

A4: CONCEPT VIDEO

FoodDex

Team Spice Rack
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OUR TEAM



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SOLUTION

OVERVIEW



Our Solution



- Project name: **FoodDex**
 - Value proposition tagline: **Gotta cook 'em all!**
-

Most people love food, but many find culinary exploration difficult — too busy, not confident in skills, or generally unmotivated to do so.

With FoodDex, home cooks can harness the nostalgia of collecting badges and food-related memories to widen their culinary cultural horizons by cooking diverse cultural dishes to fill their FoodDex.



MARKET

RESEARCH

1. Tasty (Buzzfeed)



What worked?

- Has a large **raw total** of recipes (~10K)
- Can integrate easily into shopping and meal planning
- Can save recipes on the app
- **Social features** for interaction with Tasty community



What didn't work?



- **Lacks variety** of recipes:
 - Cultural cuisine ("very US-centric")
 - Dietary restrictions (e.g. keto, veg, paleo)
- Functional issues: people keep getting logged out, lose saved recipes

1. Tasty (Buzzfeed)

✨ ✨ ✨ *How is FoodDex unique?*

- **Main focus on cultural food** with passport system to gamify broad and in-depth cultural exploration
- Community of **friends / family** for sharing and accountability
- Recipe difficulty levels organized to help **build skills upon one another**



Implications on FoodDex

- Double downing on focus of **cultural diversity** of recipes
- More **inclusivity** features (i.e. have recipe filters for common dietary restrictions for equal access to rewards)
- Make sure people can save and share recipes

2. HomeMade (cs147)



What worked?

- Connects a niche demographic (travellers) to the greater local population
 - Largely unexplored niche → high potential for a **strong user base**
- **Unique firsthand cultural food experience** since the food is straight from a traveler with personal cultural experience → significant value to users who seek **authenticity** in food / cooking



What didn't work?



- Social aspect may pose a **safety / security risk**, especially because different cultures have different norms and the randomness of users may deter some from trying out the app

2. HomeMade (cs147)

✨ ✨ *How is FoodDex unique?*

- Empowers home cooks to **cook cultural dishes themselves** through a well-researched, authentic curriculum
- Focus more on users connecting with **friends**, whom they are more likely to interact with and trust.



Implications on FoodDex

- Homemade has a unique approach to providing an authentic experience through travelers
- Our solution can take inspiration from their focus by **consulting expert cooks in their respective cultures** to curate a representative selection of recipes and **avoid stereotyping**

3. Skillet (cs147)



What worked?

- Making cooking more **community-focused** through inviting friends to **compete** in cooking challenges
 - Gamifying / incentivizing personal growth
- **Catering to all skill levels** by allowing people to choose between guided beginner option vs. freestyle mode
 - Open to all skill levels



What didn't work?



- Having others **vote** on who has the “best” dish
 - Potential for **friction** between players — extrinsic motivation is generated by competition
- Must **return to app** after X amount of time to view voting results
 - More invasive than desired

3. Skillet (cs147)

✨ ✨ ✨ How is FoodDex unique?

- **Low-stress, low-stakes** way for users of all skill levels to broaden their own cooking ranges without competition
 - **Fits** into schedule, doesn't **disrupt** it
- Focus on **cultural exploration** with varied cultural categories
- Recipe **collection competition** motivates personal growth
 - Physically showing progress → working toward intrinsic motivation!



Implications on FoodDex

- Designing our app to be as stress-free as possible, focused more on exploration and personal growth **on the user's own timeline**

4. Spice (cs147)



What worked?

- Incorporating **competition** into cooking and **live accountability** (i.e. chat function for competition invite, forced to take picture)
 - Unclear who picks the winner, I assume the two participants do so
- Really **comprehensive recipe sorting and progression** (ramen → ramen additions)



What didn't work?



- Lack of **dietary restriction** flexibility; inherently divisive
 - Both participants need to cook the same dish → unintentionally groups users by diet
- Competitions **require active friends** to continually incentivize growth
 - If one stops, potential domino effect
 - **Solo play is unengaging**
- Live accountability → invasive

4. Spice (cs147)

✨ ✨ ✨ How is FoodDex unique?

- Intended to be a **peaceful collecting environment**, i.e. take things at your own pace
 - **Still cater to competitive users** (“Timed” collections for limited badges)
 - Sorting by culture → more emphasis on **filling out cultural knowledge**
- Personal environment allows for **more specific accessibility features** (e.g. dietary restriction filters)



Implications on FoodDex

- Double down on **collection and culture** aspects
- **Dietary restrictions accessibility**
 - Option to change whole interface depending on dietary restrictions so it's not inherently exclusive
- **“Journal” function**
 - Place to write notes about when the dish was made
 - Nostalgia, tap into emotional attachment to cooking



VALUES

IN DESIGN

Stakeholders

Solution: FoodDex



Direct

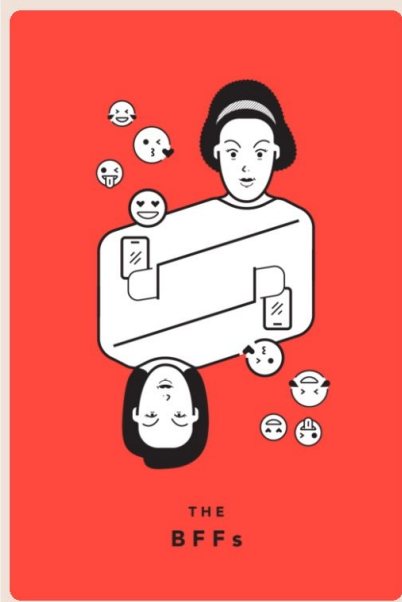
- **Home chefs** — people looking to cook more and cook better
 - Directly improve skills using app

Indirect

- **Communities** esp. with cultural subcommunities
 - Increased cultural understanding → stronger cohesiveness
- Small [cultural] **restaurant / business owners**
 - Stand to benefit from increased exposure to cultural cuisines

The BFFs

*If two friends use your product, how could it enhance or detract from their relationship?
How does your product change or create new ways for people to interact?
Does your product fill or change a role previously filled by a person?*



Enhance vs. Detract

- **Enhance:** Two friends share cooking milestone progress and dishes with each other → bolsters relationships
- **Detract:** Could become overly competitive about collecting badges, or one person could be more committed than the other if they set shared goals → potential conflict

Ethical Implications

- Underlying value tension of sharing and accountability but also be relaxed and not competitive
- We will be careful in our solution when structuring the social components to ensure they are a source of encouragement rather than competition / stress

The Siren



*How does your product encourage users to engage?
How does it make it easy to disconnect?
How does your product respect people's boundaries and the other parts of their lives?*

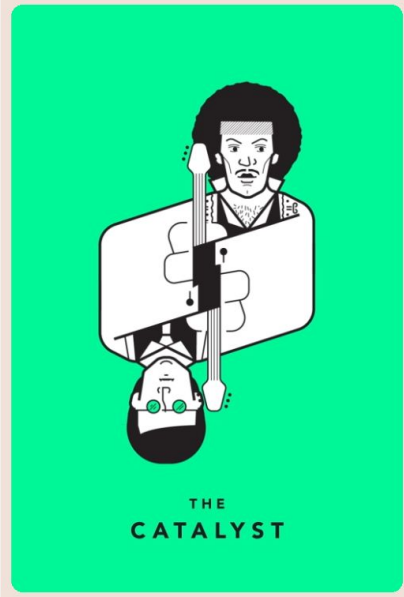
Engage vs. Disconnect

- **Engage:** Encourages users to engage through a reward system and sharing / seeing friends' creations.
- **Disconnect:** Passive app — one that remains on your phone and allows people to use it at their own pace. Thus, it respects people's boundaries with a lack of timed content.

Ethical Implications

- We ultimately want to instill an intrinsic desire to cook as well as appreciation of different cultures, even if it starts extrinsic.
- Seeing others' progress may inspire users to earn more badges without an active competitive format.

The Catalyst



*How might cultural habits change how your product is used?
And how might your product change cultural habits?
What context would an alien from outer space need to use or understand your product?*

Cultural Habits

- **Habits change product:** Different cultural practices / traditions can impact how users approach using our product, such as preferring to cook dishes together with family.
- **Product changes habits:** Cooking more dishes of different cultures leads to a greater appreciation of cultural diversity!

Ethical Implications

- We certainly do not wish to minimize or misrepresent cultural dishes on our app. In order to reduce this risk, we could...
- Bring in stakeholders including people / cooks of various cultural backgrounds to help consult us on recipes and their representation in our product.



TASKS

TASKS



SIMPLE

Discover a new recipe to cook from a specific culture

MODERATE

Earn a reward for achieving a collection milestone / achieve broader exploration of a culture's cuisine

COMPLEX

Interact with community (check milestones, share a photo of a meal you've made, etc)



CONCEPT

VIDEO

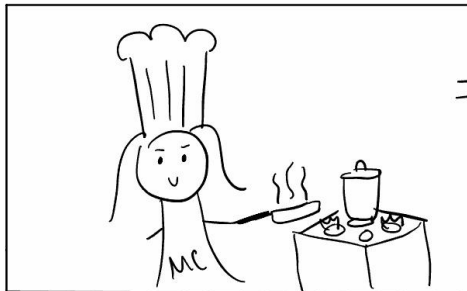
Storyboards

1



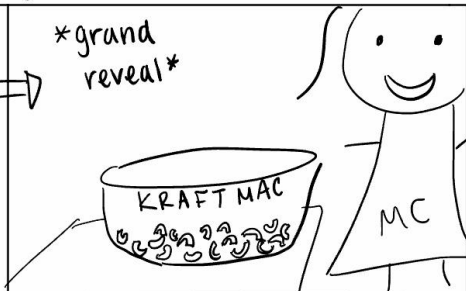
Intro: MC invited to a "super lowkey" potluck by friend!

2



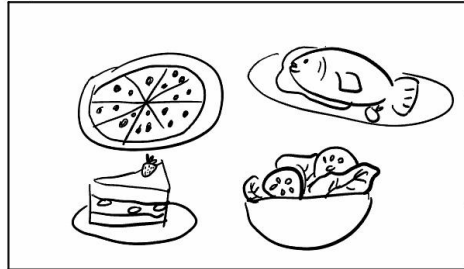
Serious cooking montage of MC focusing lots of energy into an amazing dish

3



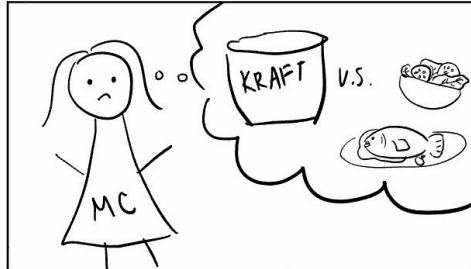
MC walks into the potluck, and does a grand reveal of their beginner dish

4



Everyone else talking about their super advanced potluck dishes

5



Moment when MC realizes everyone else's dish is super advanced

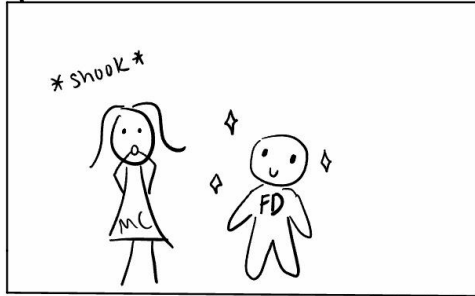
6



MC begins to feel very sad, wants to improve her cooking skills

Storyboards

7



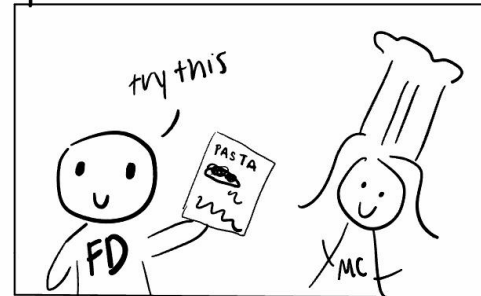
Fooddex person appears with recipe plan

8



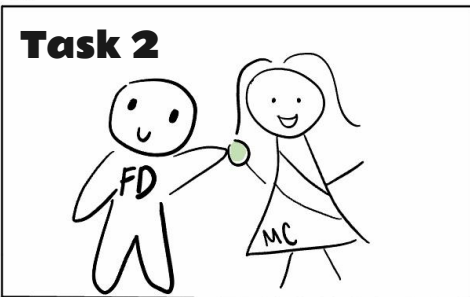
MC ASKS FoodDEX to start with a cuisine they are unfamiliar with

9



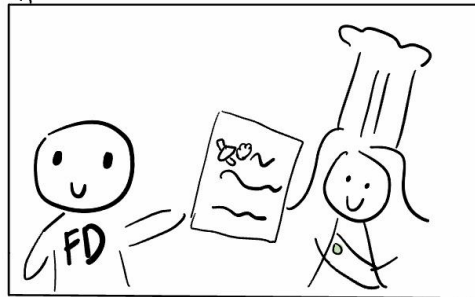
Fooddex recommends a beginner dish & MC makes it

10



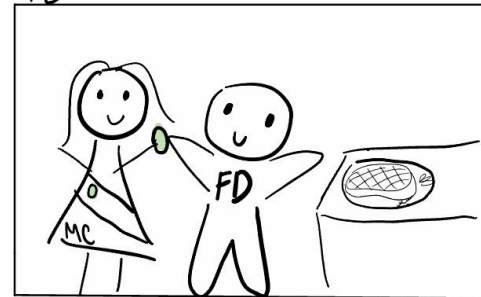
Receives a badge after completing first dish

11



Continues to try a dish in a different cuisine

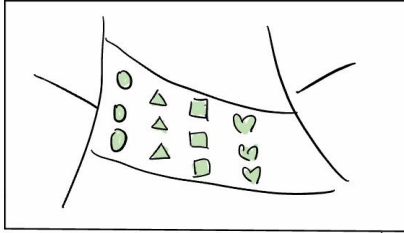
12



MC earns a second badge!

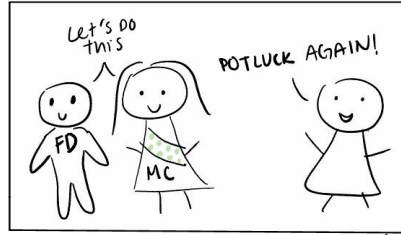
Storyboards

13



Montage of collecting
buddes from different
culture's dishes

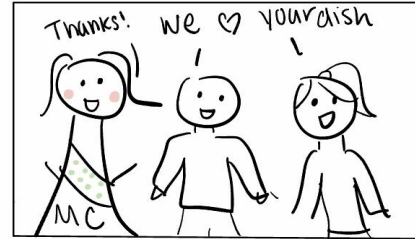
14



MC invited back to
POTLUCK, feeling super
good about woking skills

15

Task 3



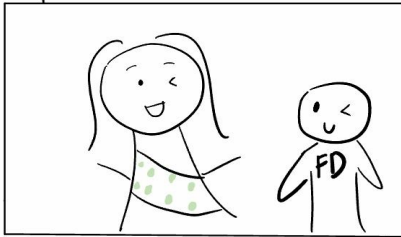
Everyone at potluck loves
MC's dish!

16



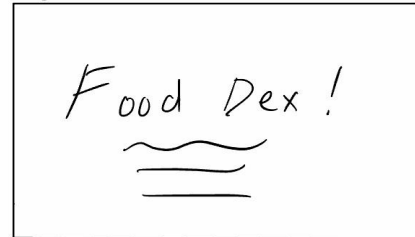
Suddenly a scared new person
walks in with Kraft
mac

17



PANS to MC & Foodex
winking, ready to help out

18



Ending Credits
& tagline

Our Video Link



THANK

YOU