

POVs & Experience Prototyping

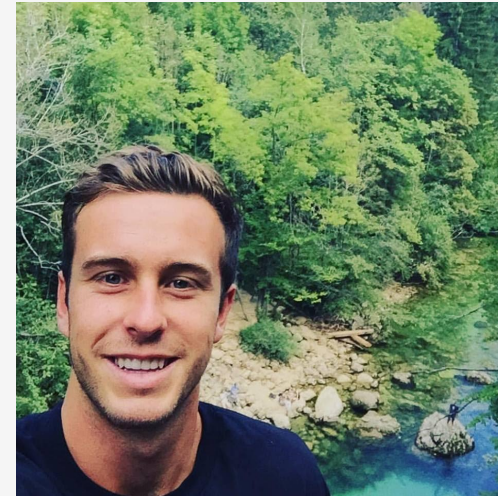
Presenter: Lindsey Kostas

Same Team

Lindsey K.



Senthilnathan V.



Clay J.



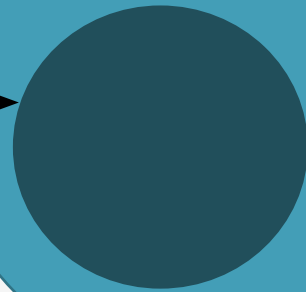
Jesse C.

*New
Domain*

FOOD

*RESTRICTED
EATERS*

*People with diets limited by
food allergies, sensitivities,
and other medical, religious,
or moral reasons*



*we met
JESSICA,
a mother of
a restricted
eater*



*We were
AMAZED to
learn*

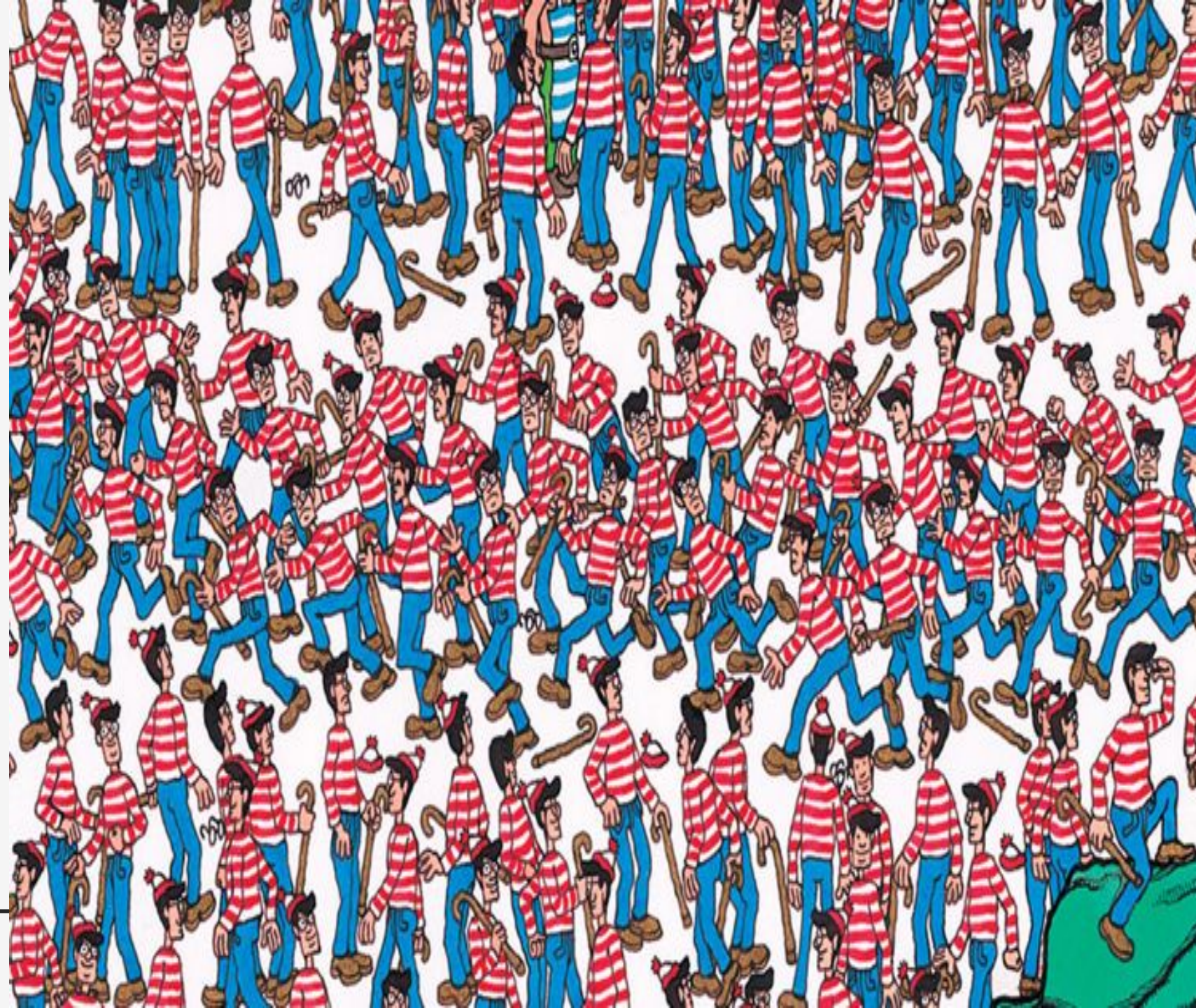
*it would be
GAME
CHANGING
if*

That the diet restrictions of a someone she loves could cause a person to experience so much **fear** and turn getting a meal into a **stressful** and **emotionally taxing** endeavor

Eating didn't have to be the most stressful part of a person's affected by a restricted diet day



*Where's
Jessica?
Needfinding
Take 2*



Paulette



Gluten Sensitivity

20 years old

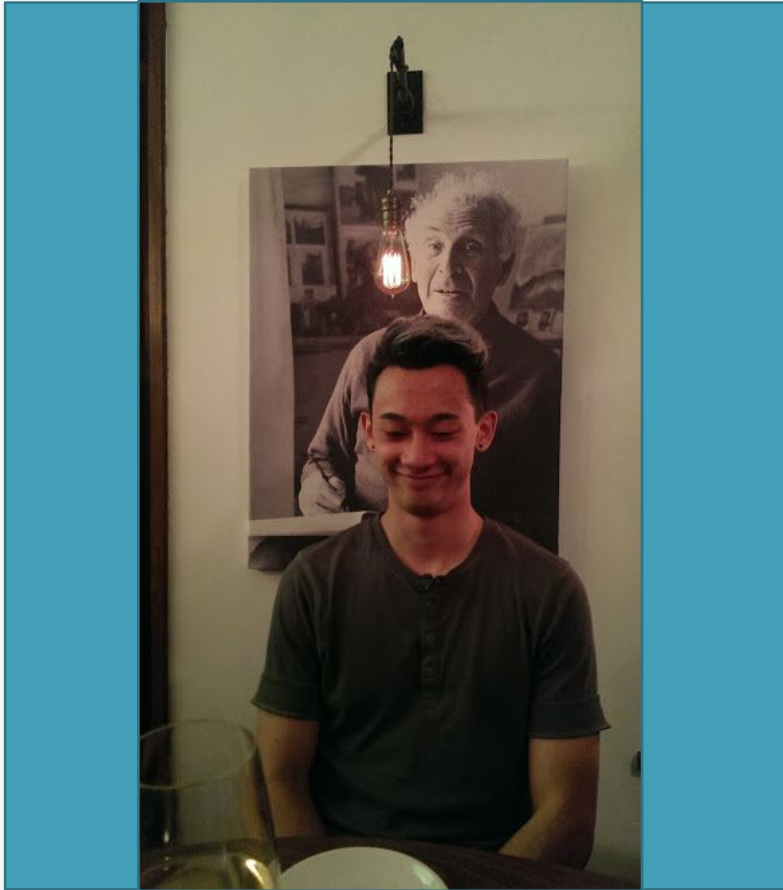
Studies MS&E

Diagnosed last year

LOVES chocolate cake

<div>SAY</div>	<div>THINK</div>
<div>DO</div>	<div>FEEL</div>
<div>cut us off mid-sentence to talk about her one wish that chocolate cake was gluten free</div>	<div>It's so difficult to figure out if something is gluten free, I'd rather just eat the few things I know are safe</div>
<div>showed off her arms (and lack of rashes)</div>	<div>I feel so much better on my new diet, I can't risk messing it up</div>
<div>Spoke assertively when talking about how healthy her diet is and quietly about the taste</div>	<div>scared to change what's working</div>
<div>happy that the diet's working</div>	<div>nostalgic for real food</div>

Dylan



Allergic to...Everything

21 years old

Student

Diagnosed late freshman year of college

Just wants a nice cold beer...and some

Taco Bell

SAY “I don’t know what else I’m allergic to” “I can’t focus - that’s the worst part”
“if I can eat potatoes, that’s “mostly everyday it’s just white rice, chicken and a salad”
down the road, one day I might “Last time I had a gluten free burger in San Diego that I
be able to eat french fries with thought would be safe, but I still don’t know what it had that
my friends” “It’s hard to be social if you can’t Sometimes I’m really made me sick”
“I almost took this get a meal with someone” starving and the dining hall “some people
quarter off to is closed and I do can’t eat gluten, I
figure my allergies tacos, mexican food in san something stupid like can’t eat this list
out, but I want to diego, and beer.... Yeah i having sushi with wheat on of 7 or more
f*** graduate” wish I could drink some it” things”
“I don’t mind eating only chicken if it means I can read a book” “In the past 3 to 4 months
“I can’t really trust them anyway, they don’t know everything I got sick, I was pretty much
that is on the food inside out and the chefs are busy” sick the whole time, just
My diet right now is so restricted that it’s pretty much a guaranteed I can’t eat somewhere.

THINK

It’s better to avoid food that make me
sick than to eat them and be unable to
concentrate

I’ll occasionally have some foods I’m not
supposed to because I can’t control
myself all the time

I shouldn’t go out with friends if I can’t eat anything

His intolerance will eventually fade away

used bathroom in the middle of the interview
kept eye contact during the interview
Didn’t let me buy him coffee because it would
probably “react” to the ritalin he had just taken
Stopped the interview to play Pokemon
took a sandwich out of his backpack and showed it
DO

longing for something with
flavor

optimistic that his restrictions
aren’t permanent

isolated from his friends

frustrated with how his
food affects his health

resigned
to his
situation

bored with his diet

alone

overwhelmed by how much
he should know but doesn’t
and sometimes can’t

powerless

FEEL

<div>SAY</div> <div> <p>“if I can eat potatoes, that’s down the road, one day I might be able to eat french fries with my friends”</p> <p>“It’s hard to be social if you can’t get a meal with someone”</p> <p>“I can’t really trust them anyway”</p> <p>“My diet right now is so restricted that it’s pretty much a guaranteed I can’t eat somewhere.”</p> </div>	<div>THINK</div> <div> <p>It’s better to avoid food that make me sick than to eat them and be unable to concentrate</p> <p>I shouldn’t go out with friends if I can’t eat anything</p> </div>
<div>DO</div> <div> <p>Didn’t let me buy him coffee because it would probably “react” to the ritalin he had just taken</p> <p>Stopped the interview to play Pokemon</p> <p>took a sandwich out of his backpack and showed it</p> </div>	<div>FEEL</div> <div> <p>isolated from his friends</p> <p>alone</p> </div>

Jason



Milk Allergy – he's not lactose intolerant

26 years old

Married

Works as a pipefitter

From Fremont

High School Graduate



SAY

“The symptoms to the allergy start showing up within a few minutes but may sometimes take longer”

“It’s easier to remember what I can eat, than to remember what I shouldn’t eat.”

“I have limited options when I go out. I have to tell the waiter multiple times, not to add butter or any dairy products to my food

“You don’t see a lot of adults like me who are allergic to milk”

“It sucks not being able to drink milk, eat cheese or cakes”

“I feel bad, for making them go the extra mile to make something specifically for me”

“People think it is the same thing as lactose intolerant”

“Even though I can’t eat whatever I want, at least I am healthy”

“I have to make do with alternatives”

THINK

My wife always has to cook separate dishes for both of us or cook something she might not like

My diet is so limited, that I feel frustrated eating a limited variety of items

I just wonder how much easier my life would have been, had I not had an allergy

laughed when asked about the things he couldn’t eat

felt embarrassed with his situation

was sitting at the kitchen during the interview and sarcastically showed the cheese at his fridge

wasn’t excited about his limited food choices

was excited to talk about his cure options

laughed whenever I said pizza

wanted to eat pizza or cheese like everyone else

frustrated with his allergy

affected his day to day life

just **wanted** a glass of milk

glad that he was seeing some improvements

felt **happy** that his family helped out

DO

FEEL

SAY	THINK
<p data-bbox="50 285 484 571">“I feel bad, for making them go the extra mile to make something specifically for me”</p> <p data-bbox="738 542 1223 656">“I have to make do with alternatives”</p> <p data-bbox="76 785 382 1013">laughed when asked about the things he couldn’t eat</p> <p data-bbox="840 1170 1172 1342">laughed whenever I said pizza</p> <p data-bbox="0 1342 127 1413">DO</p>	<p data-bbox="1299 99 1860 371">My wife always has to cook separate dishes for both of us or cook something she might not like</p> <p data-bbox="1350 471 2293 585">I just wonder how much easier my life would have been, had I not had an allergy</p> <p data-bbox="1426 813 1936 985">wanted to eat pizza or cheese like everyone else</p> <p data-bbox="2114 785 2446 899">frustrated with his allergy</p> <p data-bbox="1375 1228 1783 1342">felt happy that his family helped out</p> <p data-bbox="2344 1342 2522 1413">FEEL</p>

REVISING OUR POV

WE MET Paulette
WE WERE AMAZED TO REALIZE how self-conscious she is about eating with other people because she feels like a burden
IT WOULD BE GAME-CHANGING IF her diet could benefit the people she eats with

WE MET Paulette
WE WERE AMAZED TO REALIZE the strain that she feels her diet puts on those around her
IT WOULD BE GAME-CHANGING IF she could use her diet as a way to strengthen her current relationships and build new ones

WE MET Dylan and Jason
WE WERE AMAZED TO REALIZE that they can't stay away for home long because they needs to be able to get a safe meal
IT WOULD BE GAME-CHANGING IF he could identify and obtain safe snacks and meals to get him through the day

We met Jason
We were amazed to realize he can't eat cakes
It would be game changing if we could suggest to him a recipe that doesn't need milk

WE MET Paulette
WE WERE AMAZED TO REALIZE how much she dreads the invitation "lets get lunch"
IT WOULD BE GAME-CHANGING IF going out became an adventure to look forward too

WE MET Paulette
WE WERE AMAZED TO REALIZE how often people try to cook for her but forget she is gluten free
IT WOULD BE GAME-CHANGING IF there was a non-obvious way to indicate/remind about her restriction

WE MET Dylan
WE WERE AMAZED TO REALIZE that he never eats out
IT WOULD BE GAME-CHANGING IF socializing for his friends didn't mean going to a restaurant

We met Jason
We were amazed to realize that he eats home cooked food all the time
It would be game changing if he could shortlist a couple of places that are safe for him to eat

WE MET Paulette
WE WERE AMAZED TO REALIZE how scared she is to eat something that is probably safe but not pre-approved by her doctor
IT WOULD BE GAME-CHANGING IF she could expand her diet without fear

WE MET Paulette
WE WERE AMAZED TO REALIZE how unmotivated she can be to learn more about what she can and can't eat
IT WOULD BE GAME-CHANGING IF learning about her diet could be made into an activity or hobby

WE MET Jessica
WE WERE AMAZED TO REALIZE she hates eating out because of the difficulties of finding a place her daughter
can eat
IT WOULD BE GAME-CHANGING IF she didn't have to spend so much with the issue

WE MET Paulette
WE WERE AMAZED TO REALIZE how hard it can be to identify if something is REALLY gluten free
IT WOULD BE GAME-CHANGING IF she could just know w/ certainty what is and isn't okay for her to eat

WE MET Paulette
WE WERE AMAZED TO REALIZE how her roommate is willing to cook for her despite their different diets
IT WOULD BE GAME-CHANGING IF she could find a network of these same type of people

We met Jason
We were amazed to realize that his wife cooks a different meal for him and another for herself
It would be game changing if we could suggest different varieties of food that she would like but does not cause his allergy to flare up

WE MET Paulette
WE WERE AMAZED TO REALIZE how much she likes having structure in her life
IT WOULD BE GAME-CHANGING IF she could use her diet as another source of structure

We met Jason
We were amazed to realize he felt miserable most of the time
It would be game changing if we could cheer him up or keep him distracted

WE MET Paulette
WE WERE AMAZED TO REALIZE how hard it is to be gluten free in a work place
IT WOULD BE GAME-CHANGING IF her restrictions could be used as a way to "spice up" work place meals

We met Jason
We were amazed to realize his diet restricts his ability to do his job
It would be game changing if we could find a workaround, such as working overtime when he falls ill

WE MET Paulette
WE WERE AMAZED TO REALIZE how excited she got about chocolate cake
IT WOULD BE GAME-CHANGING IF she could have her cake and eat it too

We met Jason
We were amazed to realize he claimed to be allergic to a lot of foods, some of which might not be allergic
It would be game changing if we could easily find out which foods do not cause an allergic reaction

WE MET Dylan
WE WERE AMAZED TO REALIZE how he views his diet as an obstacle to his social life
IT WOULD BE GAME-CHANGING IF his diet could become a way for him to make friends and socialize

WE MET Dylan and Paulette
WE WERE AMAZED TO REALIZE how their symptoms materialized in college
IT WOULD BE GAME-CHANGING IF they could use their experiences to teach others about self-care

WE MET Dylan
WE WERE AMAZED TO REALIZE how he views his diet as an obstacle to his social life
IT WOULD BE GAME-CHANGING IF his diet could become a way for him to make friends and socialize

We met Jason
We were amazed to realize that his wife cooks a different meal for him and another for herself
It would be game changing if we could suggest different varieties of food that she would like but does not cause his allergy to flare up

WE MET Dylan
WE WERE AMAZED TO REALIZE how hard it is to travel with his diet
IT WOULD BE GAME-CHANGING IF his limitation could be used to add adventure to his travels

WE MET Dylan and Jason
WE WERE AMAZED TO REALIZE how hard it is to travel because of their eating restrictions
IT WOULD BE GAME-CHANGING IF they could have a list of safe places to eat wherever they went

WE MET Ellie
WE WERE AMAZED TO REALIZE how much tension is caused due to her and her husband's different diets
IT WOULD BE GAME-CHANGING IF eating could be used as a way to bring people together/strengthen relationships

WE MET Dylan
WE WERE AMAZED TO REALIZE that he doesn't know anyone else with his type of restrictions
IT WOULD BE GAME-CHANGING IF this diet could bring people with the same or similar conditions together

WE MET Jessica
WE WERE AMAZED TO REALIZE how much she despises cooking
IT WOULD BE GAME-CHANGING IF cooking could be used a way to spend time with the people she loves(is doing the cooking for)

POV #1

Redefining Social Eating

*We met
Dylan*

*and were
AMAZED to
learn*

that he had an intense aversion to, and
even feared, eating out or being invited
to eat out

The GAME- CHANGER

What if we could redefine the traditional practice of socializing over a meal to be something enjoyable experience for both restricted and non-restricted eaters...



POV #2

Sharing is Caring

*We met
Jason*

*and were
AMAZED to
learn*

For EVERY meal, his wife will cook one
thing for herself and another thing for
Jason

The GAME- CHANGER

What if there was a way for people with
different diets to share AND ENJOY the
same meal ...



POV #3

Less Thinking, More Eating, No Worries

*We met
Paulette*

*and were
AMAZED to
learn*

That she will settle for eating the same
bland, boring food because there is too
much effort and risk involved with
expanding her diet



The GAME- CHANGER

What if people could just know the nutritional and chemical consequences of any food they were considering to eat...



*HOW MIGHT
WE...?*

Redefine Social Eating

- 1) Give people more optionality when they go out to eat
 - 2) Make eating out an adventure
 - 3) Use people's restrictions as a way to build relationships
 - 4) Make eating an organized activity
 - 5) Make the experience about cooking rather than eating
 - 6) Use eating restrictions as a way to find people like oneself
 - 7) Incorporate the travel to and from the restaurant into the eating experience
 - 8) Change eating out from a passive to an active activity
 - 9) Separate socializing and eating as mutually exclusive activities
 - 10) Make eating in more enticing than eating out
-

Shared Meal

- 1) Recommend ingredient safe alternatives but retain the intended flavors
- 2) Share the experience of meal planning rather than that of eating
- 3) Create meals that are safe but also customizable
- 4) Find other people to share meals with
- 5) Use meal sharing as a way to teach others about your diet
- 6) Make preparing a shareable meal simple and easy
- 7) Incentivize people to compromise on a meal
- 8) Reward creativity in the kitchen that leads to compatible recipes
- 9) Punish meal segregation
- 10) Turn exploring others diets a hobby

How to Know

- 1) Make being accountable for knowing the facts meaningful
- 2) Provide on-the-spot food facts
- 3) Eliminate the need to know facts
- 4) Incentivize learning about one's diet
- 5) Reward awareness and "punish" ignorance
- 6) Make diet maintenance about having "knowledge" and not "knowing" facts
- 7) Make a game out of learning about one's diet
- 8) Make learning about one's diet a shared experience
- 9) Create a better way to remind people about the consequences of not knowing the facts
- 10) Make it easier to read and understand nutrition labels/food speak

Redefine Social Eating

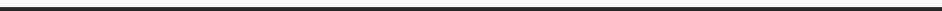
Shared Meal

How to Know

*Make eating
out an
adventure?*

*Make sharing
effortless?*

*Make
knowledge
and
accountability
meaningful?*





*HOW MIGHT
WE...SOLVE
THESE?*

Solutions and Prototype

Make Eating Out an Adventure?

- 1) Tasting tour of restriction friendly restaurants
 - 2) Game-ified food-hunt
 - 3) Potluck style cooking circle of people with like restrictions
 - 4) Blind eating w/in limits of one's restrictions
 - 5) Eat at friend's houses rather than restaurants
 - 6) Order delivery from different places in groups and then do a food exchange
 - 7) Swap favorited restaurants lists of people w/ like diets
 - 8) Make getting to the restaurant the adventure
 - 9) Have a restaurant subscription for diet friendly restaurants
 - 10) Provide a restaurant of the week w/ order recommendations and rewards for eating there
-

Make Sharing Easy?

- 1) "Uber" chefs
- 2) Yelp-like restaurant recommender trusted forum for the diet restricted
- 3) Food thesaurus
- 4) Cooking rotation w/ a variety of like dieters
- 5) On-demand nutritionist/food consultant
- 6) Recipe/meal recommender system
- 7) Group meal delivery
- 8) Provide a "meal of the day" for each type of restricted diet
- 9) Diet sharing – those who do have appropriate recipes share their ideas of verified meals w/ those who don't
- 10) Mentor-mentee buddy system where the people can take and give advice

Meaningful Accountability and Knowledge?

- 1) Find peers to set and achieve diet needs and goals
- 2) Recipe swap and advice forum
- 3) Make the act of meal planning of hobby/club activity
- 4) Provide a household meal planning platform
- 5) Turn the planning experience into a game w/ a points system
- 6) Rewards system which gives points to joint effort/shared outcome meals
- 7) Binding contracts to help plan and stay w/in diet
- 8) Platform to publicize plans via blog, vlog, or individual posts
- 9) Host/attend instructional cooking series
- 10) Provide diet specific tip and fact of the day

*Make Eating Out an
Adventure?*


*Tasting tour
of restriction
friendly
restaurants*

Make Sharing Easy?

*On-demand
chefs*

*Meaningful Knowledge and
Accountability?*

*Find peers to
set and
achieve diet
needs and
goals*



THE PROTOTYPES

Tasting Tour




Assumptions

- 1) Sampling different dishes from different restaurants is a satisfactory or better **substitute** for the traditional eating out experience
 - 2) Primary target is the diet restricted **tourist**
 - 3) Users will have **confidence** that the selected dishes and restaurants are **safe**
-



Construction

Bay Area Tasting Tour!



Your Guide Joey Tribbiani!

Welcome to the Bay Area Tasting Tour, where there is always something for someone!

I will be your guide for today, taking you around the amazing streets of San Jose!



Do you have any dietary restrictions?

So, do you eat meat?



Or, do you eat only fruits and veggies?



Or, do you eat only gluten free?



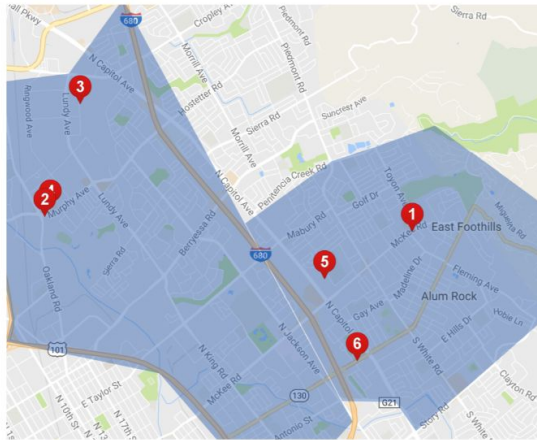
Construction

A vegetarian, huh?

I have got a great list of places to go!

Recommended for vegetarians by vegetarians!

We start at 11 and end at 4! (Btw, it's \$60 per head ☺)



The Places!

1) The Italian Mini Quiche

@ Bertuchelli's La Villa

Bertuchelli's has been serving gourmet Italian food since 1980s, pleasing even the most enthusiastic foodies!



2) Paneer Tikka Masala

@ Swaad Indian Cuisine

Bringing you the authentic flavors of India, is a family owned restaurant serving the spiciest food in the land!



3) Vegetarian Tacos

@ La Costa

A must visit for everyone who loves Tacos! Enough said!



The Places!

4) Mock Chicken Noodles

@ Mandarin House

Just for those of you who want to taste chicken but don't want to eat it!



5) Raspberry Macrons

@ Le Papillion

From the cottages of France, the sweet and tantalizing macrons, brought to you by Le Papillion!



6) Pasteis de Nata

@ Portuguese Bakery

We finish it off in style with another dessert! This time coming to you all the way from Portugal!



Testing



User: Thomas

Restriction: VEGETARIAN



Tour Guide: Senthil



Results

Things that worked:

Culture Aspect
Variety of Stops

Things that didn't:

Limited Choice
Price
Food Quantity and Consistency

Take-aways

Customization
Verification
Diversification



Validity
Substitutability:



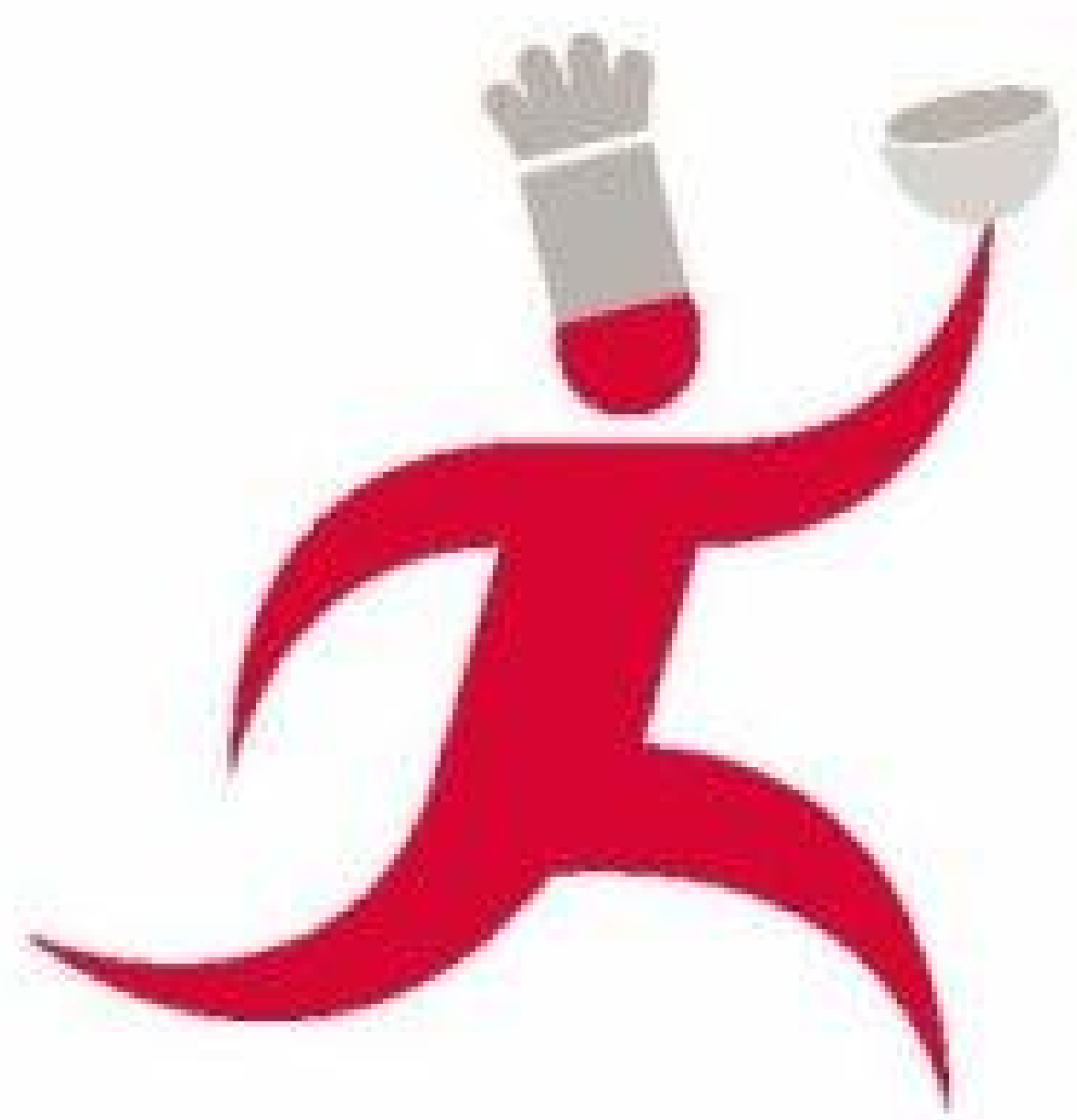
Target User:



Trust:



On-demand Chefs



Assumptions

- 1) The ordering a chef to cook for you removes the burden associated the thinking, planning, and effort of the meal prep process
- 2) The convenience of having someone else cook for you will make people okay with allowing a stranger into their kitchen
- 3) People would use an on-call chef for day-to-day meals



Construction



Name: Angela Caporale

Type: Gluten-Sensitivity Specialist

Description: Self-taught Chef Caporale has a passion for food and staying true to her gluten-free lifestyle. 10 years ago while studying to be a dietician, Caporale was diagnosed with Celiac disease and ever since she has been crafting gluten-free adaptations of her favorite recipes. Her food is so good you would never know it's 100% gluten free.



\$17-24
per person



Name: David Lebovitz

Type: Allergy Specialist

Description: Father of a child with a life-threatening allergy, Chef David has spent the majority of his cooking career developing tasty recipes that 100% allergy friendly. Trained at Le Cordon Bleu and inspired by French and Spanish influences, his dishes are sure to amaze.



\$10-15
per person



Name: Jack Kennedy and Diane Strauss

Type: Dairy and Tree-Nut Allergy Specialist

Description: Born with severe food allergies themselves, Chefs Jack and Diane have turned their food restrictions into a culinary passion. They will delight and inspire you with an allergy that will appeal to everyone at the table.



\$30-50
per person



Name: David Williams

Type: Heart-Health and Diabetes Specialist

Description: Born in Louisiana but diagnosed with diabetes since childhood, Chef Williams has spent his life developing an out-of-this world recipe book that supports his dietary needs. He says it's his use of secret ingredients that give his food its unique flavor, but you don't have to worry because everything he makes has been clinically verified to help keep your heart, sugar, and insulin in check.



\$20-30
per person



Name: Chef John Jones

Type: Vegetarian specialist, Italian

Description: Chef John Jones has been in the restaurant business for 20 years. He was one of the head chefs at Tender Greens. Jones has been a family chef for 4 years now. He has a variety of vegetarian dishes and is very experience in the realm of italian food.



\$17-24
per person



Name: Chef Juan Martinez

Type: Vegetarian specialist, Mexican Food

Description: Chef Martinez grew up in Mexico and has been cooking since he was a young boy. For the first part of his life he owned his own mexican restaurant. His dishes are known for substituting tofu for meats while still maintaining that authentic mexican taste.



\$10-14
per person



Name: Chef Smith

Type: Vegetarian specialist, Baker

Description: Smith is famous for his cakes. He usually is hired for birthday parties. Anything from cupcakes to breakfast scones. Smith has done it all.



\$40-100
per batch



Name: Chef Martini

Type: Vegetarian specialist, Romantic

Description: Chef Martini is known for his ability to set up a romantic evening. If you are looking for a truly special dinner, he is the person you want.



\$30-70
per person



Name: Chef Chase

Type: Vegetarian specialist, Seafood

Description: Chef Chase can bring your dinner to the coast of France or the shores of Hawaii. He has a special talent for making seafood an unforgettable meal. He has worked in seafood kitchens for the last 15 years.



\$20-30
per person



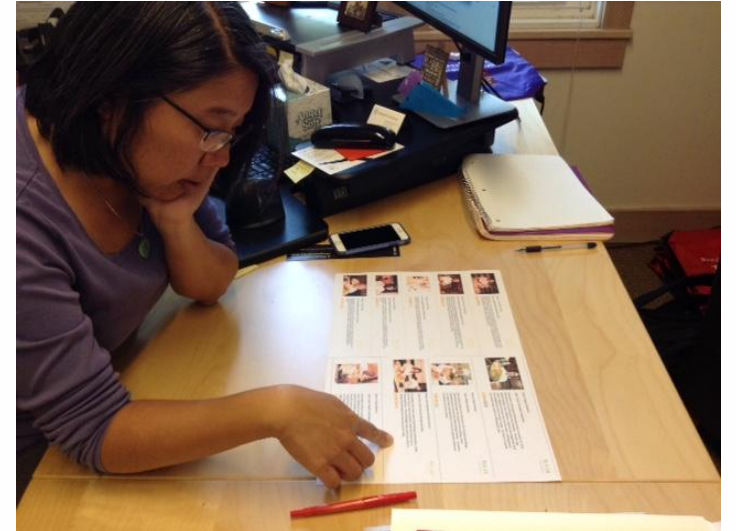
Testing

User: Kelsey

Restriction: VEGETARIAN



Testing



User: Jo

Restriction: mother of 2
HYPER-ALLERGIC children



Results

Things that worked:

Presentation
User Chef Interaction
Star Ratings

Things that didn't:

Lacked Information
Optionality and Searchability
Privacy

Take-aways

Price and Rating Sensitivity
Framing Matters
Target User Matters
Verification



Validity

Less Burdensome:



Privacy:



Type of Use:





*Group
“Dieting”*

Assumptions

- 1) Restricted eaters want to find others like them to help them stay motivated and set goals for their diet
- 2) Setting and achieving goals and diets is easier and more fun with a group
- 3) Restricted eaters want a better way to set and achieve their diet needs and/or goals



Construction



Alisha, 32

Stanford, 0.7 miles

Bio:
My name is Alisha, I eat only gluten free foods but I'm looking into bringing more variety to my diet. Let's talk!



Jesse Candido, 19

Palo Alto, 1.2 miles

Bio:
Hi, I'm Jesse and I love kale. Student at Stanford University, Computer Science.



John, 43

Redwood City, 2.7 miles

Bio:
Hello there! My name is John, I'm a lawyer, a diabetic, and I love spinach smoothies.



Join a group



Juice Cleanse [Join](#)

For ultimate weight loss, no solids at all. You're gonna be drinking vegetable juices, shakes and a ton of water.



Leslie



Amanda



Christopher



Cookie Freaks [Join](#)

We're crazy about cookies. Lose 5% of your weight in a week.



James



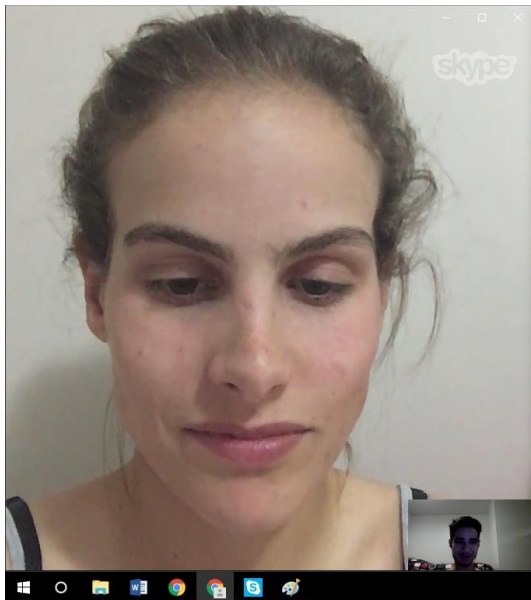
Ashley



Daniella



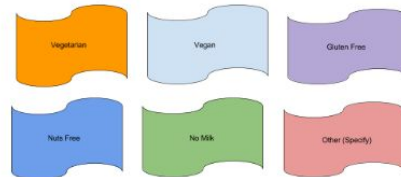
Testing



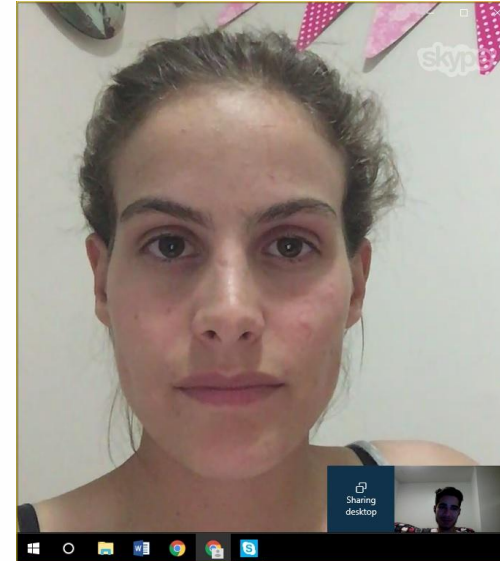
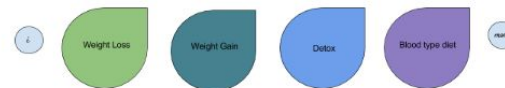
Jessica
Formanqueviski, 24

Write Your Bio: Hi, my name is Jessica. I am a firefighter.

Pick Your Dietary Restrictions:



Pick Your Goals:



Weekly Goals

- ☐ Lose 10 pounds in 2 weeks
- ☐ Eat 2 bananas and 3 apples in a day
- ☐ Eat at least 30g of protein per meal
- ☐ Take your daily vitamins
- ☐ Prepare 1 vegetable juice per day

18 hours left

- ✓ Day One: Eat all of the fruit you want (*except bananas*). Eat only your soup and the fruit for the first day. For drinks- unsweetened teas, cranberry juice and water.
- ✓ Day Two: Eat until you are stuffed with all fresh, raw or cooked vegetables of your choice. Try to eat leafy green vegetables and stay away from dry beans, peas and corn. Eat all the vegetables you want along with your soup. At dinner, reward yourself with a big baked potato with butter. Do not eat fruit today.
- Day Four: Bananas and Skim Milk: Eat as many as eight bananas and drink as many glasses of skim milk as you would like on this day, along with your soup. This day is supposed to lessen your desire for sweets.

User: Jessica

Restriction: VEGETARIAN, MILK
ALLERGY



Results

Things that worked:

Easy and Intuitive
Communication
Goals Setting

Things that didn't:

Time Commitment
Diet Selection

Take-aways

Between User Interaction
More Guidance
Frequency and Type of
Use



Validity

Meet and Diet w/ Peers:



Fun and Easy:



*Importance of Goal
Setting:*



Take-aways and New Assumptions

- 1) People really care about interacting with people who have shared restrictions and experiences
- 2) People don't like constraints
- 3) TRUST
- 4) Our focus still was not narrow enough

Thank You

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New POV



Madison



Vegetarian

Professional volleyball player in Sweden

Stanford Graduate

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From Los Angeles, California

<div>SAY</div> <div> <p>“It is sometimes hard to get enough calories at team meals because they eat a lot of meat before and after workouts”</p> <p>“It can also be socially awkward to tell waiters and such that I cannot eat their food because of the language barrier.”</p> <p>“I usually resort to pasta and salads”</p> <p>As a professional athlete, it can be sometimes hard to get enough protein after my workouts”</p> </div>	<div>THINK</div> <div> <p>He is tired of the inconvenience when it comes to team meals</p> <p>He sometimes just resorts to the same foods that he is tired of in order to fill his eating requirements.</p> <p>He is thinking that his diet may have effects on his career and his social life in Sweden.</p> </div>
<div>DO</div> <div> <p>Raised his voice in frustration when talking about team meals.</p> <p>Didn’t seem to have a confident answer to questions that asked how he plans to make his diet live up to his professional career.</p> <p>Acted nostalgic and reminiscent when talking about his mom’s cooking at home</p> </div>	<div>FEEL</div> <div> <p>He feels frustrated by not being able to eat efficiently enough while in Sweden.</p> <p>He is scared that his diet could have a major impact on his career because it is so heavily based on health and performance.</p> <p>His home and Stanford catered well to his diet needs, but now he does not have as much of a support system for his diet.</p> </div>