

# simmr

The voice that turns every recipe into a story.

## The Problem

Cooking feels repetitive and isolating for many. Most recipe apps prioritize efficiency over enjoyment, leaving home cooks without a social or creative way to stay engaged.

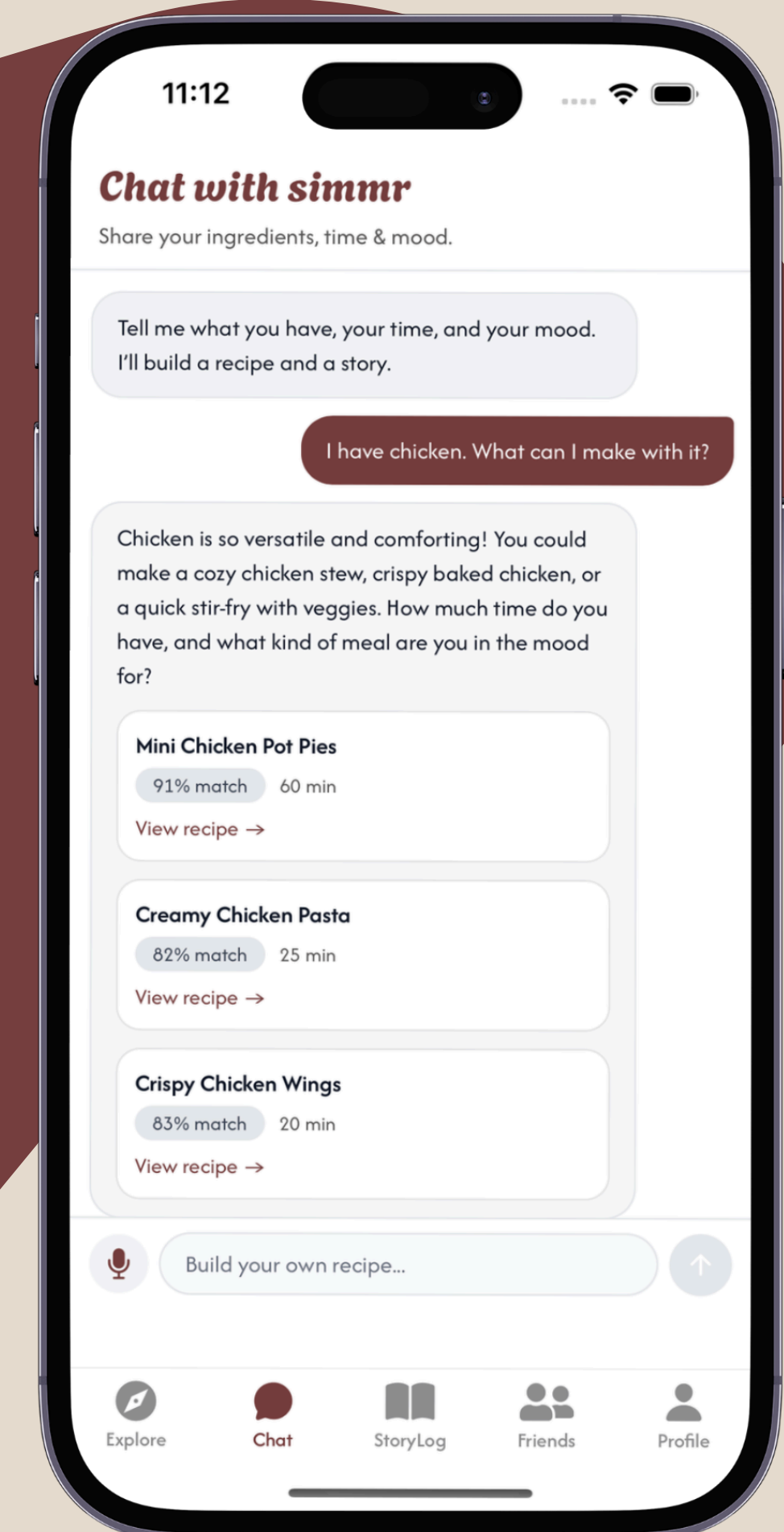
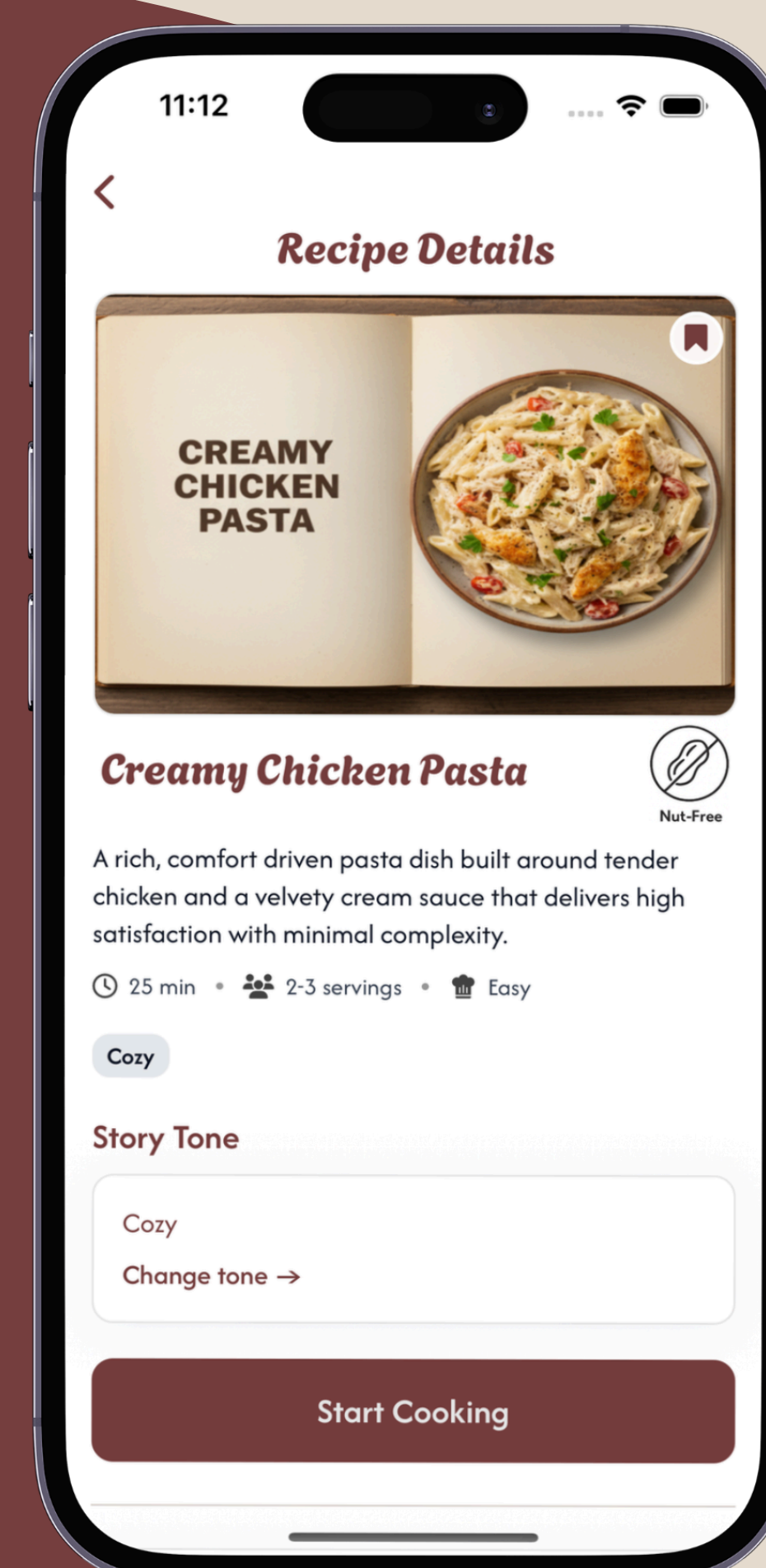
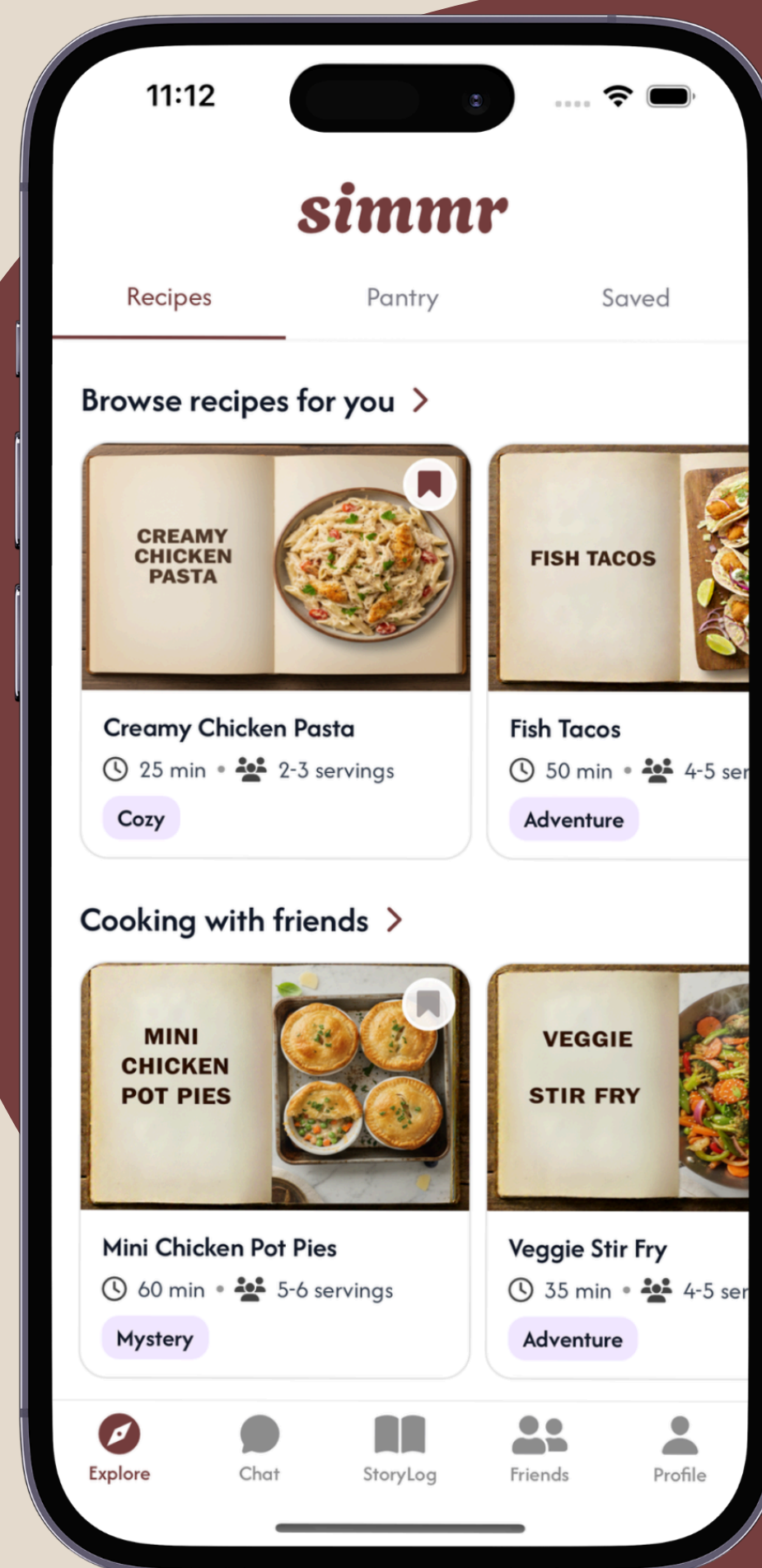
## Our Solution

Simmr transforms cooking into an interactive, story-driven experience by blending voice guidance, narration, and mini lessons to make every recipe feel social, creative, and fun.

Cook step by step with an interactive story

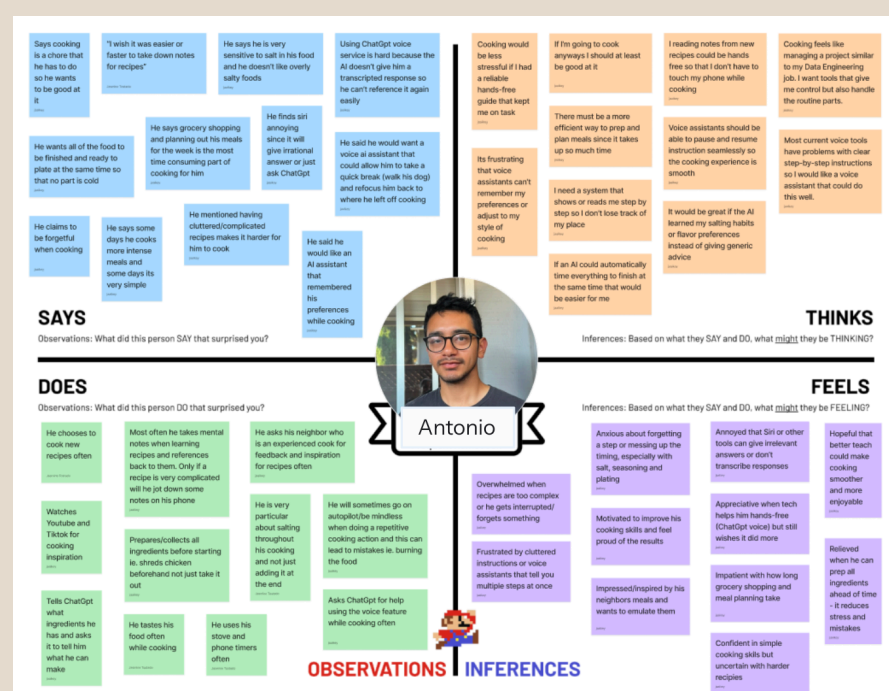
Keep kids engaged with playful, kid friendly narration

Host a dinner party and cook with friends



## Design Process

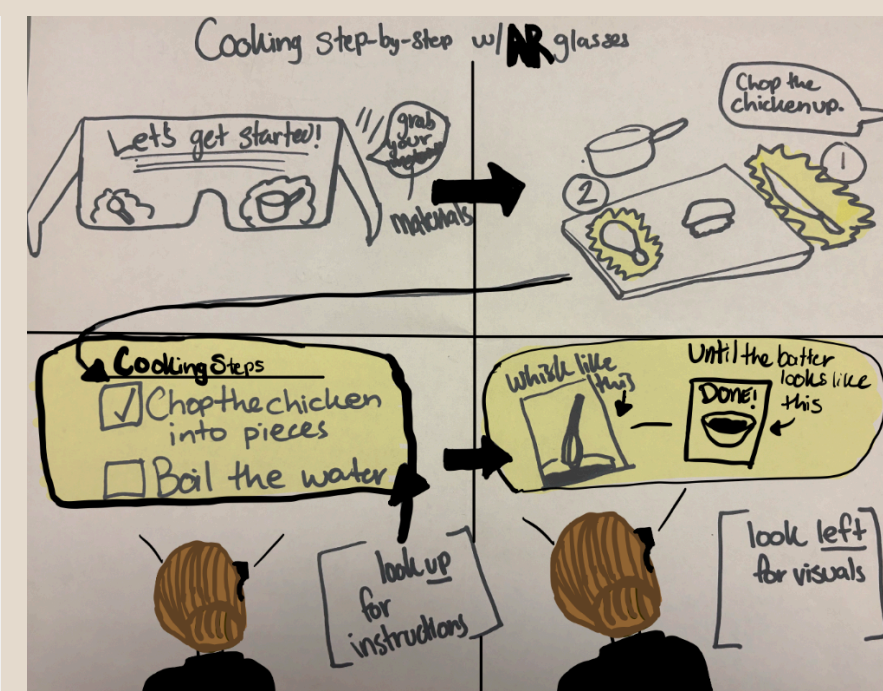
### Needfinding



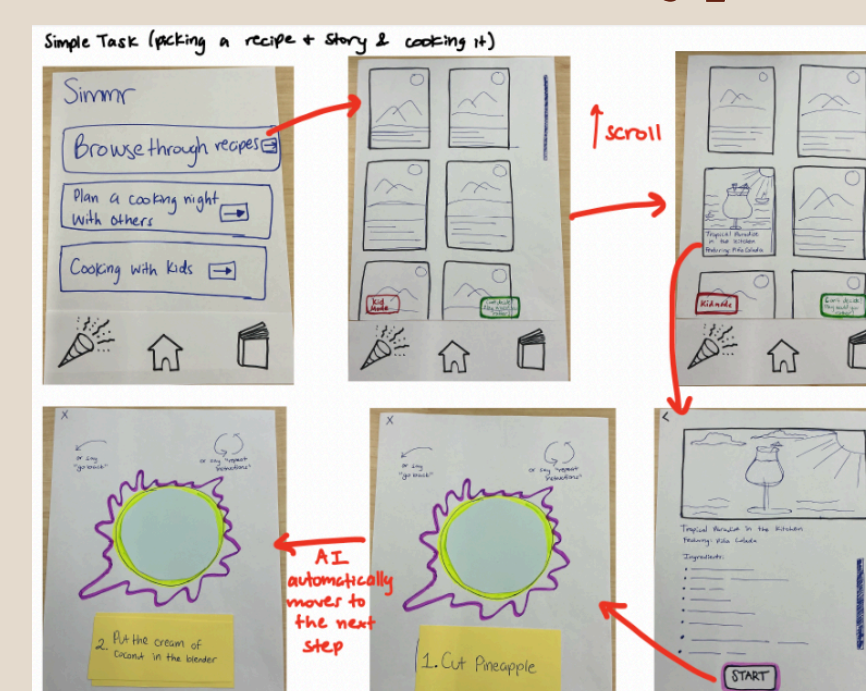
### How Might We...

How might we make cooking **feel like an activity/hobby** and not a responsibility?

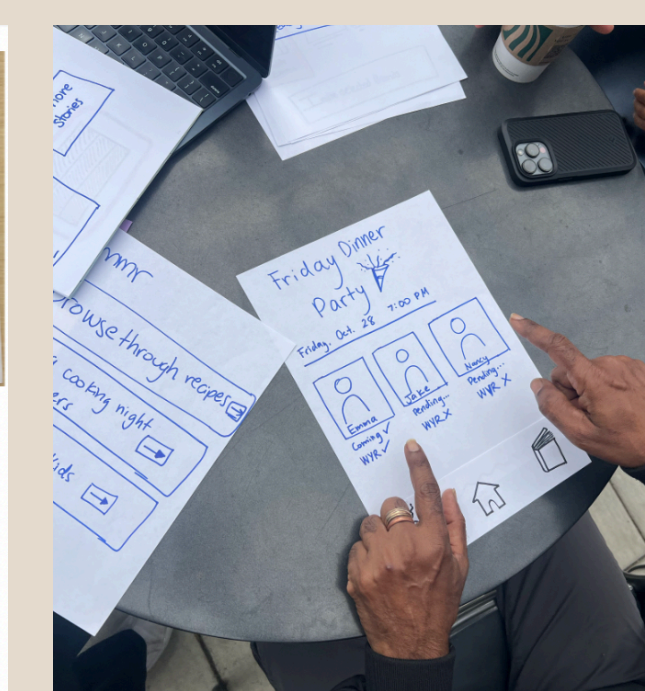
### Diverse Realizations



### Low-Fi Prototype



### Usability Testing



### Med-Fi Prototype

