

# POVs & Experience Proto-bites





# Introduction





# Meet the Team: Foodies!



Andy H.  
'23



Dax D.  
'22



Star D.  
'23

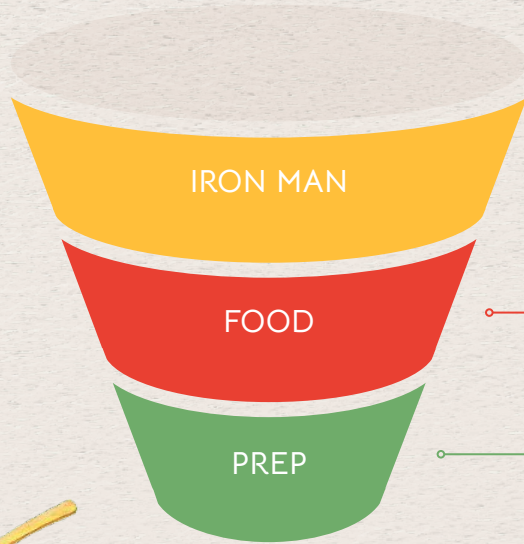


Kyle N.  
'23





# Domain Selection



How can we involve the senses? Is it relatable?

Common interest, broad market

Interviewee passions





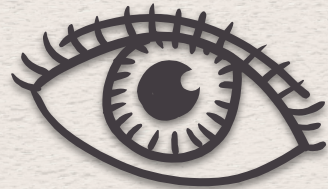
# *Initial POV*







# Initial POV



**We met** Tyler, a professional cook and amateur boxer who connects to his Filipino culture through food.

**We were surprised to notice** that he bought instant pancit (Filipino noodles) but still hasn't eaten it for 4 weeks.

**We wonder if this means** he impulse buys certain food for nostalgia but then forgets about it.

**It would be game-changing to** help people find emotional value from food in a practical way.



# Additional Needfinding Results





Finding MORE participants

Non-Stanford students

Getting out of our bubble.

Food makers

Focusing on passion.

Culturally connected

Following a common thread.





# We spoke to...



Daniel

*Gap-year student,  
research associate  
San Francisco, CA*



Bac Tran

*Vietnamese language  
professor  
Bay Area, CA*





# Daniel Key Takeaways



- ◆ Recent college graduate, medical research assistant
  - ◆ Lives with parents, primary cook for his family
- 



- ◆ People shifts his cooking priorities based on who he cooks for: taste vs. health
- ◆ People may be more comfortable experimenting when a recipe is unfamiliar, since there's less pressure



# Bac Tran Key Takeaways

- ◆ First-generation Vietnamese-American in his 60s
  - ◆ Lives with his wife of 33 years, whose cooking he loves
  - ◆ Cooks with his wife every day, calls himself “assistant chef”
- 
- ◆ Inexperienced cooks are happy to relinquish control to a source of authority
  - ◆ People deeply enjoy cooking with a companion





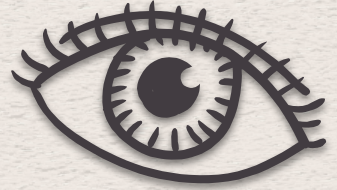
# Three Revised POVs







# Revised POV #1



**We met** Julia, a young female college student who carefully plans her meals to maximize the enjoyment she gets from eating.

**We were surprised to find** that even though she meticulously plans her eating schedule, she laughs off how important it is to her when sharing it with us.

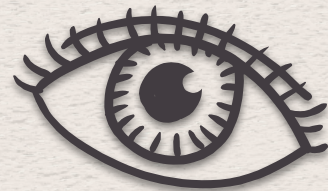
**We wonder if this means** that Julia thinks being “too serious” about food is something to be embarrassed about, even though it’s what she likes to do.

**It would be game-changing to** normalize people taking pride in taking what they eat seriously.





## Revised POV #2



**We met** Alyssa (Aly), a 20-year-old female who has Type 1 Diabetes and loves learning new recipes.

**We were surprised to hear** that in spite of her diabetes, she is unafraid to experiment with new recipes even if she doesn't know the exact nutrition contents or how much she's making.

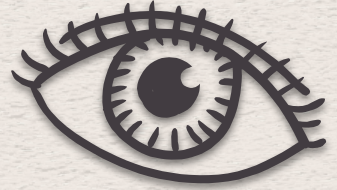
**We wonder if this means** that although she wants to be careful, Aly does not want to let this uncertainty deter her from trying new things because she is willing to risk her health for something novel.

**It would be game-changing to** give people a way to manage uncertainty when experimenting in the kitchen.





## Revised POV #3



**We met** Tyler, a male professional cook and amateur boxer who connects to his Filipino culture through food.

**We were surprised to hear** that he bought a pack of instant pancit (Filipino noodles) at the Asian supermarket because it reminded him of his mom, but still has not eaten the noodles after 4 weeks.

**We wonder if this means** he is driven to impulse buy cultural foods by nostalgia, but then forgets about them.

**It would be game-changing to** help people find sentimental value from food in a practical way.



# Top Three H&MWs







How might we make scheduling food a social/communal activity instead of an individual one?





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





How might we make going to the grocery store more like going to a museum?



# Three Best Solutions





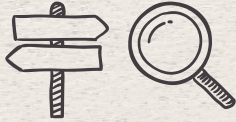


How might we  
make scheduling  
food a social/  
communal  
activity instead  
of an individual  
one?



An app focused on  
college students that  
collects all meal options  
at dining halls, nearby  
restaurants, etc. and lets  
people easily tap on what  
they **plan to eat** that day,  
using user-user similarity  
it will **pair you up** with  
someone to have your  
meals with





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





How might we  
make going to  
the grocery  
store more like  
going to a  
museum?



An AR app where you scan a food item and it will show you **memories** from your camera roll or social media that **involve that food item**. If you have friends on the app it will also show memories from their camera roll or social media that involve that food item.



# *Experience Prototypes*



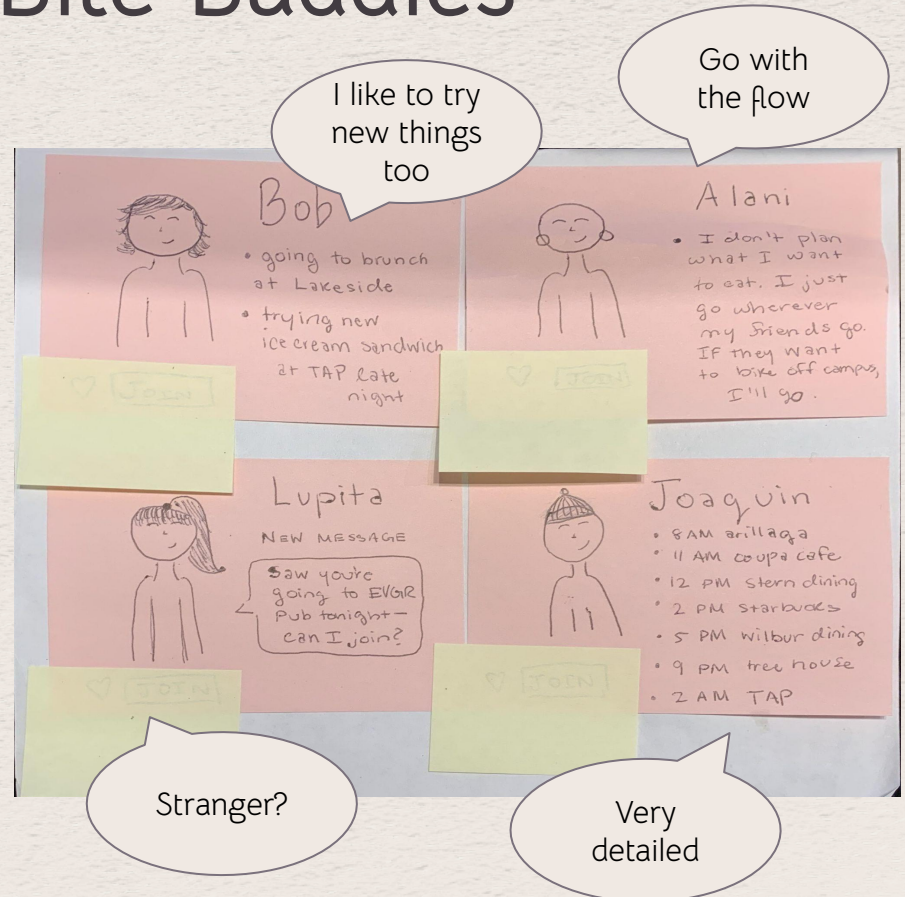


# Prototype 1: Bite Buddies

**Assumption:** People use social perception as the guiding factor when planning their meals.

## Methodology:

- ♦ Interacting with people with different views of meal-planning
- ♦ How do you identify with these people?
- ♦ How does seeing these plans make you feel about your planning?





# Bite Buddies Results

## Things that worked:

- ◆ Identifying w/people → more excitement

## Surprises

- ◆ Identified with conflicting personalities
- ◆ People can plan meals with differing specificity

## Validity: ❌

- ◆ New assumption 💡 People prioritize the food itself over social perception when planning their meals

## Things that didn't work:

- ◆ Meals with strangers
- ◆ “Plans for the food not for the people”
- ◆ Time constraints

## New Learnings

- ◆ Easier to line up schedules than food preferences
- ◆ Interest in reviews



# Prototype 2: Cooking Companion

**Assumption:** Having a cooking assistant closely monitoring users while cooking won't feel annoying or intrusive.

**Methodology:**



Participant prepares recipe in their home kitchen



"Cooking companion" monitors them via "feedback cards"



Audio/visual cues create interruption

LOOKS GOOD! 👍

CHECKING IN! 🤖

WARNING! 😬





CHECKING IN! 🤔

▶ 0:03 / 0:03





# Cooking Companion Results


## Things that worked:

- ◆ Continuous checking-in created a fun, social dynamic
- ◆ Not annoying or intrusive

## Surprises

- ◆ The substitutions that people make are typically mild and ***don't need feedback.***

## Validity:

- ◆ New assumption  People's experimentation in the kitchen doesn't often need feedback

## Things that didn't work:

- ◆ Checking-in didn't produce a change in the cooking process.

## New Learnings

- ◆ People enjoy having a cooking partner accompany them
- ◆ We should channel this fun partner aspect in a more useful way



# Prototype 3: Munching Memories

**Assumption:** People are willing to pause an ongoing activity to look at pictures on their phones.

**Methodology:** Ask people how they feel while they look at previous photos they have with a food they are currently interacting with





# Munching Memories Results

## Things that worked:

- ◆ People are willing to talk about food while eating

## Surprises

- ◆ NO ONE was interested in looking at food photos on their phone while eating

## Validity: ❌

- ◆ New assumption 💡 When actively engaging with food, people like to minimize their phone use

## Things that didn't work:

- ◆ Looking at photos is a disruption

## New Learnings

- ◆ Sharing personal photos felt intrusive



*Solution*





# Solution

## Best Solution: Cooking Companion

✓ enhanced user experience    ✓ successfully alerted user about deviations

## Why: Other solutions fell short

Bite Buddies: ✗ social perception's role in planning meals    ✗ eating with strangers

Munching Memories: ✗ having to use phone while eating

**Communities Left Out:** People who don't cook, people who want to cook alone, people who don't need help cooking, people who don't have access to mobile devices





# Summary





# Key Learnings

When cooking with a partner,  
**Companionship**  
might be more important than  
feedback

When dealing with food,  
**Social pressure**  
is a consideration, but not  
necessarily a guiding principle

A solution should strive to  
**Minimize**  
**phone use**  
since people find it takes  
them out of the moment



# NEXT STEPS

QTY	ITEM	AMT
00	Begin focusing exploration on Cooking Companion	HIGH
01	Identify people, context, and solution	HIGH
02	Create concept video to communicate our vision	HIGH
03	Create website to compile our findings	HIGH
ITEM COUNT:		04
WEEKS REMAINING:		07

THANK YOU FOR VISITING!



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Thanks!





# Appendix





# HMW Brainstorming #1

## Julia

We met Julia, a young female college student who carefully plans her meals to maximize the enjoyment she gets from eating. We were surprised to find that even though she meticulously plans her eating schedule, she laughs off how important it is to her when sharing it with us. We wonder if this means that Julia thinks being “too serious” about food is something to be embarrassed about, even though it’s what she likes to do. It would be game-changing to normalize people taking pride in taking what they eat seriously.

1. HMW make scheduling food a social activity instead of an individual one?
2. HMW make taking your food seriously something to be proud of instead of embarrassed by?
3. HMW help people find other people who care about food planning?
4. HMW gamify the food planning process?
5. HMW keep people from making judgements about personal choices?
6. HMW make the food planning process take less time?
7. HMW automate the food planning process?
8. HMW use food tracking to recommend next meals?
9. HMW show what every dining hall and near restaurant has in the near vicinity?
10. HMW locate and report rare events?
11. HMW show people the benefits of planning food?
12. HMW cancel people for making fun of someone for planning food?
13. HMW introduce norms in dining spaces that planning is normal?
14. HMW show people that everyone plans their food proces?
15. HMW make food planning like a scavenger hunt?
16. HMW we make her feel comfort in choosing her meals?
17. HMW make meal planning a form of relaxation like playing an instrument?
18. HMW remove people who are making her feel ashamed?
19. HMW let her enjoy her meals without having to plan?
20. HMW set people’s eating schedule weeks in advance?
21. HMW let people share their food planning process?
22. HMW make Julia not want to plan her food anymore and go more with the flow?



# HMW Brainstorming #2

## **Alyssa**

We met Alyssa (Aly), a 20-year-old female who has Type 1 Diabetes and loves learning new recipes. We were surprised to hear that in spite of her diabetes, she is unafraid to experiment with new recipes even if she doesn't know the exact nutrition contents or how much she's making. We wonder if this means that although she wants to be careful, Aly does not want to let this uncertainty deter her from trying new things because she is willing to risk her health for something novel. It would be game-changing to give people a way to manage uncertainty when experimenting in the kitchen.

1. HMW provide people more accurate information about recipes?
2. HMW make new recipes more accessible?
3. HMW we assure people about what they are cooking?
4. HMW eliminate recipes entirely when experimenting in the kitchen?
5. HMW get rid of the need for accurate recipes at all while still preserving safety?
6. HMW help people manage uncertainty safely in the kitchen?
7. HMW leverage group cooking to manage uncertainty when experimenting in the kitchen?
8. HMW make the uncertainty of trying a new recipe a more positive element?
9. HMW make the risk of cooking an asset instead of an acceptable risk?
10. HMW we make fear a good thing, instead of something to be ignored when experimenting with risk?
11. HMW let people experiment in the kitchen without learning entirely new recipes?
12. HMW enforce providing nutrition information on all recipes as a part of the law?
13. HMW make portion size and nutrition contents less of a concern when cooking?



# HMW Brainstorming #3

## Tyler

We met Tyler, a male professional cook and amateur boxer who connects to his Filipino culture through food. We were surprised to hear that he bought a pack of instant pancit (Filipino noodles) at the Asian supermarket because it reminded him of his mom, but still has not eaten the noodles after 4 weeks. We wonder if this means he is driven to impulse buy cultural foods by nostalgia, but then forgets about them. It would be game-changing to help people find sentimental value from food in a practical way.

1. HMW help people remember what food they have in their inventory?
2. HMW make it acceptable for food to have value beyond being practical?
3. HMW help people manage their urges to impulse buy?
4. HMW make impulse buying a more acceptable or valuable practice?
5. HMW help people practically connect with their culture through food?
6. HMW help people share their cultural connections with food?
7. HMW make finding sentimental connection to food a communal activity instead of a personal one?
8. HMW remind people about their families and their connection to food?
9. HMW make it easier for people to connect with their culture through food?
10. HMW make food into something that isn't eaten??
11. HMW make going to the grocery store more like going to a toy/souvenir/gift store?
12. HMW make buying an ingredient/food a significant part of the cooking experience?
13. HMW let people enjoy the sentimental value of food without them buying real, perishable food?



# Solution Brainstorming #1

HMW help people manage uncertainty safely in the kitchen?

1. A kitchen coach that guides you through the cooking process
2. 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
3. A cooking companion app that watches as you cook and gives you safety suggestions as you modify the recipe
4. An app for more accessible recipes
5. A chatbot on what you do when you hit a barrier
6. An app that scans your fridge and gives you X amount of ingredients that you can use in a recipe safely; otherwise, you can experiment as much as you want.
7. An app that assigns "points" to each ingredient in your pantry, and you can make whatever recipe you want as long as your points are in a certain range.
  - a. It can scan recipes and calculate points from those, as well.
8. An app that connects you to a nutritionist/chef to consult whenever you're starting a new recipe
9. An app where people can make comments/tips relating to food safety on recipes
10. An app that scans recipes and calculates the nutrition facts for you
11. An app that detects whether you made too much food?
  - a. Detects nutrition levels in a recipe
12. An app that all connects cooks, food production companies, nutritionists, etc.



# Solution Brainstorming #2

HMW make scheduling food a social/communal activity instead of an individual one?

1. An app where you enter your eating schedule and you're paired with similar "eating partners"
2. An app that lines up your eating schedule with other people's
3. A social media app focused around meal prep
4. An app that helps people find others who meal prep
5. A dating app that pairs people with similar interests
6. Scavenger hunt for food planning
7. A choose your own adventure sort of game where you do quests and what not
8. An app where people can share their meal prep schedules so others can provide feedback/derive inspiration etc.
9. An app that schedules time with you and your friends to sit down and plan out communal meals
10. Yelp + Facebook, a review app that's more of a social media platform
11. An app focused on college students that collects all meal options at dining halls, nearby restaurants, etc. and lets people easily tap on what they plan to eat that day, using user-user similarity it will pair you up with someone to have your meals with



# Solution Brainstorming #3

HMW make going to the grocery store more like going to a museum?

1. An app that provides you with historical/cultural information on a product at the grocery store
2. An AR app where you walk around the grocery store and in live time if it detects food you have eaten before it shows pictures of that moment and is like “Remember when you ate this? Lol so fun!!”
3. A social app where you can share thoughts/memories about foods with your family/friends
4. An app where you can “collect” photos of food findings that you’ve seen, similar to iBird
5. An app that lets people collect food findings like they collect state quarters: “Gotta collect them all”
6. An app where you can add your favorite/most meaningful foods and when people scan things it’ll tell them if their friends have the same favorite/most meaningful foods
7. An app that sends you random reminders of food you’ve eaten by listening in on your conversations and uses intensive data mining on your search history
8. An app that can scan a food product and recommend you other products that have a similar cultural significance
9. An app that lets you window-shop a grocery store but framed not for buying, remembering
10. An app that will scan a product and tell you users’ average rating of it



# Assumption Brainstorming #1

## Munching Memories

1. (From group session) Collecting helps people sufficiently derive sentimental value
2. People are willing to pull out their phone to use AR at the grocery store
3. People take pictures of their food
4. People download apps
5. People have the technology to do this
6. People document all their moments with food
7. People collect things that make them nostalgic
8. Nostalgia makes people want to collect things
9. Being reminded of something via a phone is as satisfying as impulse buying
10. Being remind of something via phone will stop impulse buying
11. When driven by nostalgia, collecting something virtually is as satisfying as collecting it physically
12. People want to remember when they've eaten food before
13. People enjoy collecting photos of food findings
14. People are motivated to collect all the foods/it is possible to collect all the foods
15. People are willing to take photos of specific foods/moments with that food
16. People want to engage with this app while they are grocery shopping (instead of just focusing on their grocery shopping) – in any food moment
17. People will insert enough experiences with food into the app that it works
18. People are willing to let their phone/this app track their grocery shopping in real time
19. There will not be an overwhelming number of foods that the user has eaten before
20. People are willing to pause their grocery shopping to look at the pictures that this app shows them/People are willing to take the time to look at these pictures later
21. It is possible to make virtual foods of all the foods in all the grocery stores
22. Vlewing memories of foods will have a (positive) impact on users' emotions



