

Scappi

Healthy cooking with only a few ingredients.

Design

Challenge

Our lives are getting busier, the amount of commitments that we have and the demands of life are just about a never-ending list of variables that pull us away from healthy eating. The challenge still stands; with any new product or new process you are competing with the most valuable asset of all: "time". Understanding this as future Academy we were given a 1 week design challenge to create a product or service that encourages more people to make healthy and delicious food part of their daily life

R

e

p

c

Brief

Define the worlds best recipe service, the aim is to revolutionise the world of food by encouraging more people to make healthy, delicious and nutritious recipes a natural part of their lifestyle.

I

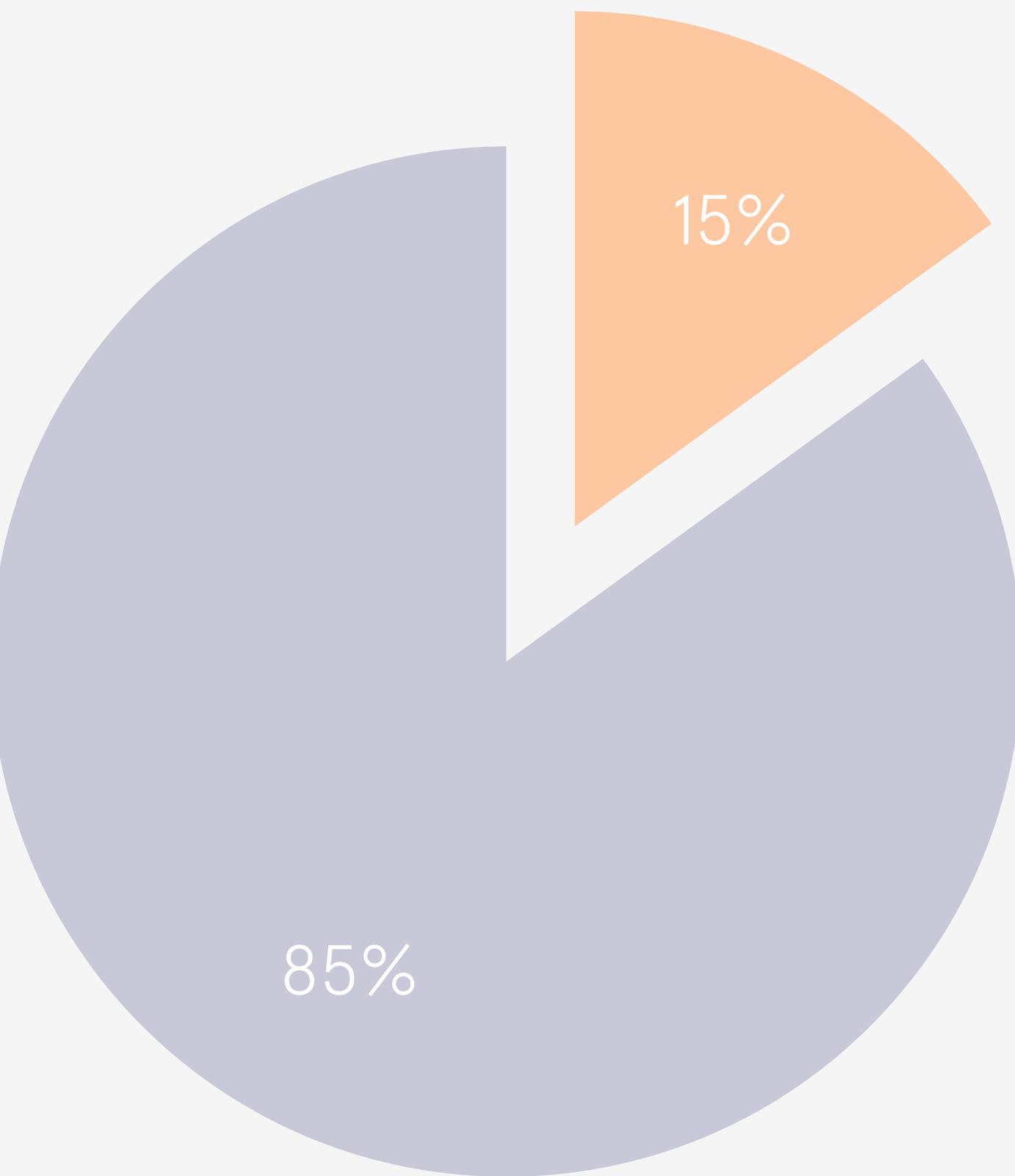
e

s

Research by Gallup suggests in the US, 92% of full time employees report to work over 39 hours, while the average for all workers in the UK is 39.6 hours. While in both countries, we spend just 6 hours cooking per week. Each of our schedules change every day, with many cooking more during the weekend.

Working
39 hours per week

Cooking
6 hours per week





Confucius

“Life is really simple, but we insist on making it complicated”

Speaking to users, we discovered a tendency to avoid recipes and to use the ingredients that they already have. What was surprising was the amount of meal combinations that the limited number of ingredients could make. In such case as when users had to search for recipes they turned to google, though more than enough information was provided that added to the problem.

“I am by myself and just too tired to cook. it seems a huge effort to do it for my self”

“i just wing it”

How do we cut time out of healthy cooking?





Into the history of a hidden man

Bartolomeo Scappi

Bartolomeo Scappi is a renaissance chef credited with compiling the first recipe book in 1587 to try and help people cook like chefs. Scappi's so-called "Opera" had a vision that suggested order, control, and professionalism for any of his cooks. Using this as inspiration we created Scappi a simple recipe application, powered by data to provide relevant information for the user further creating order control the Bartolomeo Scappi envisioned through simplicity.

R

c

Scappi

Healthy cooking with only a few ingredients.

e

I

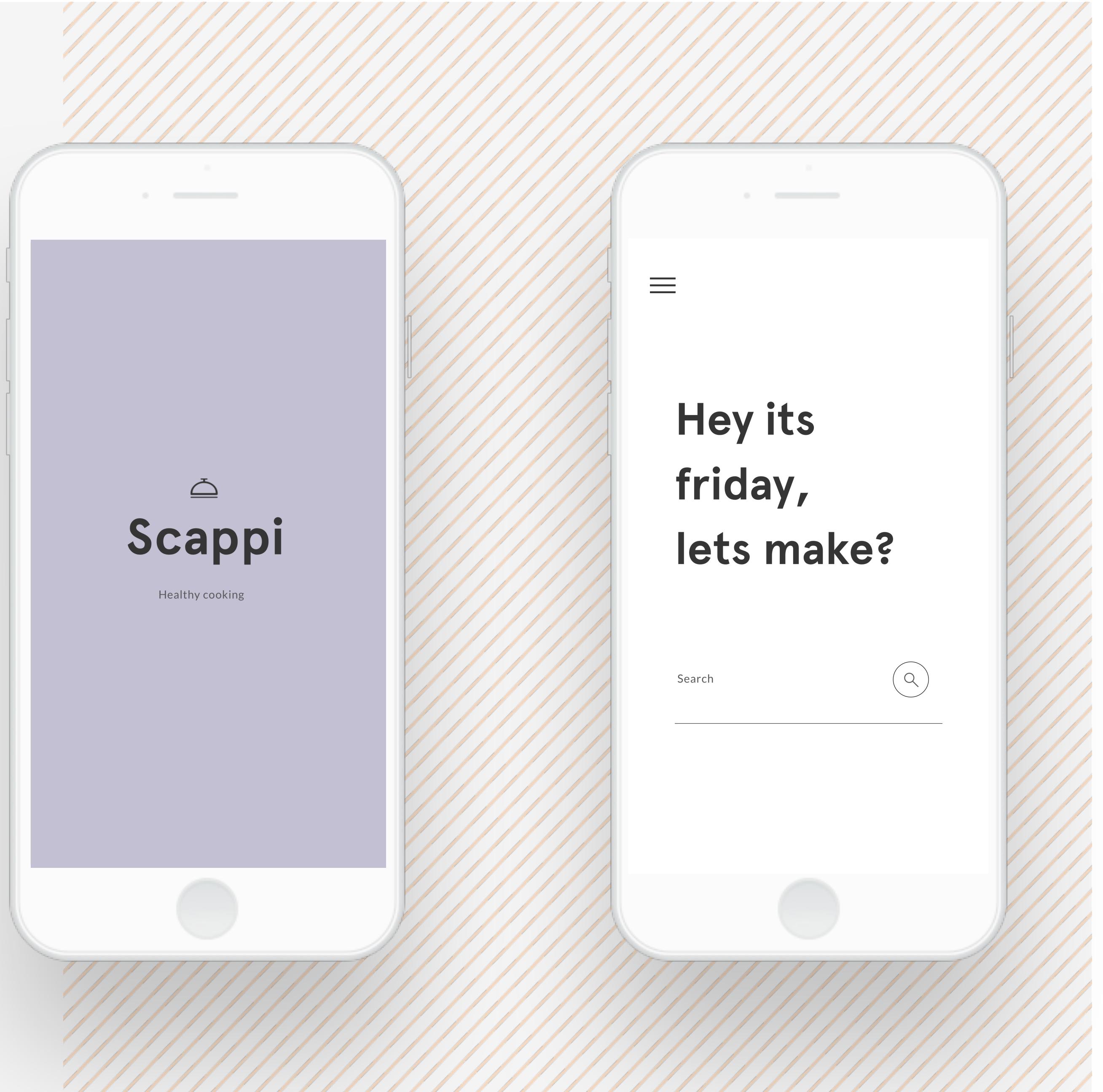
p

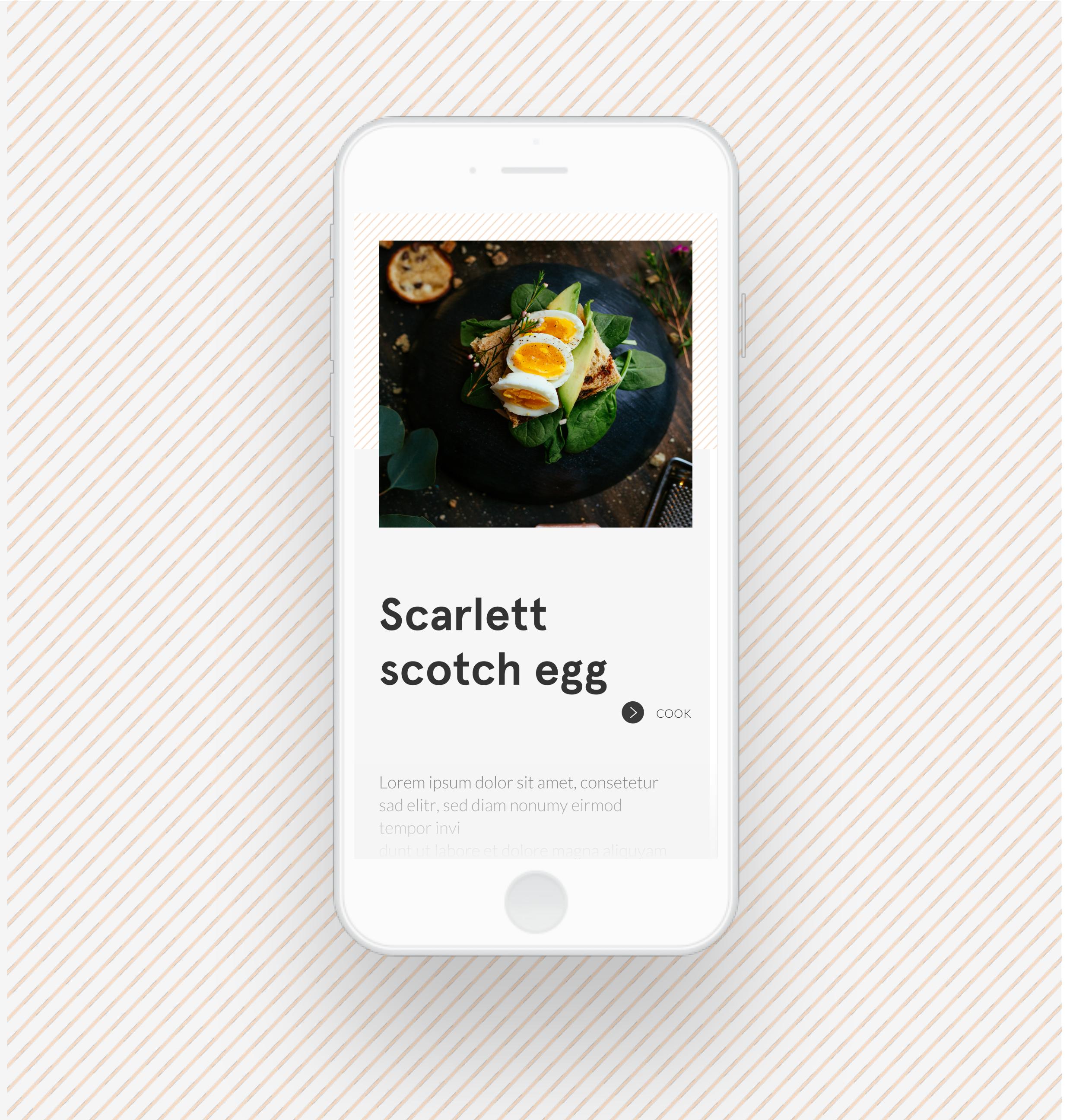
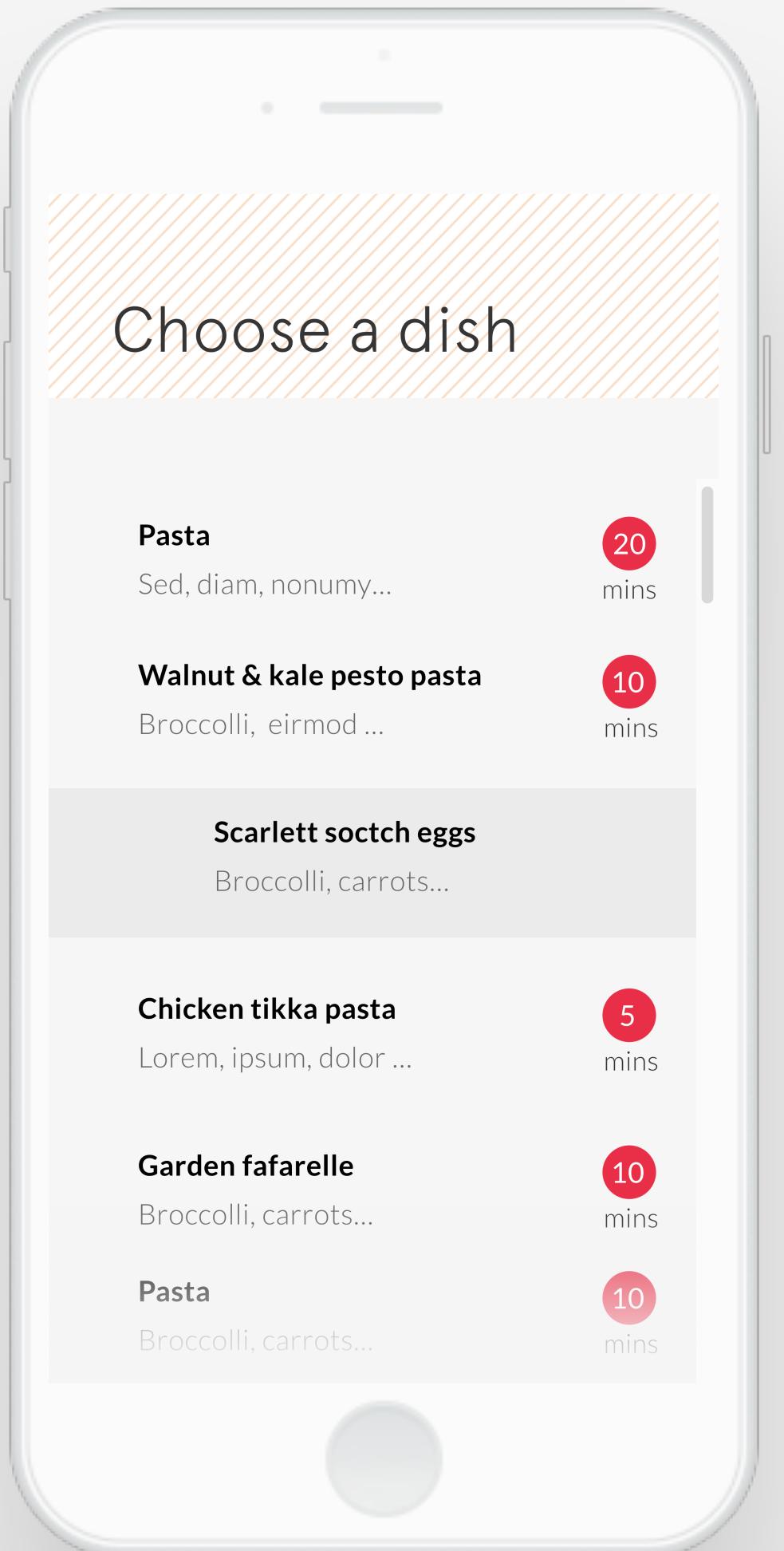
e

s

Simple

As our research suggested, using recipes is met by distractions. With the minimal time that we had, we understood that simplicity is not necessarily providing less; but "just enough information for user comprehension". Therefore as a conceptual framework to base our decisions we asked: "how can we create a none intrusive pathway for a user to get the actionable information they need"?





Actionable

Scappi provides single obvious outcomes through actionable instructions.

