EXPERIENCE MAP

	Need to decide what to cook, when, and for whom	Look at what's in the fridge	Look for recipes	Decide on recipe	Do shopping (if necessary)	Get ingredients and recipe at hand	Start cooking	Serve, Eat	Receive feedback	Do dishes	Express opinion
Consumer											
Questions	What shall I cook over the next few days? What shall I cook tonight?	What can I cook with what I have? What do I need to buy?	Where can I find recipes fitting my criteria? (cost, difficulty, time to prepare, availability, family tastes, diet needs,)	Does this recipe fit all my criteria? (cost, difficulty, time to prepare, availability, family tastes, diet needs,)	Where should I go shopping if I want to be sure I can find all ingredients? Where is closest/cheapest? Shop online?	Do il have all the ingredients? Can I skip some ingredients? Can I modify the recipe slightly?	How long will it take if dinner starts at 20h00? What are the steps? What can I do in parallel to save time?	How does it taste? Will they like it?	Wy do they like it? Why don't they like it? Do I want to cook it again?	How can I avoid doing so much washing up?	Did I and everyone else like it? Was it easy/cheap/fast/... to cook? Would I cook it again? Do I recommend it? What would I do different next time?
Actions	Wondering	Consider different recipes Based on : cost, difficulty, time to prepare, availability, family tastes, diet needs, ... Decide on regular recipe or try something new	Ask friends on FB Google Cooking sites/blogs Check printed books — View recipe / Keep/Forget / Compare with criteria	Bookmark recipe Print recipe Add ingredients to shopping list	Go to shop Check shopping list Get ingredients Pay Leave	Place all ingredients at hand Prepare cooking tools	Follow steps on recipe Side activities while waiting (TV, music, browse mobile, games, drink ...)	Serve Eat Chat Take pictures	Listen to feedback Ask for validation for future	Side activities (tv,music)	Leave comments on sites / social networks Vote on recipe ratings Tell friends Keep or delete bookmarks
Maggi											
Opportunities	Help to plan set of meals Facilitate repetitive tasks Remember preferences Guest invitation app	Recipe finder Facebook / social functions Recommendation mechanism based on known preferences/behaviors Inspire, influence behaviors towards user aspirations Help user fulfill deep, unmet aspirations		Help decision-making based on criteria Keep references to loved recipes Shopping list generator	Shopping list generator linked to shopping apps (eg Tesco shopping list) List where to find hard-to-get ingredients	Easy access to saved recipe page on mobile/tablet	Step-by-step tutorials Timer Entertainment	Great recipes New flavours worth talking about Keep/Publish meal pictures	Capture everyone's feedback	n/a	Capture feedback
Functions	Weekly meal planner Invite guests Learn taste preferences	Filter recipes by criteria cost, difficulty, time to prepare, availability, family tastes, diet needs, ... Use knowledge of taste preferences to make recommendations Aspiration-Achievement programmes, eg «Eat more vegetables», intrinsic rewards, encourage positive behavior, step by step., In parallel to other cooking activitiesi		Save favorites Print Share Generate shopping list	Send shopping list to other apps (via API)	List ingredients	Step instructions (which ingredients and what to do) Start/stop preset timers Wave arm gestural interface or voice control (dirty fingers)	Take pictures keep pictures share pictures	Let people who've eaten leave feedback Comments, ratings Easy invitation Social experience	n/a Provide soundtrack?	Comments, ratings, publish photos, save favorites, improve knowledge of taste preferences
Data objects											
Desktop	✓		✓	✓	✓	✓			✓		✓
Mobile	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓
Tablet	✓		✓	✓	✓	✓	✓		✓	✓	✓
Facebook	✓		✓					✓	✓		✓
Video platforms	✓		✓								✓
Store					✓						