



Assignment 1: Needfinding



Our Team



Jeanette Han

'25

Lincolnshire, IL



Kevin Song

'25

San Diego, CA



Maya Chandra

'25

Los Altos, CA



Megan Mou

'25

Cary, NC

Choosing A Domain

Brainstorming

Our domain

Universal experience
and **mutual** interest in
food!

Unintentional positive
impact on **lifestyle**,
simplifying one
everyday task

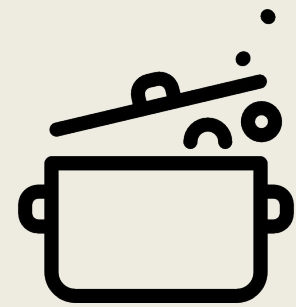
Resonating with
cultural **comfort** food
as a connection to
home

Sustainability and
food waste

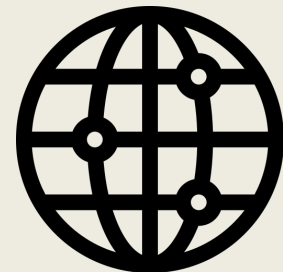
Meal prepping and
home delivery

Challenges
related to
meal
planning
and cooking

Choosing Interviewees



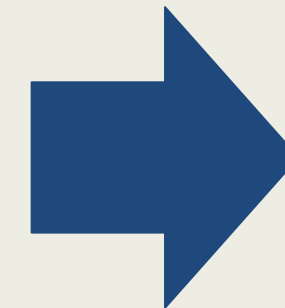
We chose participants with varying degrees of knowledge about food, diverse cultural backgrounds, and differing priorities motivating them to cook



Recruited through reaching out to personal networks asking for recommendations of individuals who have unique relationships or experiences with food



Wanted to include both a non-user (self-sufficient with meal planning and prep) & one extreme user (a chef) in addition to regular users



What do food and cooking mean to you?

What is your main priority when planning and cooking meal?

What are the most fun and most difficult aspects of cooking for you? Why?

Tell me about the last time you went grocery shopping.

What did we ask?

What is your favorite food?

Do you have food waste? Are you able to use your leftovers?

When was the last time you ate out?

How do you currently approach cooking and meal planning?

Interview 1: Derrick Li



Why Derrick?

- New grad → undergoing a transitional period
- Located in a big city (NYC)
- Lives with his partner & cooks for 2

Interview Details

- Conducted via Zoom following a remote work day by Megan (interviewer) & Maya (notetaker)



SAY

"I learned to cook last year...when I first started living in an [EVGR] apartment."

"When I have to tie in how much money food costs, it detracts from my enjoyment of the food."

"What was the most helpful was my parents actually showed me these relatively simple dishes that I've been eating my entire life."

"Getting groceries is always annoying."

"The most enjoyable is the actual cooking aspect. That's always pretty fun, even if you mess up sometimes."

"Getting stuff on Instacart or Weee! is just as expensive as actually going to a store."

"It's hard to eat healthy if most of the dishes that you know how to make are Asian... specifically Chinese."

"I tend to think about the financial aspect more than the average person... that gets me annoyed."

"It's very easy to accidentally just never eat a salad."

"I always feel like I should have just bought food from the restaurant rather than actually spend all this time... cooking"

"I was a lot more patient with the process because it would take a lot more time to go and get the food anyways right? [back at Stanford vs. now in NY]"

"The practical limitation is I probably won't have the foresight of when I want to have a salad."

THINK

Culture is important

Scheduling for real life (e.g. sudden lunch plans) is hard

Work already takes up most of brain space

Restaurant food usually tastes much better than home-cooked food

Cooking is fun; the extra considerations /baggage is not

Ready to learn but doesn't know how

Hard to keep track of perishables

Chinese food isn't super healthy

Cooking is a bonding experience

Not worth it to spend many more hours cooking something below restaurant quality

Healthy meals are too expensive (e.g. Sweetgreen)

DO

Attempts to recreate restaurant dishes he likes

Has a lot of frozen meals in fridge due to busy and unpredictable work schedule

Rarely/never looks up completely new recipes online to make

Is the main cooker and cleaner as part of a couple living together

Tried using sticky notes on fridge to track leftovers, but wasn't sustainable

Has only ever learned cooking from parents and YouTube videos

Takes into account his partner's enjoyment of whatever he makes

Often has to make additional food even with leftovers because they aren't enough

Avoids using the dishwasher

Preps ingredients for lunch/dinner in between meetings on remote days

Is trying to incorporate more veggies into diet

Cooks ad hoc based on what is in the fridge

FEEL

Overwhelmed thinking about *all* components of a meal

He is more food budget-conscious than others

No emotional ties to food; only if craving something

Discomfort taking culinary risks

Learning curve is too steep

A bit frustrated about being main cook in relationship

Annoyed when restaurant food is expensive and he feels like he could easily make it himself

Wishes he had foresight for cravings/eat-out obligations

Prefers not to split food at restaurants

Lack of confidence in kitchen

Grocery shopping is stressful

"The most enjoyable is the actual cooking aspect. That's always pretty fun, even if you mess up sometimes."

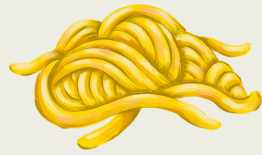
Rarely/never looks up completely new recipes online to make

Hard to keep track of perishables

"When I have to tie in how much money food costs, it detracts from my enjoyment of the food."

Attempts to recreate restaurant dishes he likes

Grocery shopping is stressful



Insight

*New home cooks
have high
expectations but
feel
overwhelmed.*

Need



*New home cooks
need
**comprehensive
guidance** to
reach **tangible
milestones.***

Artifacts



Interview 2: Emma Passmore

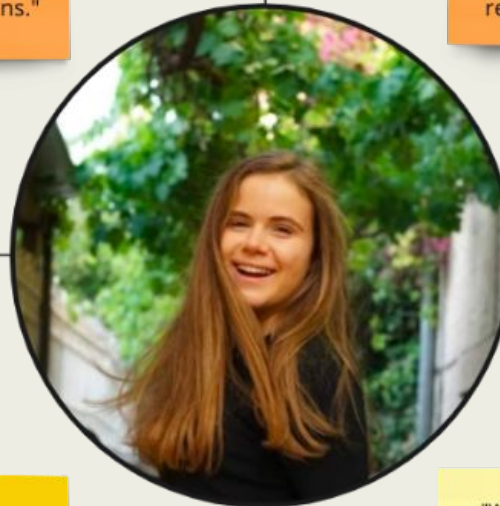


Why Emma?

- **Non-user:** Very experienced with meal prep & cooking
- Has significant dietary restrictions
- Is a student athlete

Interview Details

- Conducted in person at CoHo after lunchtime by Jeanette (interviewer) & Megan (notetaker)

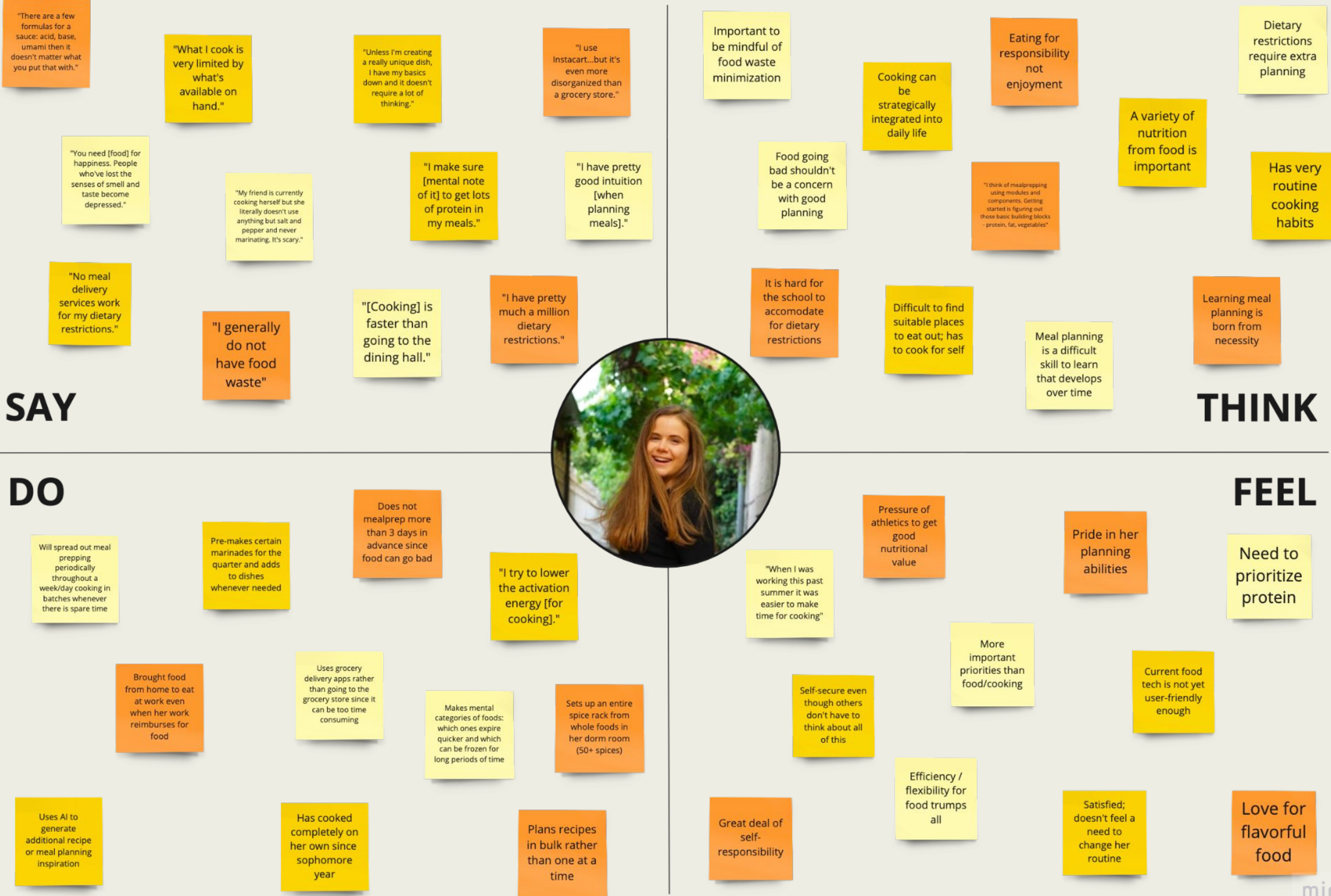


SAY

DO

THINK

FEEL



"No meal delivery services work for my dietary restrictions."

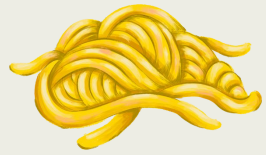
Uses AI to generate additional recipe or meal planning inspiration

Learning meal planning is born from necessity

"Unless I'm creating a really unique dish, I have my basics down and it doesn't require a lot of thinking."

Pride in her planning abilities

Makes mental categories of foods: which ones expire quicker and which can be frozen for long periods of time



Insight



Need

*People with dietary restrictions are **hyper-aware** of their diets and cooking routines.*

*People need support to streamline their **pre-existing** routines.*

Artifacts



** Emma did not have access to her personal items at the time of the interview. However, she has confirmed that these are some of the products that she uses for her extensive meal planning. **