52 Sprouts

Mastering the kitchen, one vegetable at a time.

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THE PLAN

Overview
Research
Insights
Design
Demo
The Future
THE PLAN

Overview
Research
Insights
Design
Demo
The Future
Passionate about good food
Larger Bay Area food community
Previous food-related projects
Food brings us together
Cooking establishes the difference between animals and people... cooking marks the transition from nature to culture.
“Cooking establishes the difference between animals and people... cooking mark[s] the transition from nature to culture”

Claude Lévi-Strauss
THE PROBLEM

Disconnected from the food we eat
Eating out and obesity
People want to eat better
THE PROBLEM

People no longer cook :(

It's the collapse of home cooking that led directly to the obesity epidemic.
“It’s the collapse of home cooking that led directly to the obesity epidemic.”

Michael Pollan
OUR MISSION

Encourage people to cook more often using fresh, in season ingredients leading to healthier lives.
THE PLAN

- Overview
- Research
- Insights
- Design
- Demo
- The Future
RESEARCH

Interviews
Cooking classes
Local organizations
Literature
“I’m just not motivated enough.”
"I lack the knowledge to cook really delicious food."
“Cooking good food takes too much time.”
THE PLAN

- Overview
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Motivation is hard to change
USER MOTIVATION

- want to eat at home
- want to eat out

- novice cooks
- expert cooks
In the kitchen, less is more.
Precommitment increases likelihood of doing.
Reducing cognitive load makes decision-making easier.
Positive reinforcement leads to confidence.
THE FOOD “NETWORK”

cooking classes

cooking blogs

farmers markets

food startups

CSA boxes

recipe sites

local orgs

books
THE PLAN

Overview
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PROTOTYPING

Learn
Make

Sweet pepper encompasses a wide variety of mild peppers that belong to the Capsicum family. The best known sweet peppers are bell peppers, so named for their bell-like shape. They have a mild, sweet flavor and crisp, juicy flesh. When young, the majority of bell peppers are a rich, bright green, but there are also yellow, orange, purple, red and brown bell peppers.

WHEN BUYING

July through December

IN SEASON

A new sprout has arrived!
Today, 24 minutes ago
Schedule
Shop
Cook
Remember
Share

HELPFUL TIPS

Store in a plastic bag in the vegetable crisper of your refrigerator. Peppers will stay fresh for 1 to 2 weeks.

When Buying

Red peppers are mature green peppers (aging makes red peppers sweeter and more mellow than sharper, grassy tasting green); yellow and orange peppers are different, sweeter varieties. Look for firm peppers with shiny, wrinkle-free skins.

Storing

Store in a plastic bag in the vegetable crisper of your refrigerator. Peppers will stay fresh for 1 to 2 weeks.

Great! We’ll remind you to go grocery shopping the day before.

Schedule
Back

ME
COOK
FEED

3/27
3/28
3/29
3/30
3/31
4/1

Today

Great! We’ll remind you to go grocery shopping the day before.
INGREDIENT OF THE WEEK

Bell Peppers

WHAT'S COOKING 4/4 TO 4/10

Raw Peppers

ALL ABOUT BELL PEPPERS

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In Season
July through December

When Buying
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SCHEDULING A DAY

Pick day to cook!

When Buying
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Storing
Store in a plastic bag in the vegetable crisper of your refrigerator. Peppers will stay fresh for 1 to 2 weeks.

1:01
Thursday, May 9

52 Sprouts
Remember, you’re supposed to cook green beans tomorrow! Make sure to go get your ingredients.
SHARING A SPROUT
Parse + iOS 6
THE PLAN

Overview
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Insights
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Demo
The Future
THE PLAN

Overview
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THE FUTURE

52 weeks of 52 Sprouts
Launch in App Store
Other platforms
Future features
- richer ingredient history
- push notifications
- ingredient linking
- visualization of progress
- commenting
THANK YOU!

learn more

52sprouts.com

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