

# CULTUREWARE

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culture inspired blind-box dishware

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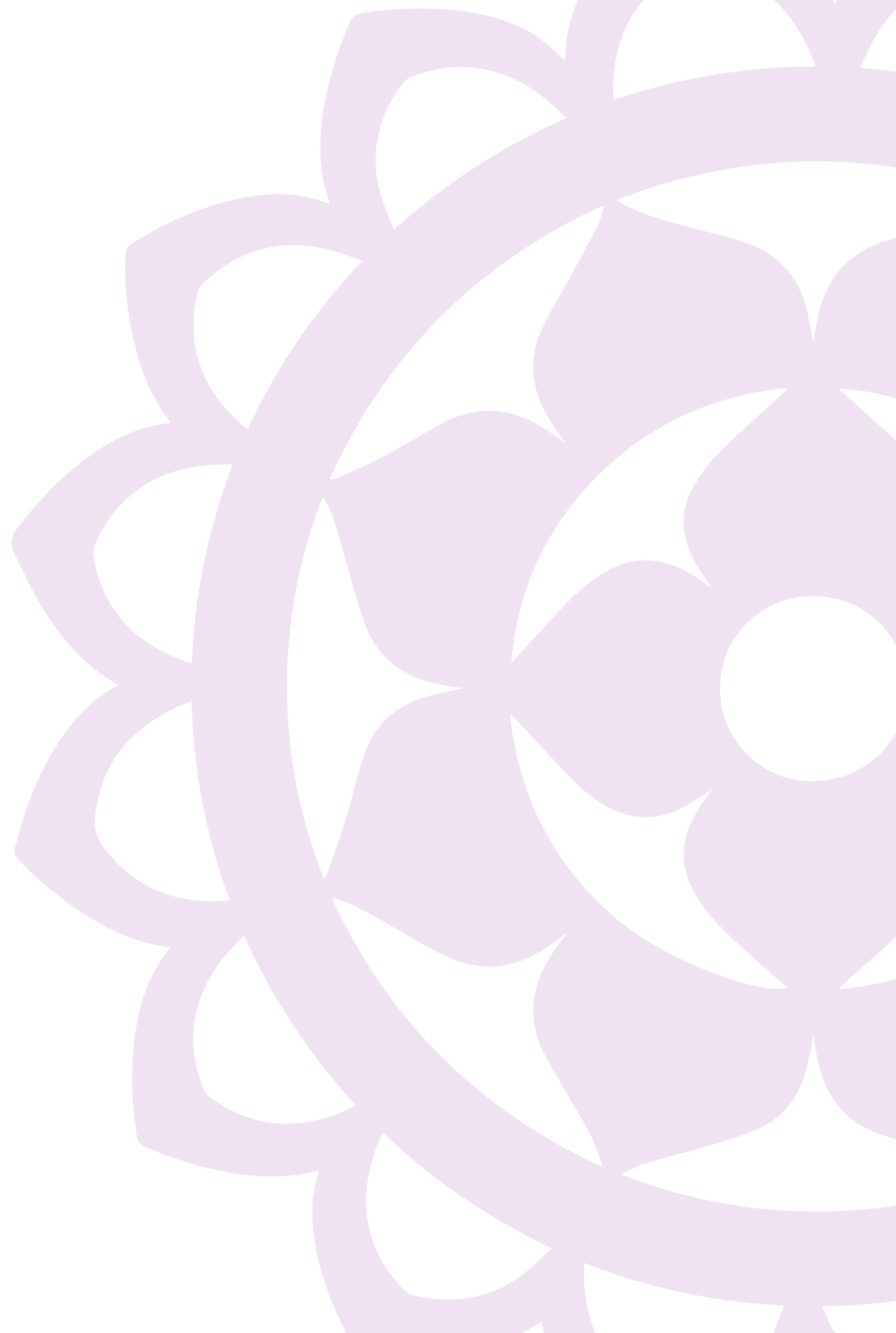
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# Design Brief

An **educational** and **interactive** take on traditional dishware take that nurtures anticipation and excitement as well as a way to learn about a **new culture** and try new foods.



# User Research

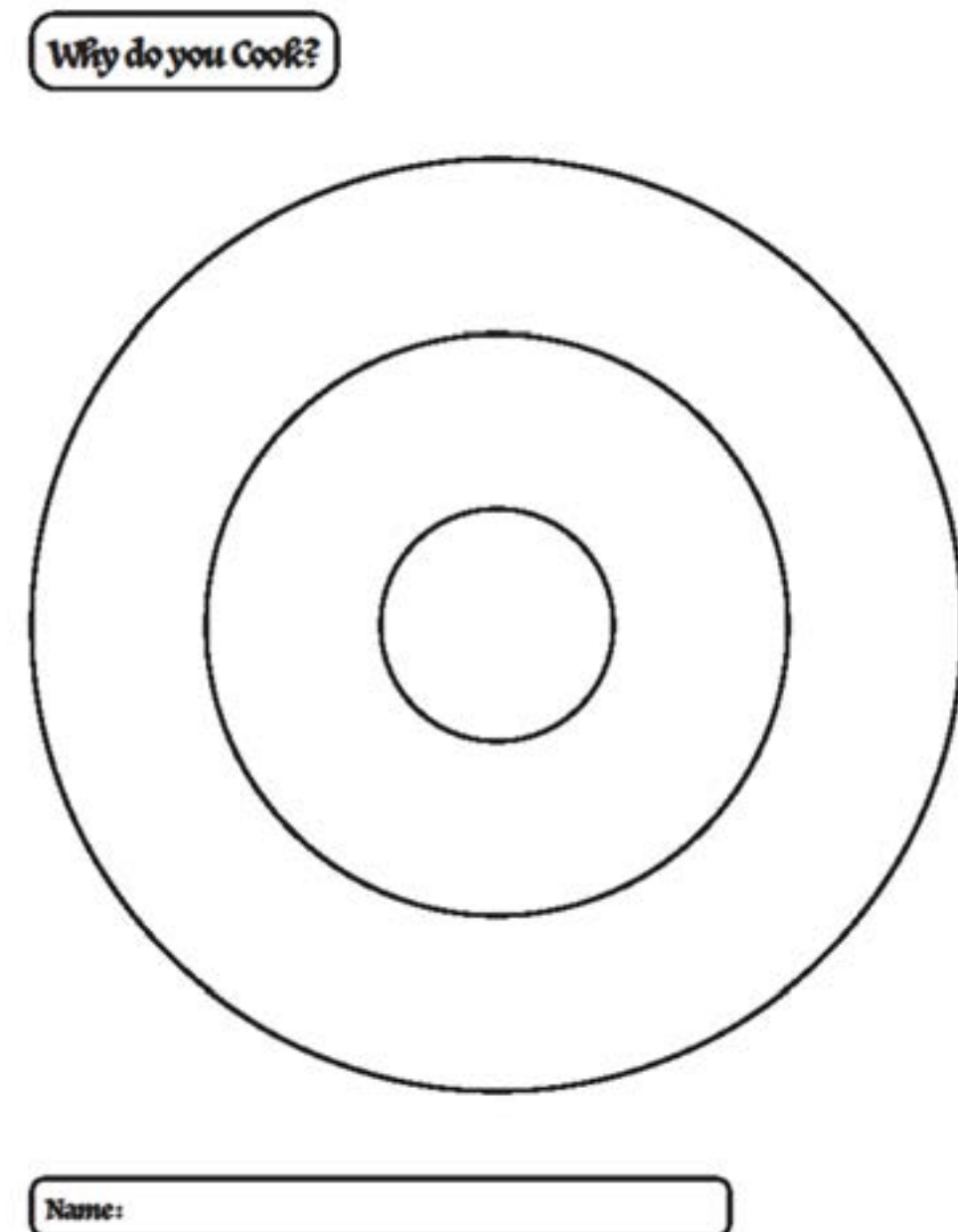
## Immersion Kit

### 1. card sorting



pick images that represent different thinks about cooking that are most important to you and then place on bullseye

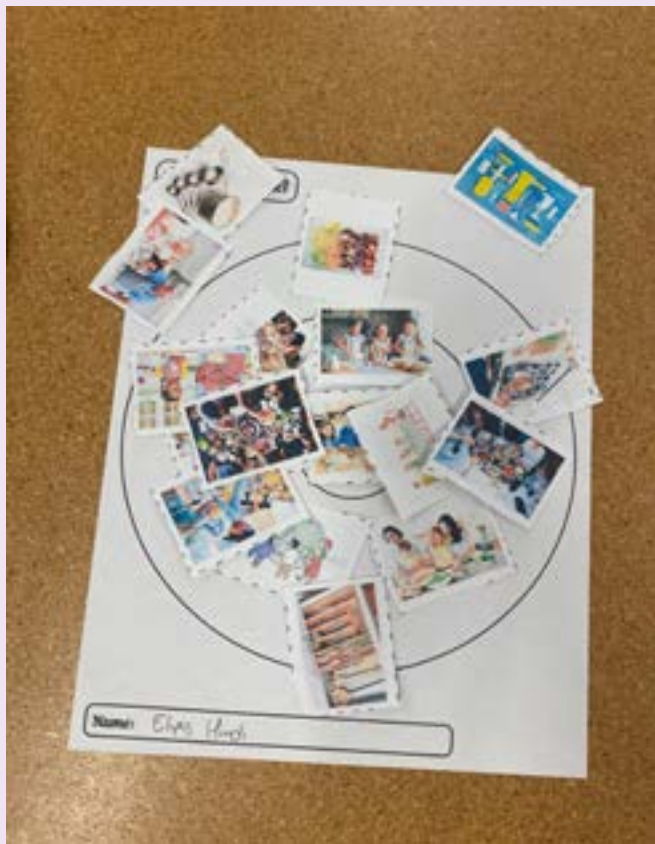
### 2. bullseye





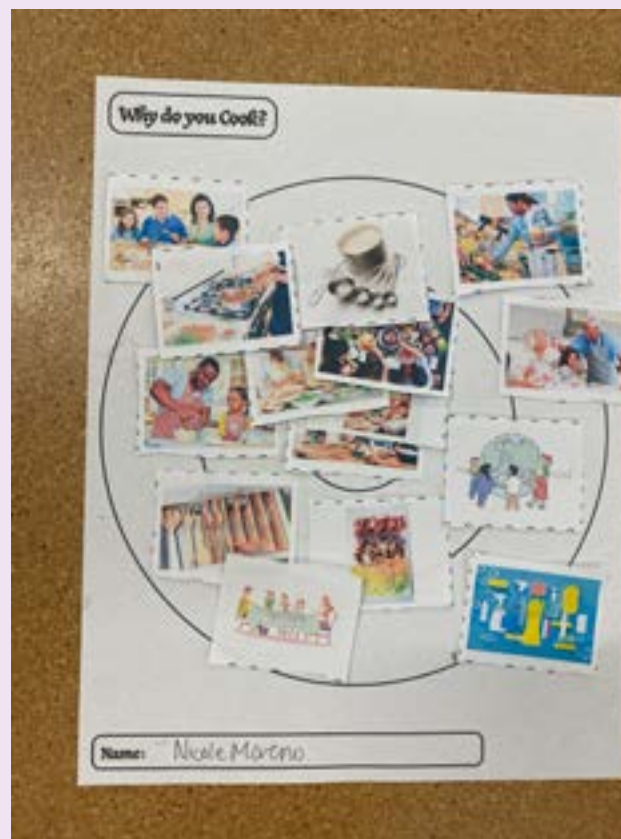
# Results:

## interview 1



Chose eating, talking with other while eating, and eating out vs cooking.

## interview 2



Chose cooking with siblings, cooking, and food prep

## interview 3



Chose foods typically eaten with close ones, cooking skills, and eating out

all interviewees expressed distress over the inconvenience of cooking especially as full-time students and especially with cooking new recipes

# Data Analysis

## user needs:

create  
communi-  
ty through

learning  
new cul-  
tures

trying new  
foods

more op-  
portunities  
to cook

incentive  
to cook  
with one

making  
cooking  
more conve-  
nient

easier way  
to learn  
new dishes

## themes found from user needs:

food as a  
way to build

food as a  
connection

making  
cooking  
more con-

## how might we questions:

how might  
we make  
cooking  
more conve-  
nient?

how might  
we empha-  
size the  
learning  
aspect of  
cooking?

how might  
we encour-  
age further  
bonding  
when cook-  
ing?

how might  
we create  
communi-  
ties through  
cooking and  
food?

how might  
we encour-  
age people  
to try new  
foods?

# Problem Statement

People who are busy during the day find cooking less convenient and tend to eat out instead especially in the context of learning about new cultural foods, losing the value of cooking at home.

# User Profile



**Lani Chung**

## Bio:

- 19 years old
- full-time student

## Likes:

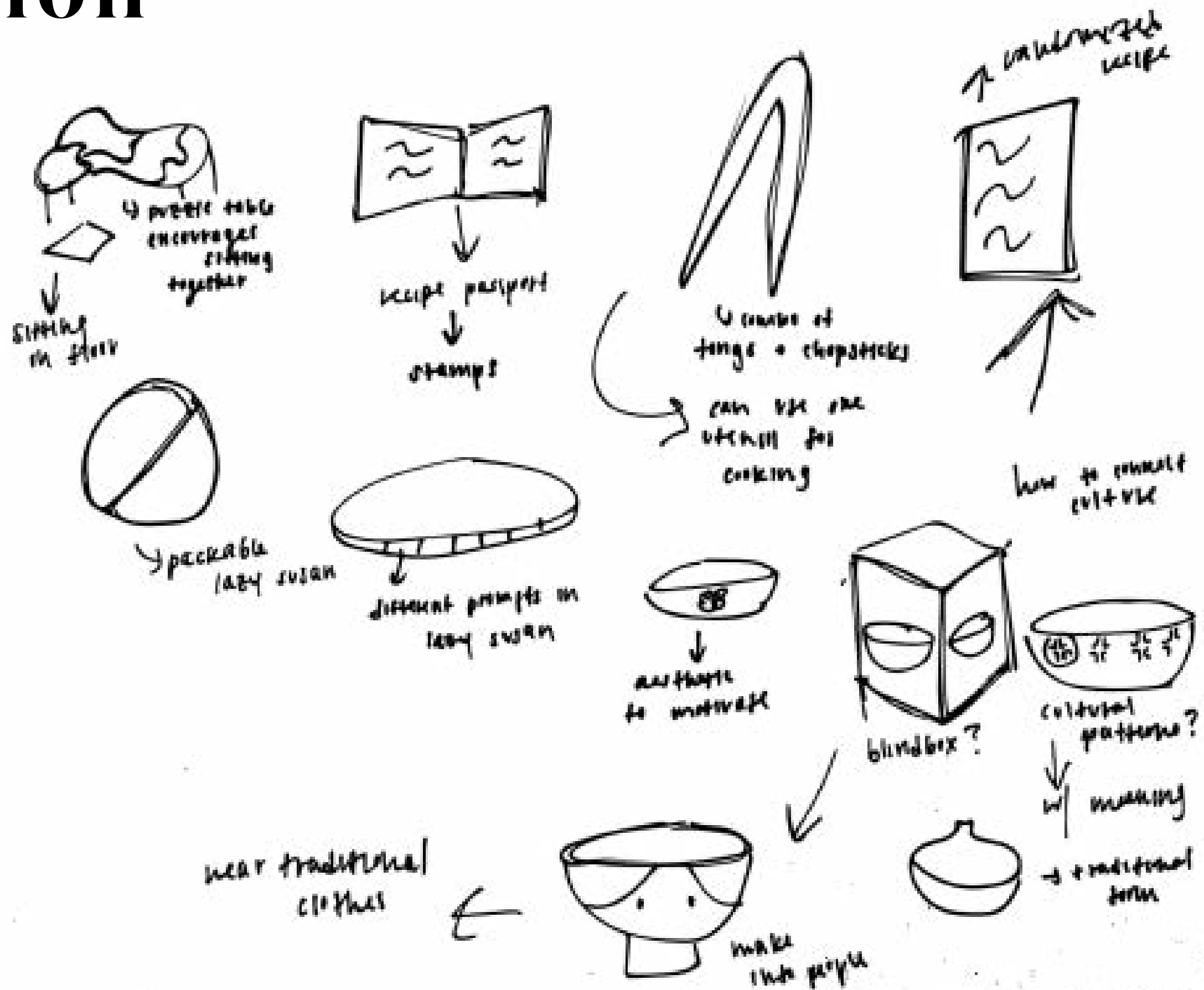
- feels like **cooking is a bonding and learning experience**
- **loves learning about new cultures**
- **food connects to culture**
- collects blind boxes

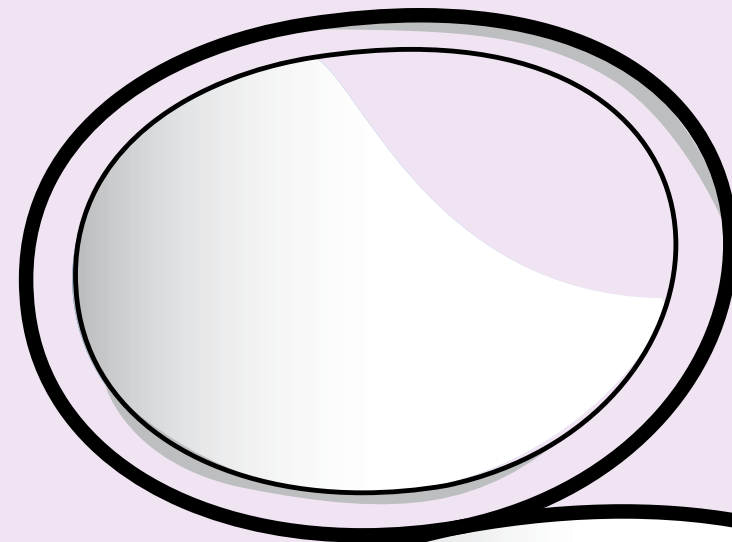
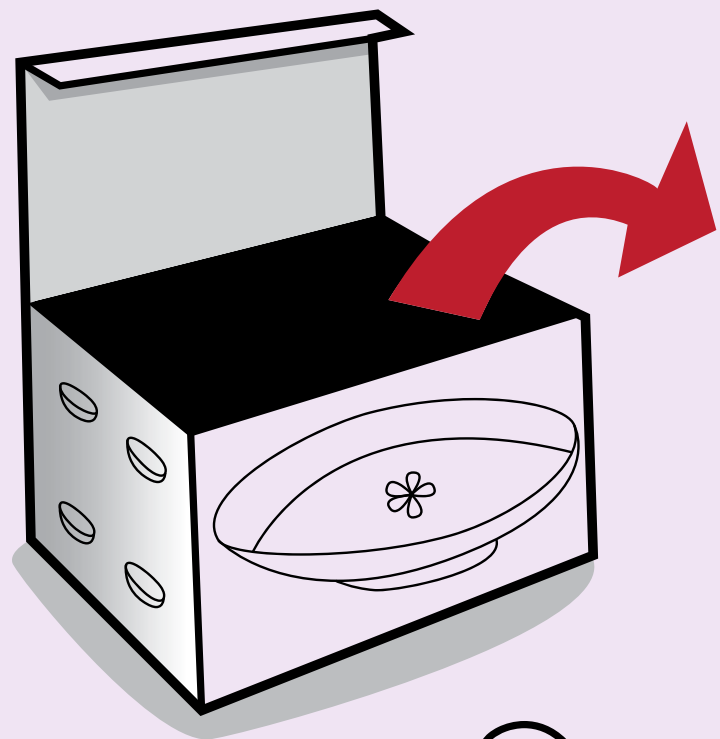
## Pain Points:

- **cooking not convenient** as a full-time student
- harder to cook and find recipes from new cultures



# Ideation

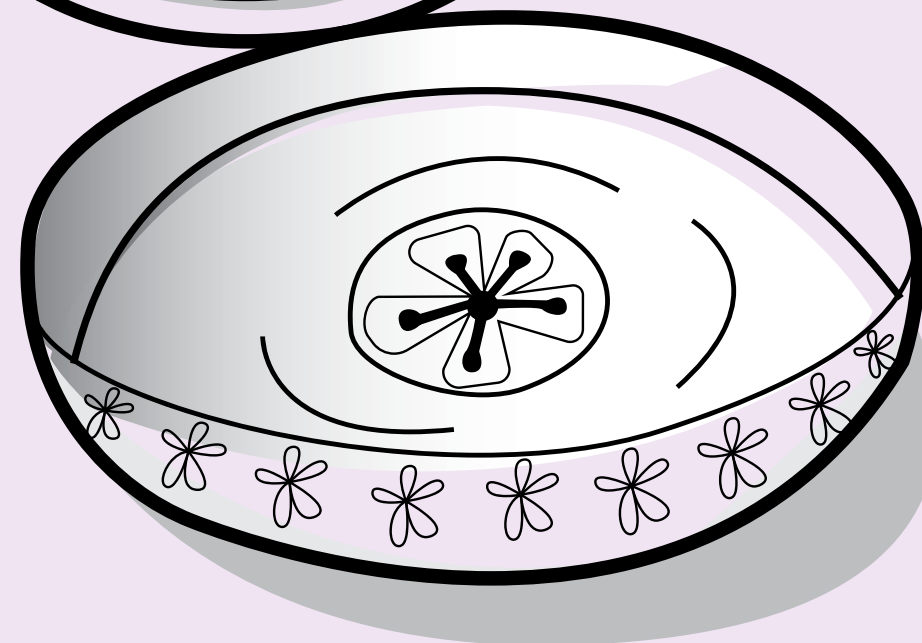
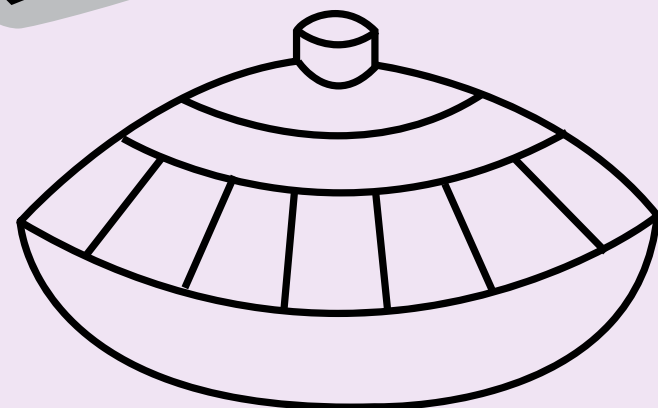




recipe  
and design  
explanation  
pamphlet

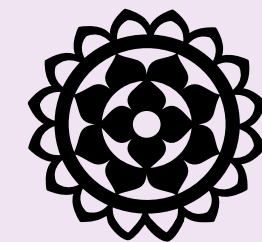
design in  
a way to  
make it  
collectable  
as cards

possible  
options  
for blind  
box on

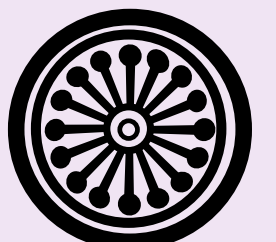


korean cultural  
symbols

example symbols



repetition



fecundity



reinforcement

general shape  
based on tra-  
ditional korean  
stone pots

# 2D Drawing



**3D Renders**



- engraved Korean symbols
- lid and bowl shape mimicking traditional bowl shape
- made of air dry clay

# First Prototype



# Feedback

paint symbols/design for  
color and aesthetic

use white clay

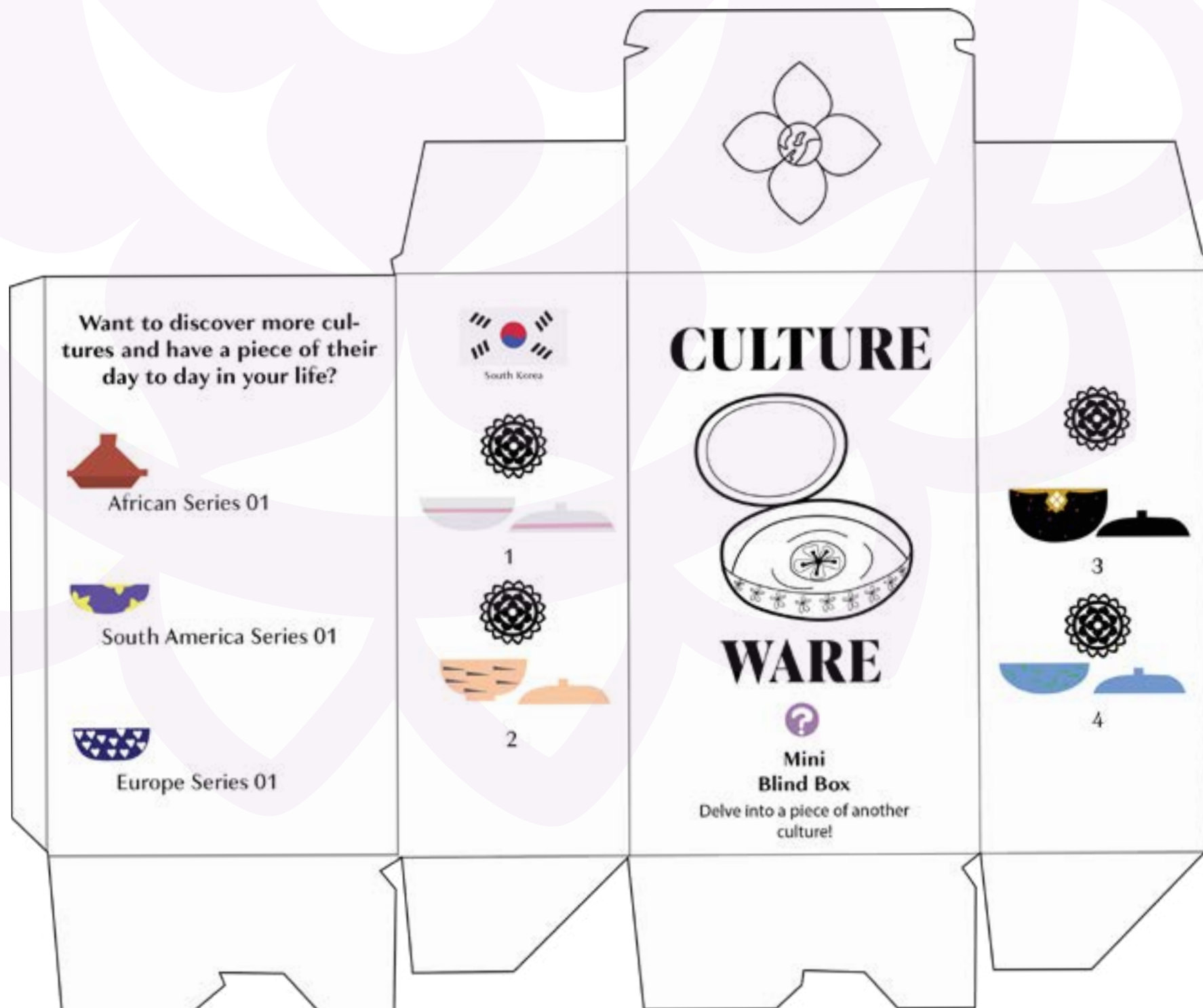


bigger size for use

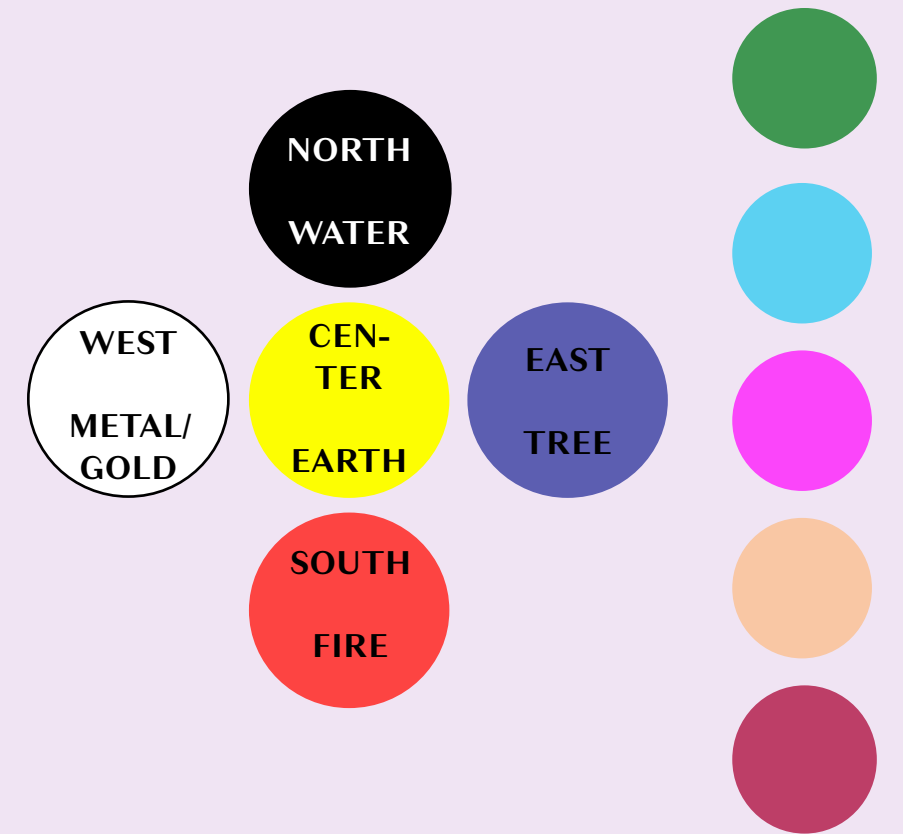


**Final Build**





# Communication Package



colors based on traditional Korean colors called  
“obangsaek” meaning five original colors/direc-  
tions

title/heading:

# Ivy Presto Dis- play Bold

body text:

Granville

size: 21

# Reflection

Through this project I feel like I was able to learn a lot about the process of creating a product, especially with the research and interview phases. I feel like I was able to really create my product based on my research and learned how to create my own problem statement based on my interviews. I was also able to learn a lot about packaging and branding as I never have done it before as well as creating a poster that established the story of my product.