

# COOKBOOK BUT NOT A COOKBOOK

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“

How can hobby chefs of different levels  
increase their cooking pleasure and abilities  
while retaining autonomy and relatedness?

”

# MY PROGRESS

- Research questions
- Empathy Map
- Dark Side
- Persona
- App idea





# RESEARCH QUESTIONS

*How can hobby chefs of different levels increase their cooking pleasure and abilities while retaining autonomy and relatedness?*

- What is cooking according to hobby chefs?
- What is important to hobby chefs?
- How can the cooking pleasure be increased?
- How can the cooking abilities be increased?
- How do we retain the feeling of autonomy?
- How do we retain the feeling of relatedness?



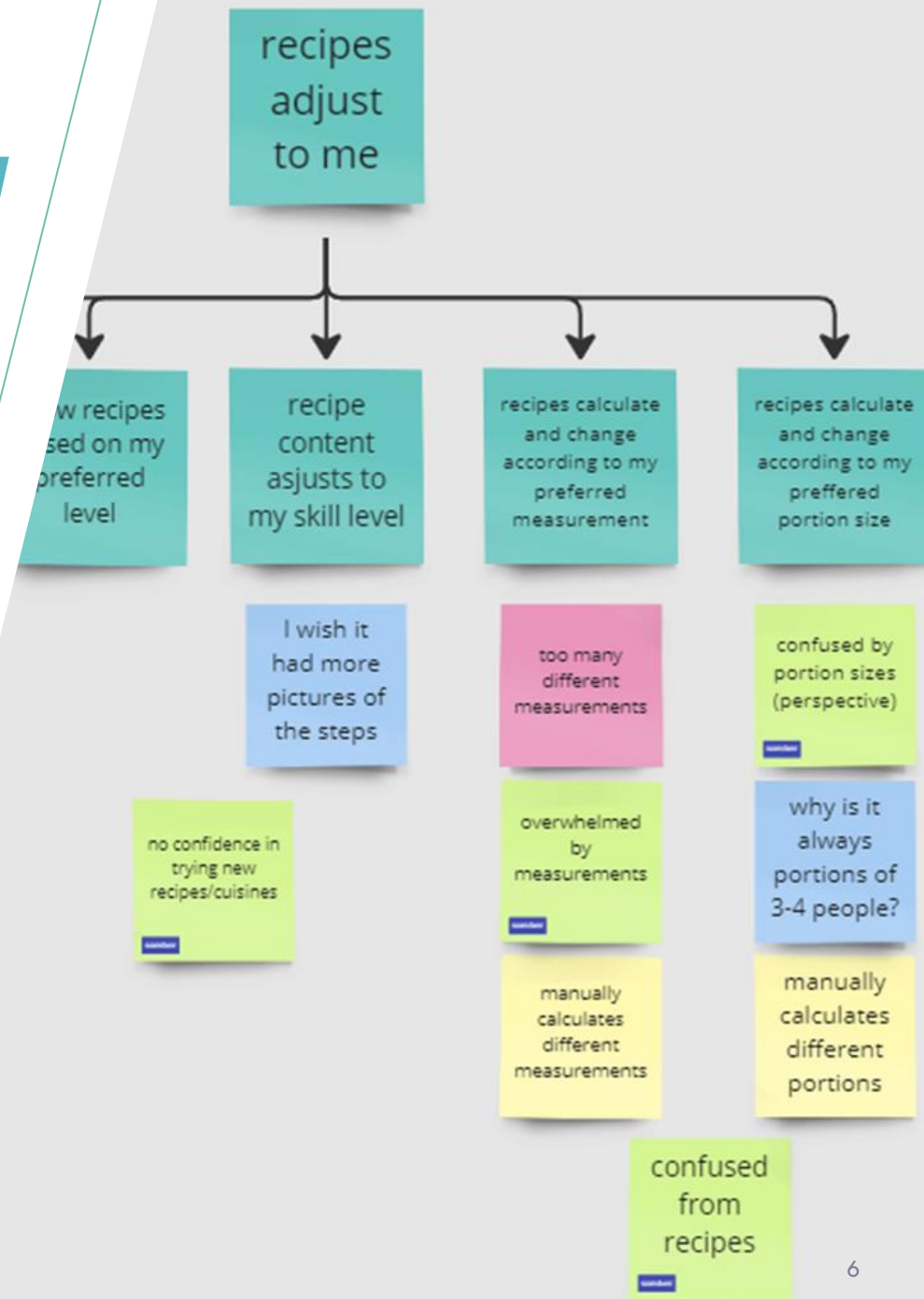
# EMPATHY MAP

- 1-on-1 Interviews
- Empathy Map
- Frustrations & wishes
- Problems & opportunities



# DARK SIDE

- Dark Side: frustrations & wishes
- Positive alternatives
- List of possible features





## PERSONA

- Based on Empathy Map and Dark Side results



### Demographic

♂ Male 28 years

Single

Activity Center Instructor

Loves cooking in his free time

Likes having friends over for dinner and to watch sports together

Dislikes reading and visually lacking sources

### Technologies



### Motivations

- Being able to cook at the end of a (work)day.
- Feeling proud from looking back on impressive dishes I previously made.
- Impressing his friends with what he cooked.
- Wants to challenge himself in cooking and step out of his comfort zone.
- Wants to try and learn new dishes and cuisines.
- Discovering new favorites through trying new things.
- Wants to learn how to improve, try and learn dish presentation in different styles.

### Frustrations

- Afraid of becoming bored of cooking from not being motivated to step out of comfort zone.
- Hard to come up with new dishes and cuisines to try out.
- Recipe websites and instructions are confusing and unclear due to inconsistencies.
- Bored from reading long and visually lacking recipes.
- Lacks information and focus on presentation in recipe websites and instructions.

### Quote

“I want to have fun cooking again and try out all sorts of dishes and cuisines, but I don't know where to start and am afraid to lose my way.”

### Needs

- Engaging and interactive recipes that accommodate his cooking style.
- Motivation and inspiration.
- Assurance about his progress and improvement.
- A way to challenge himself and improve specific parts of his cooking.
- A way to challenge himself to step out of the comfort of familiar dishes and cuisines.

### Goals

- To have fun while cooking.
- To try out and learn new dishes and cuisines.
- To discover new favorites.
- To try out and learn new presentation styles.
- To improve his cooking preparation, cooking and/or presentation skills.



# Random Cooking Challenge

engaging, interactive, personalized challenges



# WHAT'S NEXT?

- Choose technologies
- LoFi wireframes
- MVP
- Octalysis



THANK YOU

