



Community characteristics & orientation

Name: Michael Osachoff

Community & UN SDG(s): Responsible Home Cooks - 12. Responsible Consumption and Production, 13. Climate Action

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Instructions

Research the community you are most interested in exploring using links from the UN Sustainable Goals website (<https://www.un.org/sustainabledevelopment/>) and others. In your exhaustive research, answer the following.

Community characteristics		
Community life-cycle (current state)		
Where is your community in its life-cycle?	What you need to focus on:	Special needs
<input type="checkbox"/> Just forming Need basic tools to connect, but not sure from there	Research and/or discuss the potential of some basic tools with members, explore what ideas it might give them, and see what they might bring in with them.	
<input checked="" type="checkbox"/> Self-designing Information stage, but with a strong sense of what it wants to accomplish	Contribute ideas to the design. Analyze systematically the implications of their community design for technology, infrastructure, and technology skills.	A large majority of people and nations understand the importance of responsible consumption and production and attempting to reduce waste caused by these actions, as seen by banning of plastic straws, use of tote bags, and recycling whenever possible. People are also aware of climate change as many countries have committed to being net-zero by 2050. Individuals need something to assist in choosing products that can contribute to these goals reaching fruition. There already exists a few tools that provide a basic starting line such as the Open Food Facts API and a number of carbon footprint calculators online.
<input type="checkbox"/> Growing & restless Ready to add new functionality to its tool configuration	Try to make this a community reflection and self-design event. Does their restlessness suggest a major change, such as a transition to a new platform?	
<input type="checkbox"/> Stable and adapting Just needing some new tools	How much disruption will the community tolerate? How will the new tools be integrated into or affect existing practices?	



Constitution

Diversity: How diverse is the community?

Topic	Your notes
What are the different types of members and what are their levels of participation?	I am attempting to target at-home cooks interested in identifying the impacts of the recipes that they cook, but they could range a skill level of amateur or experienced cooks. Participation could vary based on a cook's willingness to participate.
How spread apart is it in terms of location and time zones?	Any person would be able to cook at any time or location as it is an asynchronous activity.
What language(s) do members speak?	Members could speak any language, but I will be targeting those who speak English as it will be the language of the interface for users to interact with.
What other cultural or other diversity aspects may affect your technology choices?	Cultural and diversity aspects such as food more dominant in specific cultures may skew algorithms in less culturally diverse areas. Some people may have access to only a desktop computer or cell phone, so designing an application that could be useful to both may be valuable. Although nearly 80% of Canadians have smartphones and may find using the application more delightful on a cell phone in their kitchen rather than a desktop application.

Openness: How connected to the outside world is your community?

Topic	Your notes
<p>How much do you want to control the boundaries of your community? Does your community need</p> <p> <input type="checkbox"/> To be private/secure <input checked="" type="checkbox"/> Open boundaries <input type="checkbox"/> Both private & public spaces </p>	<p>The cooking community has been traditionally a very open-boundary type of community. Often sharing several resources and tips in helping those who are new to the community to hit the ground running with recipes that are fit for the user. I want anyone to be able to use my application without the need for invites or approval from an administrator. Although if the application is proved to be effective, individuals may wish to create their own smaller community within for those who are like-minded and share common interests.</p>
How does your community need to interact with other communities? Do you need common tools for sharing and learning with them?	There are no specific needs for home cooks to interact with other communities, but it may happen inadvertently or naturally. People may want to share their experiences within the application to others such as through a third-party social media post.

Technology aspirations

Technology savvy, tolerance, & constraints: What are your community's technology interests and skills and patience thereof? What are the constraints imposed by technology factors?

Topic	Your notes
How interested is your community in technology?	Many home chefs with utilize technology to learn new recipes and cooking techniques, with numerous resources online and on television. It is likely that a home cook is used to technology and how to gain new information based on what they utilize.
What is their capacity for learning new tools?	The capacity to learn new technological tools may depend based on the cook, and their familiarity with applications like the one I intend to design. For instance, those who are not tech savvy may be unenthusiastic to incorporate newer forms of



	technology such as a web-like application into their cooking. Although generally, a home cook who wants to learn new recipes, may also have a high capacity to learning new tools.
What is the range of skills? If their interests and/or skills are diverse, could it cause conflict or distraction?	The technological skills in home cooks could have a wide range as the age range and kitchen locations are quite diverse. One could be a teenage cook making a grilled cheese sandwich for lunch or an elderly grandmother preparing thanksgiving for their family. I think conflict and distraction would be relatively low, as cooks are often open to trying new things in recipes, and it may have a relative transfer to new technologies.
How tolerant are members of the adoption of a wide variety of tools?	Often used to working through recipes that may be on their phones or utilizing a gadget in the food that they create, cooks are likely to be tolerant of a wide variety of tools, assuming it doesn't act as a barrier in the recipes they attempt to commit. I hope to provide cooks with a tool that can provide information that could guide them on more sustainable and globally smart alternatives, but not hinder them in the choices that they make when cooking recipes.
How many technological boundaries are they willing to cross, e.g. sign in to more than one web-based tool, learn to use new tools, or give up old favorites? This helps you understand what level of integration you need.	Technological boundaries may be a significant factor for the people in the community that I am attempting to target. For instance, if they have to login to multiple services, it may hinder their delight with the application and deter them from using it the next time they cook. A saved or lack of login on their own device without private information available may allow them to access content very easily without too much input. A new tool may be undesirable to cooks that are used to getting and tracking their recipes on an existing service that they already enjoy.
What are your members' technology constraints (e.g., bandwidth, operating systems, etc.)?	Bandwidth may be an issue for those who are in lower-coverage areas such as rural cooks, and it may create a problem in accessing/pinging the service of which I am trying to create. I was hoping to create an application that would work for both mobile and desktop applications, ideally for both Android and Apple users. If I select the correct technology stack to create the application, it should be viable to users on various operating systems.
How much time are members able to be online and from where (office, home, field)? Some people have limited online time, or are able to be online only in specific locations. Others are always on. Very diverse situations can affect participation	It is likely that since I am targeting at-home cooks, they would be able to learn new recipes and get access to them through an online service already, so it is likely that they would have a stable Internet connection to access my application. Although, it may be valuable to provide some sort of interface, albeit at a toned-down level, for those who do not have a consistent Internet connection and are still expecting an interaction with the application without it. This may include storing data within the application that the user has entered and sending it to the application's server once a connection has been made again.

Community orientation

Relevance to community: Use the range from 0 (no relevance) to 5 (high relevance) to determine what matters most to the community. Look at these from the perspectives of the different types of members (under "constitution"). Also discuss the "value-added" to each member group

0	1	2	3	4	5	Orientations	Variants	Key activities/your notes
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<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Meetings Many communities place a great emphasis on regular meetings where members engage in shared activities for a specific time. Meetings, and the visible participation of members, assert the community's existence	<input type="checkbox"/> Face-to-face/blended <input checked="" type="checkbox"/> Online synchronous <input checked="" type="checkbox"/> Online asynchronous	Home cooks may interact with others through online services to cook together and learn new recipes, but often they will cook at home alone and simply gain information from the Internet instead.
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Open-ended conversation Some communities maintain ongoing conversations as their primary vehicles for learning. Open-ended conversations are common when a community is co-located and people keep the conversation going as they "bump" into each other.	<input type="checkbox"/> Single-stream discussions <input type="checkbox"/> Multi-topic conversations <input type="checkbox"/> Distributed conversations	
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Projects In some communities' members want to focus on particular topics, go deep, and collaborate on projects to solve problems or produce useful artifacts. Learning is not just a matter of sharing knowledge or discussing issues. Members need to do things together in order to develop their practice. Projects usually involve a subgroup within the community	<input type="checkbox"/> Practice groups <input type="checkbox"/> Project teams <input type="checkbox"/> Instruction	Most home cooks are simply trying to learn existing techniques and recipes, rather than contribute to crafting brand new ones with others.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Content Some communities are primarily interested in creating, sharing, and providing access to documents, tools, and other content. Valuable and well-organized content is a useful resource for members	<input checked="" type="checkbox"/> Library <input checked="" type="checkbox"/> Structured self-publish <input checked="" type="checkbox"/> Open self-publish <input type="checkbox"/> Content integration	This category is likely the most significant, as a lot of cooks are looking for new content to work with and enjoy. One could find a resource with numerous recipes and resources for gadgets and techniques for them to use, which could act as a library. They could also publish a blog/vlog on what they have cooked and allow others to provide opinions upon them.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Access to expertise Some communities create value by providing focused and timely access to expertise in the community's domain, whether internally or externally. Communities with this orientation focus on answering questions,	<input checked="" type="checkbox"/> Questions & requests <input checked="" type="checkbox"/> Access to experts <input type="checkbox"/> Shared problem solving	There are numerous online and television resources for home cooks that provide excellent expertise to people of all ages. This includes, but is not limited to, MasterClass tutorials, YouTube videos, Skillshare, America's Test Kitchen, etc. A



						fulfilling requests for advice, or engaging in collaborative, just-in-time problem solving	<input type="checkbox"/> Knowledge validation <input checked="" type="checkbox"/> Apprenticeship & mentoring	number of these have some sort of forum for providing new users to request additional information from the expert, such as YouTube comments.
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Relationships Some communities focus on relationship building among members as the basis for both ongoing learning and being available to each other. This orientation emphasizes the interpersonal aspect of learning together. Communities with this orientation place a high value on knowing each other personally, emphasizing networking, trust building, and mutual discovery	<input type="checkbox"/> Connecting <input type="checkbox"/> Knowing about people <input type="checkbox"/> Interacting informally	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Individual participation Learning together happens in the context of a group, but it is realized in the experience of individuals. People bring different backgrounds, communication styles, and aspirations to their participation in a community. People have different levels of commitment, they take on different roles, and they use tools differently	<input type="checkbox"/> Levels of participation <input type="checkbox"/> Personalization <input checked="" type="checkbox"/> Individual development <input type="checkbox"/> Multi-membership	Often, most cooks require them to physically perform the actions within the recipes to learn and retain the content that they are trying to absorb. For instance, one could watch a video on how to fully debone and filet a fish, but it usually requires rigorous practice and numerous failed attempts to perform it properly and effectively.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Community cultivation Some communities are happy with loose self-organization and unplanned evolution, while others thrive on attention to community cultivation. They have a need to reflect on the effectiveness and health of the community to make things better, joined with a willingness to work on it	<input type="checkbox"/> Democratic governance <input type="checkbox"/> Strong core group <input type="checkbox"/> Internal coordination <input type="checkbox"/> External facilitation	
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Service context In some cases, serving a specific context becomes central to the community's identity and the ways it operates. They may live inside an organization, whose charter their practice needs to serve. They may have a mission to provide learning resources to the world or to recruit members	<input type="checkbox"/> Organization as context <input type="checkbox"/> Cross-organizational <input type="checkbox"/> Other related communities <input type="checkbox"/> Public mission	



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						widely. Or they may seek interactions with other communities whose domain complements their own		
Scratchpad (other interesting insights, questions/answers, etc.)								