Freezer

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Problems & Goal

Problems

As grow with the economy, more and more people care about their life quality instead of just making money. According to the report, the study indicates that contrast to our stenotype, most of people cooking for healthy reason or saving money than just enjoy. At the same time, people are busier than ever, it's hard to invest so much time in cooking. Therefore, how help them cook more nutrition and efficiency in cooking is a important challenge.
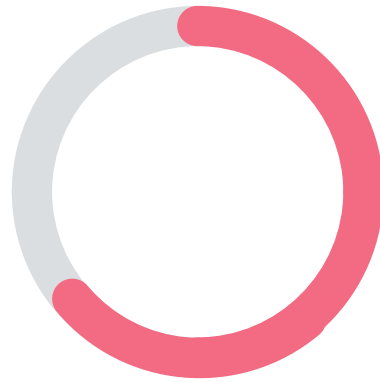
Solutions

With the help of technology, we can recommend people what to eat based on the nutrition fact and what do they have in the refrigerator and shop food or ingredient at home. Besides, we also propose to provide a better way for users to organize their meal plan.

More than half of people cooking
mainly for healthy reason

People also cooking because
it save money

Not too many people feel
cooking is really fun.

01 Research

Other up coming technology

Glasses material that can see through and can touch.

RFID that can know what you put inside or take out without scan

Voice instruction for cooking

01 Research

SumSung

Samsung newest smart refrigerator. Fully featured at basic smart refrigerator function and more emphasize entertainment and efficiency.

Pros: Clever design at the view inside a function that take photos every time you close the door and can look at the app. A lot of entertainment functions such as music, podcast, TV mirroring.

Cons: Not special design for healthy reason except to expire day function. Not allowed to shop online, but only provide shopping list function.

Resource: https://www.cnet.com/prod-ucts/samsung-family-hub-refrigerator/

01 Research

Competitive Analysis

LG

LG upcoming newest smart refrigerator. It will works with Alexa and run on webOS and by knick to turn it into transparent.

Pros: More user oriented to finish some traditional refrigerator function by just ask. Take things in refrigerator very initiatively. Can shopping online.

Cons: Not special design for healthy reason.

Resource: https://www.engadget.com/2017/01/04/LG-refrigerator-with-amazons-alexia/

Competitive Analysis

GE

LG upcoming smart refrigerator. It doens't have too much function compare to others. But it use technology good at how to personalize refrigerator function.

Pros: Very useful function to make refrigerator perform better .

Cons: Not special design for healthy reason. Do not give customer more experience than they expected.

Resource: https://www.engadget.com/2017/01/04/LG-refrigerator-with-amazons-alexia/

01 Research

Define

A place to cool food and make istay longer. In the future the refrigerator is generated see as can be touched , linked to internet, and can be monitor food inside.

1. Food Recommendation
You don't need to worry about what to cook, the refrigerator can recommend for you based on what you have in your refrigerator.

2.Meal Planner
Never mess up on thinking about what to eat, everything is so organized.

3. Buying online
Allow to save shopping notes and directly order more food by refrigerator.

01 Research
Advanced Functions

4.Webnote
Get your favorite note by clipper web page online.

5.Expiry Day
Never expire, just click it. Label or detect what is inside the refrigerator and check how long can it stand

6.Whiteboard
 A note of family board. A words say everything. Leave a message to your family members.

House wife

"I want to cook healthy food for my family."

Gussie Cain

Status
Married

Age
47

Technology level:
Median,
IOS, Ipad

Personal Background
Gussie Cain is a house wife, she usually cooked for family for healthy and she hate line up in the market. She'd like smart refrigerator to help her plan and prepare cooking easily.

"Planning ahead and eat efficiently."

Yeh Yu Chiao

Status
Single

Age
27

Education
Graduate

Personal Background
Sophia Lloyd is a busy teacher after she gets off work she wants to save the money and cook by herself, but her food has always passed its expiry date. Otherwise, she is lazy to go out to buy the food and want to save money

Busy office lady

02 Branding
Color Definition

1.Orange
As a citrus color, orange is associated with healthy food and stimulates appetite. Orange is the color of fall and harvest. In heraldry, orange is symbolic of strength and endurance. Orange has very high visibility, so you can use it to catch attention and highlight the most important elements of your design.

1.Green
Meaning of The Color Green, the color of life, renewal, nature, and energy, is associated with meanings of growth, harmony, freshness, safety, fertility, and environment. Green is also traditionally associated with money, finances, banking, ambition, greed, jealousy, and wall street.

1.Red
Red is the color of fire and blood, so it is associated with energy, war, danger, strength, power, determination as well as passion, desire, and love. Red is a very emotionally intense color. It enhances human metabolism, increases respiration rate, and raises blood pressure.

HEALTHY

POWER

FRESHNESS

#f05a28

#e61200

#35b729

Aa

abcdefghi
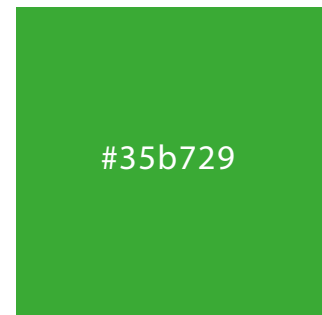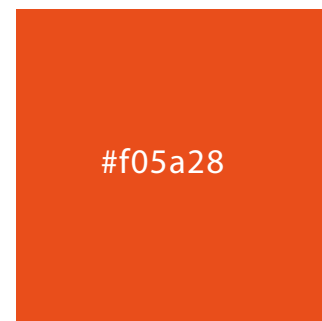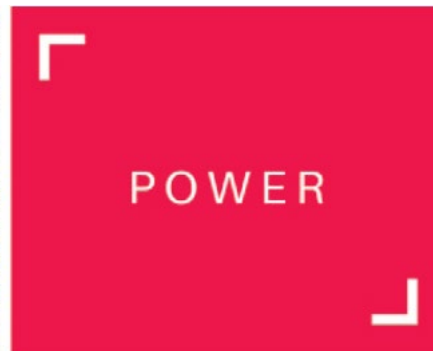
Bauhus

Logo branding tyoeface

Aa

abcdefghi

Gotham

UI interface typeface

Freezer

Freezer

Freezer

Site Map

Favorite — Schedule — Recommendation — Recipes — Expiry day — Cart

Schedule → Calender → daily meals

Recommendation → Country category → Country's food category → Food

Food → Information, Video, Ingredients list

Cart → Market Category → Super Market
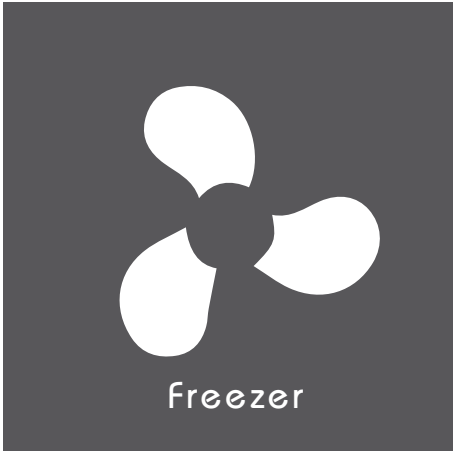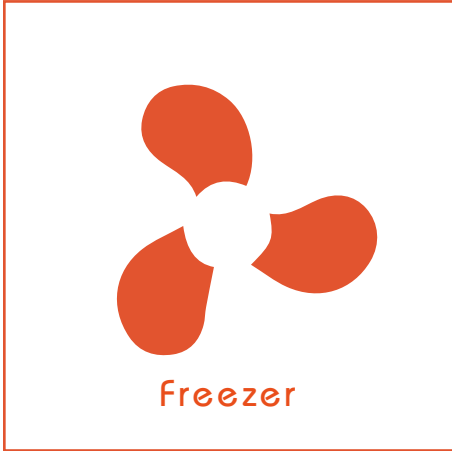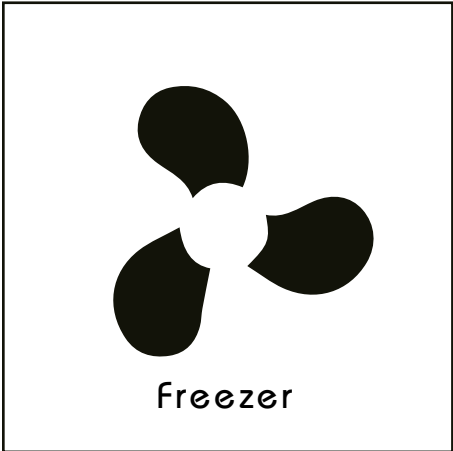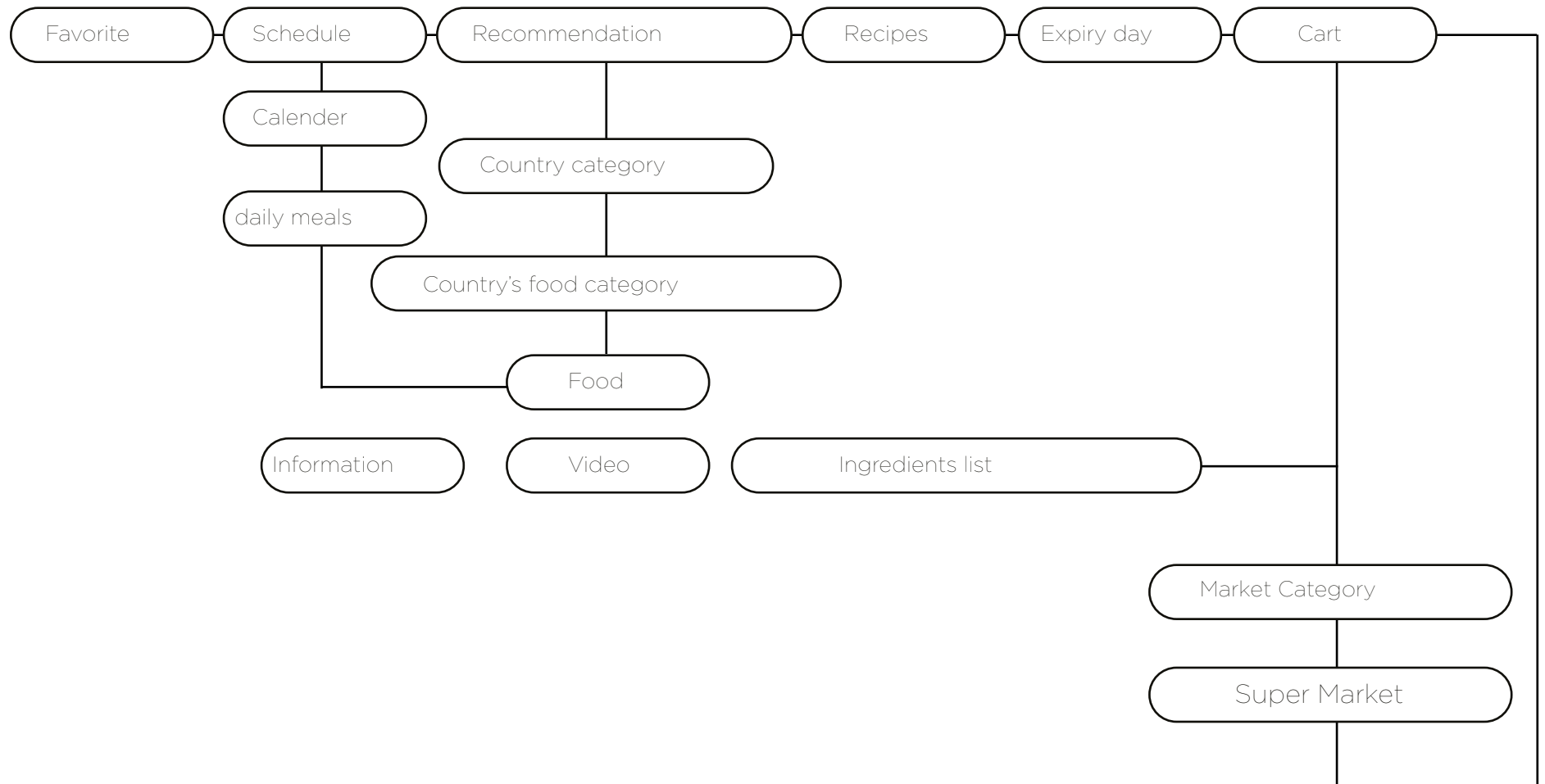
Task Flow 1

Task
Get recommend of healthy
meal and find out the
ingredients then buy online.

Result
To buy the ingredients which
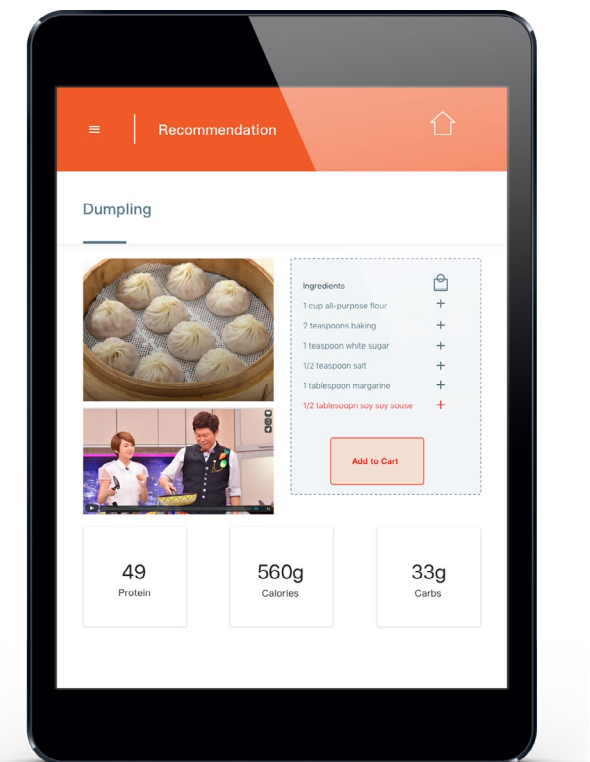refrigerator doesn't have and
buy it online.

Menu

Recommendation

Select Taiwan flag

Find Taiwanese food

Select the dumpling

Look at the Ingredients you don't have

Add to chat

Payment info

Success

03 User testing
Task Flow

03 User testing
Task Flow

Task Flow 2

Task
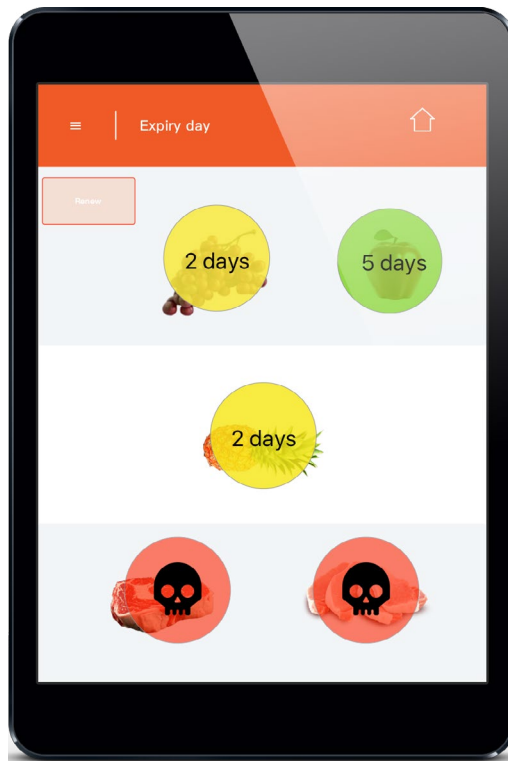Check the expire of food and
planing next week's meal plan.

Result
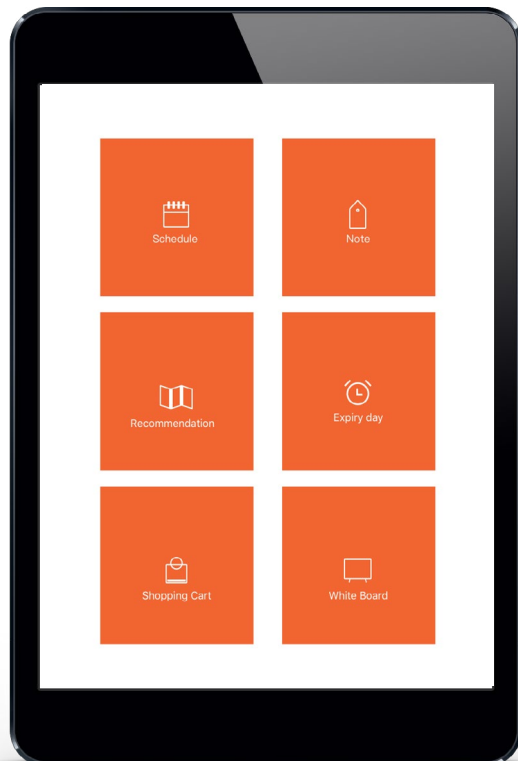To know the Expiry day of the
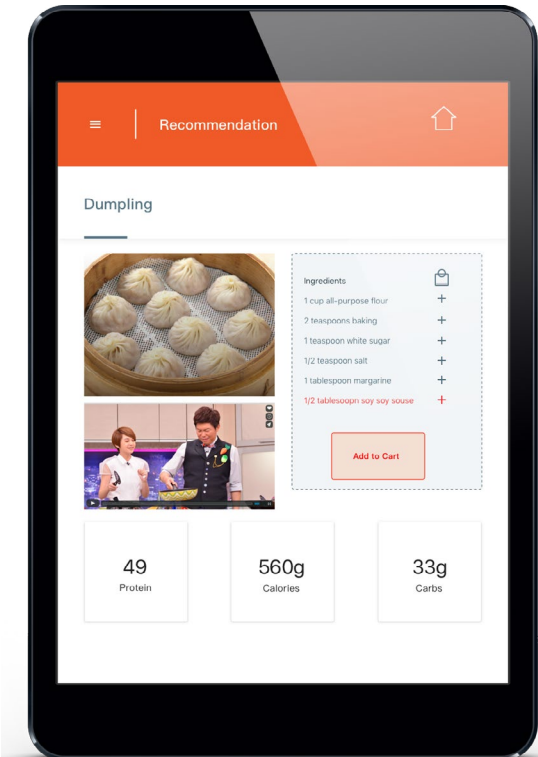food and watch the video to
make dinner.

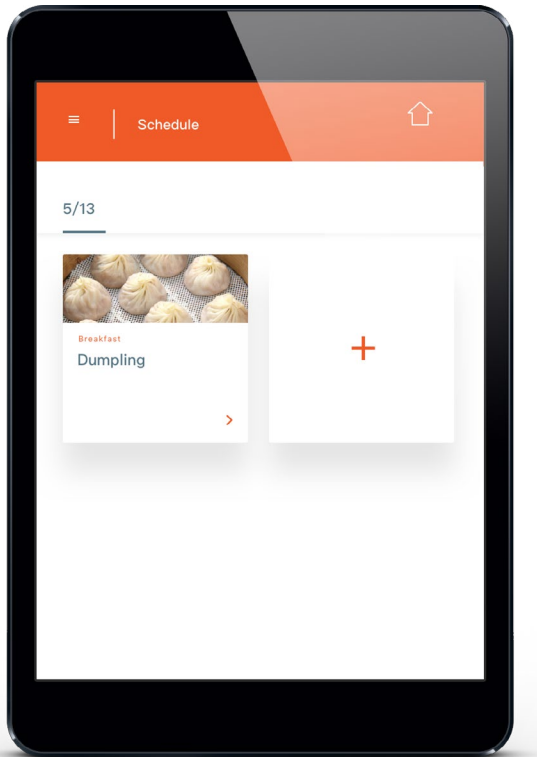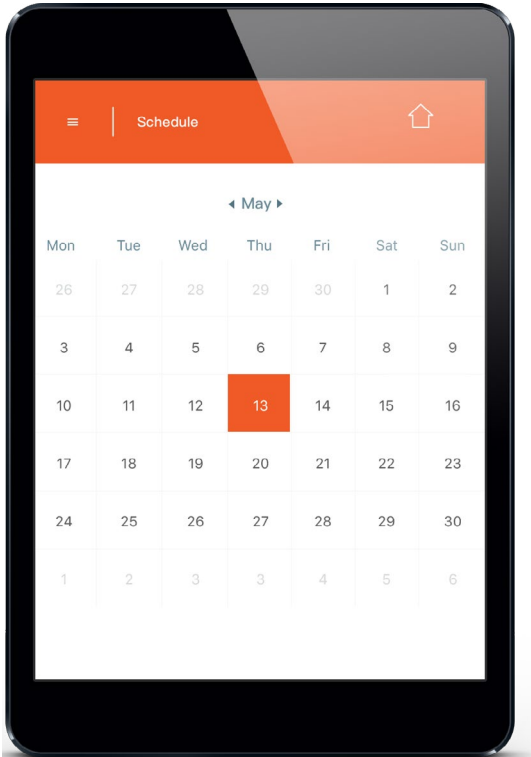Expiry day

Menu

Calender

Select Dumpling

Look at the Video
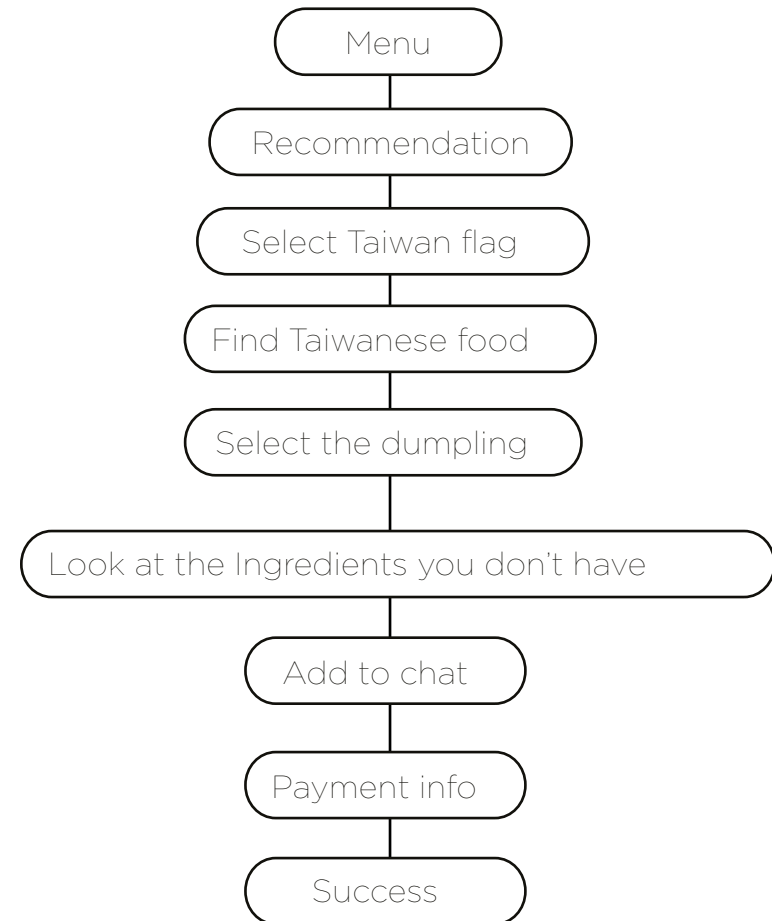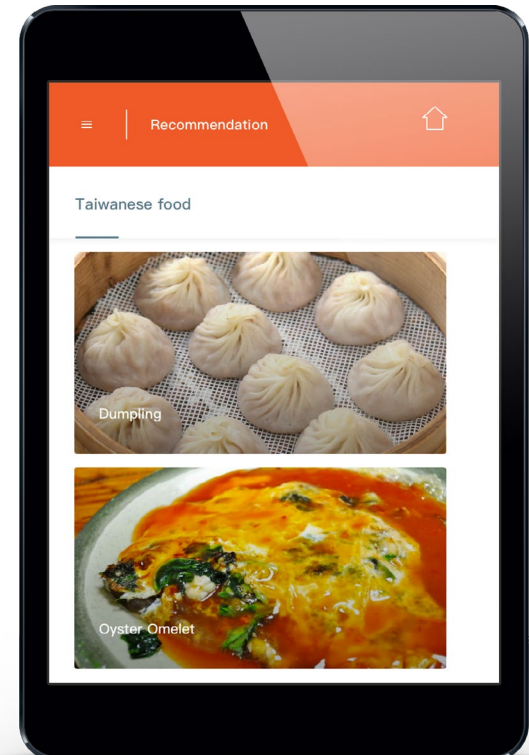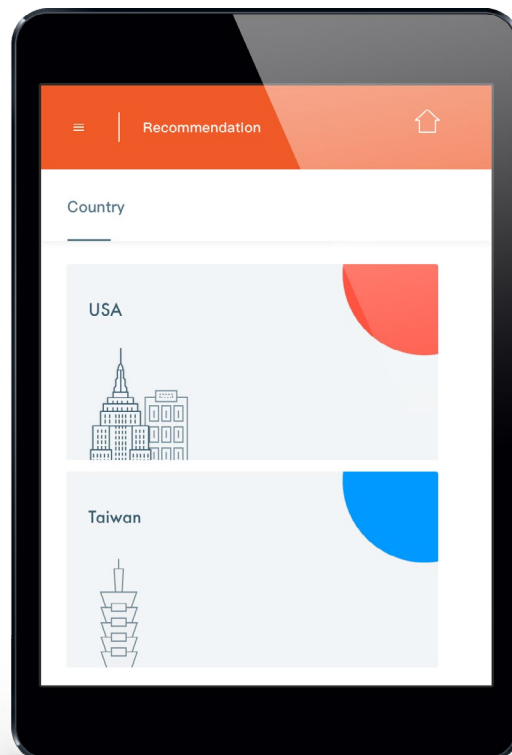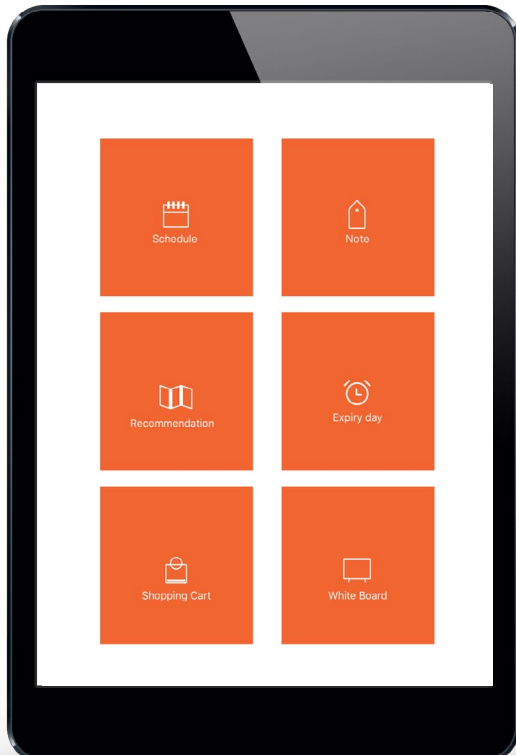
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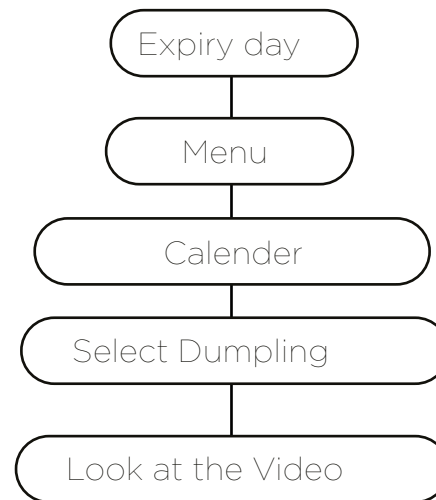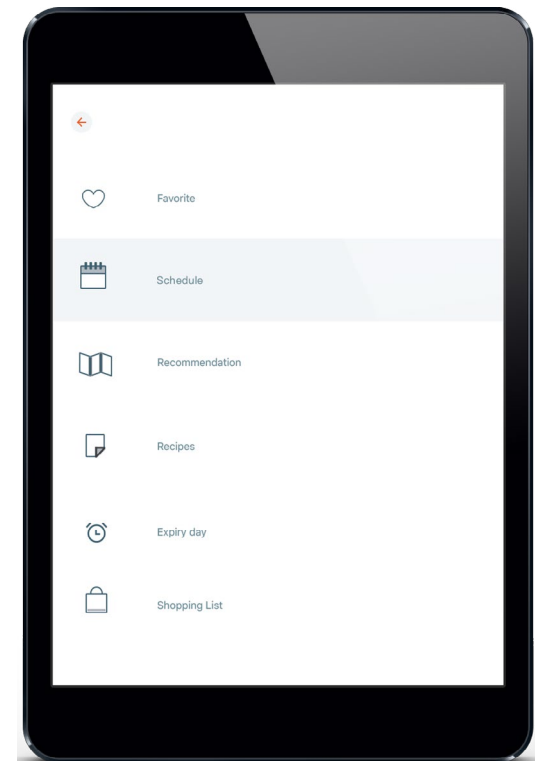
03 User testing
Task Flow 2

03 Mockup
Logo & Life Style