



Meal Maker: Karl, Kshama,
Phil, Rhoni

May 5, 2009

Fresh food is everywhere!



The problem



Zucchini



Fettuccine with Walnuts,
Zucchini Ribbons, and
Pecorino Romano



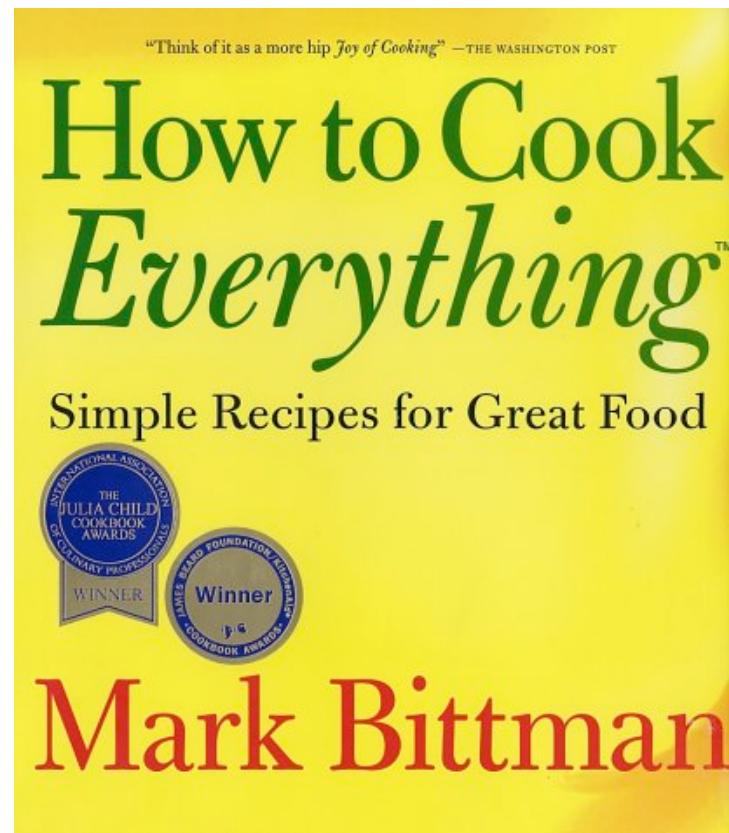
The Meal Maker

- ▶ Store-based kiosk
- ▶ Setting: upscale grocery store



Food Shopping (the old way)

- ▶ Know what you're cooking
 - ▶ Read a recipe book
 - ▶ Try an old favorite
 - ▶ Call your mom
- ▶ Then buy the ingredients
- ▶ Recipe leads you to the food



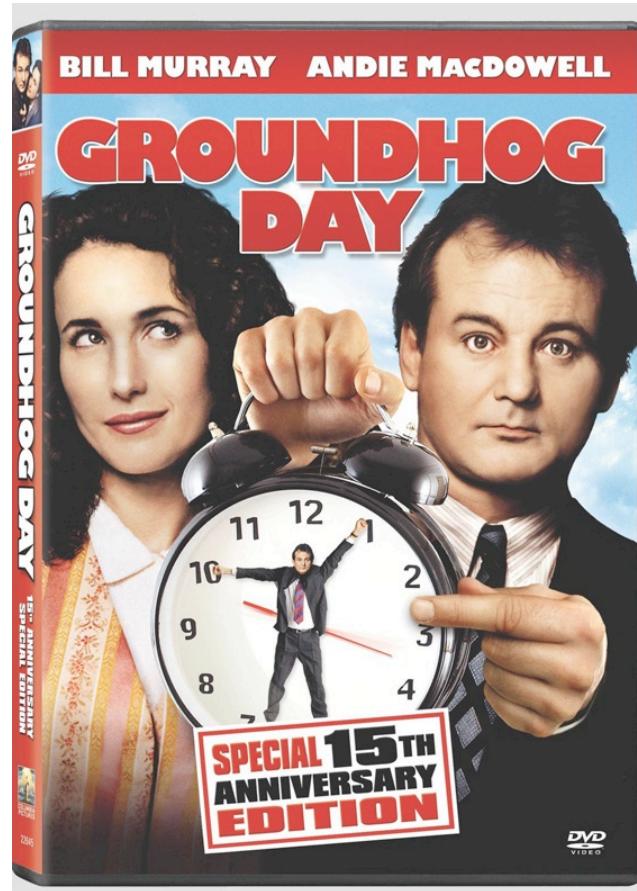
Food Shopping (the Meal Maker way)

- ▶ Buy what looks good
- ▶ Then figure out what to cook
- ▶ Let the food lead you to the recipe



Why? Variety!

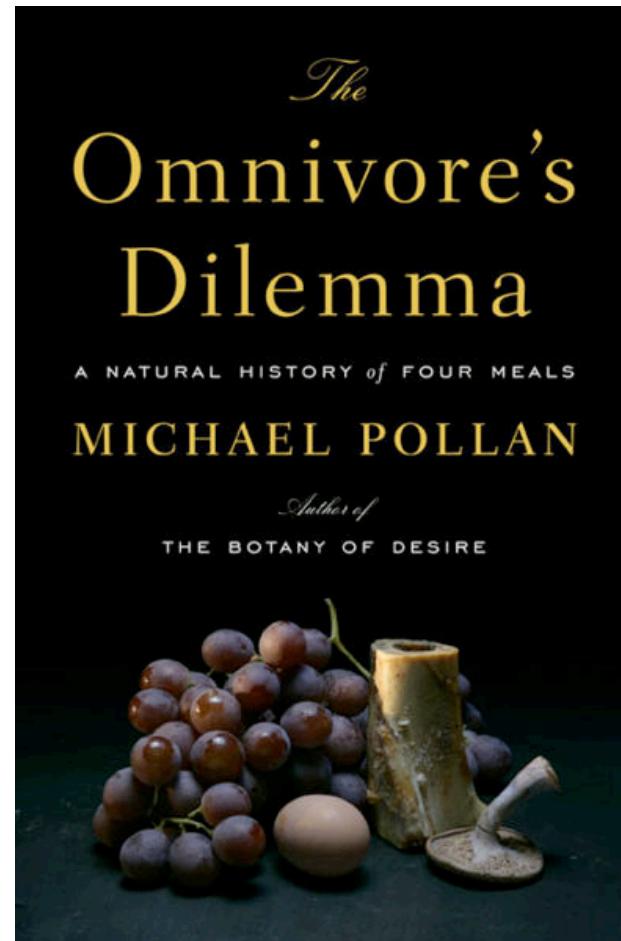
- ▶ Nobody wants to eat the same thing every night.
- ▶ Fresh food can *inspire*.



Why? Local food movement.

- ▶ How far has my food traveled?
- ▶ How natural are the ingredients?

Can we make it easier to plan around fresh, local ingredients?



Picking an idea

- ▶ Extensive research
- ▶ Brainstorming
- ▶ Validation



Observation 1: Strip District

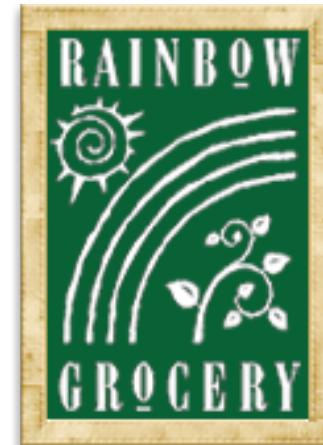


Observation 2: Whole Foods



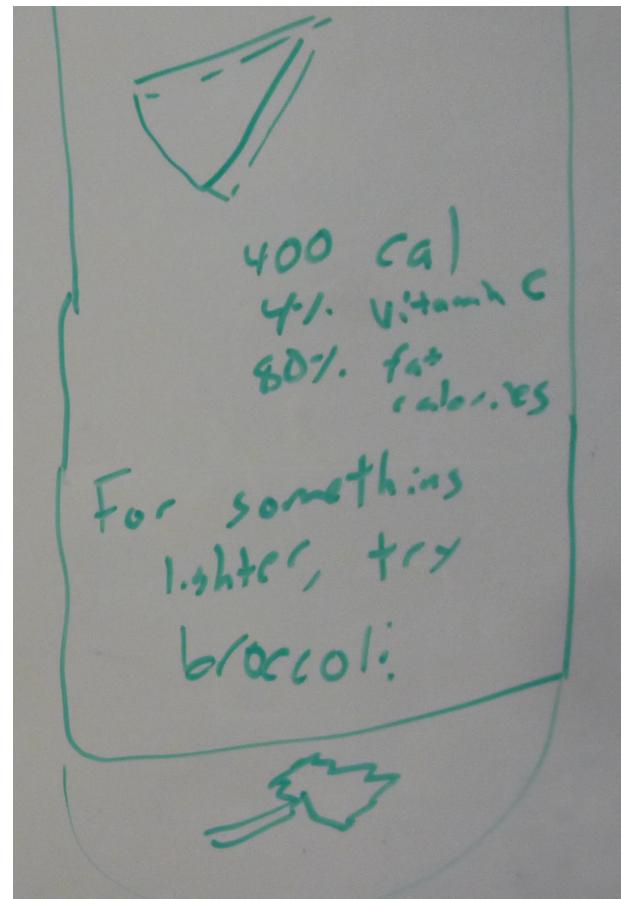
Directed Storytelling

- ▶ 2 participants from the San Francisco Bay Area
- ▶ Interesting themes
 - ▶ Freshness
 - ▶ Local is important
 - ▶ Too much choice!
 - ▶ Joy of exploration



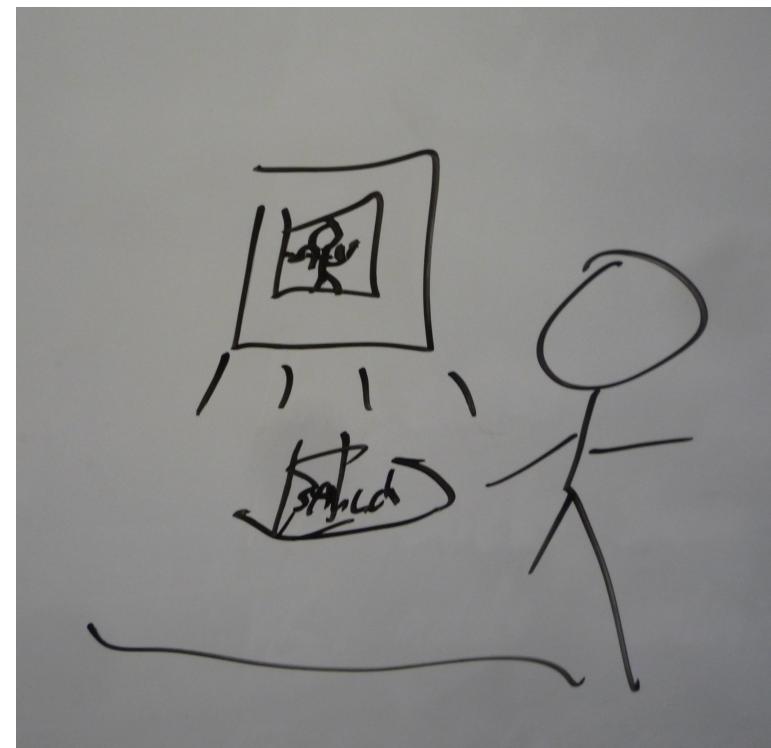
Product Ideas

- ▶ Setting: Upscale food store
- ▶ “Beyond the label”
 - ▶ Detailed product info
 - ▶ Enable healthy choices
 - ▶ Encourage responsible consumption
 - ▶ Product recommendation
- ▶ Recipe suggestion
 - ▶ Given a food, find a recipe.



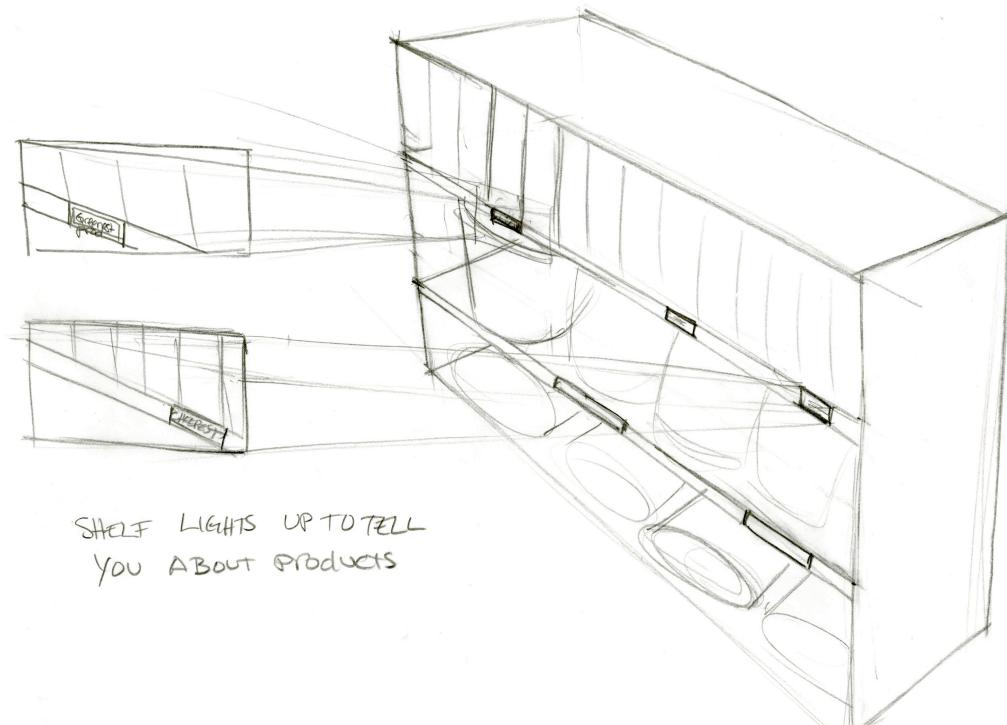
Sensors

- ▶ “Food recognizer”
- ▶ Fingerprint/face
recognition
(for personalization)



Forms

- ▶ **Standalone**
- ▶ **In cart**
 - ▶ Vibration feedback?
- ▶ **On shelf**
- ▶ **Part of shelf**



Class critique and Needs Validation

- ▶ Fingerprint/face detection: “big brother”
- ▶ Negative reviews for public feedback (shelf lighting up)
- ▶ “Beyond the label”
 - ▶ Don’t just tell me about the food. Help me decide!
 - ▶ Some people wanted Amazon reviews.
 - ▶ Some complained about time commitment.
- ▶ Participants immediately understood recipe suggestion



Picking our direction



Introducing the Meal Maker!

- ▶ Walk up and use
 - ▶ Scan a food and choose a recipe
 - ▶ “Screen saver” display of popular recipes
- ▶ Printable recipe card and shopping list
- ▶ Kiosks situated throughout the store



Persona 1: Andy

Age: 21

Would like to cook but
needs help getting started
Often gets prepared foods
Has cooking equipment, but
barely uses it

“I could make really good
stuff if I only knew how”



Persona 2: Jill

Age: 24

Cooks regularly

Can modify recipes but lacks
the confidence to make up
a recipe “on the fly”

Bored with her standard
repertoire

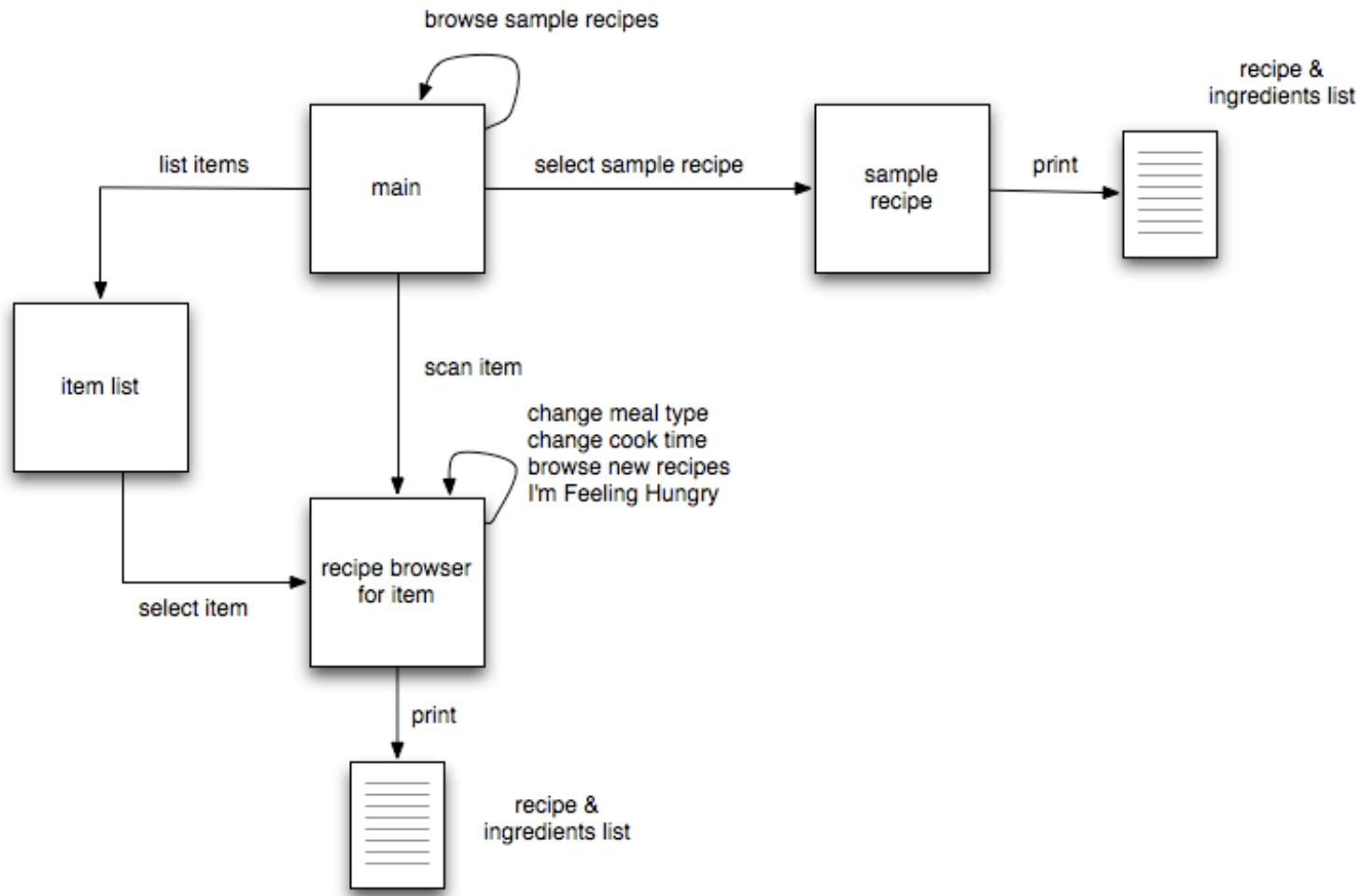
Needs inspiration!



Video Sketch



What else can it do?



Why use the Meal Maker?

- ▶ Get inspired.
- ▶ Eat more naturally.
- ▶ Let the food lead you to the recipe.
- ▶ Eat what you want!

