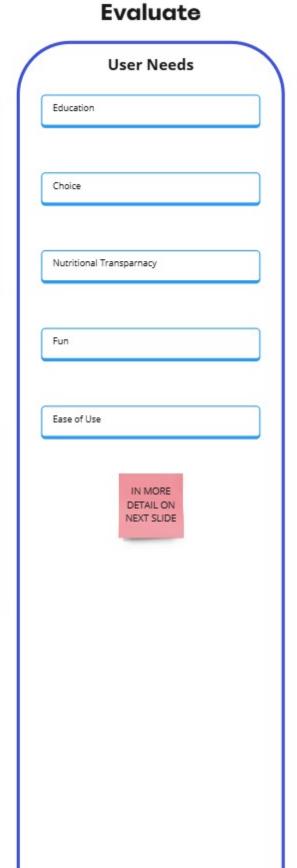
Generate









Teaching Children About Other Cultures and Making Education Engaging

Educational Puzzles stories about Food videos about inside the ingredients culture of dictionary interface from food recipe origin Are there What are games which repositories of food food (play with culture? your food)



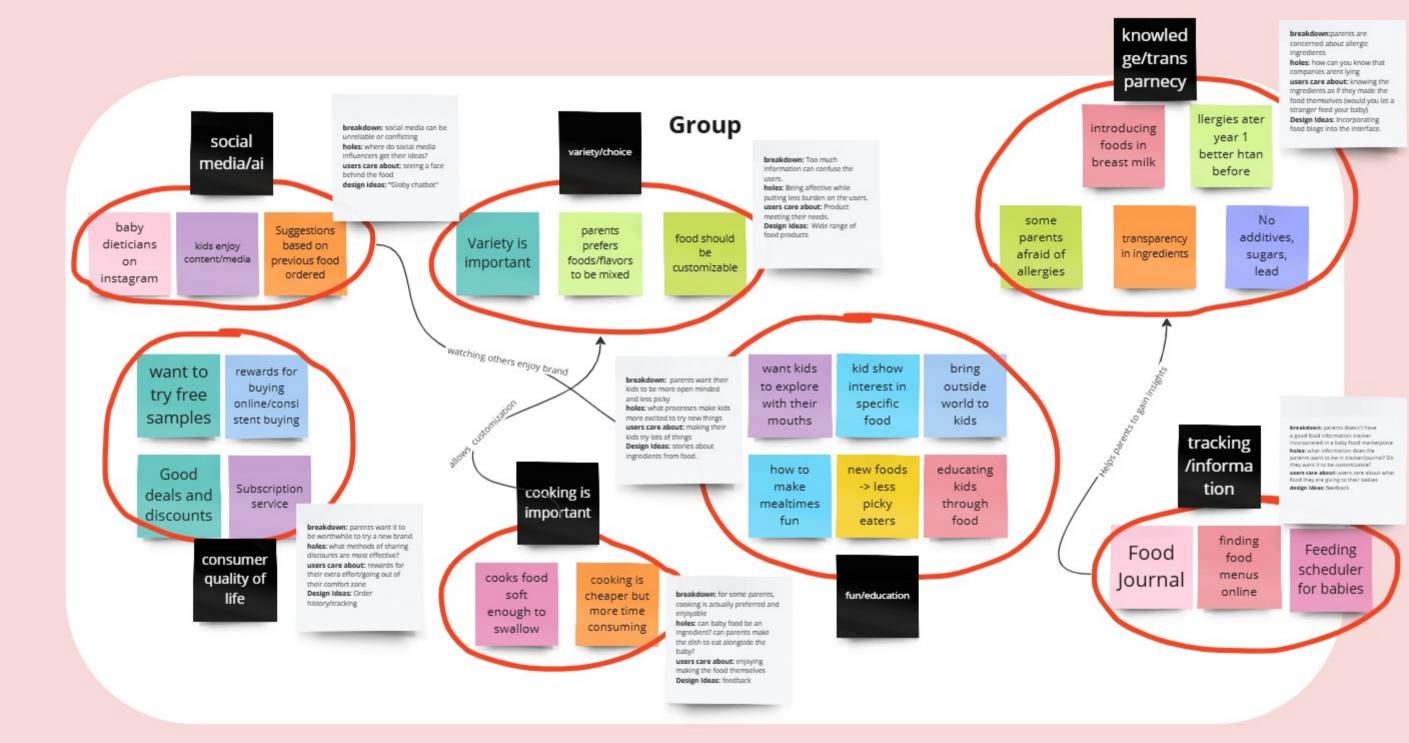
Food Journal feedback scheduler What recipes How can we do parents gameify a prefer or food journal want more of

Increasing Easy Access of Product Knowledge and Facilitating Transparency of Product Origins

Incorporating Allergies and food blogs any other Ingredient specific sources from into the manufacturer interface information. what are what are aspects of unique ways "healthy" food to display a beyond food's sources organic etc.

Telling Users How Food is Prepared and What Different Customizable **Options Are Available**

Different kinds Food based of quantity that can be on ethnicity. toppings ordered Are there modular characteristics to certain cuisines?



Stickies

Work Area

want to try free samples Suggestions based on previous food ordered Feeding scheduler for babies rewards for buying online/consi stent buying how to make mealtimes fun

Subscription service

llergies ater year 1 better htan before

baby dieticians on instagram

Good deals and discounts

Food Journal introducing foods in breast milk some parents afraid of allergies educating kids through food

parents prefers foods/flavors to be mixed

bring outside world to kids kid show interest in specific food want kids to explore with their mouths

kids enjoy content/media

new foods
-> less
picky
eaters

finding food menus online

cooks food soft enough to swallow

cooking is cheaper but more time consuming

variety is important

food should be customizable

transparency in ingredients

No additives, sugars, lead

Organic Baby Food Interview Responses

Description

not allowed to use words feature, implement, devlop

write down each user statement on postits attempt to gain big picture understanding of paprent needs

elicit needs

from parents

who dont get

organic food

user goals, needs, priorties

Source & Reference Materials

transcript from interviews

audio recordings

baby lead feeding interview notes

globowl website for defitions of foods

User Needs

User Need: Educating children about other cultures through the recipes and the people who invent those recipes in the hopes that the children will be less picky eaters and more open-minded citizens

Goals: Teach kids about cultures through

food

Priorities: Make children appreciate food as a cultural window

Preferences: Youtube-like content

Experiences: Kids who try things earlier are easier to work with

in the futuer

User Need: Knowing the precise nutritional information as well as ingredients & allergens present in order to feel more at ease about what is being fed to their children

Goals: Make every nutritional aspect available easily **Priorities:** Parents want to know key nutritional facts

Preferences: foods with simple ingredients **Experiences:** parents just look at back of labels

quickly and glance

User Need: Feeling confident in one's ability to make educated decisions between different food items on multiple bases including nutritional value, flavor, variety, etc

Goals: Customizability

Priorities: Options that cater to specific dietary needs, such as

organic or vegan options

Preferences: Different flavors, textures, and ingredients. **Experiences:** Better customer service or more transparent

information about the products.

User Need: Enjoyment of the process of feeding children and preparing food in order to make an otherwise tedious and mundane task more engaging for both parent and child **Goals:** Incorporate games into education to encourage kids to

Goals: Incorporate games into education to encourage kids to participate

Priorities: make games a conduit for food information and cultural exploration

Preferences: simple word-play or games that have educational

aspect (not just a video game)

Experience: Education is increasingly gamified

User Need: Having a convenient and simple process for making and managing purchases which makes it more efficient and pain-free than going to the store physically and choosing from brands on shelf

Goals: Users want an interface that is easy and intuitive to use, without complicated features.

Priorities: Users want to track their food quickly and easily, without taking up too

Preferences: Users may have preferences for certain types of foods, such as vegan or gluten-free options, which the app should be able to accommodate and for certain types of tracking, such as using voice commands to input data.

Experiences: Users may have had negative experiences with other interfaces that were difficult to use, overly complicated, or did not provide useful information.