

# Dishionary

Dishionary is a mobile application designed to help people learn about the food they eat.

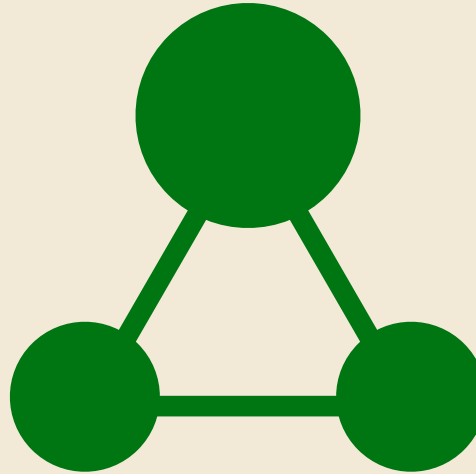
It provides simple, high-quality definitions of ingredients and dishes from around the world.

Users can quickly find information about food origins, preparation, allergies, and more.

Research

# Foodies

Adventurous eaters who appreciate good food and actively seek out new cuisines.



## Home Cooks

People who like to cook often, and are frequently trying to learn about new ingredients, techniques, and recipes.

## Professionals

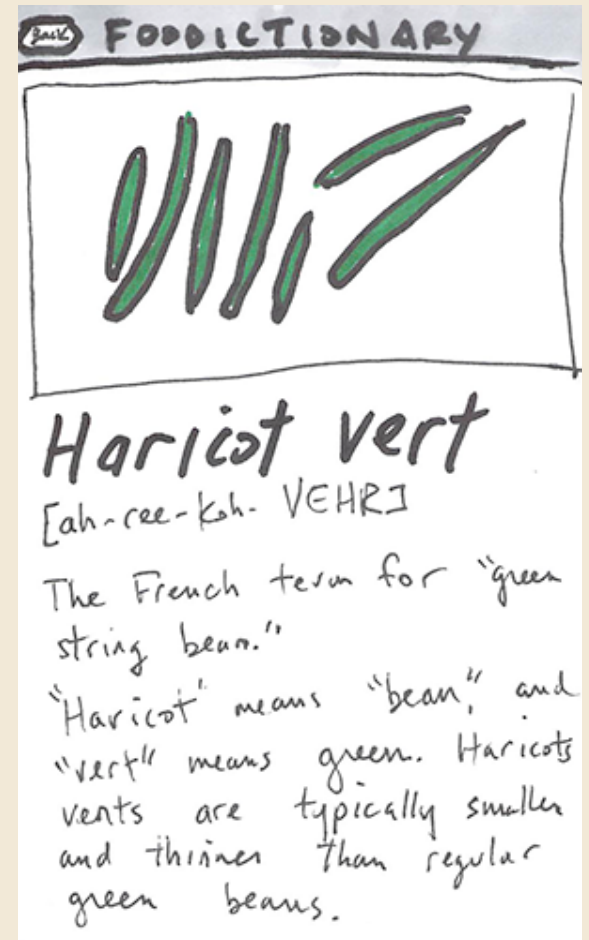
Busy people who are less interested in food than “foodies,” but still try new cuisines once in a while.

We interviewed 7 people, covering the spectrum of our target user profiles.

We asked about what they do when encountering new food terms, along with a variety of questions about their dining habits and interests in food.



# Paper Prototype







## Some top findings

**We have many use cases.** We originally thought Dishionary would only be used in restaurants, but discovered that people might also use it while cooking in the kitchen or shopping at the grocery store.

**Content is king.** The quality and relevance of our content can separate us from the information overload of Google and Wikipedia.

**People want to understand ingredients better.** It's not just about sticking them in a recipe.

**People care about etiquette and discretion.** Dishionary needs to be simple and very fast.

**Food and photography go hand in hand.** When people search for food terms, they're looking for pictures just as much as descriptions.

# Scenario 1

Cameron in a restaurant

Let's try Trencherman  
& hot new restaurant.

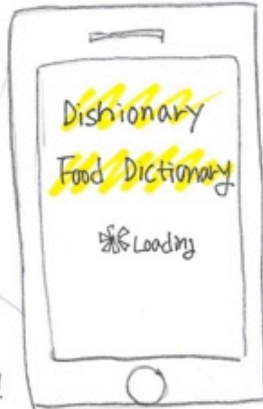
I am  
Cameron



I'd like to have the scallop dish.  
But what is avgolemono served with it?



This restaurant is packed.  
Where is our waiter?



Let's use Dishionary!



Cameron types in  
"avgol" and  
the search  
result  
"avgolemono"  
comes up.



A Greek soup made  
with egg and lemon.



Dishionary  
shows  
description  
along with  
pictures.

It looks delicious. I'll order the  
scallop dish.



# Scenario 2

Omar in a store

I'm omar  
I like to cook and  
trying out new  
cuisines

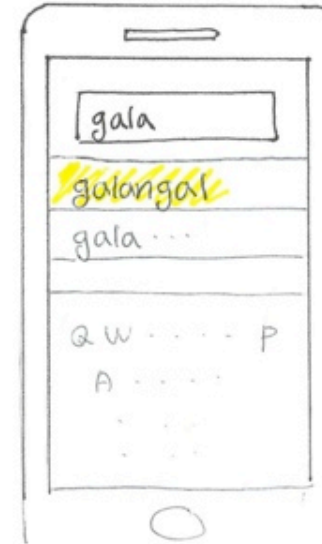
Grocery Store



Produce



What is galangal?

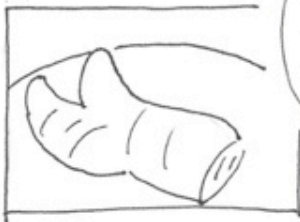


He opens up  
Dishionary. and  
searches for  
galangol



Galangal

A type of ginger used  
in the Thai Kitchen



It's part of  
Thai cuisine~

info | cook | eat

Cook

Substitutes  
- ginger  
related items  
- onion  
- pepper

He sees  
cook info.

Onions are often  
cooked together

Produce



then  
I'd like to buy  
galangals and  
onions together  
to cook  
Thai food.

Galangal

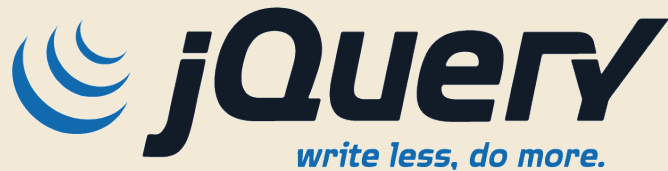
Prototype

# Technologies and APIs

**HTML**

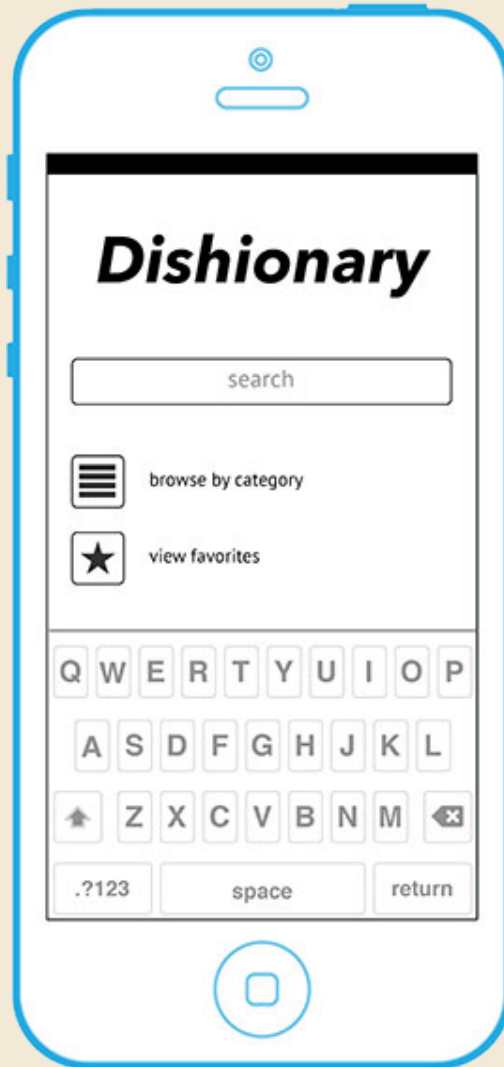


**CSS**



**SINGLEPLATFORM**

# App Map: Search and Detail





# Thank You!

Questions & Comments?