Cornell Tech &
Samsung

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The **more** you cook, the **healthier** you live. - *Public Health Nutrition*

Cooking expands your **intake** of **healthy** foods. - *Harvard Health*

How might we improve the cooking experience?

Meet Samantha

Female

36 years old

Software Engineer

Lives in New York

Pain Points

I want **personalized recipe recommendations** to suit my family's health needs

I would also like to **avoid food wastage** but I keep forgetting about items.

I generally **plan** a week before to budget my groceries.

Samsung Fridge Assistant

A recipe recommendation app that suggests recipes based on the ingredients in your fridge, your user profile and preferences.

| User asks for recipe recommendation | **Fridge sees what is inside** | **Suggests recipes** | **User selects recipe** | **User starts cooking** |

Success metric

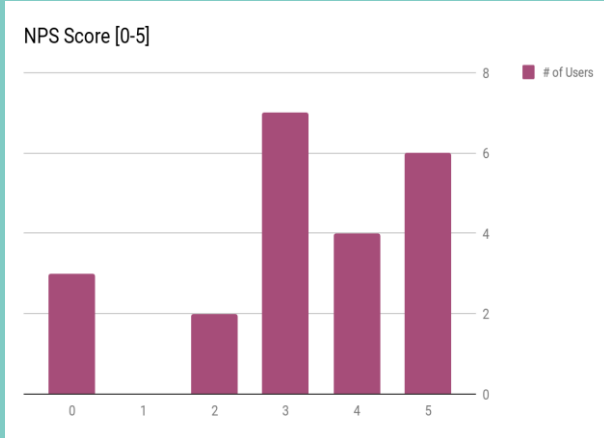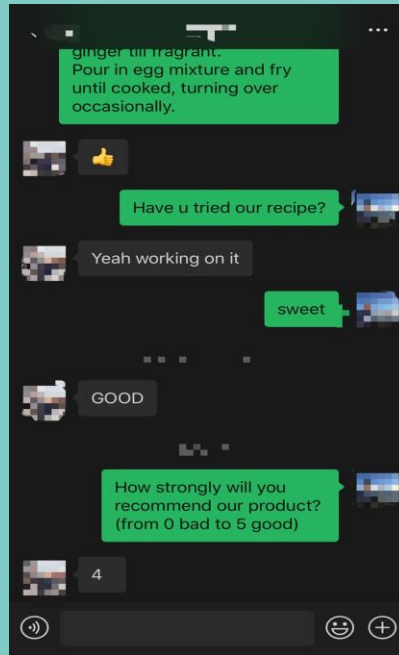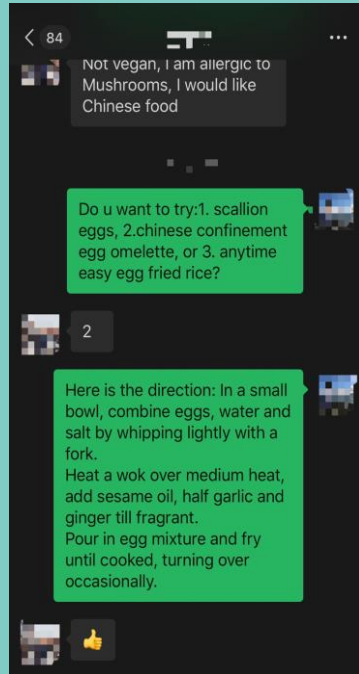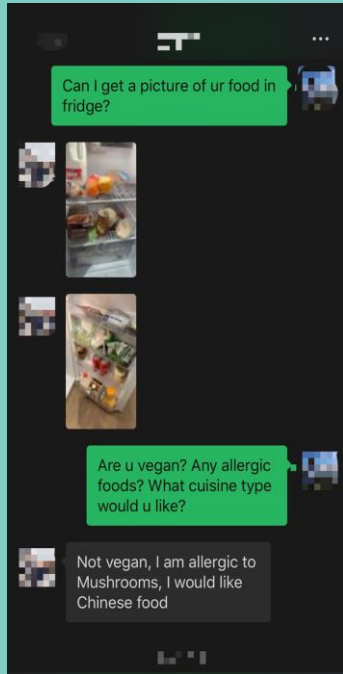How **pleased** are our customers with their **cooking** experience?

Validation

Demo
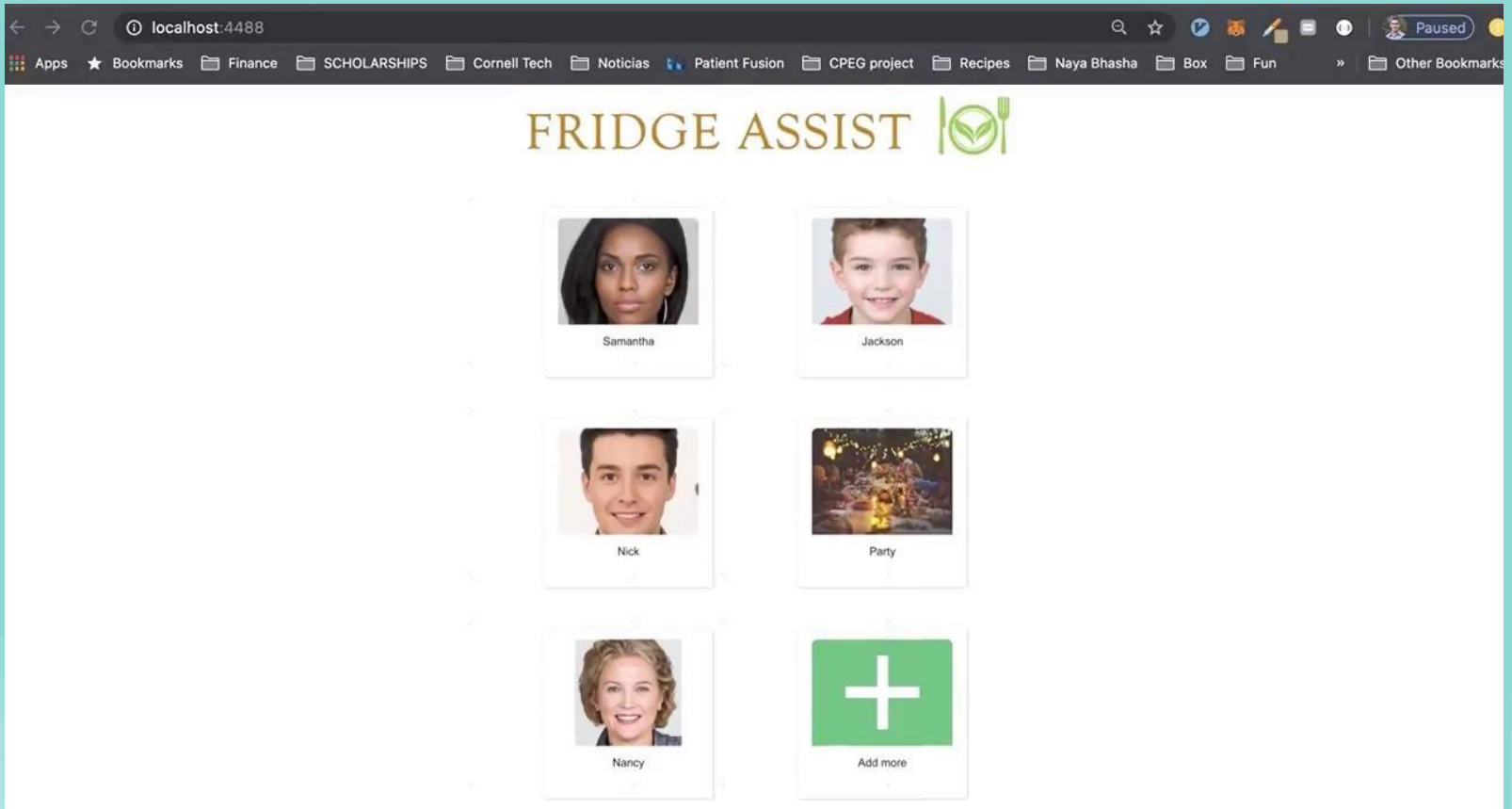
Tech stack

Recommender System

Diet preference, nutrition, cooking time filtering

Food availability function

Content-based recommendation system scoring

Rated by User

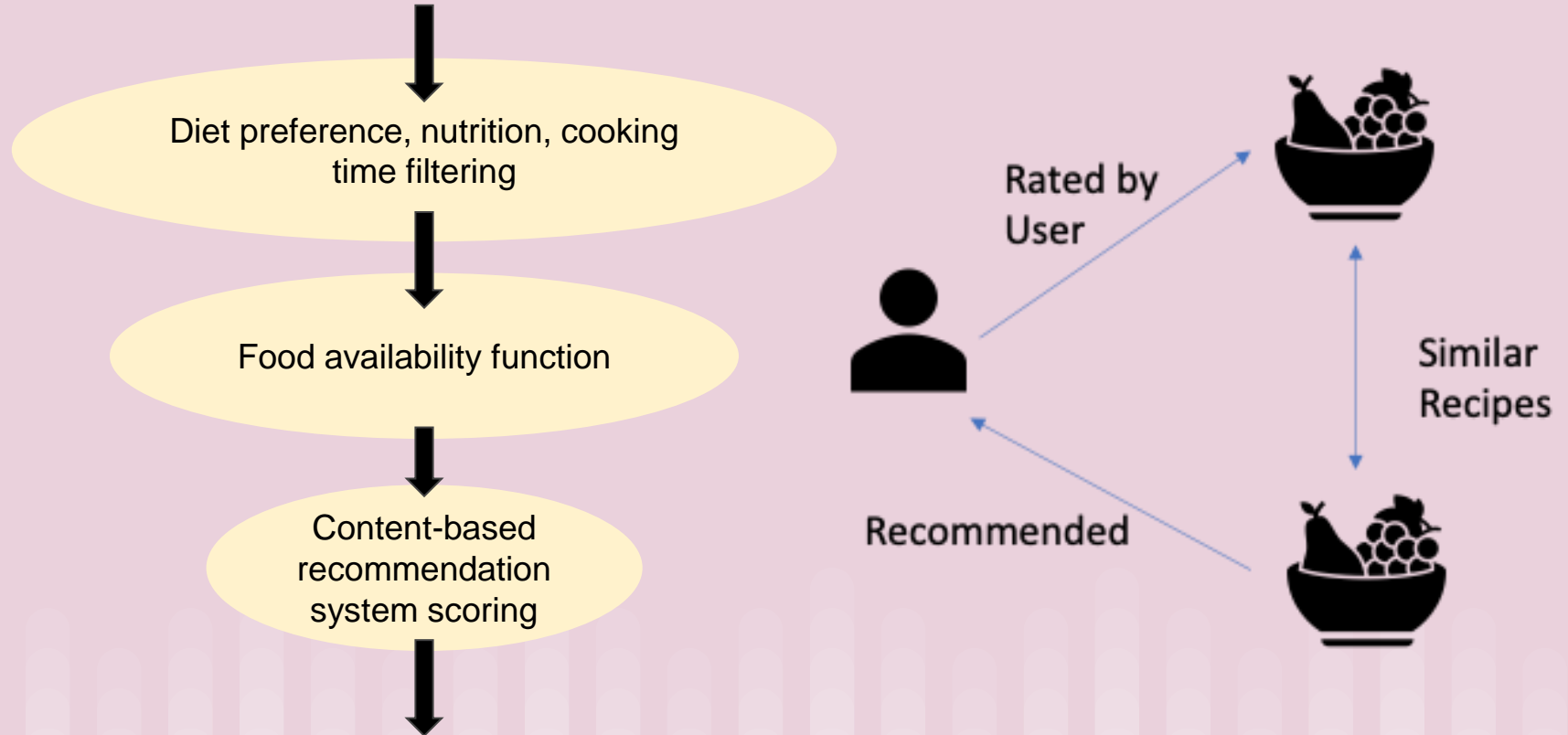Similar Recipes

Recommended

Why should Samsung do this?

Samsung bought SmartThings (IoT)

Samsung has 22.3% of the Fridge Market

Roadmap

0. Validate

1. Use real user data

2. Add features

3. Integrate

Vision

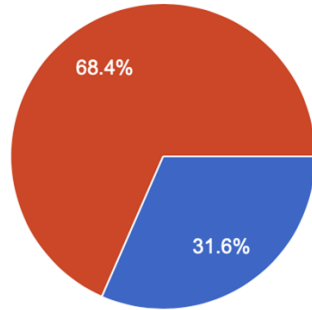Thank you

Survey stats

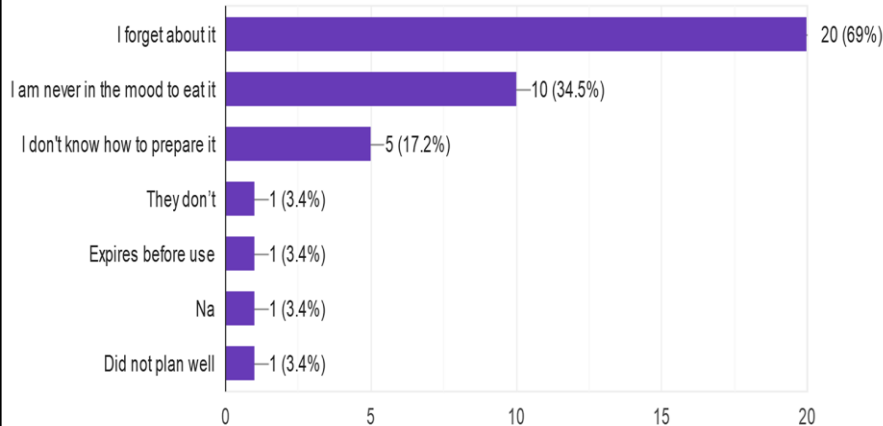If you had all the necessary ingredients what are you more likely to do?

- 🔵 Cook a recipe you know and have cooked before
- 🔴 Try a new recipe

68.4%

31.6%

Problems Identified

Why does some of your groceries go to waste? (Select all that applies)
29 responses

Response	Value
I forget about it	20 (69%)
I am never in the mood to eat it	10 (34.5%)
I don't know how to prepare it	5 (17.2%)
They don't	1 (3.4%)
Expires before use	1 (3.4%)
Na	1 (3.4%)
Did not plan well	1 (3.4%)

- In US, **food waste** is estimated at between 30-40 percent of the **food** supply.

- The main reason people have food wastage is due to forgetting about it

- The second most prominent reason is people not in the mood for the food