

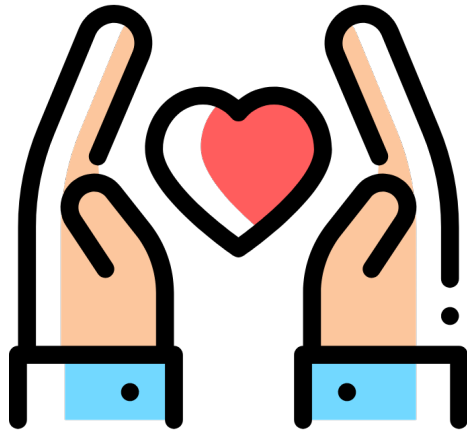
# Food & The Stratford Campus



## *Team Jupiter*

Amelia, Alejandra, Agamjot,  
Bianca, Jeffrey, Kelly, Michael &  
Renee

# Let's be honest...

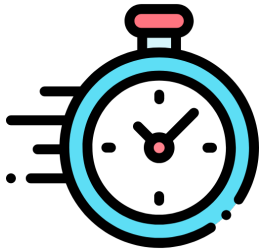


Thank you for your  
honesty!

# The Problem

Students need to eat, but not all students know how to cook.

## Why?



No time to learn



Procrastination

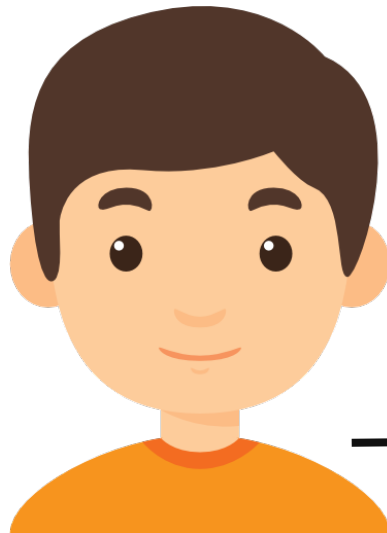


Lack of Resources

# Eloy Becker (User Persona)

- ❑ 19 yrs old
- ❑ From Oakville
- ❑ Lives in Stratford for school

## Pain Points:



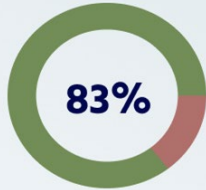
Grocery shopping is time-consuming

Has no time or patience to cook

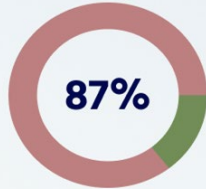
Can't cook very well

# Survey Responses

Out of 68 surveys conducted:

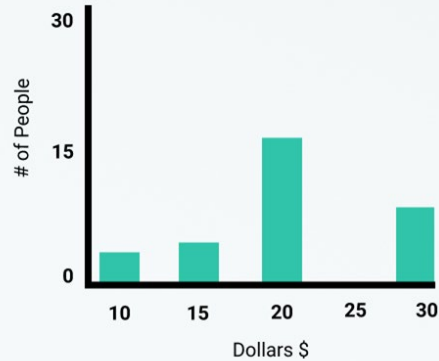


said they feel good after grocery shopping.



said they feel *guilty* after spending money eating out.

Out of 28 interviews conducted:



- On average, people spend around \$20 when eating out.
- Students spend more eating out than groceries within 2 weeks

# User Experience Map

*The Quest for Food In Stratford*

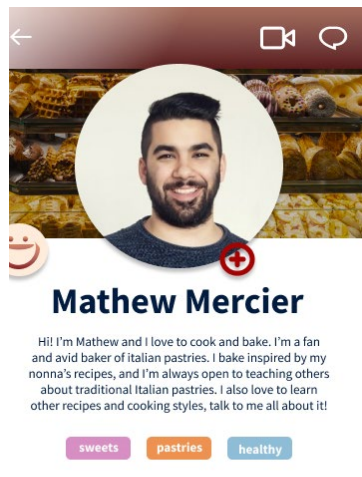
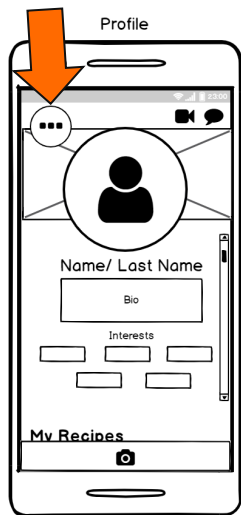
## Map Legend

 Cooking/Prepping  
own food

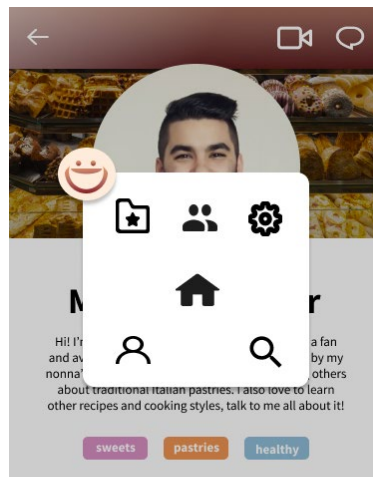
 Finding food  
outside



# The Solution: A Cooking App



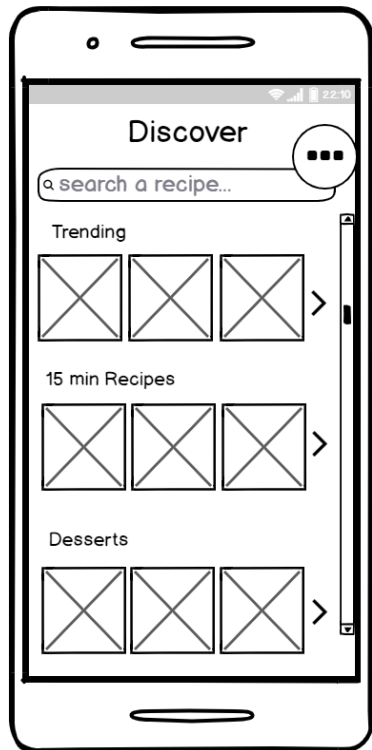
## RECIPES FEED



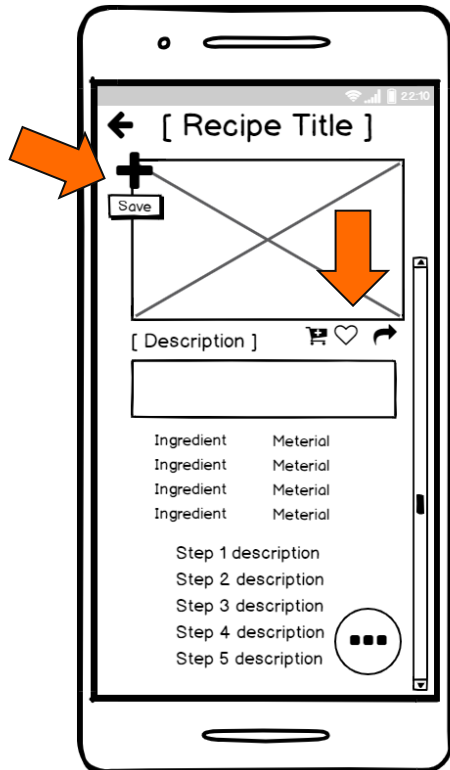
## RECIPES FEED



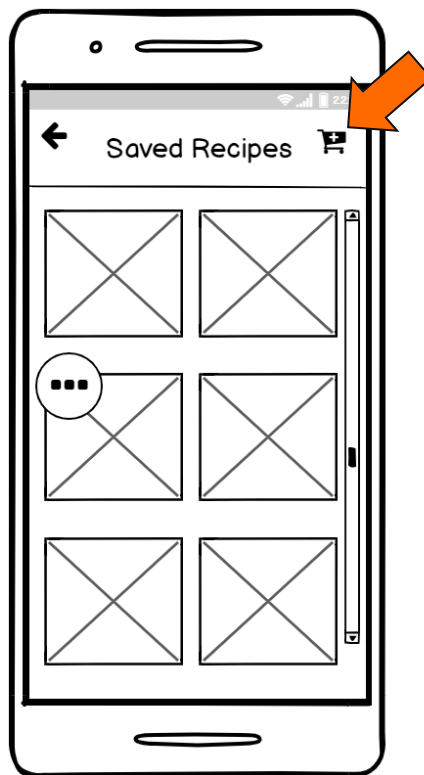
Explore Page



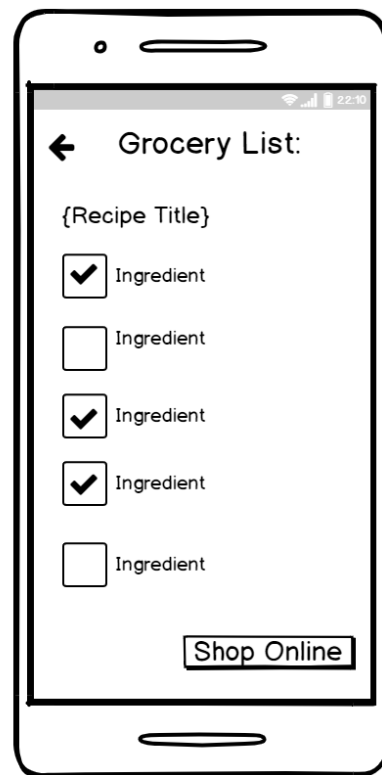
Clicked Recipe Page



Saved Recipes

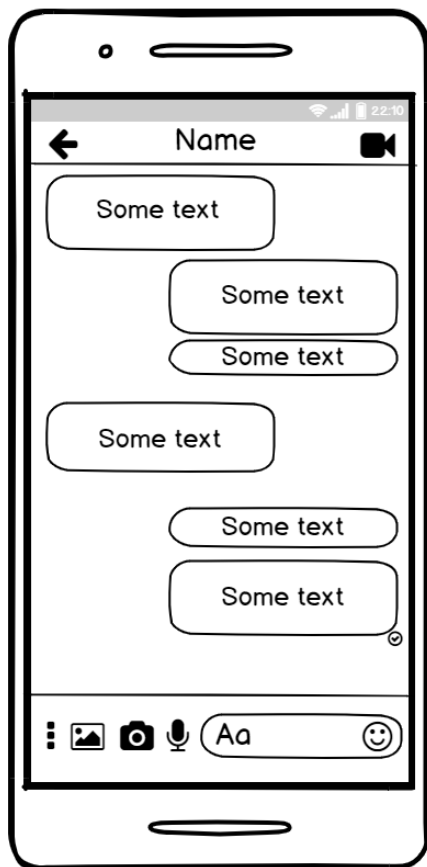


Grocery List Page

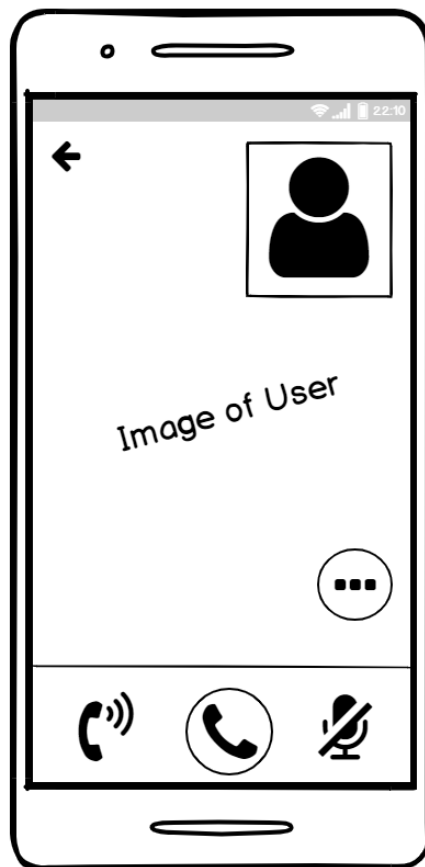




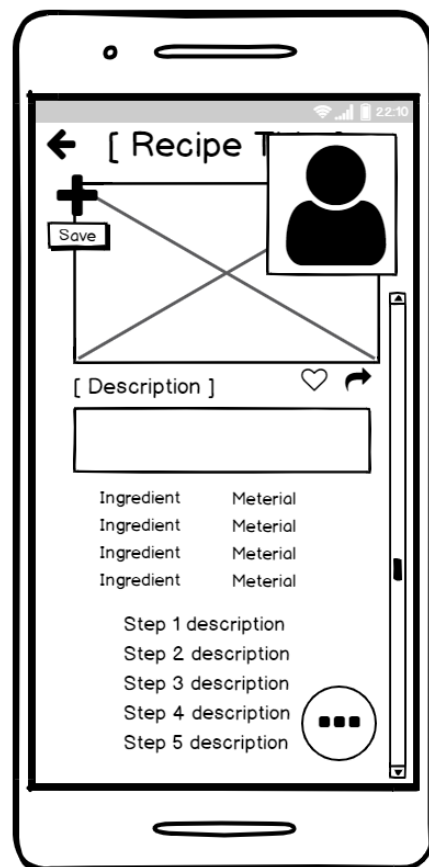
Chat Window



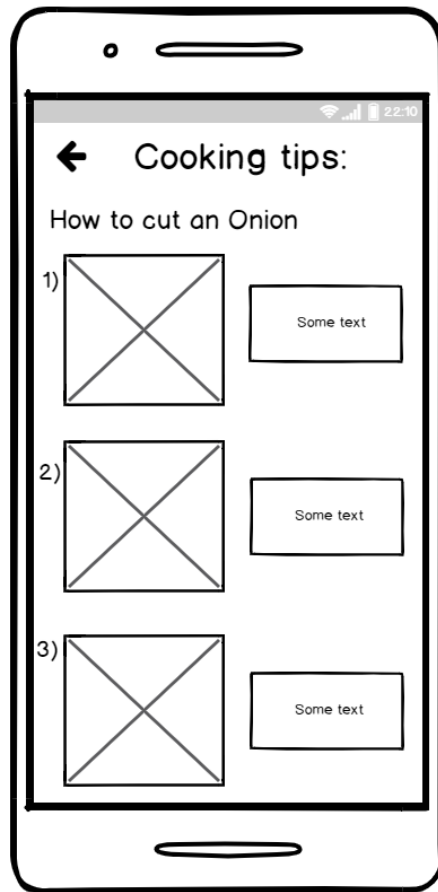
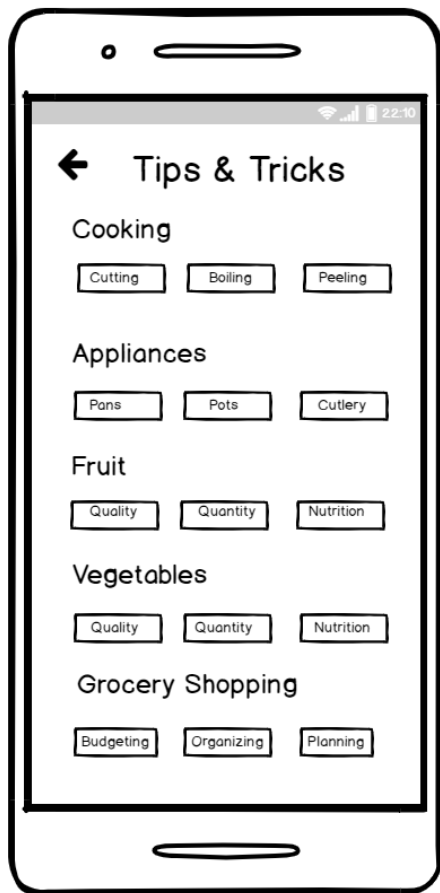
Video Call Screen



Viewing recipe while video chatting



## Tips and Tricks Page



# Scenarios

**Best Friends Cook  
together**



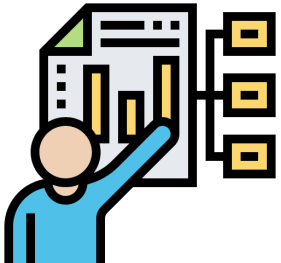
**Father helps  
his Son**



# In Conclusion...

Our App solves the problem by:

- Teaching users how to cook
- Providing them with tips and tricks in the kitchen
- Connecting them with others





***Thank you for  
listening!***

