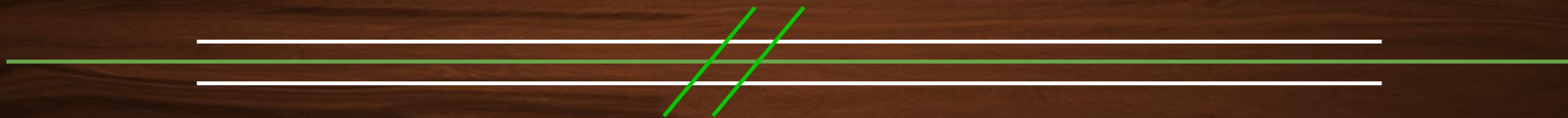


Designing for Williams Vegetarians

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Motivation

Vegetarians who eat at a single dining hall need to feel sustained and satisfied by a varied vegetarian menu because many meal options are repetitive and leave diners hungry.

What Williams Vegetarians Want

Variety and sustenance from a single dining hall

Questions to Answer

How might we make
a vegetarian dish
that is filling,
yet not
repetitive?

How might we
leverage the
flexibility of an
ingredient to
offer distinctly
different meals?

How might we use
the similarities
between vegetarian
and non-vegetarian
meals to increase
resources?

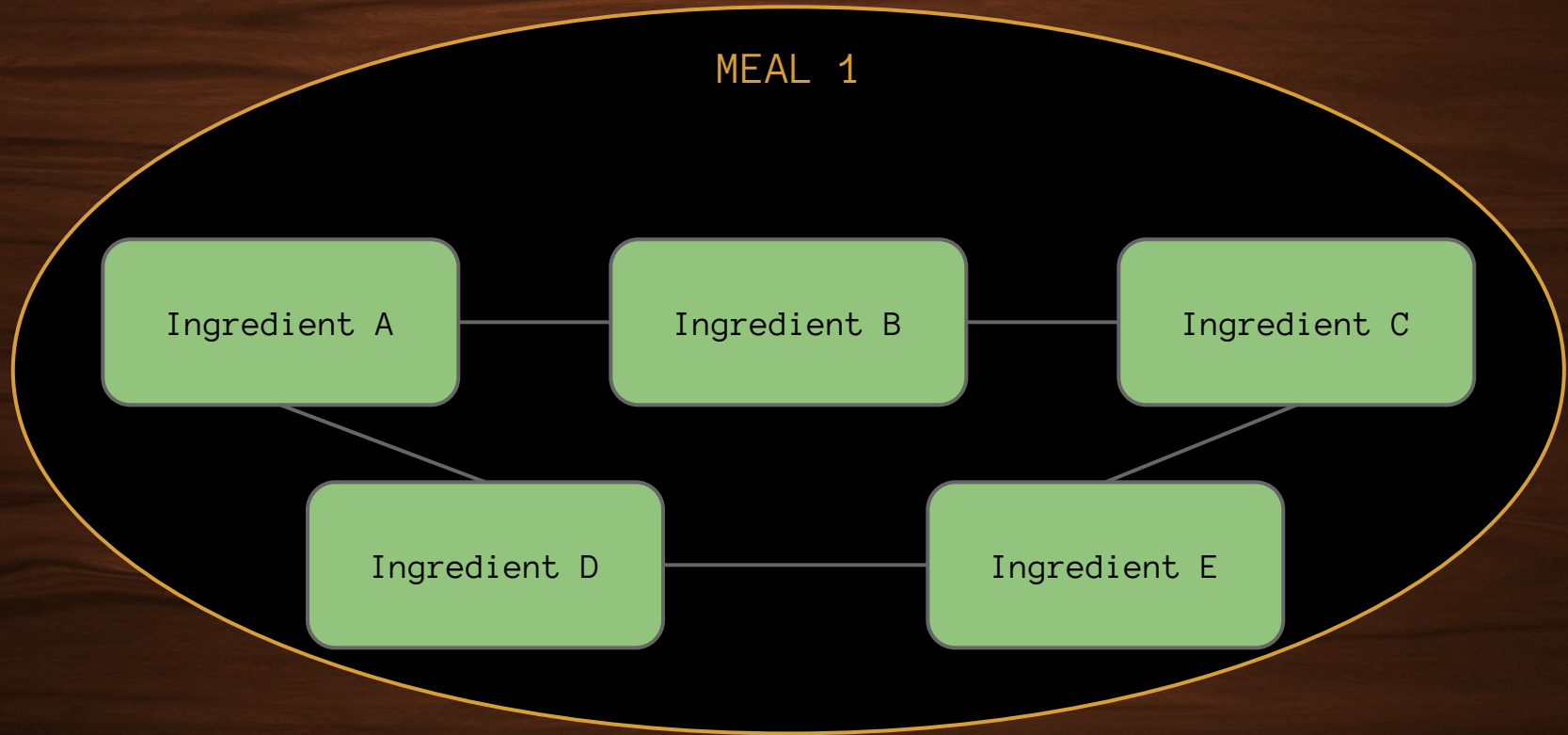
Part 1 – Idea

I. Take a step back in meal prep;
discretize meal elements

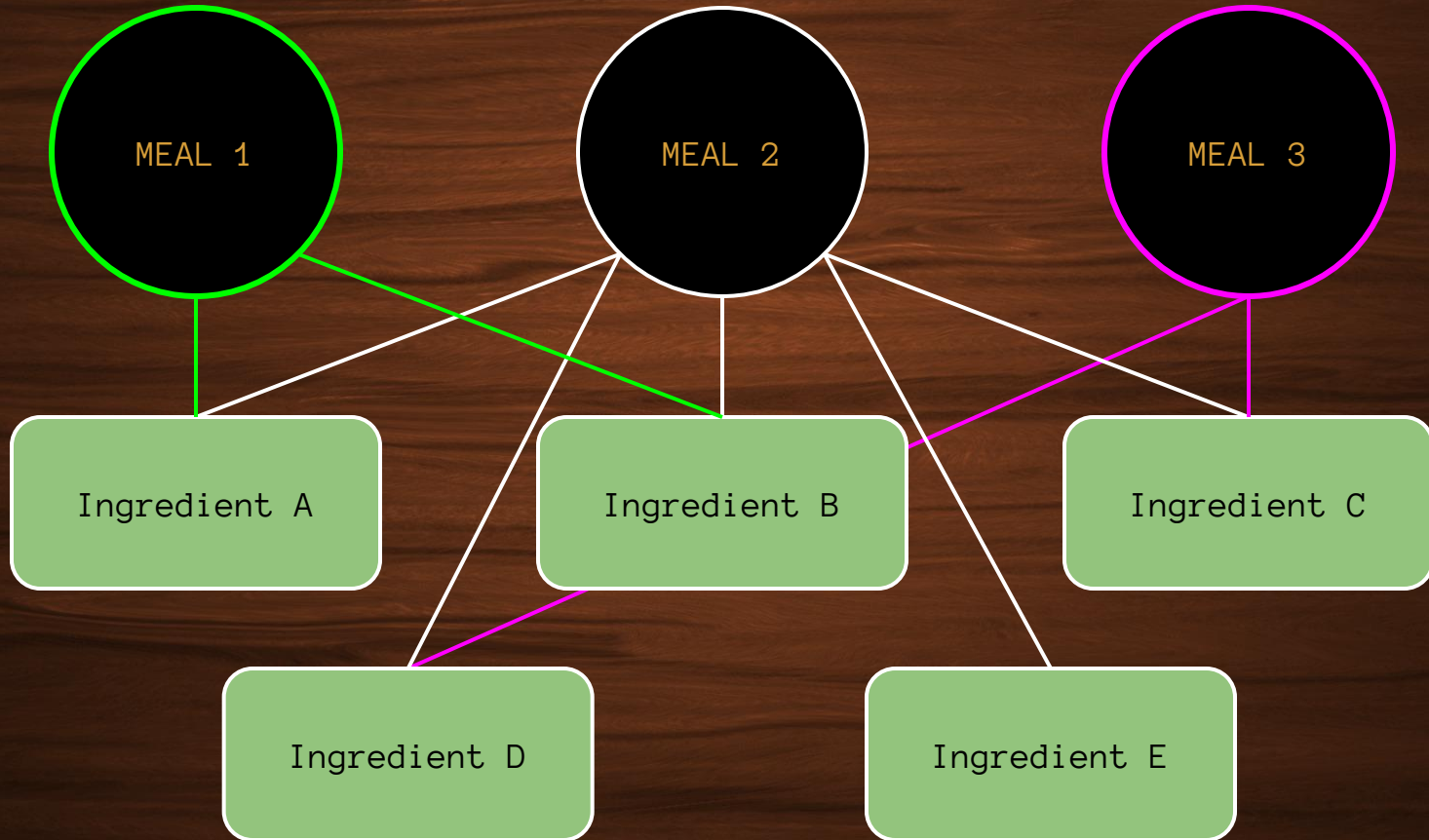
II. Use the variety of possible usages
of the same vegetables to increase
possible dishes at a meal

III. Have the ingredients/meal be user
selected, so as to feel particular to
them.

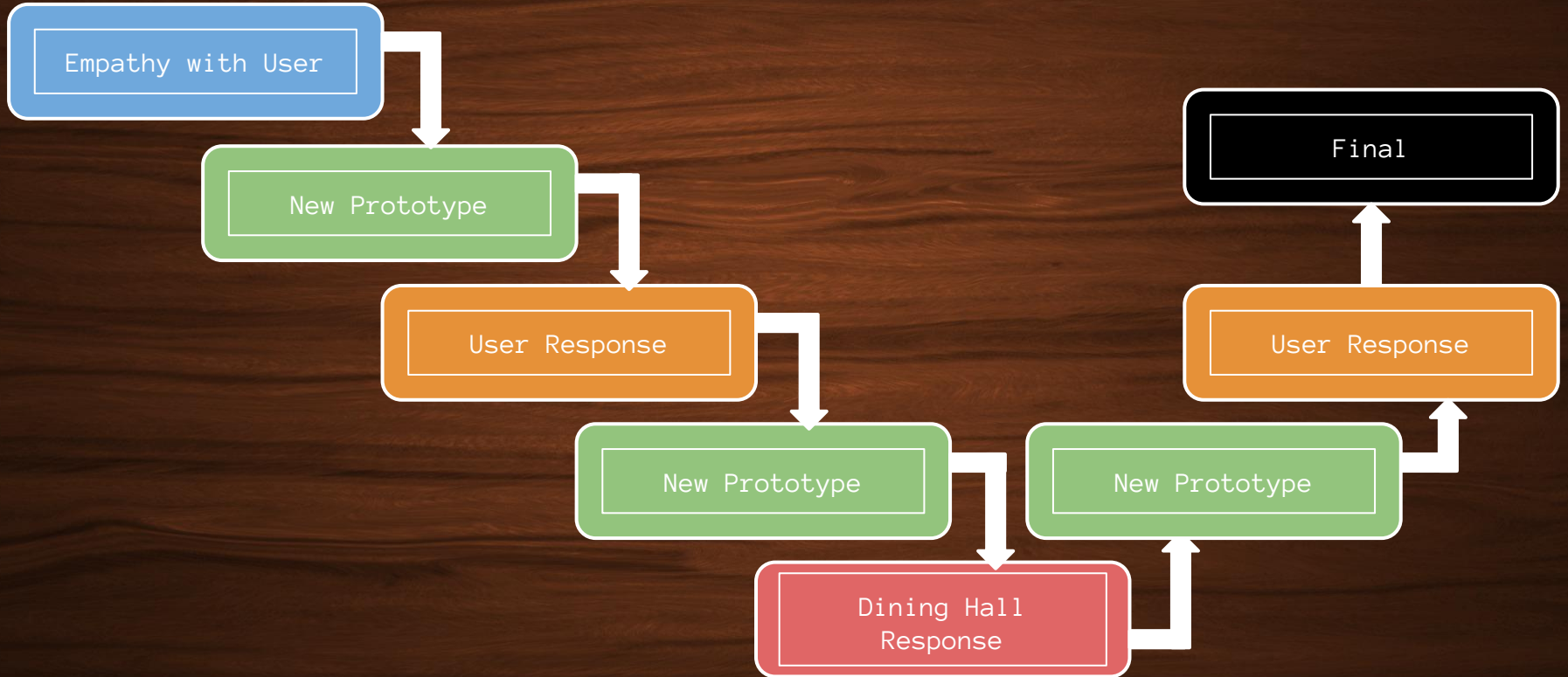
Making large quantities of one meal limits diversity of vegetarian options.



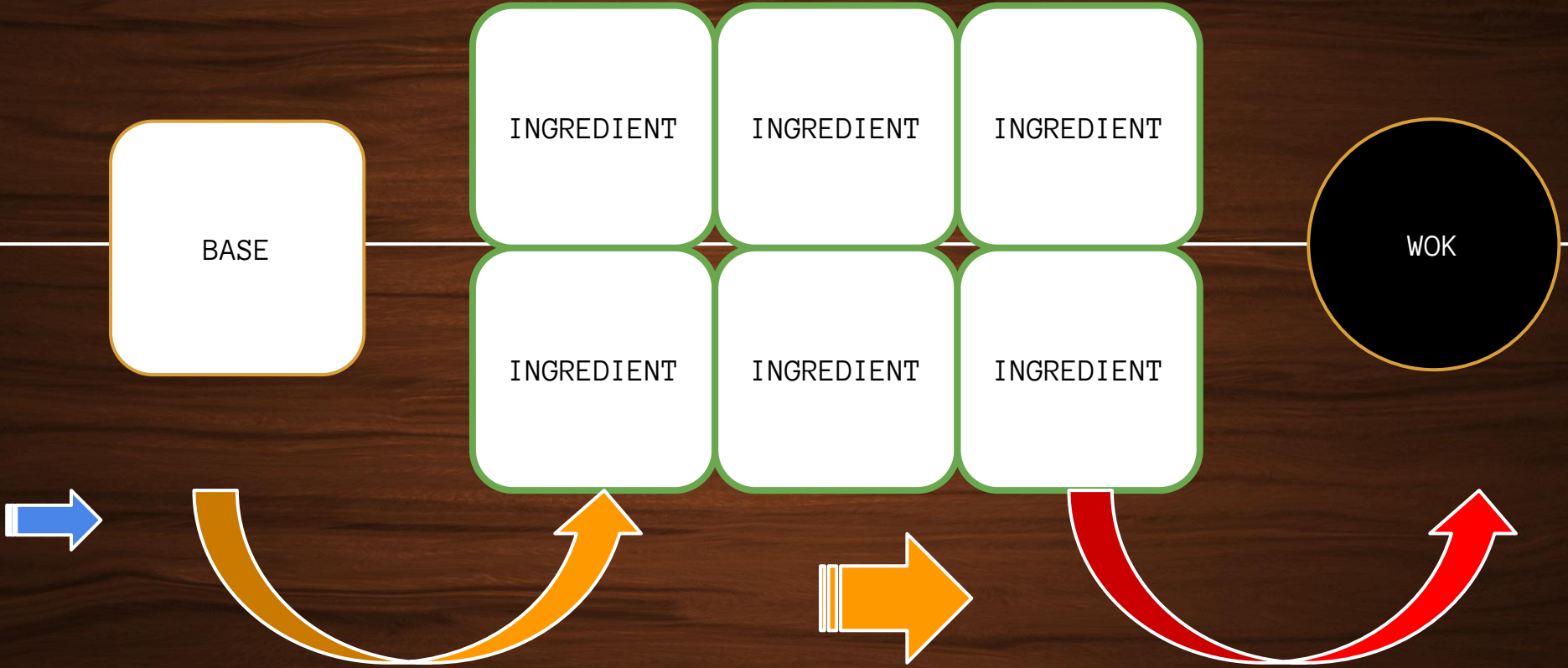
How might we make more possible meals from a set of ingredients?



Our Design Path



Introducing the Vegetarian Wok Station



User Experience



- Biggest Questions:
- Intuitive setup
 - Smooth assembly
 - Wait time

Test 1: Small scale (dorm kitchen), 3 participants

GET TO
FOOD

ASSEMBLE

COOK

10 Seconds

- Small room
- No Line

45 Seconds

- Smooth
- Intuitive



3 Minutes

- Exciting
- Reasonable



Feedback: Freedom to Choose

Q: What worked for you in general?

A: I liked being able to choose what ingredients went into my food.
– *Michael May '17 (Vegetarian)*

Q: Was the wait bearable?

A: I certainly think three minutes was bearable.
– *Michael May '17 (Vegetarian)*

Insight: Once a week, Friday during dinner.



Staff Experience

- Biggest issue: Allergens
 - self/staff assembly & cross-contamination
 - control of ingredients is most important
- Venue & Fire Code
 - no to areas lacking fume hoods
 - past experience: omelet station, heat sensors

Location 1 – Mission Charbroil



Location 2 – Paresky Vegan Station



Final venue ideas

- With set meals/controlled ingredients,
- Teppanyaki @ Whitman's allows for multi-prep
- Wok-on-grill @ Mission allows for same
- Both stations have trays for ingredients

Thank You!