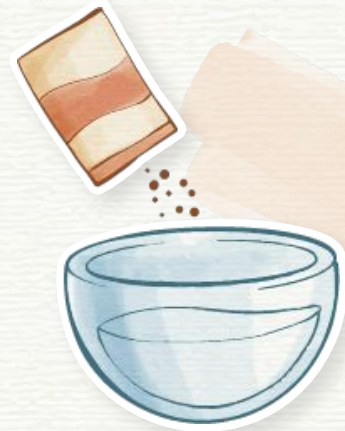




Cookee

Cook Efficiently and Enjoyably

A platform that empowers users to plan ahead, be resourceful, and incorporate community into every meal.



Market Research:

Platejoy

Perks

- Custom meal plans
- Custom grocery lists
- Accommodation of dietary restrictions

Cons

- Lack of diverse recipes

Super Cook

Perks

- Add all ingredients in your home
- Filter recipes
- Shop smarter

Cons

- Glitches with the shopping vs. pantry lists

Yummly

Perks

- Discover personalized recipes
- Save favorites
- Shop

Cons

- Too many ads
- Too many clicks to get to recipe

Tasks

01

Simple

Bring community
into the kitchen

02

Complex

Establish healthy and
consistent eating
habits

03

Moderate

Create nutritious
meals from available
ingredients

04

Simple

Set a positive mood for
the kitchen environment

Values in Design

Enjoyment

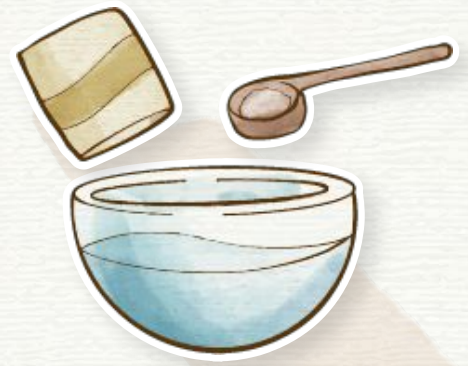
Incorporating community, providing variability in meals through new recipes, setting a positive mood for the cooking experience

Efficiency

Encouraging working women not to skip meals by making them more efficient

Addressing the conflict...

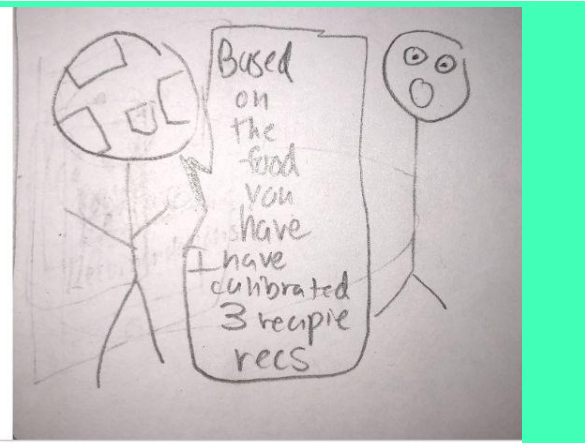
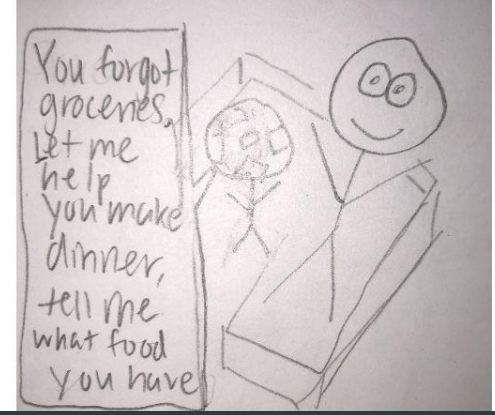
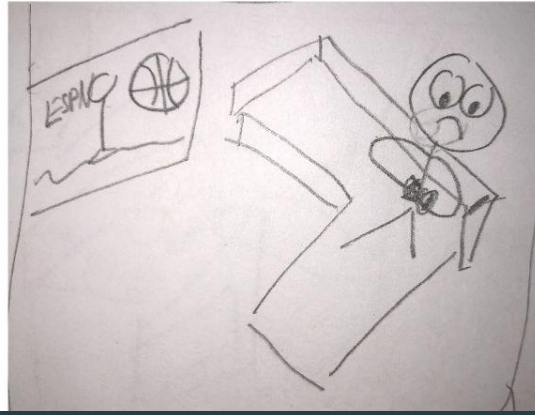
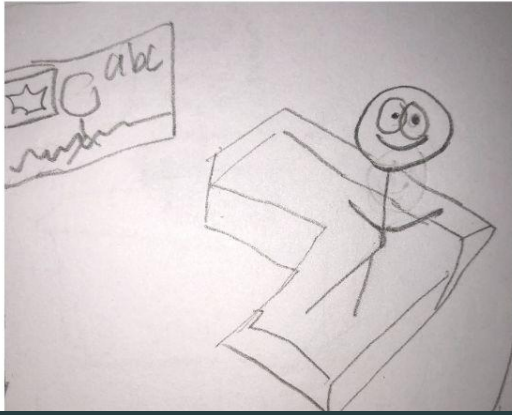
Embracing the juxtaposition of productivity and wellness eliminates the need to pick one or the other. Cookee aims to make cooking more efficient without sacrificing joy.



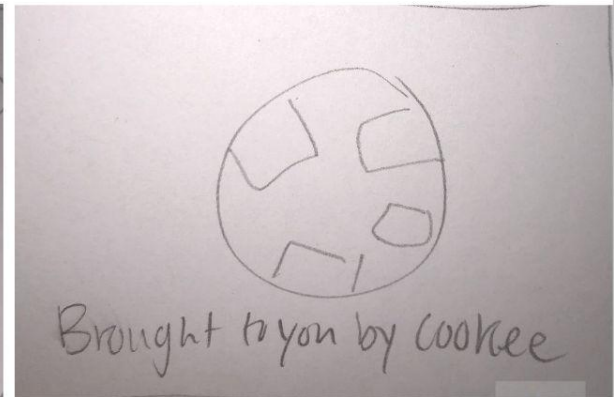
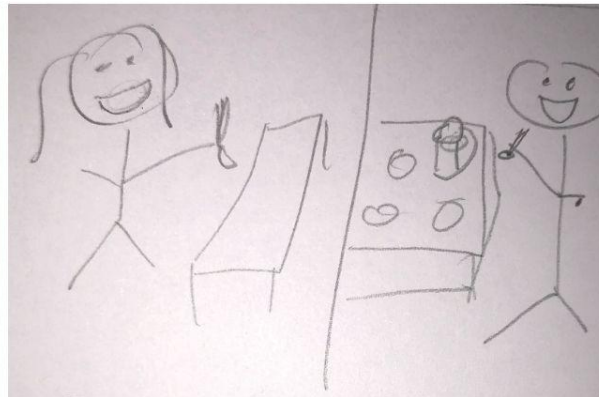
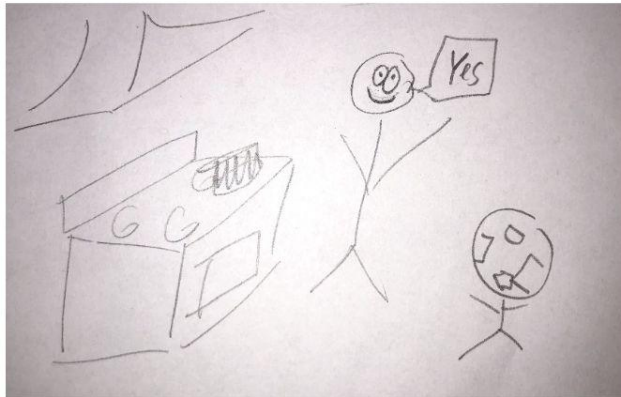
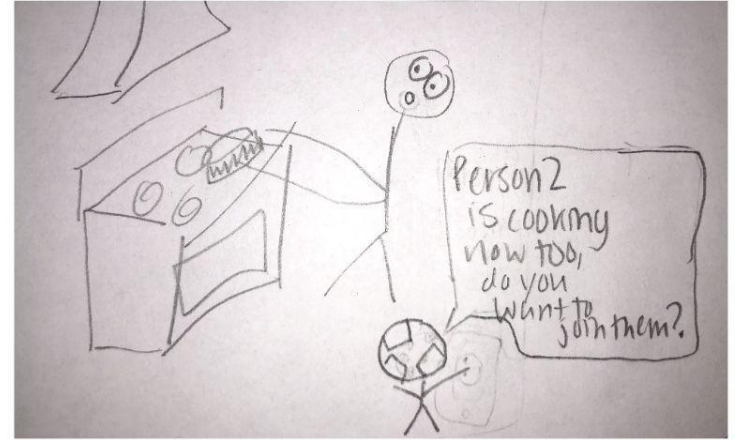
Task 1: Establish healthy and consistent eating habits



Task 2: Create nutritious meals from available ingredients



Task 3: Bring community into the kitchen





End presentation