

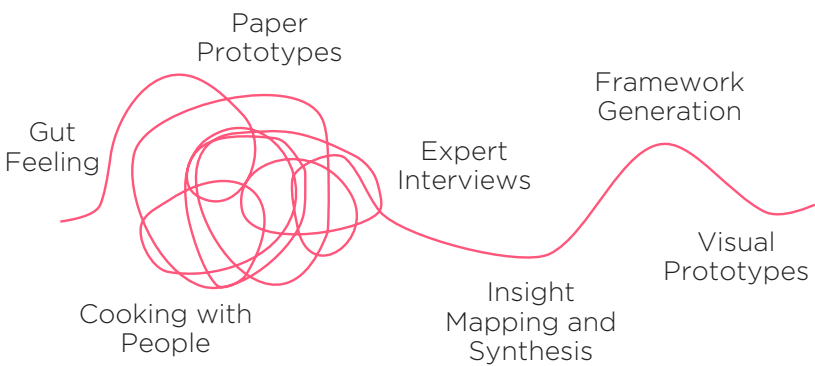
CREATIVE COOKING CONFIDENCE

HMW

help students entering adulthood discover their own (irrational) fears around cooking in the kitchen in order to build an intuition with ingredients and flavors and their overall creative cooking confidence.

Recipes don't cut it. What we need is a complete and simpler redesign of how we think about and teach flavor and ingredient combinations.

PROCESS



- Ask Interviewees to Draw and Create
- Sketch to Think
- Talk to Everyone
- Don't be Constrained by a Linear Process
- Capture and Document Work Dilligently

PROTOTYPES



Base Recipes: Teach dishes starting with the simplest 3-5 components necessary. These are scrappy and easier to be modified in the moment.



Ingredient Playground: Create a physical or digital sandbox away from the kitchen where it is easy to explore what works and what doesn't without the possibility of failure.

FRAMEWORK FOR INTUITION



KEY INSIGHTS

- Family Judgement** drives people out of the kitchen
- Sweets** makes baking an easy access point to cooking
- My 10 Things** - learn basic dish and then adapt to your taste
- Immigrants** have an intuition-based mindset around food
- Simplify language** around cooking to reduce need for a perfect final product
- Transition Moments** (new moms, college grads) contain vulnerable audience
- Current Recipes** offer structure but assume pre-existing skills and terminology
- Risk** of cooking and messing up is too high to even try for many
- Messing up** is hurting self, bad taste, making a mess
- Teach** people how to fix broken dishes

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Stanford ME115A 2017

NEXT STEPS

- Build out 10 Base Recipes to publish online or in print format. Test with users.
- Pick a transitional age group (new parents, college graduates, post-toddlers)
- Understand what forms of media cater best to the attention spans and interests of different age groups.
- Build up a collection of activities, frameworks, and mantras around Guided Mastery for cooking.
- Build a (digital?) sandbox that helps people experiment with flavors with the fear of messing up for real.