

Dishionary

Assignment 4: Scenarios, Storyboards, App Map

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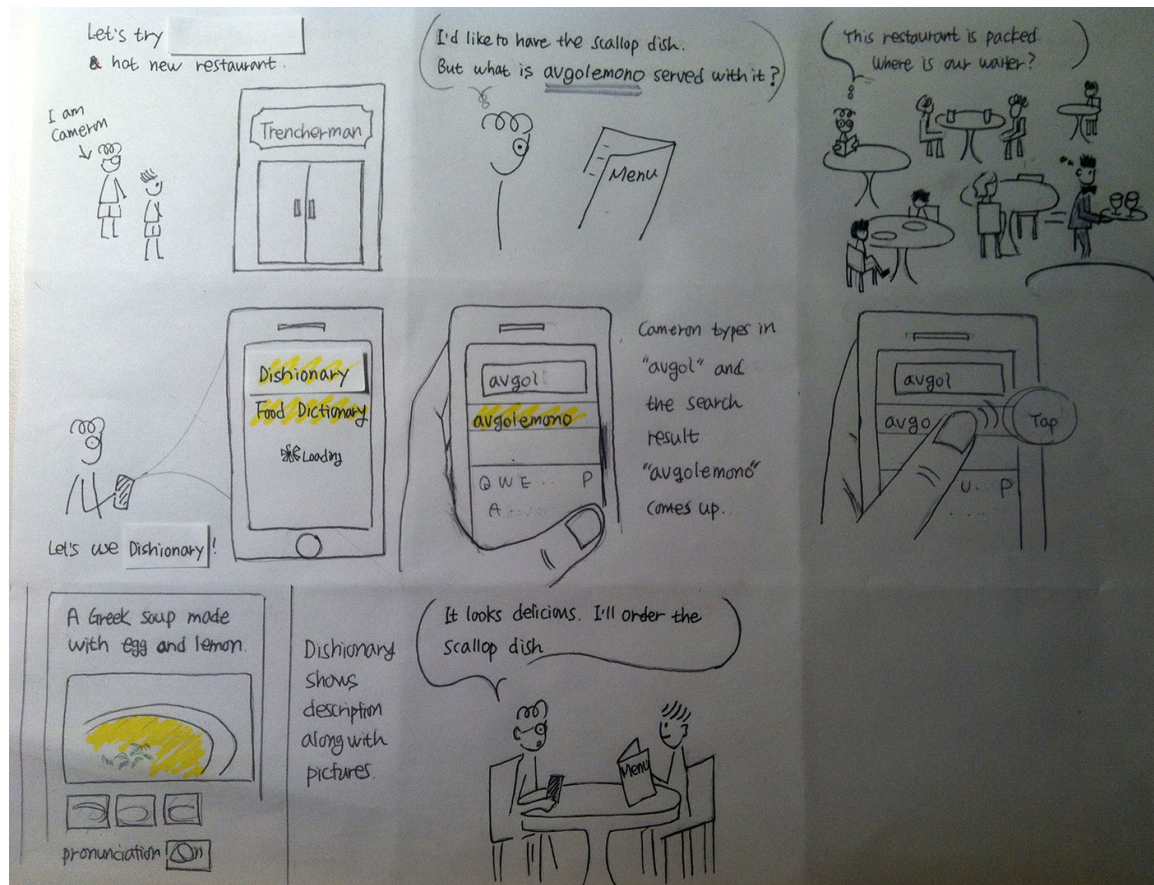
Scenarios and Storyboards

1. At the restaurant

Cameron, 27, recent MBA grad in Chicago, dines out several times a week with friends, reads blogs like *Eater Chicago* and *Serious Eats* to keep up with restaurants

Cameron is meeting a couple of friends, Marco and Stephanie, to try Trencherman, a hot new restaurant in Wicker Park. As he's perusing the menu, he finds a few dishes he's interested in, but a lot of different side ingredients that he doesn't know about. In particular, he's curious about the scallop dish, but isn't sure about the *avgolemono*, *bottarga*, and *lovage* that it's served with.

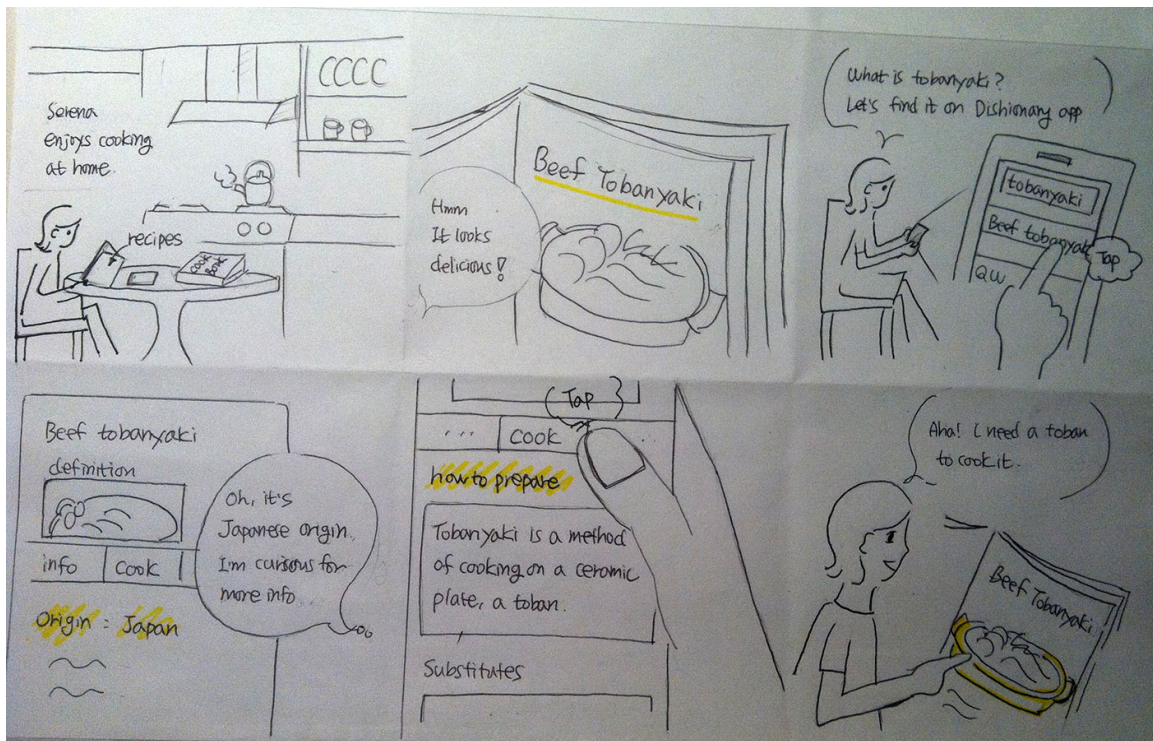
The restaurant is packed and he doesn't see their waiter nearby, so he pulls out his iPhone and uses Dishionary to look up the terms. He opens the app, which shows a simple search box, and types in *avgolemono*. As he types, the result comes up, and he taps it to go to an item detail screen. There, he sees a picture and description of the item, along with Cook and Eat tabs. There's also a button that plays a sound bite of how it is pronounced. The picture and description are enough, so he hits back to return to the main search, and proceeds to look up *bottarga* and *lovage*.



2. In the kitchen

Serena, 30, working professional in Silicon Valley, commutes from SF, enjoys cooking at home and trying out new recipes or mimicking dishes she finds online, in magazines, or in restaurants

Serena is leafing through her stash of saved recipes in the kitchen trying to figure out what to make for dinner tonight. A recipe for *beef tobanyaki* catches her eye and she pulls it out for further inspection. Not familiar with the term “tobanyaki”, she takes out her phone, launches Dishionary and starts typing in *tobanyaki*. An entry for *beef tobanyaki* appears as a search result and she taps on it. Once on the detail page, she finds that it is Japanese in origin. Curious for more info on how it’s prepared, she clicks on the “Cook” tab and finds that *tobanyaki* is a method of cooking on a ceramic plate, a *toban*.

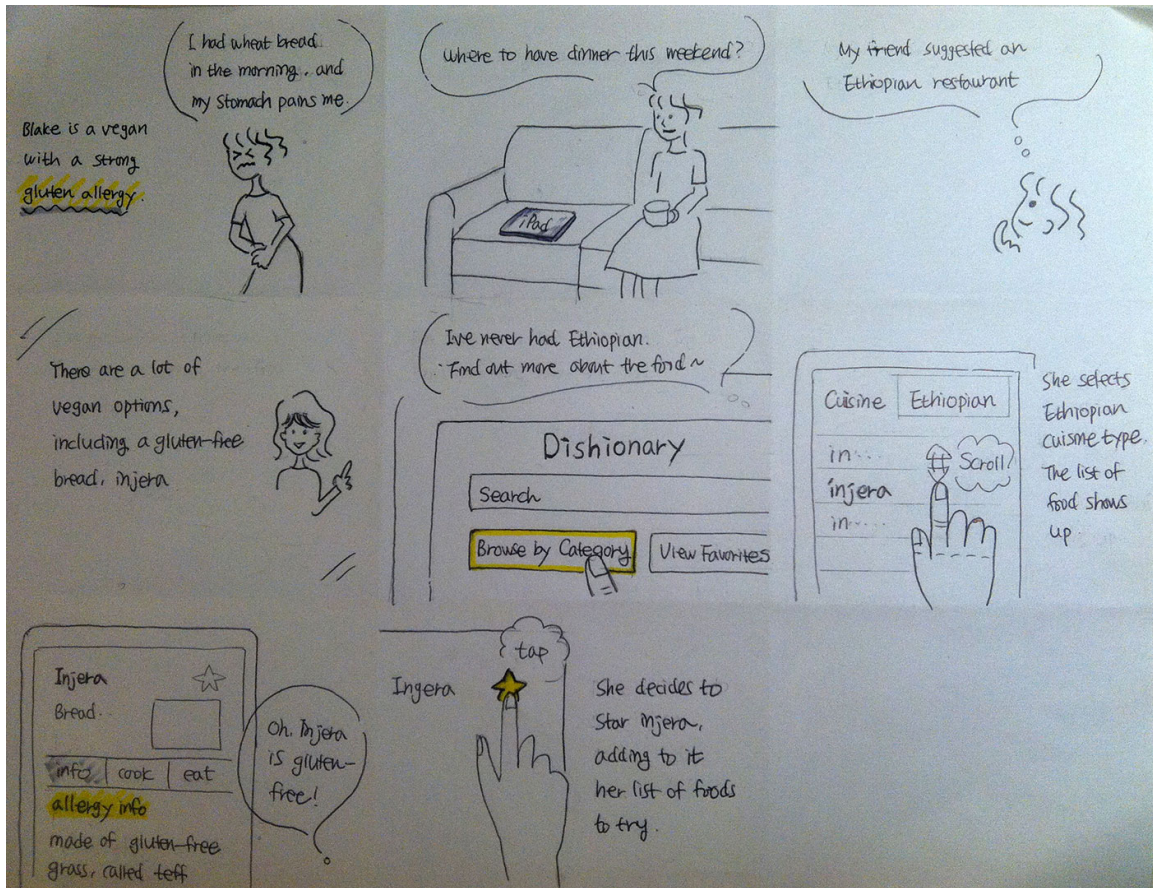


3. Doing research

Blake, 40, Brooklyn, mother of 1 who likes to cook, vegan with a strong gluten allergy, likes to eat out when possible but has difficulties finding places that can accommodate her

Blake is looking for a potential dinner destination for the weekend, and recalls a friend recently suggesting an Ethiopian restaurant. Blake has never had Ethiopian, so she's hoping to use Dishionary to find out more about the food. Her friend mentioned that there are a lot of vegan options, including a gluten-free bread that is a staple of Ethiopian cuisine.

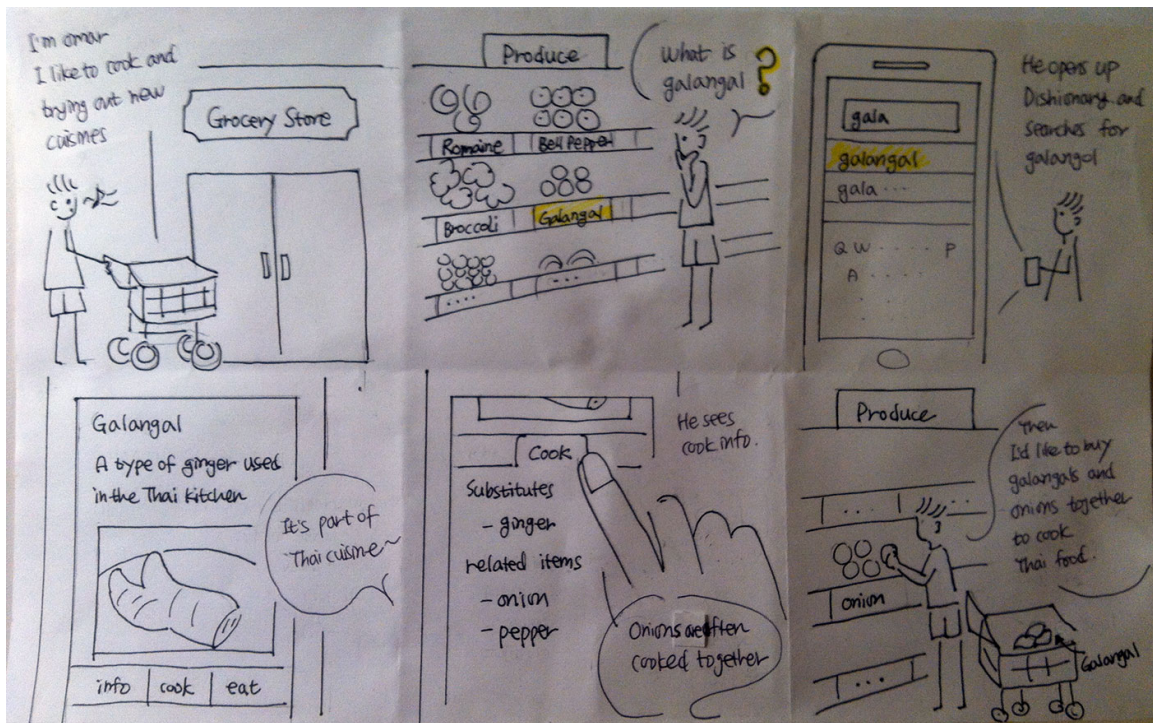
Blake opens up Dishionary on her iPad and taps the browse section. She filters the term list by cuisine type, and selects Ethiopian. Doing a quick scroll through the list, she taps the term *injera*, which is the bread her friend had mentioned. On the detail screen, she reads more about *injera*, and also scrolls down to the allergy information section. There, she finds that *injera* is made of a grass called *teff*, and can be made completely gluten-free. She decides to star *injera*, adding it to her list of foods to try.



4. At the store

Omar, 32, Berkeley, graduate student who likes to cook and try out new cuisines, very budget-conscious

While shopping around for ingredients at Berkeley Bowl, Omar comes across an item he doesn't recognize in the vegetable section. He looks down and sees a small label for something called *galangal*. He takes out his iPhone, opens up Dishionary, and searches for *galangal*. It pops up in the search results and he taps on it. On the detail page, he skims the definition and finds that it's part of Thai cuisine. He then at the *Cook* tab of the screen, and sees that it is often used similarly to *ginger*. He sees a listing of some other common ingredients it pairs with, and proceeds to look for them at Berkeley Bowl.



Dishionary App Map

