



# GUSTEAU

The food you like

by

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# INTRODUCTION: THE USERS

- **Grocery shoppers** of any age which
  - like to **cook**
  - want to eat well (and healthy)
  - go shopping unprepared
  - are open for **new tastes and ingredients**



# INTRODUCTION: THE CONTEXT

- Grocery shopping
- I want to cook a full meal
- A **lot of options** what to buy
- Many **unfamiliar vegetables and fruits**  
What is a sunchoke? What does it taste like?



**What to cook with them?**

# INTRODUCTION: THE SOLUTION

- A recipe collection used **during** the shopping experience - **not before**
- Present the meals via **visualization** and **odor**
- Suggest recipes that respect the ingredients the user is interested in



# DESIGN GUIDELINES

- The system should
  - **integrate** into the grocery shopping experience smoothly
  - **support** the user in an unobtrusive way
  - **adapt** to the user's likings

# INITIAL DESIGN

- Augmented reality **glasses**
- Emit **odor** of currently displayed meal
- Display dishes behind items in the store





BEST VALUE

LARGE CALIFORNIA SEWIST LEMONS 4/1

VIDAZZA



# INITIAL DESIGN: ANALYSIS

- The initial design **violated our second design guideline**
- Sensory inundation





# FIRST ITERATION:

- Instead of displaying a recipe behind every item always only display exactly **one recipe** at a time
- Analyze the items you take into your hand or have a **longer look** at
- Suggest recipes that make use of those ingredients



# FIRST ITERATION: ANALYSIS

- Interviews:
  - „I grocery shop almost exclusively **with my wife**“
  - „I often have to **take my kids** to the grocery store **with me**“
- ▶ Everyone needs a pair of glasses
- ▶ The glasses have to be synchronized
- ▶ Too **expensive**



# SECOND ITERATION:

- Integrate the system into the **shopping cart**
- Thus it can be used by a group of people at once
- Adapt to the items in the shopping cart instead of the ones in the user's hands
- The system is less invasive





Sunchoke



Sweet taste

THANKS FOR  
YOUR ATTENTION