COOK UP

Level up your cooking skills

Problem

😫 Often getting a feeling of complex dishes and exhaustion after cooking?

🧑‍🎓 Too many new things to learn to prepare a single dish?

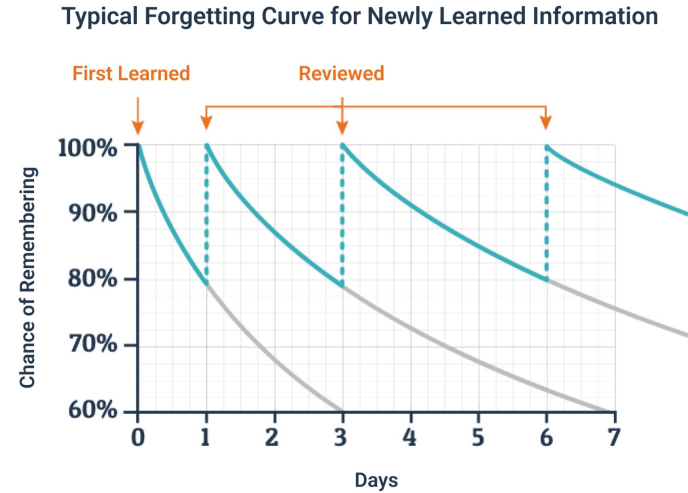🤯 Overwhelmed by the variety of cooking techniques and terminology used in recipes?

Research

Multiple research papers show that

🔁 Spaced repetition promotes effective learning[1]

🤓 Customer education plays a critical role in client retention[2]

🎮 Gamification boosts customer engagement[3]

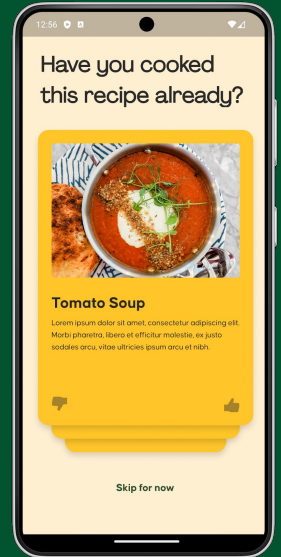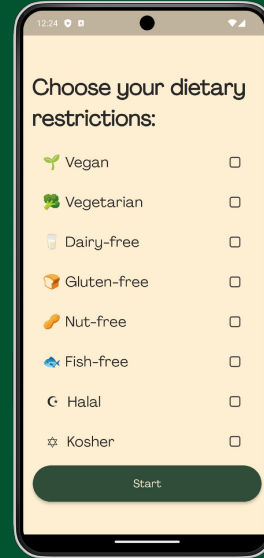Typical Forgetting Curve for Newly Learned Information

Solution

🥗 First, users choose their dietary restrictions

👩‍🍳 After that, users are asked about their prior cooking experience

🤖 Based on ML-based model recipes are ranked and recommended to the user
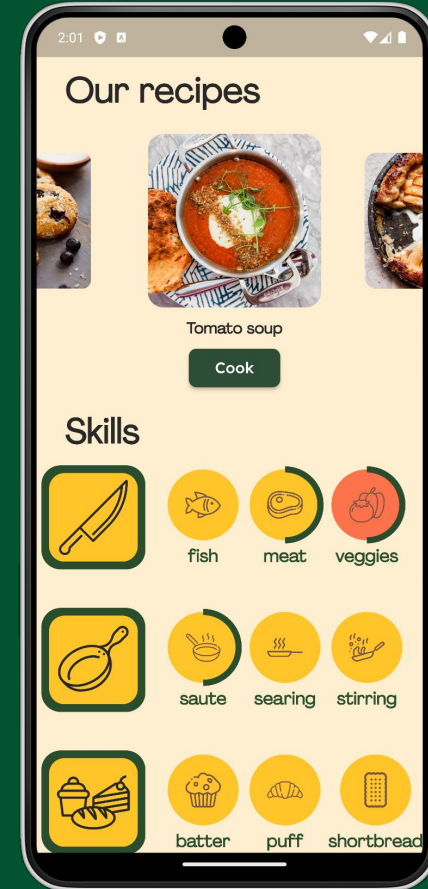
Key Feature

🧠 We add a *complexity* dimension to our recommendation model

🤏 Users are recommended those dishes that are close to their cooking skills

🏅 Users can view their achieved skills and unlock new by cooking more complex dishes

Demo

🎥 [Video](#)

Profits

Business gets

😊 Happy users not suffering from complex cooking

⏳ Educative experience that lets users spend less time on cooking

🚀 Increased retention due to gamification

Future Development

🎁 More gamification: special bonuses for completing group of skills

📱 Sharing achievements in social networks

🤝 Collaborative mode to share skills when cooking together

Questions?

References

1. [Spaced Repetition Promotes Efficient and Effective Learning: Policy Implications for Instruction](#)
2. [The impact of customer education on acquisition and retention](#)
3. [The impact of gamification on customer engagement and acquisition](#)