

OurKitchen

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PROBLEM

A vibrant collage of various fruits and vegetables, including cherry tomatoes, carrots, mushrooms, a head of cauliflower, bell peppers, and a bowl of rice, arranged on a dark wooden surface.

How Might We...
Help college
students eat
healthier?



PERSONAS

Emma

Sophomore

- New cook, struggling to make healthy & tasty meals
- Goes grocery shopping but ends up buying too much
- Doesn't know when food expires



Yesenia

Senior

- Experienced cook but tired of the same old recipes
- Busy-bee looking for quick creations that are healthy
- Doesn't enjoy calculating serving sizes



Eric

Grad Student

- Cooking connoisseur and Instagram influencer
- Wants to share his creations with the world
- Recent keto-diet convert looking for more recipes



USER RESEARCH METHODS



Google Form Survey



You and Food

Hello! We want to learn about the interaction between food and college students like you.
Please take 5-10 minutes to fill out this survey. Thanks!

* Required

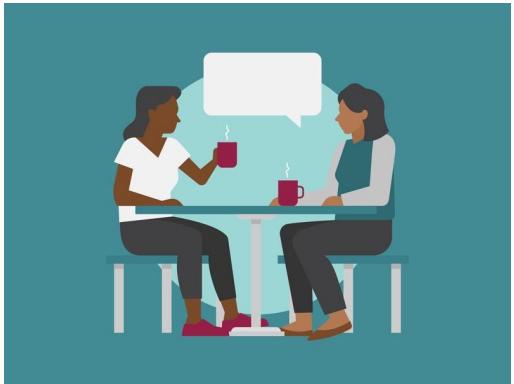
28 Responses

Instagram



70 Responses

Individual Interviews



4 Responses

RESEARCH INSIGHTS



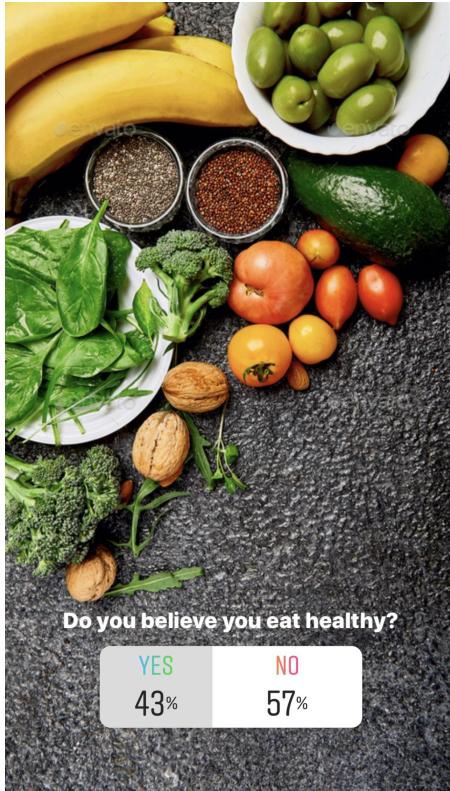
Top barriers to eating healthy:

Lack of Knowledge:

- How to cook recipes that are **healthy AND tasty**

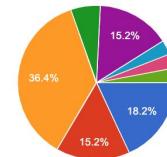
Lifestyle:

- Limited time in schedule leads to eating out
- Students are bored of same old recipes



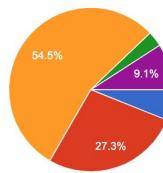
How often do you cook?

33 responses



How often do you eat out?

33 responses



What would motivate/help you to eat healthier?

29 responses

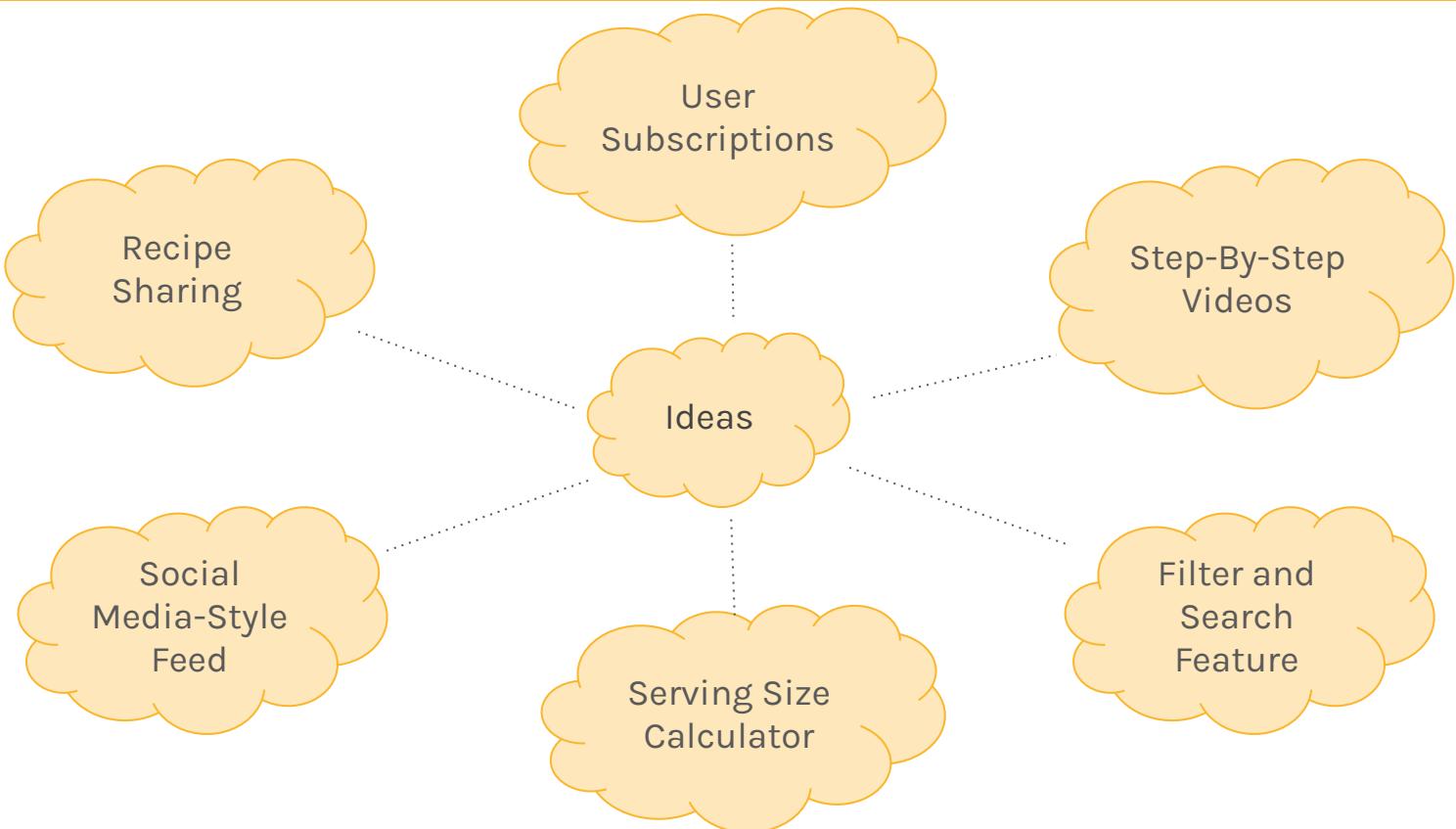
Knowing how to cook and what food combinations that they are making things taste good, trying new recipes



REQUIREMENTS

Must Have	Nice to Have	Scope Creep
<ol style="list-style-type: none">1. Use existing ingredients2. Variety of authentic cuisine recipes3. Curated options for student lifestyle/diet4. Videos on how to cook with healthy ingredients5. Ability to customize who you see content from	<ol style="list-style-type: none">1. Share creations with others2. Log expiration date of items in fridge3. ML recommender algorithm4. Partnerships with food pantry/orgs	<ol style="list-style-type: none">1. Student/friend referrals2. Connect to social media platforms3. Plating and food aesthetics tutorials

DESIGN

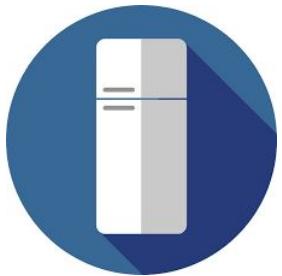


INTRODUCING...



OurKitchen

An app platform that connects college students to share diverse, fun recipes and dive into cooking and eating healthier together!



Cook With What You Have

Search recipes by inputting what is in your fridge without having the need to buy more, and track when items are going to expire.



Choose From The World

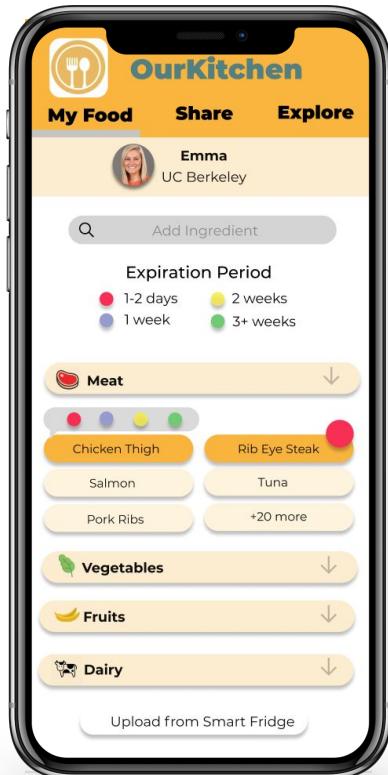
Filter and get exposure to a variety of international cuisines. Opens up the chance to try things you've never tried before!



Watch, Comment, Subscribe

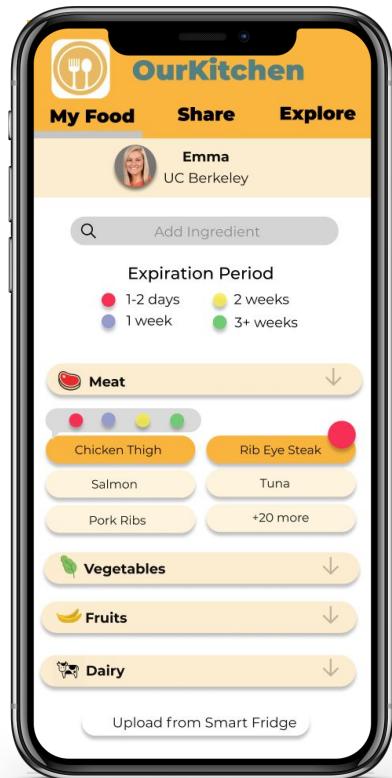
Watch a tutorial video as you give a recipe your first try! Comment to start a discussion with others. Subscribe to your favorite chefs and channels.

OURKITCHEN APP DESIGN



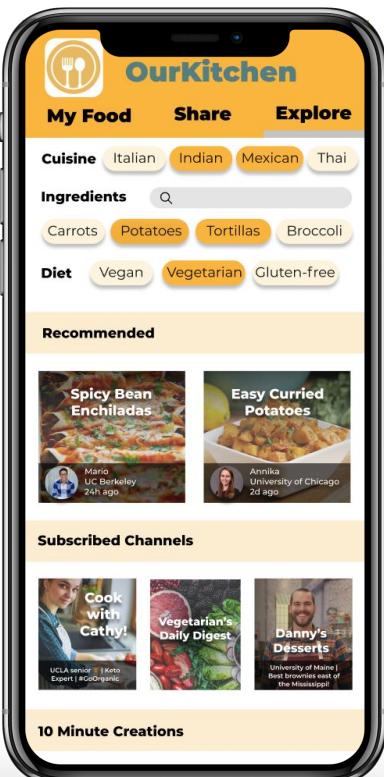
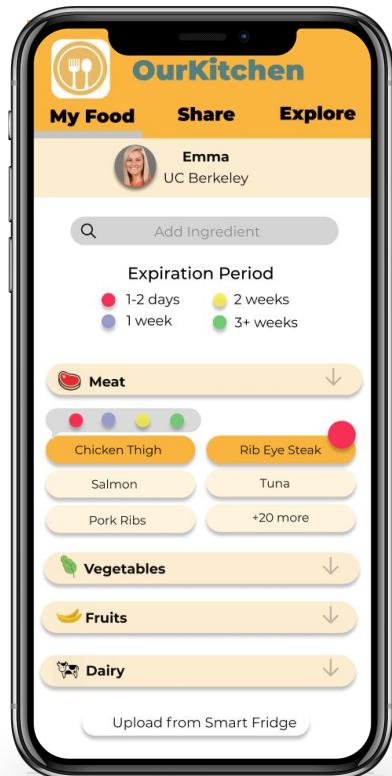
OurKitchen

OURKITCHEN APP DESIGN



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OURKITCHEN APP DESIGN



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OURKITCHEN APP DESIGN



The image displays four mobile phone screens showing different features of the OurKitchen app:

- My Food:** Shows a user profile for Emma from UC Berkeley. It includes a search bar for "Add Ingredient", a section for "Expiration Period" (1-2 days, 1 week, 2 weeks, 3+ weeks), and categories for Meat, Vegetables, Fruits, and Dairy. A button at the bottom says "Upload from Smart Fridge".
- Record:** Shows a video thumbnail of someone making a pizza, with options to "Add caption...", "Title" (Homemade Thin Crust Pizza), and "Tags" (#fast, #easy). Below this are sections for "Ingredients" (bread flour, olive oil, tomato sauce) and "Serving Size" (3 cups, 2 tbsp, 1 can).
- Explore:** Shows a "Cuisine" filter with tabs for Italian, Indian, Mexican, and Thai. It also shows "Ingredients" (Carrots, Potatoes, Tortillas, Broccoli) and "Diet" filters (Vegan, Vegetarian, Gluten-free). A "Recommended" section shows thumbnails for "Spicy Bean Enchiladas" and "Easy Curried Potatoes", each with a user profile (Mario from UC Berkeley, Annika from University of Chicago) and a timestamp (24h ago, 2d ago).
- Share:** Shows a video thumbnail for "Homemade Shrimp Tacos" by Mario. It includes a video player with a play button, a like count (50), a view count (124K), a comment count (13), and a subscriber count (125 subscribers). Below the video are sections for "Serving Size" (5 people), "Tags" (2 Red Bell Peppers), and "Comments (13)" (one comment from Annika: "OMG I love that you're using avocados and making homemade guacamole!"). At the bottom is a "More Creations" section for "Spicy Bean Enchiladas".



OurKitchen



DEVELOPMENT TIMELINE

Now



User Research and Requirements

Conduct interviews and survey dissemination to write product requirements

June 2020



Business Modelling

Create business case, determine variable/fixed costs

December 2020



Sprint

Design, build, and test features (on selected campuses)

February 2021



Refining Product

Make changes to product from user testing feedback while developing relationships with campus organizations

April 2021

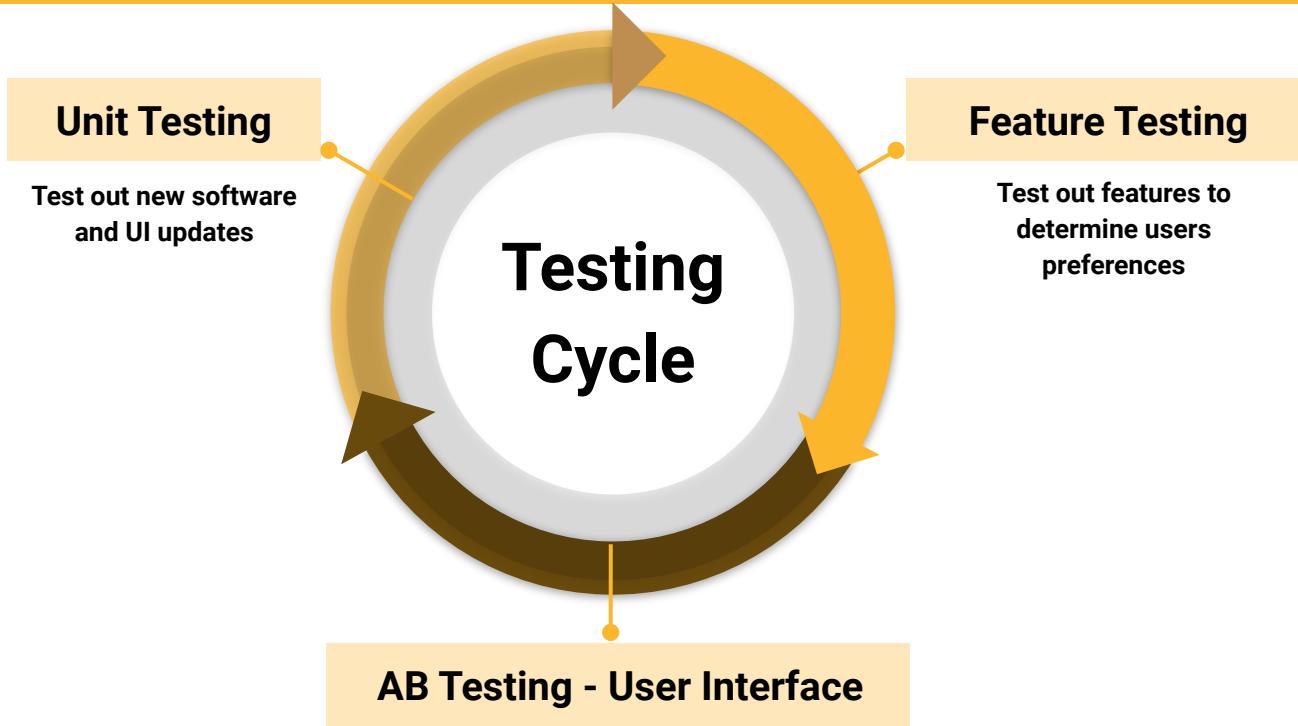


Launch

Create marketing materials targeting students, reach out to network and VCs for funding



TESTING



Determine the best design and improve UI design.



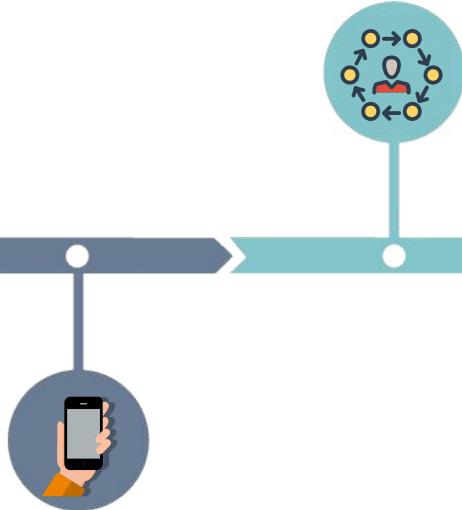
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DEPLOYMENT



Product Evangelism

Use connections to on-campus food-related organizations (FoodInno, FST) to advertise product



Startup Demo Days

Attend Demos and pitch solution (especially those near college campuses)



Influencer Marketing

Contact healthy, college cooking influencers on social media platforms (i.e. Youtube, Instagram, etc.) to advertise and use product.



Application Release

Accessible across Smartphone Platforms (i.e. iPhone, Android, etc.)



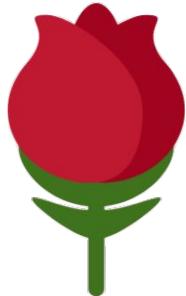
General Marketing

Advertisements including posters, Youtube, Instagram, Flyers, etc.

MANAGE



ROSE



- Evaluate most used/ successful features
- Which colleges/ regions are using the app most?
- 5 star reviews

BUD



- Improvement suggestions from customers
- Data analytics to understand behavior
- Moderately used features

THORN



- Evaluate negative reviews/ratings
- Reflect on PDL mishaps with development team
- Pivot directions



OUR TEAM



Karina Pichardo
Cognitive Science



Yoyo Ko
Environmental
Economics and Policy



Elias Saravia
Applied Mathematics +
Data Science



Ashna Mangla
Bioengineering



Eileen Liu
Computer Science +
Business

THANK YOU!



APPENDIX



PROBLEM

COLLEGE STUDENTS
+
FOOD

1. FOOD WASTE

- ~40 % of food wasted in Alameda County and nationally
- 142 lbs in food waste per average college student

2. EATING UNHEALTHY

- 95 % of college students fail to eat the recommended amount of fruit and vegetables

3. FOOD INSECURITY

- 36 % of US college students are considered "food insecure," meaning they do not get enough to eat



REDEFINING THE PROBLEM COLLEGE STUDENTS

+

FOOD

2. EATING UNHEALTHY Hone in on **College Students**

Key causes: Lack of convenience, time, knowledge, lifestyle, accessibility, mental health (right **balance** and **amount**)

Positive feedback loop: Noticed that many of the causes were also consequences

HOW MIGHT WE...
help college students eat healthier?
Customizable Meal Prep + Recipes





Human Centered Design

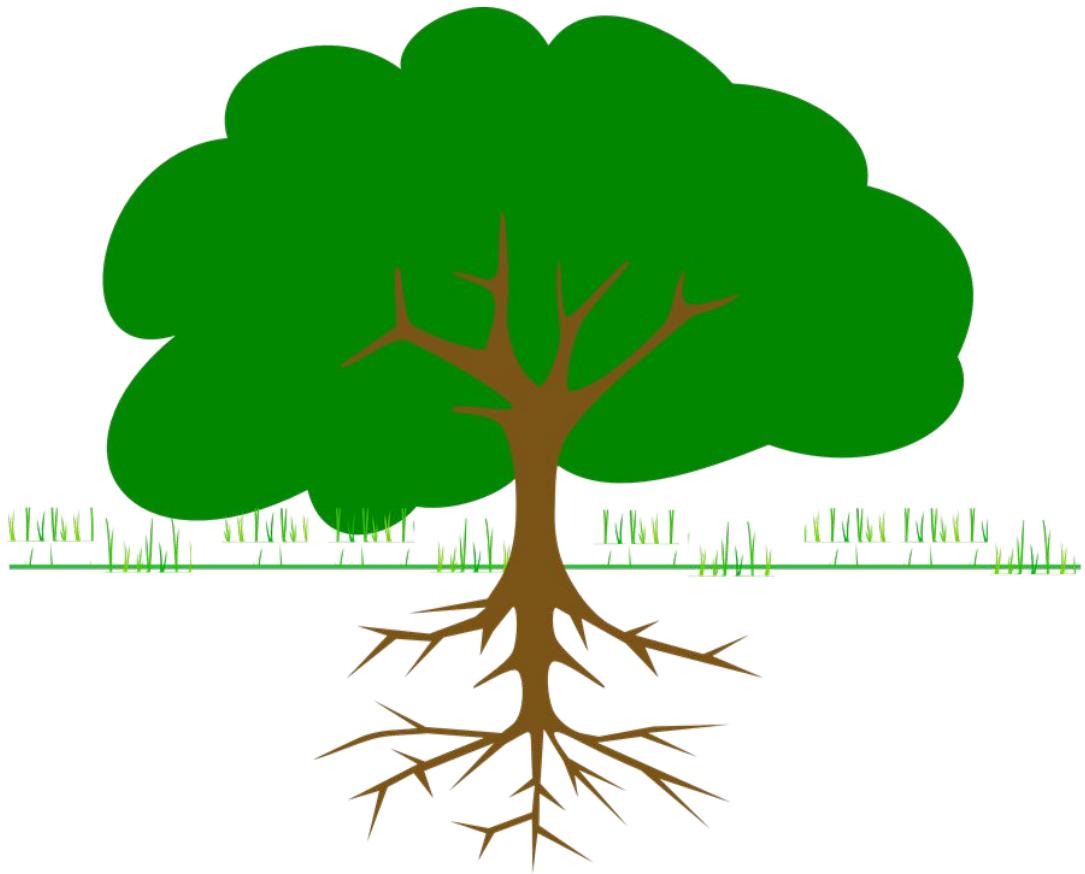
Outcomes:

- Mental + Physical Health
- Financial Limitations
- Lifestyle

Problem: College students aren't eating the right food and the right amount of food.

Causes:

- Lack of Knowledge
- Lifestyle
- Accessibility

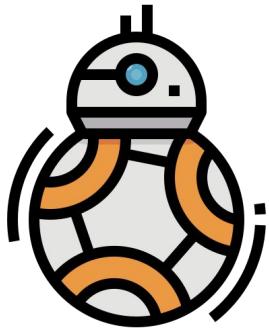


POTENTIAL SOLUTIONS



Real-Time Shopper

Provides real-time grocery inventory from your fridge while you are shopping, preventing wasteful buying



Recipe Bot

Automation bot that suggests recipes with personalized nutrition and serving size based on the items in your shopping cart, raising nutrition awareness



Healthy Foodie

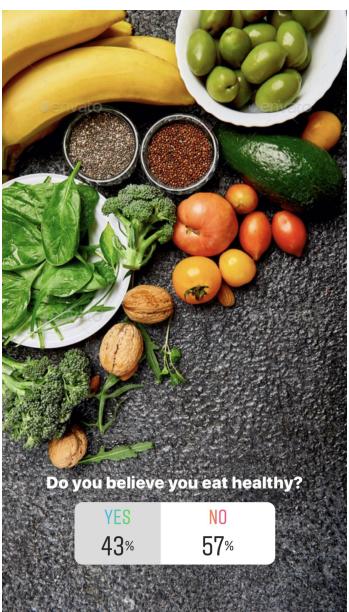
Business partnership between local restaurants and need-based student organizations to provide high-quality, healthy leftover meals at cheap prices for collegians



RECAP

Problem

How might we help college students eat healthier?



User Research



Survey



IG polls



Interviews

Challenges

- Lack of Knowledge
 - How to cook?
 - Need healthy recipes that are tasty
- Lifestyle
 - Limited time and \$
- Accessibility

Requirements

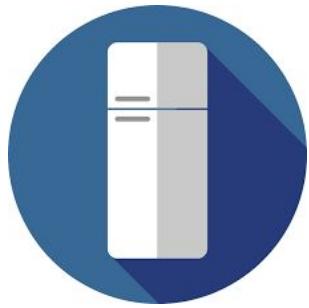
1. Use existing ingredients
2. Variety of authentic cuisine recipes
3. Curated options for student lifestyle and diet
4. Videos on how to cook with healthy ingredients
5. Ability to customize who you see content from
6. Share creations on IG



INTRODUCING...

An app platform that bridges those who are willing to share diverse and fun recipes with students who want to find ways to eat better

FEATURES



Cook With What You Have

Search recipes by inputting what is in your fridge without having the need to buy more.



Choose From The World

Get exposure to a variety of international cuisines through global users! Opens up the chance to try things you've never tried before!



Watch, Comment, and Subscribe

Watch a tutorial video as you give the new recipe your first try! Comment any thoughts about the recipe to start a discussion with others. Subscribe to your favorite chefs and channels!.



GATHERING INITIAL REQUIREMENTS

- Ability to input existing ingredients (that may be about to spoil) and get recipe recommendations
- Ability to customize the kinds of recipes user sees
 - i.e. certified food channels and chefs
- Have a nice variety of recipes/cuisines so user can go out of my comfort zone
- Tips for plating and making the food aesthetically pleasing to make it #instaworthy
- Ability to share finished creations on instagram
- Recommend different cultural recipes based on the user's most used ingredients

MANAGE



ROSE Features Evaluation



- Most used/ successful feature
 - Optimize
- Continue to simplify layout/UX friendly

BUD Curate Experience



- Data analytics
 - Improve algorithm
 - Discover page/ Recipe book
 - Personalized feed

THORN User Insight



- Are college students eating healthier?
 - User interviews
- Reanalyze direction
 - Ratings
 - Reviews

