

# Assignment 2

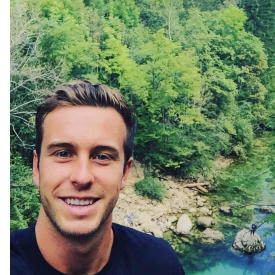
## POVs and Experiencing Prototypes



Lindsey



Senthil



Clay



Jessie

---

## Problem Domain

We are in the Food Studio and our problem domain is **restricted eaters**, that is, people with diets limited by food allergies, sensitivities, and other medical, religious, and/or moral reasons. After interviewing this demographic, we attempted to tackle three different situations, namely, diet accountability, sharing, and innovation.

## Initial POV

We were inspired by Jessica, a mother of a restricted eater. We were amazed to learn that the diet restrictions of a someone she loves could cause a person to experience so much anxiety around getting a meal. It would be game changing if eating didn't have to be the most stressful part of a person's affected by a restricted diet day.

## Additional Needfinding Results

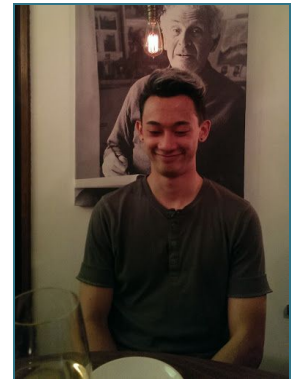
First, we spoke with Madison, a professional volleyball player in Sweden. Madison, a vegetarian, explained how it is difficult to maintain his vegetarian diet while living alone in a foreign country. He is accustomed to having options, but in Sweden where they mainly eat meat he is frustrated when he has nothing to eat at team meals.





We then sat down with Paulette, a student-athlete who developed an extreme gluten sensitivity last year. After three months of intense stomach pain and rashes, the doctors prescribed a gluten free diet. Paulette finally feels healthy, but her health comes at a cost - taste. Knowing what she can eat takes effort and she is so scared to have another outbreak that even her longing for the taste of chocolate cake is not sufficient to motivate her to expand her diet.

We also interviewed Dylan, a 21-years old student who's intolerant to gluten, eggs, avocados, and he hypothesizes much more. Dylan explained how his elimination diet affects his productivity and sociability. "It's hard to be social if you can't get a meal with someone". He used to be social but his diet has made him a recluse who actively avoids invitations eat out or with friends.



Finally, we spoke to Jason, a 26-year old pipefitter who has suffered from a milk allergy since infancy. His allergy has caused him spells of coughing, sneezing, vomiting and even anaphylaxis. He expressed how significantly his allergy affects his day to day activities and like Dylan, he finds it difficult to socialize since he mostly eats home-cooked food. But at home he feels like a burden because he and his wife share a meal that she dislikes or she cooks an additional dish specifically for him.

# POV 1

We met Dylan, who needs to overcome the fear of going out to eat because he is letting his condition control his life. It would be game changing if we could redefine the traditional practice of **socializing** over a meal to be something enjoyable for both restricted and non-restricted eaters.

How Might We .....





## Experience Prototype 1 - Make Eating Out an Adventure

**Description:** The participant is taken on a guided tour where they try a different dish at a number of different restaurants. The sampling consists of an appetizer, three main dishes, and two desserts. The restaurants are selected from a curated list guaranteed to be compatible with the participant's dietary restrictions.

**Testing:** Our participant, Thomas - a vegetarian, was told that he was touring a new city and wants to try local food. Being diet constrained and in a new place, Thomas went to the tasting tour site where after selecting his location and food restrictions, he was shown details for a tour, including cost and a list of restaurants and menu items. He like what he saw so he booked it and met our team, playing the role of the guide, at the starting time and location. We then toured the restaurants providing some sightseeing and restaurant trivia along the way.


## 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!

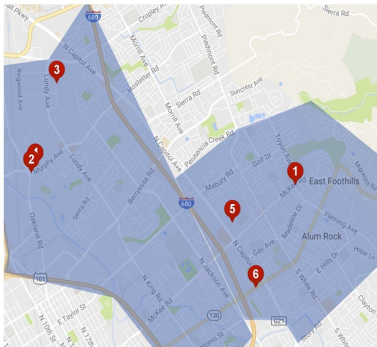


### A vegetarian, huh?

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!  




**Outcome:** Thomas loved the guided tour, trivia, and cuisine diversity so much so that he would enjoy the tour as a local as well. However, ultimately our assumption that the tour was a viable substitute for eating out was incorrect and Thomas said there was too much food and felt frustrated that he couldn't choose his dishes. He was also skeptical that his dietary restrictions would be met. Ultimately we succeeded in removing food from the central focus of the eating out experience but failed to make the actual eating enjoyable. However, Thomas tested this prototype alone and we wonder how the experience may change if done for a group.



## POV 2

We met Jason, who often needs a special dish prepared for himself because he cannot eat what everyone else wants. It would be game changing if there was a way for people with different diets to share and enjoy the **same** meal.

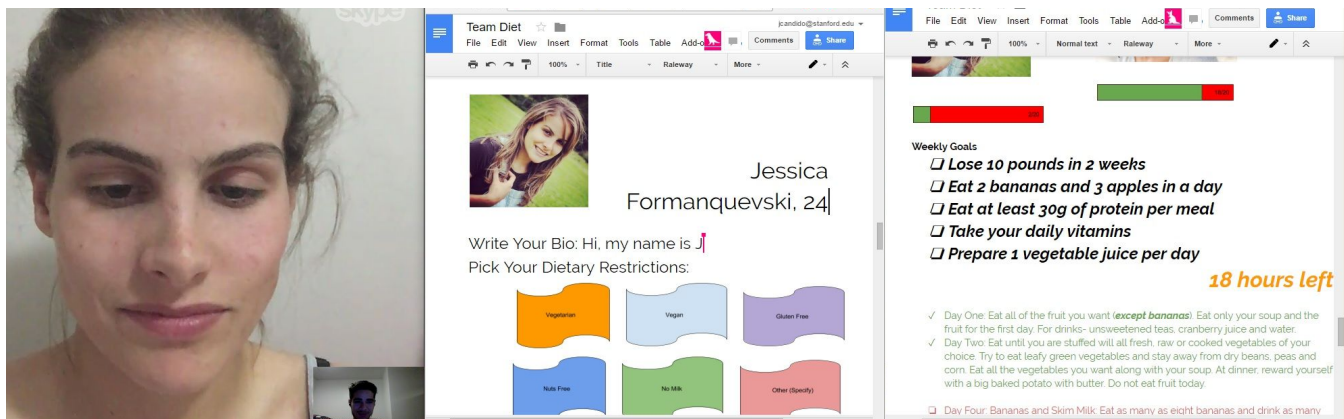
How Might We .....

- 
1. MAKE PREPARING A SHAREABLE MEAL EASY
  2. RECOMMEND INGREDIENTS THAT ARE SAFE ALTERNATIVES BUT RETAIN THE INTENDED FLAVORS
  3. SHARE THE EXPERIENCE OF MEAL PLANNING RATHER THAN THAT OF EATING
  4. CREATE MEALS THAT ARE SAFE BUT ALSO CUSTOMIZABLE
  5. FIND OTHER PEOPLE TO SHARE MEALS WITH
  6. USE MEAL SHARING AS A WAY TO TEACH OTHERS ABOUT YOUR DIET
  7. INCENTIVIZE PEOPLE TO COMPROMISE ON A MEAL TO BE SHARED
  8. REWARD CREATIVITY IN THE KITCHEN THAT LEADS TO COMPATIBLE RECIPES
  9. PUNISH MEAL SEGREGATION
  10. TURN EXPLORING AND LEARNING ABOUT OTHER PEOPLE'S DIETS A HOBBY
  11. ENCOURAGE COLLABORATIVE COOKING, TO MAKE IT AN ENJOYABLE EXPERIENCE

## Experience Prototype 2 - Make Preparing a Shareable Meal Easy

**Description:** Achieving diet goals is more fun if you're not doing it alone. With this prototype the user can follow a diet with his friends, colleagues or strangers, while finding motivation from and inspiring others. The participants were provided with a customizable profile page including goals and dietary restrictions; the ability to view profiles of existing users and groups; suggested diets; and a goals page where their team can decide and log their eating goals.

Our initial assumptions were that people want to set goals and that they want to set these and achieve these goals with others. We had two participants: Melia, who suffers from diabetes, and Jessica (pictured below) who is vegetarian and allergic to milk.



**Testing:** We tested two scenarios. First the participants played themselves, a person looking to find a peer with which to start and share a diet. We played the roles of the users they matched with after filling her personal and dietary information. We then set our diet goals together. Second, we played the role of the new user who had the same dietary restrictions as our participants and who joined the participant's group.

**Outcome:** Both Jessica and Melia thought the prototype was easy and intuitive - selecting restrictions, setting a diet goal, following your progress with a goal bar and communicating with your teammate(s) were all straightforward. However, they wanted more guidance and struggled to pick a specific diets. Ultimately we found our initial assumption was not valid. Both Jessica and Melia saw the true value of the prototype as the social aspect and not a shared diet - their decisions were always based on other users ratings, opinions, and pictures. We realized that people want a means to directly communicate with others, that this kind of product would be especially appealing for those who just started a diet, and that the participants wished people in the same team could organize events such as community wide gatherings.

## POV 3

We met Paulette, who needs the confidence and a means to expand her diet because she devotes too much time to dreaming about things she believes she will never be able to have. It would be game changing if people could just know the nutritional and chemical consequences of any food they wanted to consider eating.

How Might We .....



## Experience Prototype 3 - Make Accountability Meaningful

**Description:** This prototype is a way for users to bring a chef who understands their dietary restrictions to their door immediately. Chefs within a user's geographic area are filtered by food type, eating restriction, specialties, etc. to ensure that they find someone that fits their household needs. The key assumptions we make are that this prototype reduces the energy and stress involved in meal preparation and that users are okay with a stranger cooking in their kitchen. To simulate the prototype, we created a list of chefs that had ratings, price ranges, and descriptions for the users to select from.



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

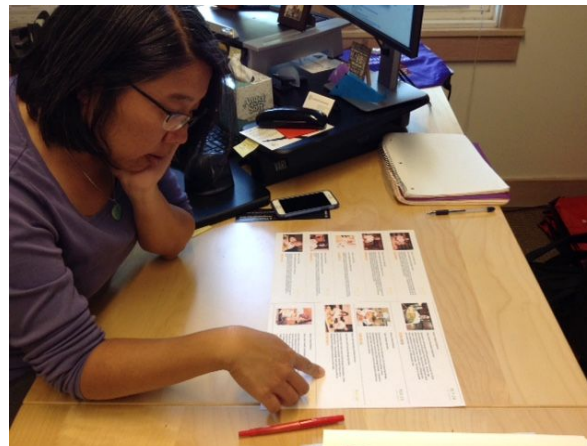
Type: Vegetarian specialist, Mexican Food

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

**Testing:** We tested our prototype on Kelsey, a recently graduated vegetarian living with a roommate in San Francisco, and Jo, a mother of two children with life threatening food allergies. Kelsey and Jo were told to imagine a scenario where cooking was infeasible and then given our prototype to inspect. Once the participants decided on a chef, we described to them that we would then be switching roles into the chefs that they had chosen.



The participants ordered their chef which was followed by a phone call with us to discuss with their dinner, including number of guests, the preferred meal food and time, and clarifying any specific dietary needs. After the call, we arrived at their house and prepared and served their meal.



**Outcome:** Kelsey said it would be unnecessary on a regular basis. Her vegetarian diet was easy enough to maintain with ordering takeout or going out to eat. However, she did like being able to see the chef's ratings and prices and said that the process was simple enough that she could see herself using it for special occasions.

Jo liked the interface of the prototype, but her key complaints were the invasion of privacy and lingering uncertainty that the food was safe. However, she found the prototype very convenient and something that she may use two to three times per week given the right price and chef/food validation.

Ultimately the validity of our assumptions was split - Kelsey found the process more burdensome but didn't mind inviting the chef to her home while Jo found the process to be a relief but disliked the invasion of privacy. The key difference between the experiences was the severity of the diet restriction - the prototype resonated more with Jo because she is dealing with a life threatening restriction, has very specific needs, and it eliminated her need to know the nutritional facts of every dish her family consumes.

## Results

Although all prototypes failed in many ways, Prototype 3, the on-demand chefs, best achieved our desired solution. When targeted on a high intensity case it has the potential to make the user's life easier. That being said key insights were gained from all three prototypes:

- 1) People want to connect with people who are like themselves;
- 2) People prioritize flexibility and customization over commitment - their diets already restrict them so they want options and the ability to make choices whenever possible; and
- 3) user trust is essential.

We also learned that our revised domain of restricted eaters was still too broad. The experience testing revealed that the neediest and most likely users are those with the most severe restrictions. Going forward we hope will look to address these three key areas for this severely restricted population.

**Additional Information and Project Files:** <http://bit.ly/2dasiYc>