



NEW WAY TO COOK FOODS WITH YOUR EARS

Name: Bart Nie
ID: 03509835
Courses: WNM 635 (Spring 2017)
WNM 618 (Fall 2017)
Instructors: Changying Zheng;
Michael Catanzaro

1. INTRODUCTION

Introduction	02
Problem	03
Solution	04

2. MARKETING RESEARCH

Marketing Research	06
Inspiration	09
Competitive Analysis	10

3. TARGET AUDIENCE

Target Audience	12
Persona: Kazumi Omura	13
Persona: Nick Williams	14
Task Flow 1: Cooking	15
Task Flow 2: Mix Mode	16

4. VISUAL DESIGN

Moodboard	18
Logo Sketches	19
The Logo	21
Color & Typeface	22
Launch Icons	23

5. THE PRODUCT

The Product	25
Functionality	26
How It Works	27
The App	28
IA Map	29
User Testing	30
Demonstration	31
Website	32

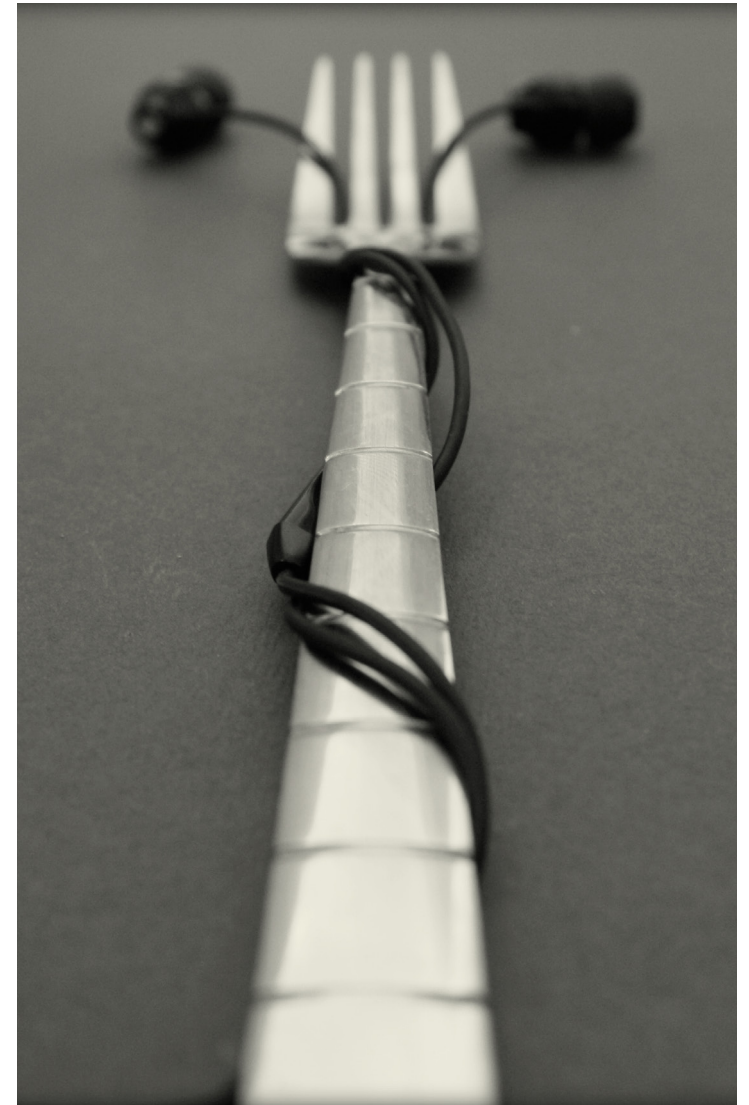
6. REFERENCES

Image Source	33
Article Source	35

For foodies, a good meal embraces four of the five senses: sight, taste, smell, and touch. One sense, though, is often overlooked: sound.

What if taste had a sound? When the sound of crunching was amplified, participants rated the chips as both crispier and fresher. There must be something comforting in a food making an appropriate sound when you take a bite or sip.

The mystery of the synesthesia or pitch and taste is an intriguing area of research. Likely, we will work for the secrets of the brain to unlock a new way to enjoy foods.



In general, people don't have an enjoyable cook experiences because of the boring cooking process. Sometimes it makes people feel stressful and even worse, that mess up everything and feel more stressful. Lots of them choose to stay away from their kitchen and barely cook again.

However, the cook process can be really fun if you can find a way to let you enjoy in it, to treat it as playing games or else.

When you cook, your hand is the busiest part of your body and your ear is the most leisure part, which means there's something we can work on the combination of cook and sound.



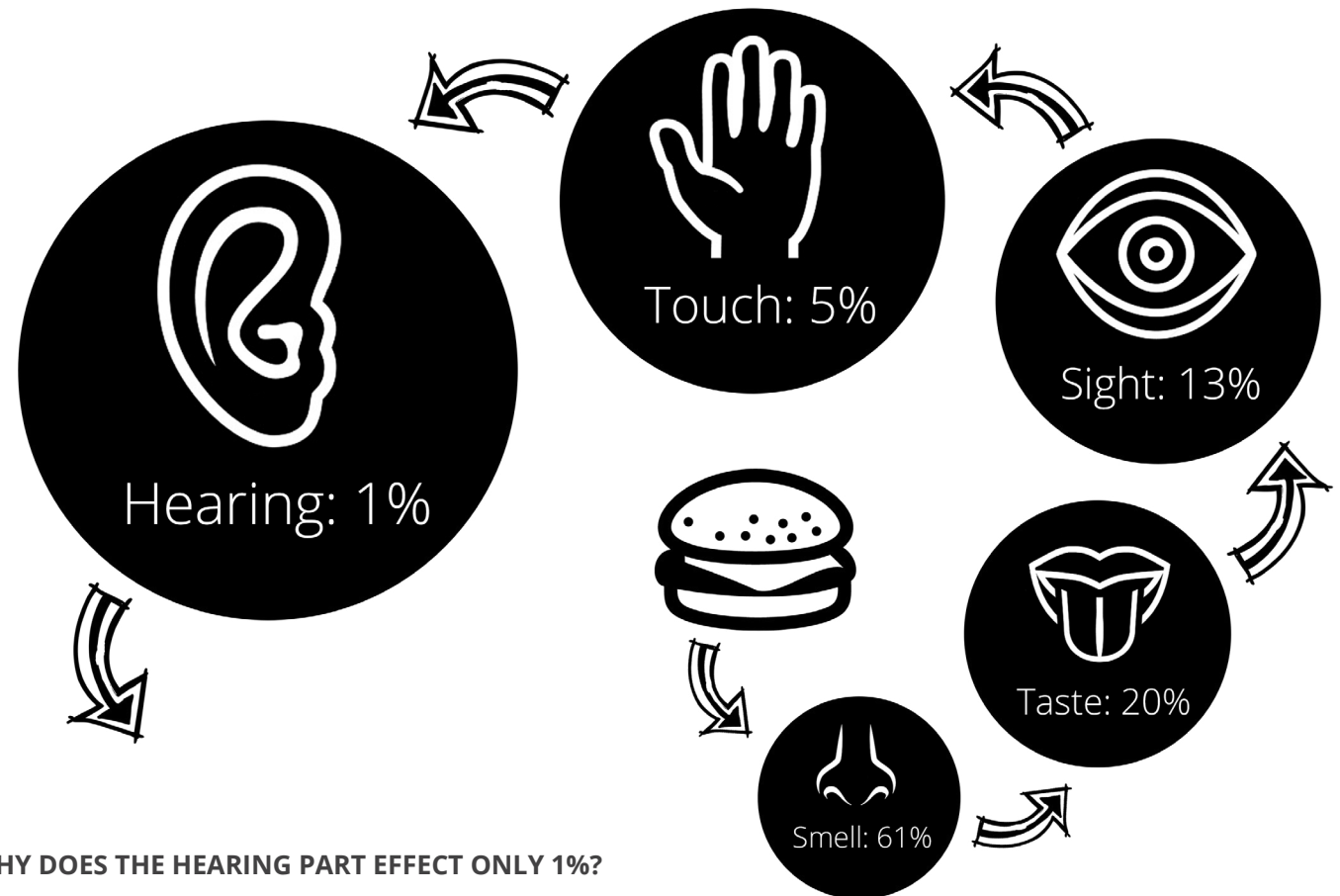
By creating a smart pan that choose and play music based on what type of food you cooked. It will be interact with the mobile app to bring an enjoyable cooking experience full of music.





MARKETING RESEARCH

HOW THE FIVE SENSES AFFECT THE CHOICE OF FOOD?



WHY DOES THE HEARING PART EFFECT ONLY 1%?

That means only 1% services in food industry paid attention on the match made of sound and food.

HOW THE SOUND AFFECT THE TASTE OF FOOD?

Charles Spence, an experimental psychologist of the University of Oxford's Crossmodal Research Laboratory, found that a tinkling high-pitched soundtrack brings out the sweetness of a bittersweet food, while playing a low-pitched soundtrack evokes toffee's bitterness.

He said: "Sound is the forgotten flavor sense. What we hear affects what we taste in multiple ways—everything from the sound of the crunch to the sound of the background music."



WHY SOUND AFFECT THE TASTE OF FOOD?

Hearing is a vastly underrated sense. A number of researchers now acknowledge the fact that the sound of consumption is an important factor affecting the consumers' experience of food and drink, and food sounds have a particularly noticeable influence on people's perception of crispness.



A growing number of chefs are now considering how to make their dishes more sonically interesting, using everything from a sprinkling of popping candy through to using the latest in digital technology.



RIP RIDE ROCKIT ROLLER COASTER

Hollywood Rip Ride Rockit is a steel roller coaster at Universal Studios Florida in Orlando, Florida. One of the special features are that riders are recorded during the entire 1 minute and 37 second ride and can choose one of thirty songs to listen to during the experience.





Soundfood is a new and exciting concept in dining with unique fusion of Mark's two biggest passions: music and food. During a Soundfood session he simultaneously DJs and cooks, resulting in a sensory explosion.

 reactable

ROTOR is the app that turns your devices into a comprehensive electronic music performance suite. Using the optional ROTOR controllers, it brings the reactable tangible music experience that has captivated musicians such as Björk, Coldplay or Gui Boratto, for the first time into the iPad.



TARGET AUDIENCE

Age 21-35 who has an ardent or refined interest in food and love to seek new food experiences as a hobby rather than simply eating out of convenience or hunger.



Kazumi Omura

Age: 28
Gender: Female
Marital Status: Single
Occupation: Travel Blogger
Location: Palo Alto, CA
Favorite Foods: Japanese, Italian



Biography

Kazumi Omura is a Travel Blogger and she makes her income from blogging and advertising sponsorships. She frequently travels in search of stories and new content for her blog that is ever growing in popularity.

She love to cook and she's pretty good at it. Also she has an ardent or refined interest in food and love to seek new food experiences as a hobby rather than simply eating out of convenience or hunger.

Motivation

She thinks cook by herself is fascinating, but the repetitive works made her feel boring. Even sometime she feels it is wasting time when she had to stay in the kitchen but can do nothing else at the same time. She wants to find a enjoyable way to cook, to add passion into the cooking process.

Nick Williams

Age: 24
Gender: Male
Marital Status: Single
Occupation: Model
Location: San Leandro, CA
Favorite Foods: American (New)



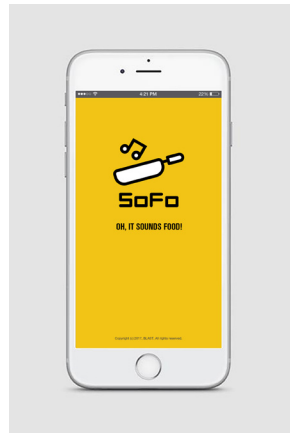
Biography

Nick Williams is a professional model in Bay Area. He loves to listen music when he's working, exercising or any other time. He said he like the feeling of searching and following the rhyme in the music.

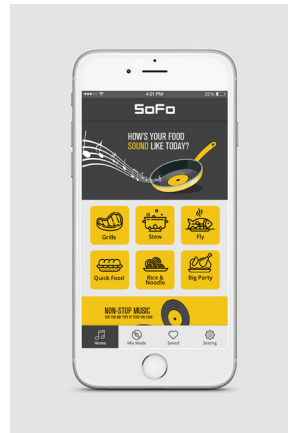
He thought cooking at home is unnecessary, but some time he will cook for himself only when there's nothing he can eat right away.

Motivation

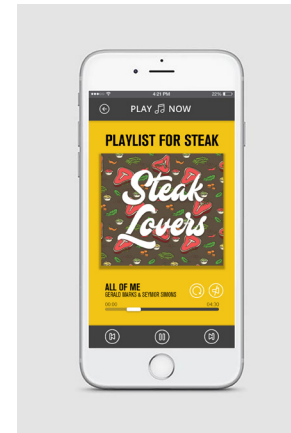
Nick doesn't like to cook because of the mess he made on his cell phone and loudspeaker for play music during the cook process. He would like to cook more if there is a way to combine the rhyme of music and cooking process will be much fun than just stand in front of the stews and prepare for a meal.



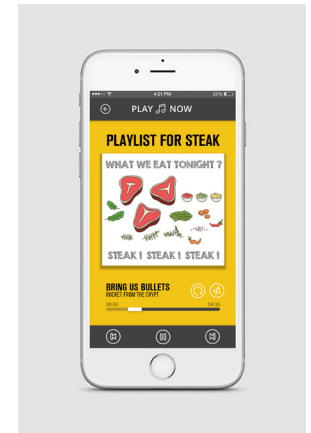
1. OPEN THE APP



4. CHOOSE RECIPE & PLAY MUSIC



5. PLAY MUSIC DURING COOKING



8. MUSIC STOP WHEN FOOD IS DONE

2. PUT PAN ON IT

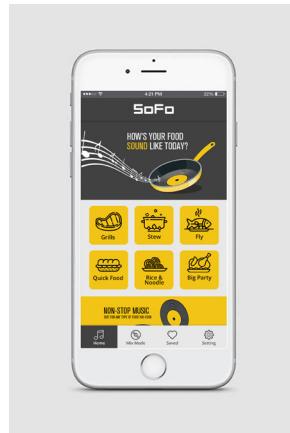
3. PUT FOOD IN THE PAN

6. COOKING

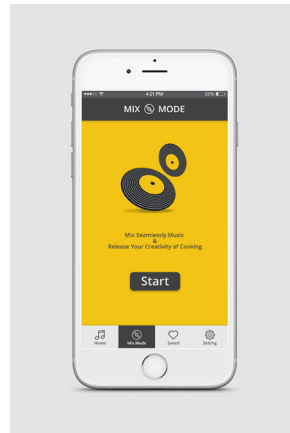
7. FINISH COOKING



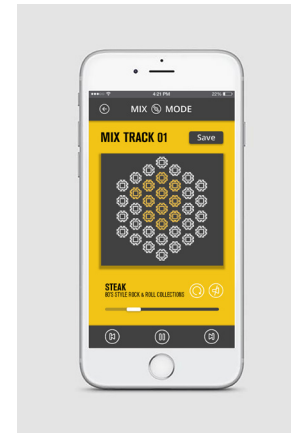
[Test it in InVision](#)



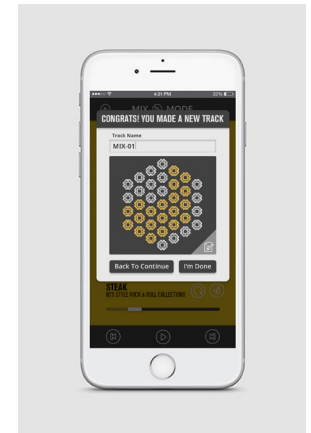
1. OPEN THE APP



4. CHOOSE MIX MODE AND START IT



5. PLAY MUSIC DURING COOKING



8. SAVE IT AS A NEW MIX TRACK

2. PUT PAN ON IT

3. PUT FOOD IN THE PAN

6. COOKING

7. FINISH COOKING



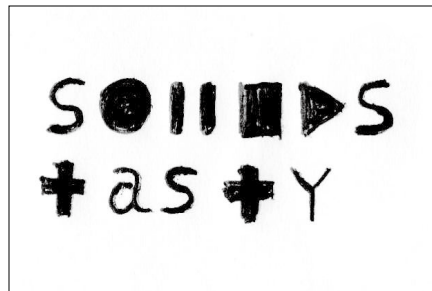
[Test it in InVision](#)



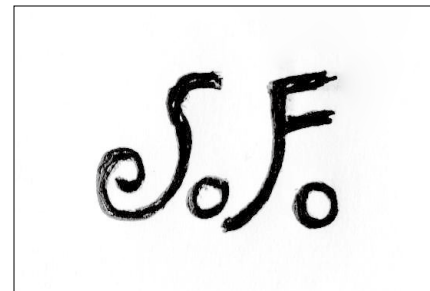
VISUAL DESIGN



BRANDING OPTION 1
SOUNDS TASTY



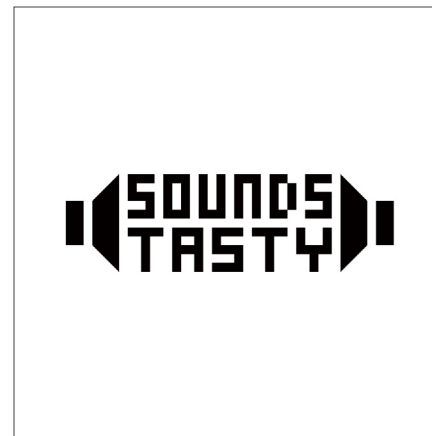
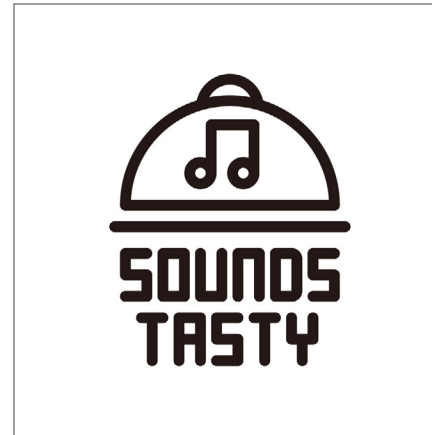
BRANDING OPTION 1
SOFO



BRANDING OPTION 1
HEAREAT



DIGITAL EXPLORATIONS



The name SoFo is short for "Sounds Food (Good)".
Instead of smell or other way to taste the food, it will
awaken the feeling of food by ears and come with the
line: "Oh, it sounds food!"



#F2C416

#414141

#E8E8E8

**Akzidenz-Grotesk BQ
Condensed**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Open Sans SemiBold

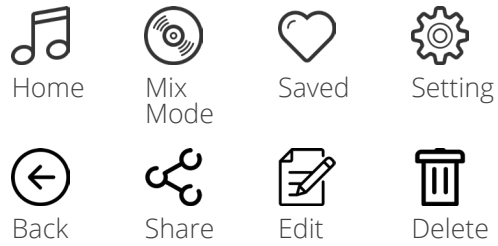
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Open Sans Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

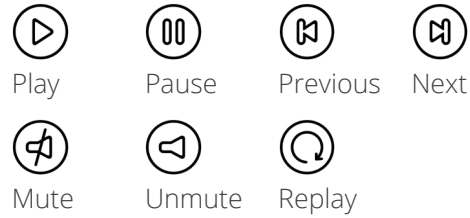
Function Buttons

(IOS: 120px x 120px)



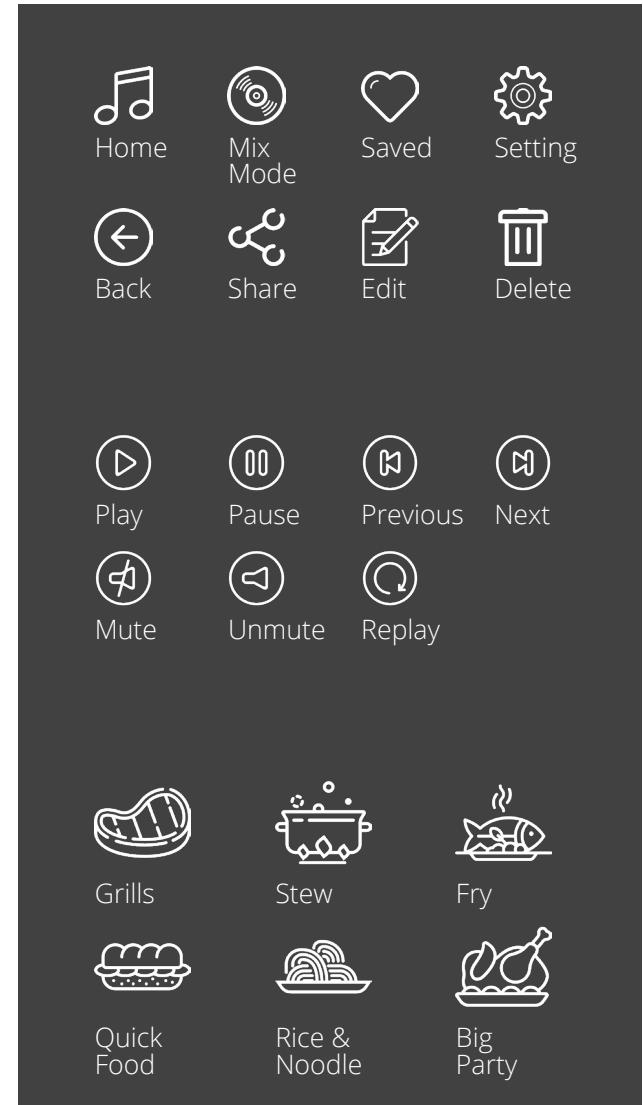
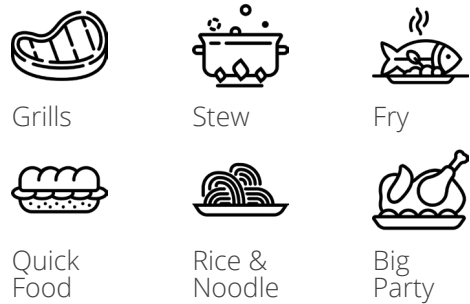
Music Play Buttons

(IOS: 120px x 120px)



Section Buttons

(IOS: 192px x 192px)

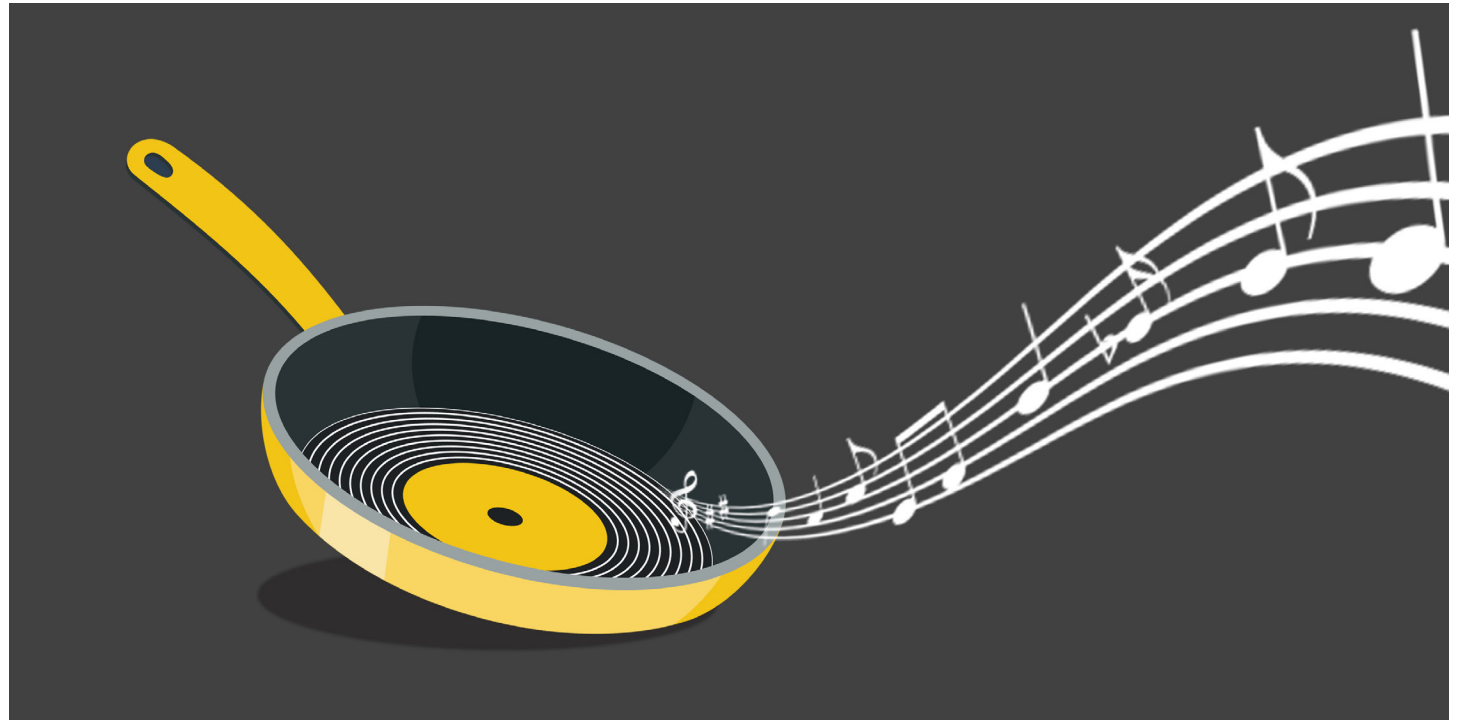




SoFo

THE PRODUCT

We Choose the logo's yellow color as color of the outside and the handle of the SoFo Smart Pan, and put a vinyl record as the inside decoration.

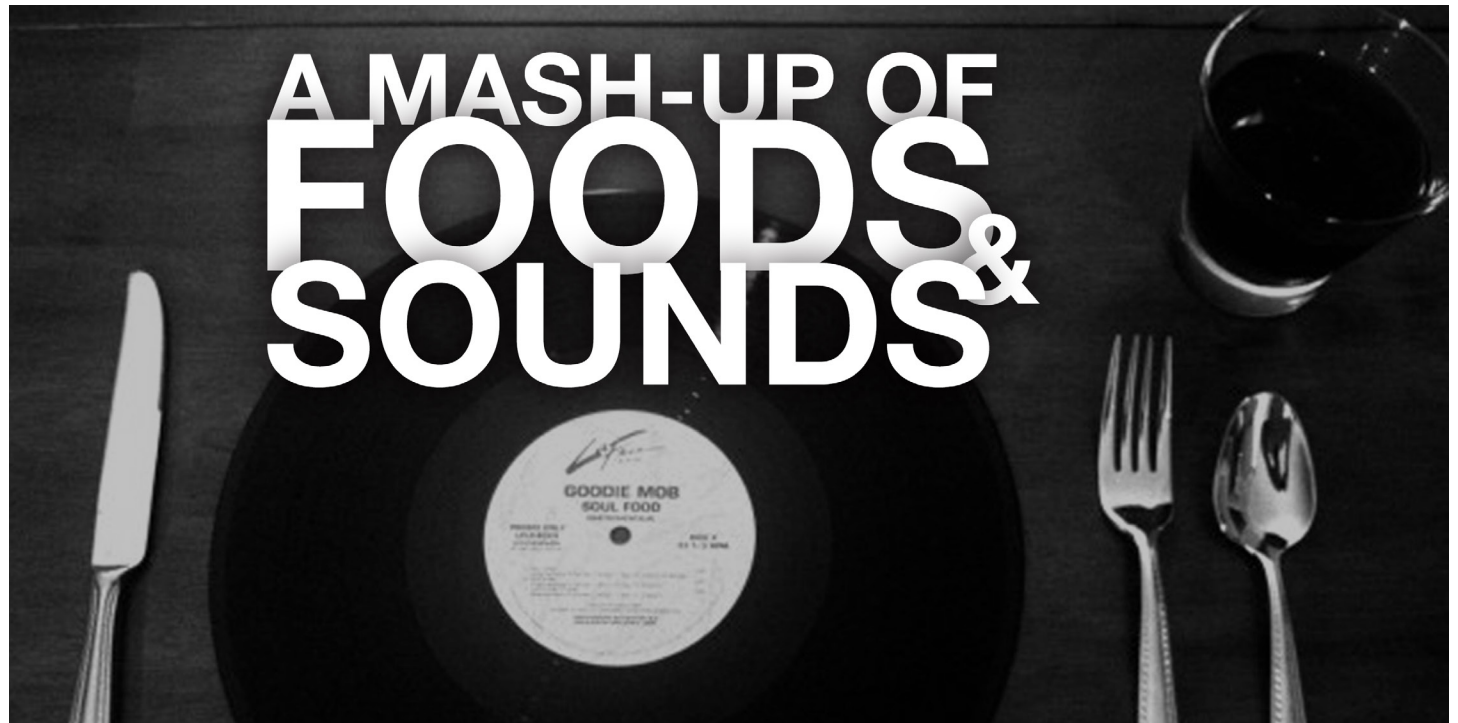


AS A COOKWARE

It's a excellent performing stainless nonstick cooking pan with the aluminum core, 18/10 Stainless cooking surface for durability and dishwasher safe. It comes with two sizes: 12 inches and 14 inches.

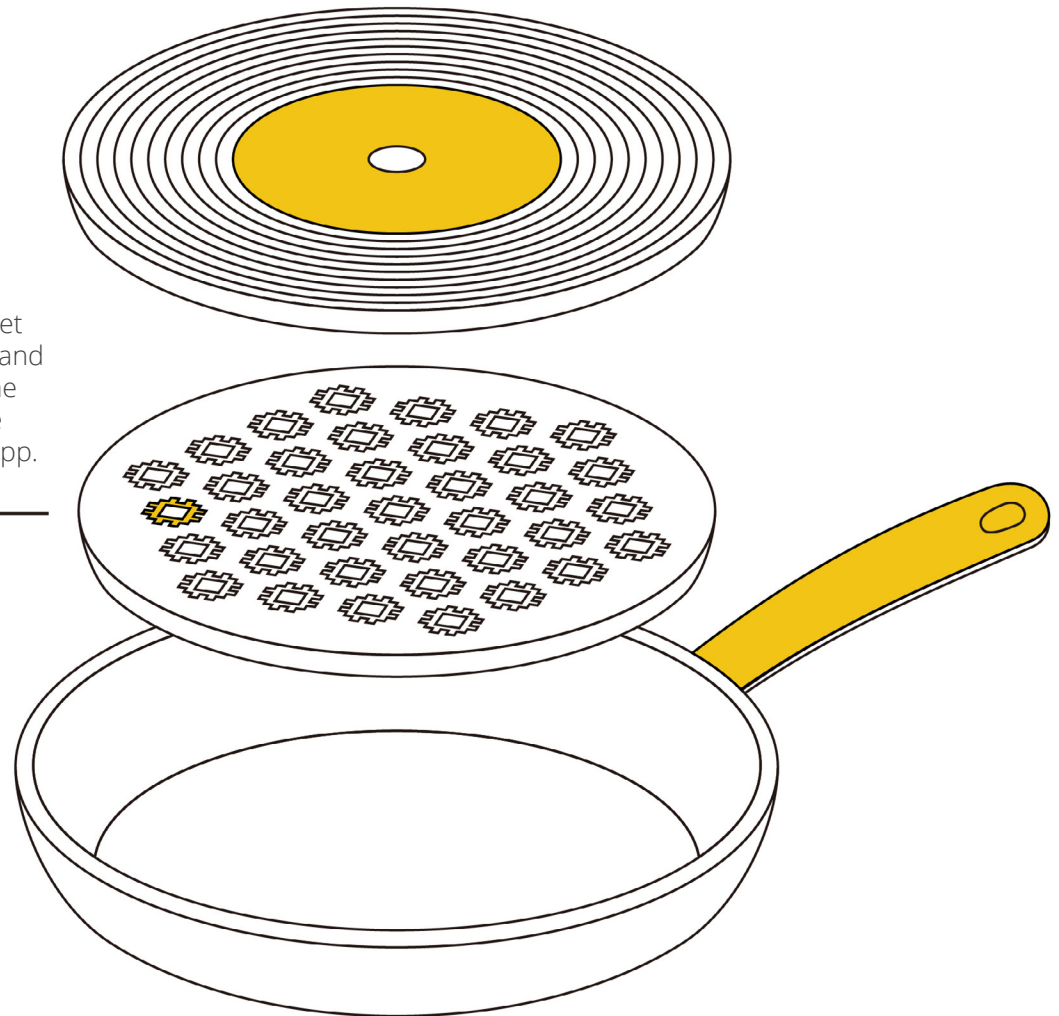
AS AN INSTRUMENT

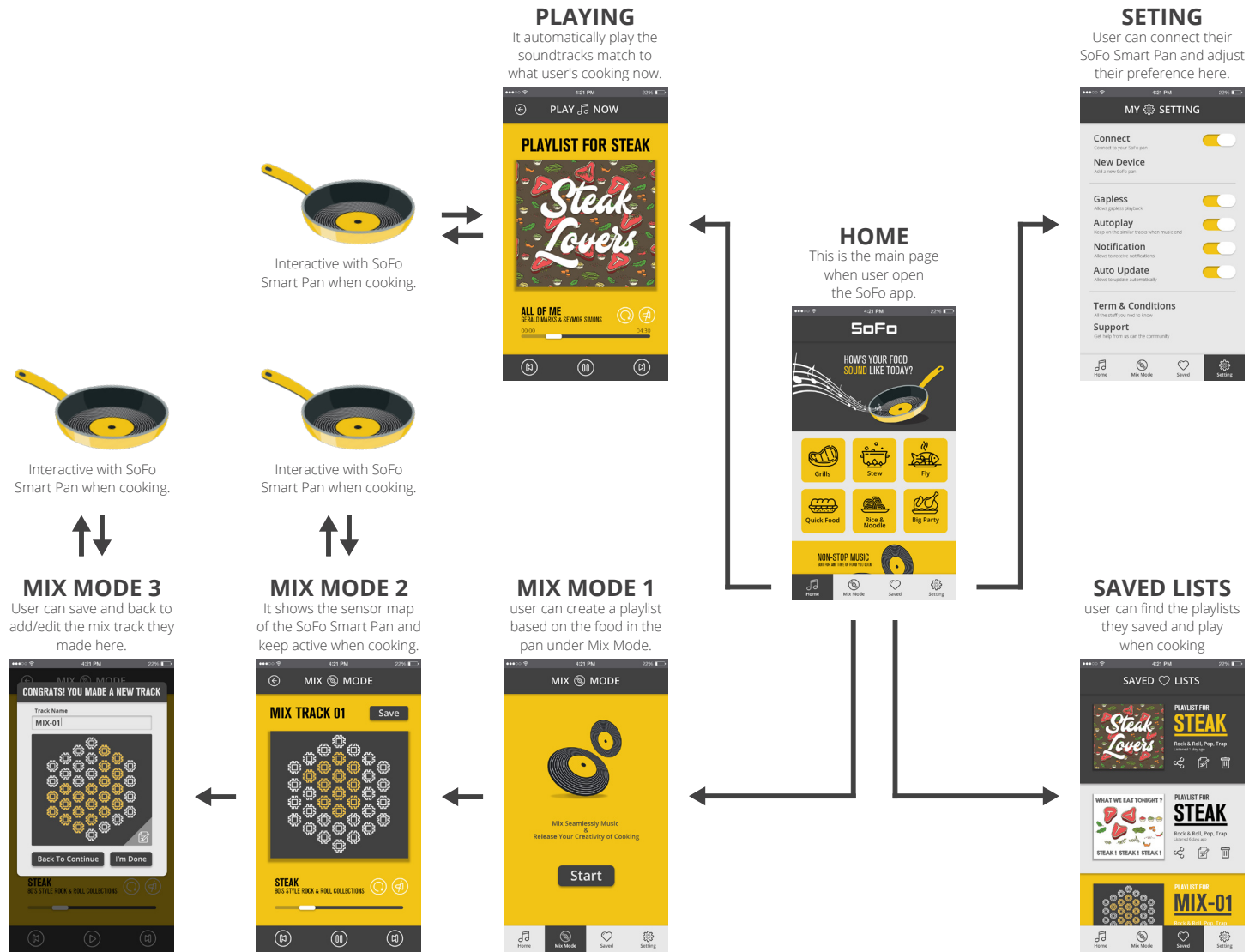
Based on the chosen recipe in SoFo app, it will start to play a music playlist that match the length of the cook time, and the music will stop automatically when the food is ready to eat. Also, it has a Mix Mode allowing user to mix seamless music to bring more creativity in the cooking experience.

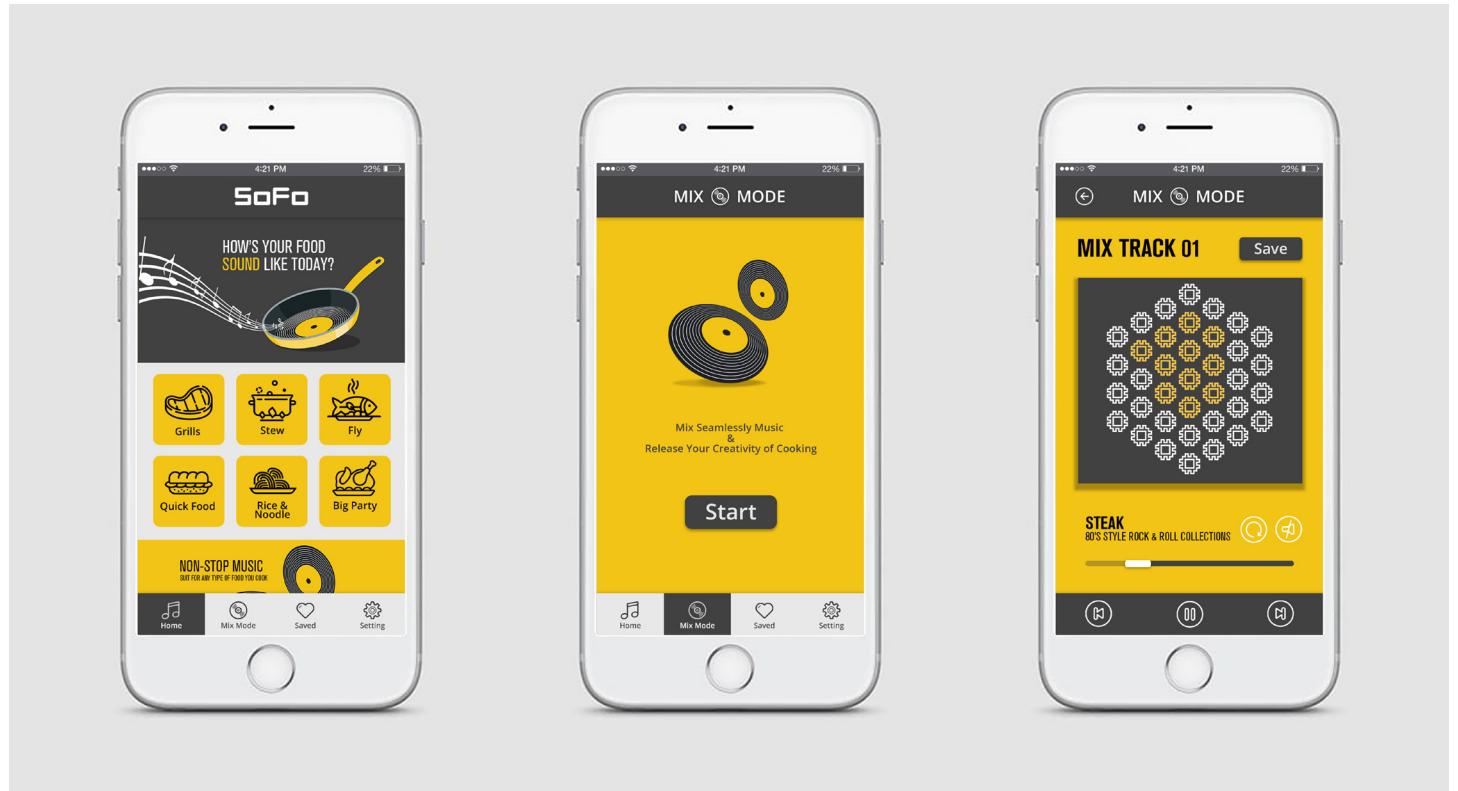


SENSOR UNIT

There are 37 sensor units set up evenly between the top and the bottom level to catch the movement and transfer the information to the mobile app.

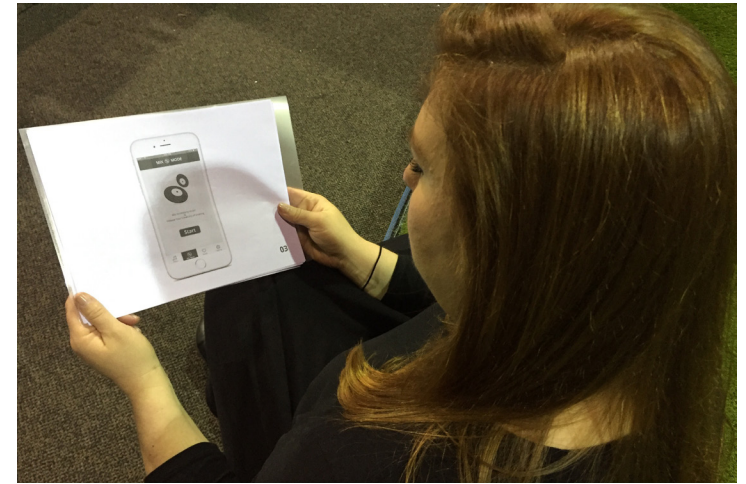






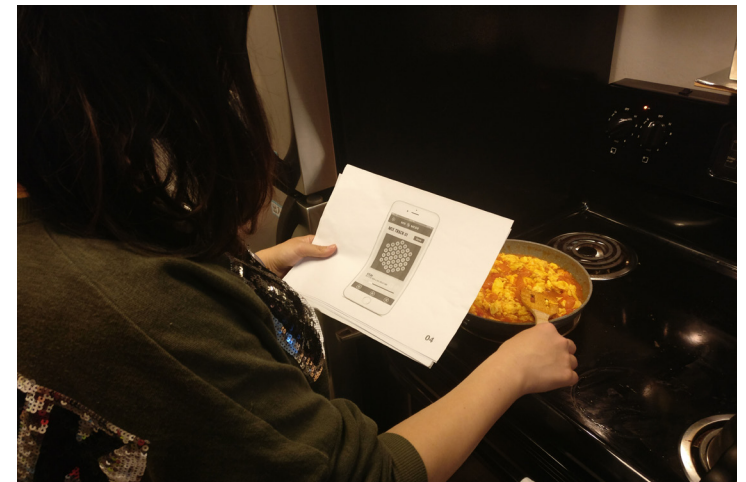
TESTING

Group of people test the function of task flow 1: cooking and task flow 2: mix mode.



RESULT:

Since it's not a stand alone app, it may need a tutorial page or hints on each steps for new users.






BLAST About Products Contact [Download Now](#)

EXPLORE THE
SoFo Smart Pan for Music Lovers

About SoFo

SoFo is the smart pan that choose and play music base on what type of food you cooked. It interactive with the mobile app to choose playlist to bring a enjoyable cooking experience. We Choose the logo's yellow color as color of the outside and the handle of the SoFo Smart Pan, and put a vinyl record as the inside decoration. The name SoFo is short for "Sounds Food (Good)". Instead of smell or other way to taste the food, it will awaken the feeling of food by ears and come with the line "Oh, it sounds food!"



The Smart Pan

It's a excellent performing stainless nonstick cooking pan with aluminum core, 18/10 Stainless cooking surface for durability and dishwasher safe.

- ✓ **Design**
A vinyl record as the inside decoration.
- ✓ **Performing**
Stainless nonstick cooking pan with aluminum core.
- ✓ **Quality**
18/10 Stainless cooking surface for durability and dishwasher safe.
- ✓ **Size**
Come with two size: 14 inch and 18 inch.

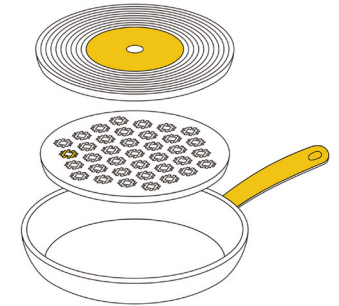


How it works



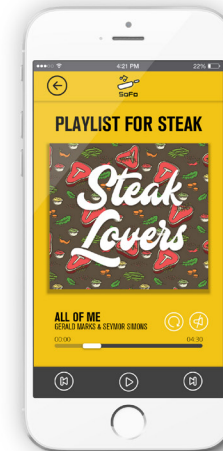
Sensor Units

There are 37 sensor units set up evenly between the top and the bottom level to catch the movement and transfer the information via Wi-Fi to the mobile app.



The Smart App

It will automatically choose and start to play the music playlist based on the type of food in the pan. Also it came with a mix mode allowing user to mix seamlessly music to bring more creativity for the cooking experience.



Interaction

New way to cook foods with your ears.



Non-stop Music

Suit for any type of food you cook.



Mix Mode

Mix the food and music to bring more creativity for the cooking experience.



Previous

Track what you eat and listen everyday.



Favorite Playlist

Save as the playlist and listen to it anytime.

IMAGE SOURCE:

- 01
Eplett, Layla. "Pitch/Fork: The Relationship Between Sound And Taste", 4 Sept. 2013, Scientific American, <https://blogs.scientificamerican.com/food-matters/pitchfork-the-relationship-between-sound-and-taste/>. Accessed 4 Mar. 2018.
- 02
Kęsicka, Katarzyna. "You feel bad with yourself, you have a problem. Who should you ask for help?", 8 Nov. 2015, Radio Klinika, <https://radioklinika.pl/problem-kogo-prosic-o-pomoc/>. Accessed 4 Mar. 2018.
- 03
Meme Generator. "Kitchen Fire", Meme Generator, <https://memegenerator.net/Kitchen-Fire/caption>. Accessed 4 Mar. 2018.
- 04
Haislip, Barbara. "The Science of Music and Food", 19 Mar. 2016, Barrons, <https://www.barrons.com/articles/the-science-of-music-and-food-1458363168>. Accessed 4 Mar. 2018.
- 05
Choi, Eunice. "Why Sound Affects How Your Food Tastes", 21 Aug. 2014, Spoon University, <https://spoonuniversity.com/lifestyle/sound-affects-food-taste>. Accessed 4 Mar. 2018.
- 06
Topitschnig, Marion. "World Cookbook Awards« für Food-Lektüre aus Österreich", 19 Dec. 2010, Falstaff, <https://www.falstaff.at/nd/world-cookbook-awards-fuer-food-lektuere-aus-oesterreich/>. Accessed 4 Mar. 2018.
- 07
Mouse Skywalker, "Coaster Review: Universal's New Hollywood Rip Ride Rokit", 15 Nov. 2009, Dis Unplugged Disney Podcast, <http://www.disunplugged.com/2009/11/15/coaster-review-universals-new-hollywood-rip-ride-rokit/>. Accessed 4 Mar. 2018.
- 08-09
Sound Food"Sound Food Home Page", Sound Food, <http://www.mysoundfood.com/>. Accessed 4 Mar. 2018.
- 10-11
Reactable. "ROTOR the new iPad & iPhone music app by reactable", Reactable, <http://reactable.com/rotor/>. Accessed 4 Mar. 2018.
- 12
Smith, Leigh, Dana. "30 Foods You Should Never Eat After Age 30", 15 Dec. 2015, Eat This, Not That!, <http://www.eatthis.com/foods-to-stay-young/>. Accessed 4 Mar. 2018.
- 13
Sozajjiten. "Datacraft Sozajjiten 198 - Happy Girls Holiday filled with Smiles", Sozajjiten, <http://www.sssccc.net/source/355616.shtml>. Accessed 4 Mar. 2018.
- 14
Pixabay. "Black Haired Man Wearing Black Sunglasses and Black Leather Jacket", 4 Jul. 2016, Pexels, <https://www.pexels.com/photo/black-haired-man-wearing-black-sunglasses-and-black-leather-jacket-157966/>. Accessed 4 Mar. 2018.
- 15
Red Bull UK. "We've got @DizzeeRascal playing 'Boy in Da Corner' live and in full in London", 30 Aug. 2016, Twitter, <https://twitter.com/redbulluk/status/770527989096472576>. Accessed 4 Mar. 2018.
- 16
"Yellow Kitchen Designs Inspiration", 16 Feb. 2015, My Home Design Journey, <https://www.mytastyjourney.com/explore-with-yellow-interior-color-design-ideas/yellow-kitchen-designs-inspiration/>. Accessed 4 Mar. 2018.
- 17
Fabulously Homemade. "Yellow, Gray & White Garland, Yellow, Gray Wedding Decoration, Birthday Party, Bridal Shower, Baby Shower Decor, Nursery, 10 feet long", Etsy, <https://www.etsy.com/listing/127827495/yellow-gray-white-garland-yellow-gray>. Accessed 4 Mar. 2018.

IMAGE SOURCE:

18

Food Trients. "We Have A Le Creuset Winner!", Food Trients, <http://www.foodtrients.com/news-page/food/spring-has-sprung-a-new-lecreuset-giveaway/>. Accessed 4 Mar. 2018.

19

AngeloDeVal. "Vinyl sales are still on the rise in 2015, fueling a revival that keeps pointing up", 19 Apr. 2015, Digital Trends, <https://www.digitaltrends.com/music/vinyl-revival-continues-q1-2015/>. Accessed 4 Mar. 2018.

20

Flower Travelin' Man. "Abstract vector yellow seamless thunder pattern flat design on a gray background", Shutterstock, <https://www.shutterstock.com/image-vector/abstract-vector-yellow-seamless-thunder-pattern-298899803>. Accessed 4 Mar. 2018.

21

Vanake14. "Music discs - A Minecraft Animation", 16 Nov. 2013, YouTube, <https://www.youtube.com/watch?v=cJjFjr6abs4>. Accessed 4 Mar. 2018.

22

"Yellow Geometric Wallpaper", Wallpapers for Our Big Family, <http://eliosh.info/photoview-march.html>. Accessed 4 Mar. 2018.

23

D1gitalSound. "Kollektiv Turmstrasse - Sorry I'm Late (Original Mix)", 12 May. 2015, YouTube, <https://www.youtube.com/watch?v=dOYjCxGf-K0>. Accessed 4 Mar. 2018.

ARTICLE SOURCE:

01

Haislip, Barbara. "The Science of Music and Food", 19 Mar. 2016, Barrons, <https://www.barrons.com/articles/the-science-of-music-and-food-1458363168>. Accessed 4 Mar. 2018.

02

S. Horowitz, Seth. "The Science and Art of Listening", 9 Nov. 2012, The New York Times.

03

Spence, Charles. "Eating with our ears: assessing the importance of the sounds of consumption on our perception and enjoyment of multisensory flavour experiences", 3 Mar. 2015, BMC, <https://flavourjournal.biomedcentral.com/articles/10.1186/2044-7248-4-3>. Accessed 4 Mar. 2018.

04

"Hollywood Rip Ride Rockit", Wikipedia, https://en.wikipedia.org/wiki/Hollywood_Rip_Ride_Rockit/. Accessed 4 Mar. 2018.

05

Sound Food"Sound Food Home Page", Sound Food, <http://www.mysoundfood.com/>. Accessed 4 Mar. 2018.

06

Reactable. "ROTOR the new iPad & iPhone music app by reactable", Reactable, <http://reactable.com/rotor/>. Accessed 4 Mar. 2018.

NIENIELSEN.COM