



FoodDex

Cooking. Culture. Community.

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Problem

Most people **love** food but find **culinary exploration**, both cooking and eating, too **overwhelming** and **difficult**.

Solution

Make cooking **outside** of the comfort zone **worth it!** **Gamify** exploration through collecting badges, harness **nostalgic** food-related memories, and make it a **social** experience.

Key Screens

Empower the average home cook to easily connect to new culinary techniques, cultures, and communities — no previous experience required.

Design Process

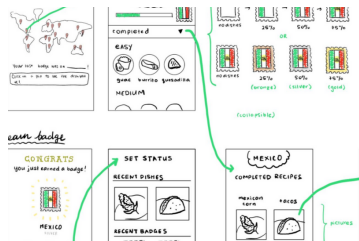
1. Needfinding



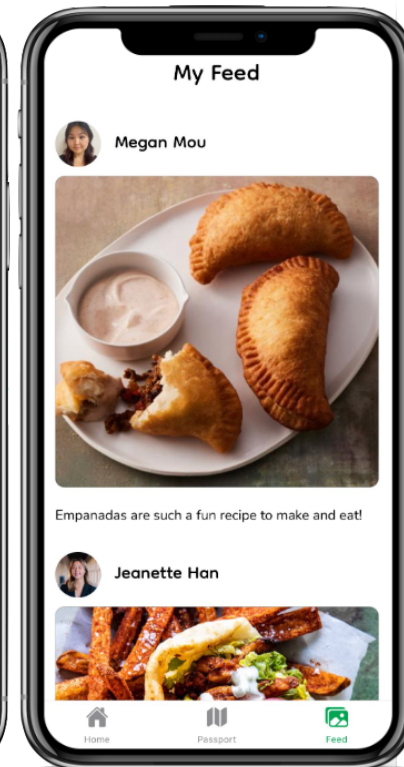
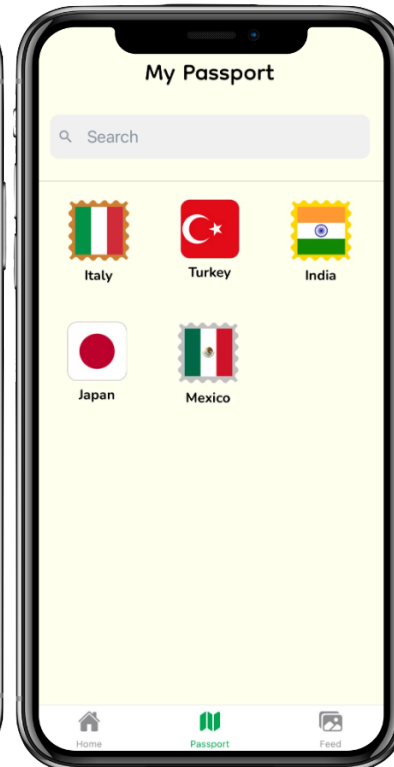
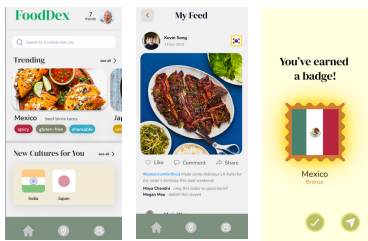
2. Testing



3. Low-Fi Screens



4. Med-Fi Prototype



Personalized cuisine recommendations



"Food Passport" collection system



Social feed and updates from friends