



How Might We

Provide Healthier Food Options

For People In Need?



One Day of Taiwanese



In Taiwan,
working hours are long & workers are mostly commuters
who can spend long time to get home or rent a house without a kitchen.
Therefore, they often **eat out** or **buy takeaway food** for dinner.
They **can hardly enjoy healthy food.**

TARGET USER

Efficient cook

Healthy meal

Full time worker



Current user

already been cooking for themselves currently



Willing to try

Never cooked



Lapse user

have tried cooking but gave up

We interviewed 3 kinds of target user
and made them write down their eating diary.

Eating Diary

Aim to have a glimpse of their current eating habit and search for possible improvement.

Day 1	吃什麼	用餐時間(包含備料與料理時間,ex16:00~17:30)	購買地點(食材/餐點)	花費金額	
早餐	沒吃				
午餐	火腿起司蛋吐司 奶茶	13:10~13:35	清大小吃部早餐店	45元	
晚餐	咖哩牛丼蓋飯 (葫蘆筍炒蛋、 洋葱咖哩牛肉、 青菜*2)	18:45~19:15	清大小吃部	80元	
記錄日期:	11月03號				

- Record 3 days meals
- Including time, cost, and a photo.
- A brief description of their dream dinner.





Current user

Preparing ingredients(e.g. washing & chopping)
are time consuming.

Lack of equipment and space
is the main barrier.



Willing to try



Lapse user

Cook for preferred food,
only cook when want to eat specific food.

"I like to select food by myself,
and wish to have seasonings in smaller package."

"Washing and cleaning spend even
more time than cooking, which is troublesome."

"It's hard to clean the frying cookware,
so I never fry by myself."

"Hope to buy food ingredients in the amount of one meal."

"The flavor of takeaway food are heavier,
cook by myself can be lighter."

Quotes

We also learn from experts!



What is healthy food ?

1. Foods: nature, not processed, in season
2. Cooking methods:
few seasonings, steam,
rinse with boiled water, no excessive oil

What is delicious food ?

Fresh, Fresh, Fresh

How to get fresh food ?

Place: morning market, supermarket

Choice: in season, skinned, no wounds, not refrigerated zone

How to preserve foods ?

1. Eat fresh or prepare before cooking
2. Soak in salty water to slowdown oxidation

How to wash food ?

1. Wash with clean water
2. Soak and flush with water for 5 minutes

What is healthy food ?

Depending on different individuals, balanced

How to preserve foods ?

1. Root and stem vegetables
2. Store in refrig no more than 3 days.
3. Vegetable stored in refrig for at least 7 days after washed
4. Frozen meats can be stored for 2-3 months

What are some suggested cooking ways ?

1. Microwave, steam, electric stewing pot
2. Lower cooking temperature and shorter cooking time

What is the common fault of people diet?

Excessive sugared beverages and fried food,
Don't rely on supplements!



How to wash food ?

1. Wash with clean water or NaHCO_3
2. No salty water

Good diet

eat original food firstly

How to help full-time workers
to have a healthy dinner
efficiently ?



- Out-eaters may lack some nutrients from foods.
- **People don't have enough knowledge or information of food categories.**
- Eating out is convenient but not balance.

- The nutrients of food would
lost due to inappropriate cooking.
- To make foods more delicious,
people may add
a lot of seasonings,
salt or oil.



Method



I N S I G H T

- People don't have enough knowledge to recognize whether the foods is fresh or not.



- People usually stock foods to saving shopping time for purchasing, it may cause the foods getting stale.

- The freshness of foods affect the willingness to cook.



I N S I G H T

Time

- It takes a lot of time to prepare and clean when people cook with different ways.
- They have few time to cook after work.

- To avoid dangerous situation,
people should use safe kitchen implements.

- To enjoy different meals,
people want to cook with different ways.

- There isn't enough space to
put a lot of kitchen implements.

I N S I G H T



A photograph of a white plate with a silver fork and knife. A red tomato with water droplets is in the center. A teal clock face is overlaid on the image, with the tomato acting as the center point for the clock hands.

HMW

**provide an efficient method
to save time?**

HMW



teach people use the same implements to cook differently?





AMW
accessibly
provide
fresh & appropriate amount
of foods to people

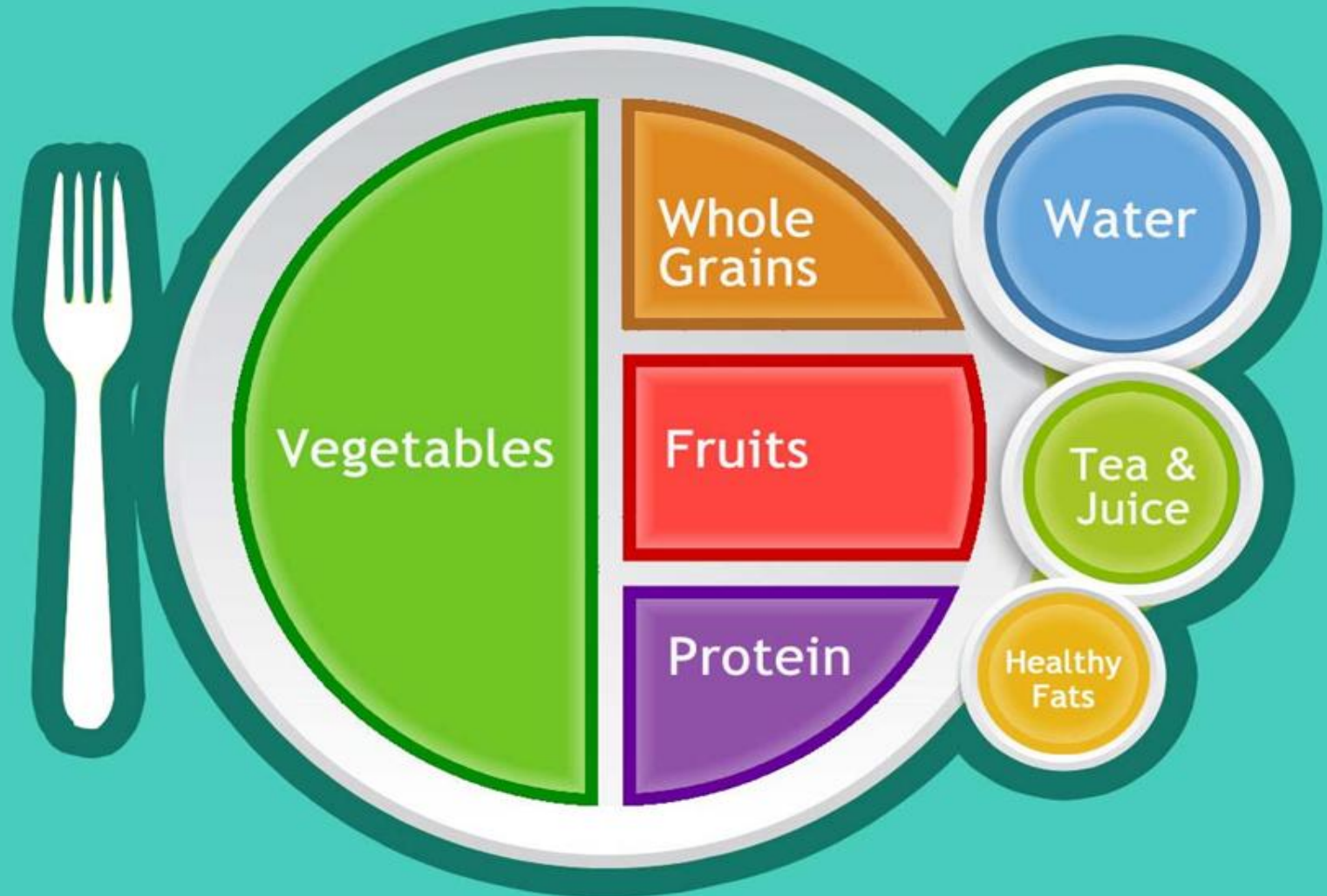
HMW



teach people to cook healthily

HMW

provide easily accessible info. of balanced diet to people?



3 solutions to HMMW



FB page promoting balanced diet
& healthy cooking methods



A fully-equipped mobile kitchen



Fully customized cooking service

At last,
we decide to combine
mobile kitchen and Facebook page.
Make our Facebook page a community center!

Experience MAP

• First contact on a Facebook page

Start

• Target user



• Subscribed the service



• Subscribe the Bi-weekly service



• Enjoy the service



End

It's time

to test the prototype!!

Based on
an internet information platform
&
storytelling a scenario

we tested the complete service procedure

User Step

Accept
Info.

Purchase
flow

Mobile
kitchen
service

Mary is a 25 years old business woman who lives alone in an apartment. She is often too busy to have time to buy foods and also lack ample space to cook. Nevertheless, she still wants to cook by herself and eat healthy.

One day, she was appealed by a page named "Kitchen Express", which the service provided what she needed. Since the Kitchen Express service location was close by her living, she selected the ingredients and foods she wanted to cook for the following day dinner, pay the transaction and finished the order. The next day as she arrived at the Kitchen Express after work, she was handed the ingredients and foods, which was washed and handled beforehand, as ordered.

After done cooking her dinner, she putted it in an equipment to take back home while the staff of Kitchen Express is starting to clean the environment and getting ready for the next customer to cook their personally home meal!.

Storytelling Scenario



"Kitchen Express"

Facebook is a platform
where we update our latest service.

訂購方式 Purchase Flow



查詢本月行駛
路線與停靠站點
Search route for this
month



一週前電話或
網路預訂
Order 7 days
earlier



填寫訂購單並
預定加購食材
Filling list and order
extra ingredients



開車一日前
可更改日期
Notice 1 day before
if change needed



匯款
Pay by transfer in
advance



完成交易
等候餐車的到來
Transaction
complete



- 臨時無法來當
日12:00前通知

- 現場提供少量名額

訂購單 Purchase Order & Pricing

費用 Charge :

單次額度 Single

NT 60 (超過額度自行付擔)

包月 Monthly

NT 1000 (單月無限次使用)

包雙週 Bi-Weekly

NT 500 (可自選十天)



姓名: _____

電話: _____

時段: _____

請勾選日期(可複選)

Nov. 2014

一	二	三	四	五
3	4	5	6	7
10	11	12	13	14
17	18	19	20	21
24	25	26	27	28

基本食材以每100克單價計價，加購食材需事先預訂

調味料(鹽、糖、油、醬油)免費提供

Meat, EGG, Milk, Sea Food

- 牛肉
- 豬肉
- 火腿
- 培根
- 雞胸肉
- 雞腿
- 蝦子、蝦仁
- 花枝

*每50g為1份



Vegetable

*每100g為1份

- 黑木耳
- 茄子
- 青椒
- 洋蔥
- 香菇
- 筍、筍筍
- 空心菜
- 高麗菜
- 大陸妹
- A菜
- 地瓜葉

Ingredient Menu

Fruit



- 蘋果
- 香蕉
- 芭樂
- 大蕃茄
- 小蕃茄
- 檸檬
- 荔枝
- 蓮霧
- 橘子
- 柳丁
- 火龍果
- 百香果

*為季節限定限量水果

*文旦

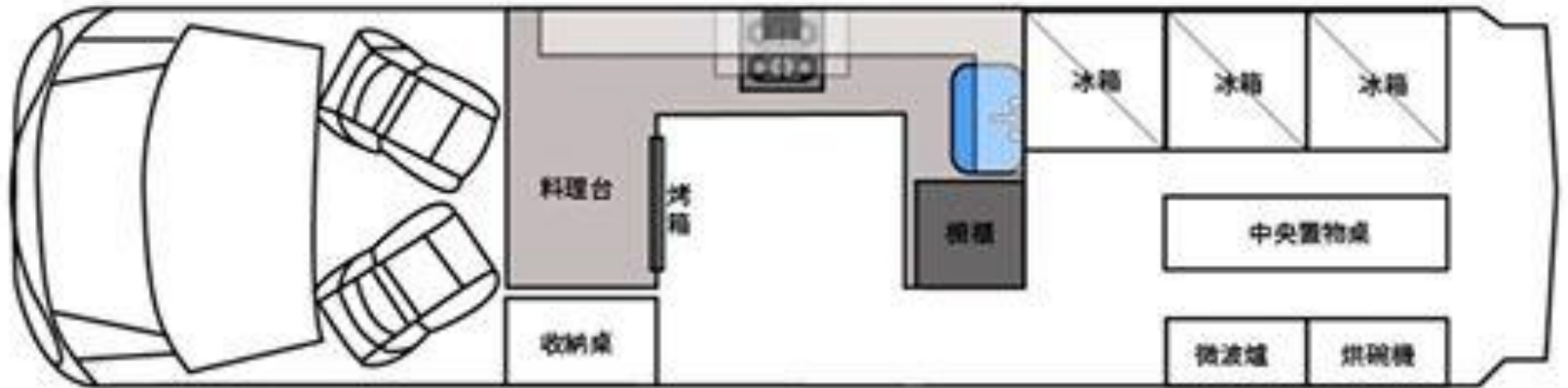


Seasoning

- 鹽
- 味精
- 砂糖
- 醬油
- 醋(烏醋、白醋)
- 胡椒鹽、黑胡椒
- 油脂(沙拉油、橄欖油、豬油)
- 蕃茄醬
- 辣椒油、辣椒醬
- 太白粉、麵粉、麵包粉
- 五香粉
- 豆瓣醬、豆鼓
- 米酒



Kitchen Express Top view



Four subjects
were selected to test the prototype.
The **pros and cons** of the prototype
were evaluated.





"I think this is a very innovative idea/service."

"It would be even better if they could help cook my meal."

"It is very convenient,
the whole procedure is clear and simple with many ingredient options."

"I don't need to prepare the food and clean the kitchen afterward."



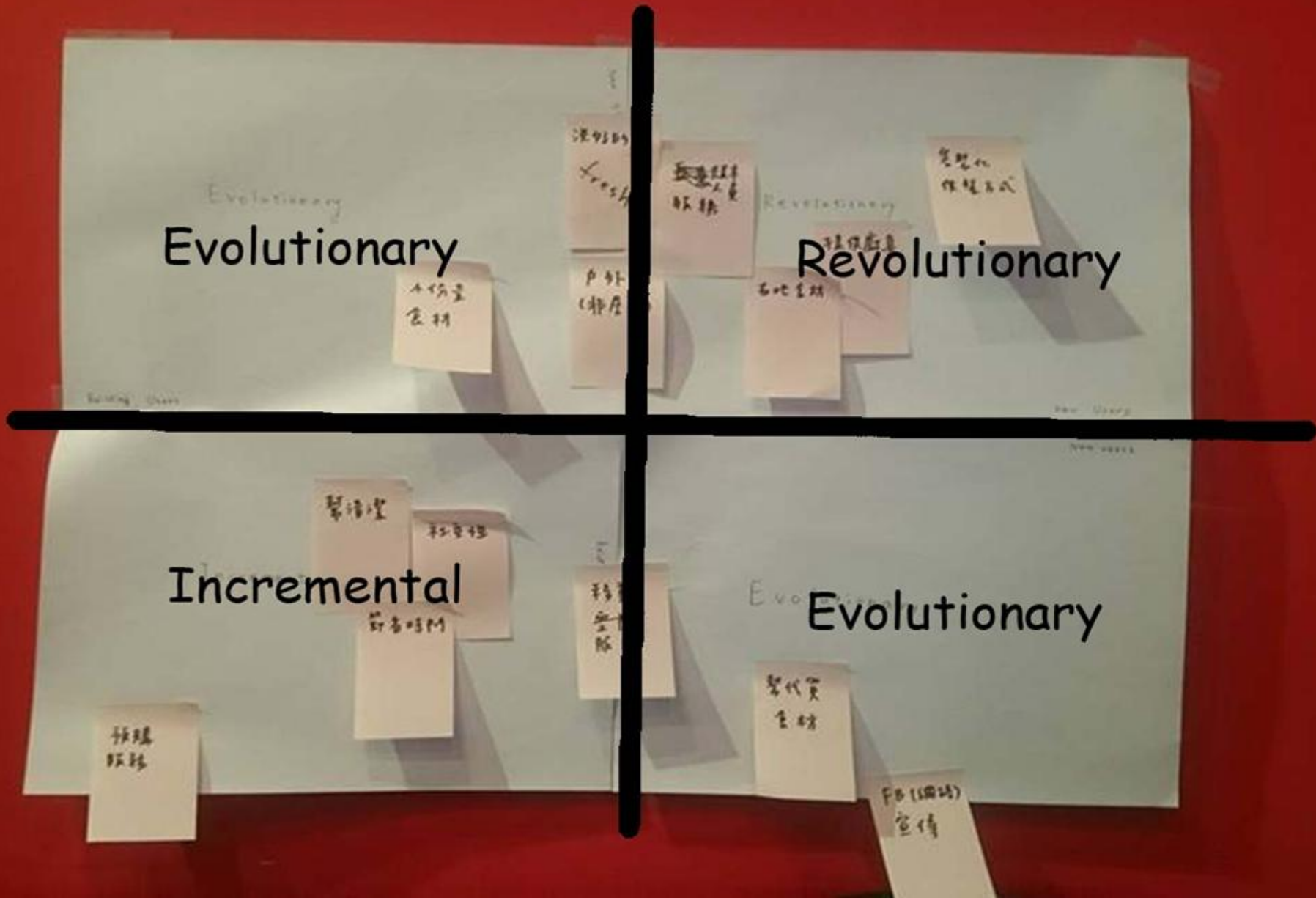
"It is better to inform
where the foods and ingredients are from."

"Having safety issue with the service, such as fire or explosion."

"Would only consider it if the location
will take a walking distance less than 10 minutes."

"The quantity and quality of the foods and materials
are not as expected."

Understanding our target



Let's begin our healthy diet!