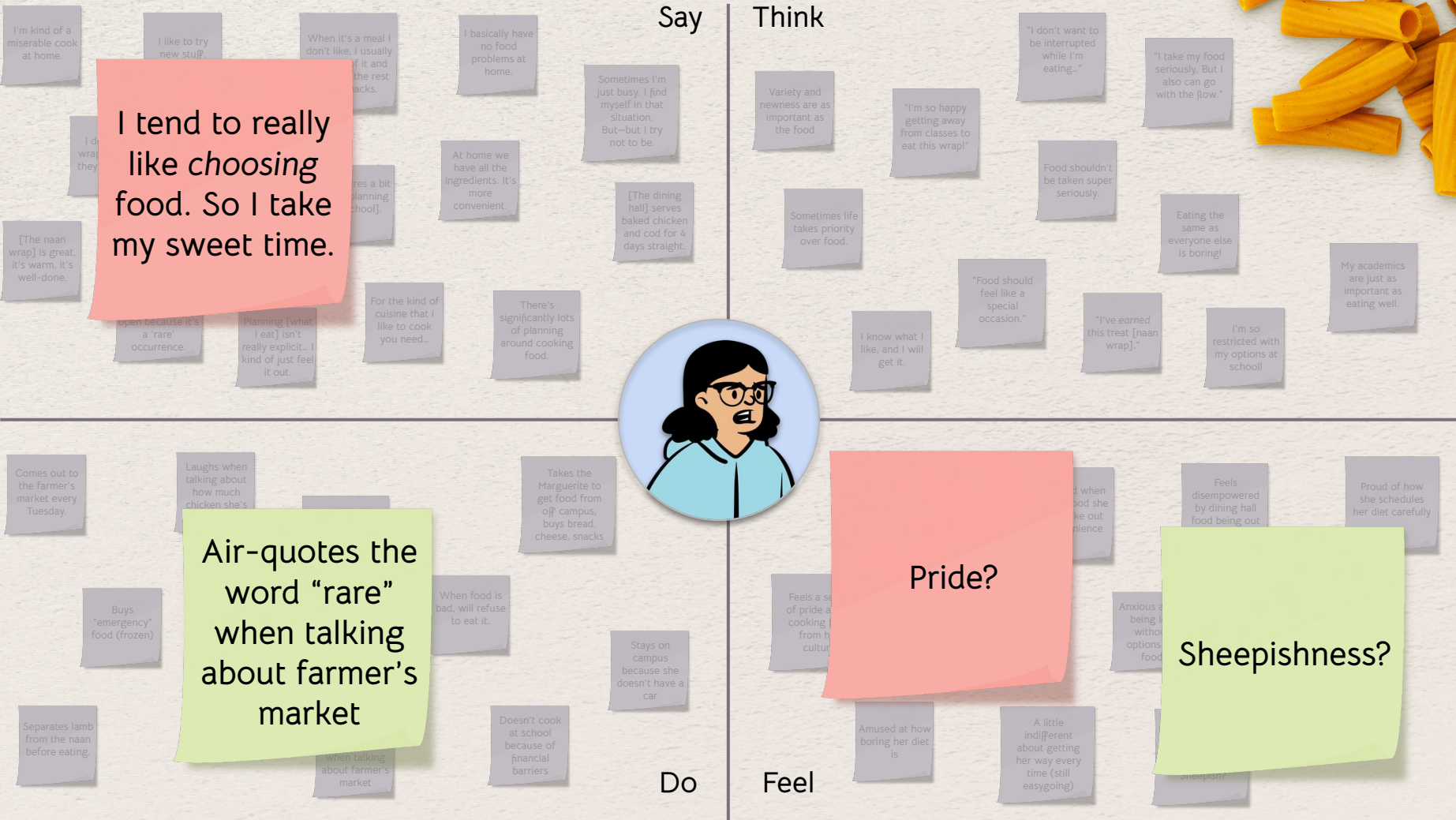


Air-quotes the word "rare" when talking about farmer's market

Pride?

Sheepishness?

Do Feel



Insight

People want to eat well, but don't want to be perceived by others as "trying too hard."



Need!

People want a way to plan out the food they eat without being judged.



Aspirational
> practical!



Alyssa

graphic designer

Zoom interview, 45 min

*"I personally love to add my own flavors. It always feels better when I'm cooking **myself**."*



Say

Think

Wants to control how much salt or sugar

Has Type-1 Diabetes

Doesn't like onions AT ALL

Cooking is very enjoyable

Important to know sugar and carbs

Food staff don't like when customers customize

Loves learning recipes from her grandma

Doesn't know why she doesn't like onion

Doesn't want to make too much food

Sizes and proportions are important

Hard to tell when soup is done

People should be more explicit about carbs in recipes

Didn't know English word for pozole meat

Wants to know how much sugar and carbs in food

Worries about portions because she has diabetes

Wish recipes had nutrition labels

BIG GARLIC FAN

Translating recipes in Spanish to English

Food controlling blood sugar spikes

How to be creative with her meals

Nutrition labels are helpful



Cooks many Mexican Traditional dishes

Used Provence spice from ratatouille in her dumpling recipe

Cooks a lot at home, doesn't feel the need to go out

Cooked Traditional Mexican Pozole

Annoyed with recipes that don't specify portions

more secure making her own food

Concerned with making sure meat is not undercooked

Curious about other spices in recipes

Asks to take onion of at restaurants

Removes onions from her foods herself

Snacking when no time to cook

Very attentive to her family cooking

Anxious when asking waiters to take off onions

Content while cooking

Overwhelming love for garlic

Happy learning recipes from others

Experiments with spices

Controls salt content in recipes

Do

Feel

Confused about portions in some recipes

More confident about what is in her food when she cooks

Self-conscious about her preferences



Say Think

Wants to control how much salt or sugar in her meals

Has Type-1 Diabetes

Doesn't like onions AT ALL

Making too much food is bad

Cooking is very enjoyable

Important to know sugar and carbs

Food staff don't like when customers customize

Doesn't know why she doesn't like onion

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Sizes and proportions are important

Hard to tell when soup is

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Cooks many Mexican Traditional dishes

Used Provence spice from ratatouille recipe she did 1 year ago in her dumpling recipe

Cooked Traditional Mexican Pozole

Annoyed with recipes that don't specify portions

learned with sure meat is not overcooked

Curious about other spices in recipes

Asks to take onion of at restaurants

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Very attentive to her family cooking

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Controlling when cook

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Experiments with spices

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Confused about portions in some recipes

More confident about what is in her food when she cooks

Self-conscious about her preferences

Insight

People find it **frustrating** that not all recipes are explicit with portions, nutrition, etc.



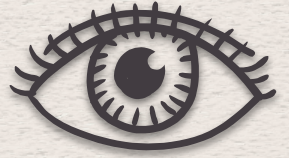
Need!

People want to feel **confident and secure** when they are exploring new foods and recipes



Insight

People find it **frustrating** that not all recipes are explicit with portions, nutrition, etc.



Need!

People want to have more information about what's inside their food.





Tyler

cook, amateur boxer

Zoom interview, 50 min

“What really brought me to cooking is trying to be more tied in to my *Filipino* **culture**.”

Say Think



I'm a perfectionist when it comes to cooking

Cooking is a craft you can hone by practicing

High quality ingredients are really expensive

I don't know why I overeat sometimes

I connect with my grandmother and mother through cooking

I want to try more Filipino food

I think I can be controlling in the kitchen

I cook to be closer to my culture

I have an emotional relationship with food

I want to use good ingredients

I would love to go to culinary school

I'm not super strict about my diet unless I'm training for something

I don't like going out to eat unless it's on a date or with friends

I like cooking and providing for myself and others

I approach cooking the way I approach life

Cooks have a responsibility to limit food waste

Life's too short to not eat good food

Culture is important

Fresh ingredients > frozen ingredients or powder

Nutrition is important enough to be tracked

Cutting/preparing food is my favorite part

Finances play a part in determining meals

The types of ingredients I use depends on the situation

I can prep ingredients better than meal prep packages

My girlfriend doesn't like cooking with me b/c I'm a perfectionist

The things in my pantry can make a really good meal

Eating unhealthy food is okay if it's cultural

Posts his food on Instagram

Goes "kitchen shopping" to make food out of what's in his kitchen

Tries to learn Filipino recipes and buy Filipino snacks

Tracks his calories and nutrition on an app or mentally

Overeats at night

Puts his own spin on recipes

Prepares ingredients with precision

Quit his job to pursue cooking

Cooks TikTok recipes with his girlfriend

Strays from diet only when he can afford it

Avoids instant/processed food

Proud when he's especially resourceful/reduces waste with a dish

Wishes food wouldn't go bad so quickly

Bad when he overeats or binges on unhealthy foods

Limited by pre-portioned and -prepped meal prep packages

Connected to his culture when he makes Filipino food

Frustrated when he has to buy more food than he needs

Dislikes how freezing/preserving food can reduce quality

Good when he plans his meals out a week in advance

Values having freedom and control when cooking

Truer to the art of cooking when his cuts are precise

Good when he makes Asian dishes, like Filipino food

Do Feel

Say Think

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I can prep ingredients better than meal prep packages

My girlfriend doesn't like cooking with me b/c I'm a perfectionist

The things in my pantry can make a really good meal



Buys foods at the store specifically because they're Filipino.

Posts his food on Instagram

Goes "kitchen

Tries to learn Filipino recipes and buy Filipino snacks

own spin on recipes

Cooks TikTok recipes with his girlfriend

Strays from diet only when he can afford it

Puts his own spin on recipes

Tracks his calories and nutrition on an app or mentally

Quit his job to pursue cooking

Connected to his culture when he makes Filipino food

Do Feel

Feels truer to the art of cooking when his cuts are precise

Proud when he's especially resourceful/reduces waste with a dish

Wishes would be bad so

Bad when he

Limited by pre-portioned and prepped meal prep packages

Frustrated when he has to buy more food than he needs

Values having freedom and control when cooking

Truer to the art of cooking when his cuts are precise

Good when he plans his meals out a week in advance

Good when he makes Asian dishes, like Filipino food

Insight

Tyler makes an effort to engage with Filipino cuisine because of his **personal connection**.



Need!

People want to express and retain their **cultural identities** through food.



Insight

People like to prepare their own food to ensure precision and add their **own spin** to it.



Need!

People want **control and ownership** over their food, even when following recipes.



Putting it all together

It's about more than food!



NEXT STEPS

QTY	ITEM	AMT
00	Expand our interview scope to new types of eaters	HIGH
01	Continue unpacking interview data	HIGH
02	Narrow down problem domain within food	HIGH
03	HMW statements and experience prototyping	HIGH

ITEM COUNT: 04

WEEKS REMAINING: 08

THANK YOU FOR VISITING!



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Thanks!

