

SOUND OF FOOD

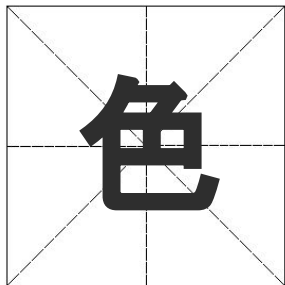


FINAL PRESENTATION

Savio Mukachirayil
Chenkai Zhang
Peixuan Li
Sandra Di Leo

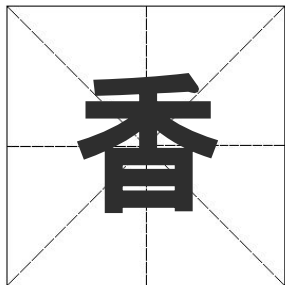
CONTEXT

sè



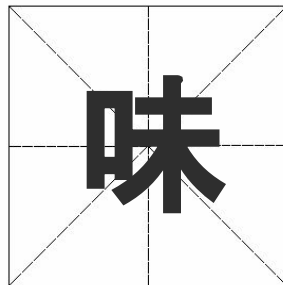
color

xiāng



aroma

wèi



taste

CONTEXT

Observed problems

\\ INCORRECT COMPONENTS OF DIET

\\ UNREASONABLE FOOD INTAKE

\\ IRREGULAR EATING TIMES

The average daily total amount of food for urban people living alone is about 1200 g, which is lower than the recommended daily total amount of food. **The average number of food types covered in each meal is small, the types of food intake are uneven, and the phenomenon of partial eating is more prominent.** 59.4% of the people had the habit of eating snacks. Beans consumption is still low, and the consumption of fruits and vegetables is low, especially the intake of fruits is very low. Only 40.1% of people often eat fruits. The amount of drinking water is insufficient. 71.4% of people drink less than 1200 ml per day. **Many people do not have the habit of drinking water actively;** The frequency and quantity of daily milk drinking of urban people living alone are low, and only 17.5% of them drink milk every day.

The study used stratified sampling method to investigate 1115 people living alone in Hefei, Tianjin and other cities, including 536 men, accounting for 48.1%, and 579 women, accounting for 51.9%.

[1]黄伟,汪瑛,宋旺,朱海燕,赵明,吴晓倩,胡德峰.城市独居生活人群日常 饮食问题探讨[J].齐齐哈尔医学院学报,2015,36(07):1034-1035.

RESEARCH INSIGHTS

functions of sound

DEPRESSION

ANXIETY

STRESS

SOCIAL DISCOMFORT

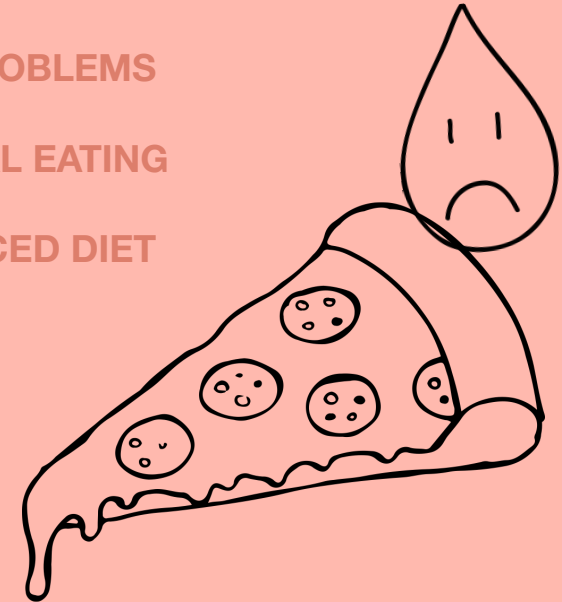
LONELINESS



EATING PROBLEMS

EMOTIONAL EATING

UNBALANCED DIET



RESEARCH INSIGHTS

functions of sound

“Sound is a forgotten taste.”

Charles Spence

Dietary behavior includes a series of psychological and behavioral processes, such as individual taste perception, taste evaluation, emotional feelings, and personal dietary preferences. Studies have shown that **sound can affect people's eating behavior** by affecting their sensory feelings and preferences for food. The sound of chewing and swallowing food, the sound of making and preparing food, noise and background music all have a lot of influence on the diet itself.

[[1]侯方丽,陆青云,许韶君,丁秀秀,张兆成,陶芳标.抑郁症状和情绪性进食行为对青少年膳食模式的影响[J].中国学校卫生,2015,36(09):1289-1293.DOI:10.16835/j.cnki.1000-9817.2015.09.006.]

RESEARCH INSIGHTS

functions of sound



\\ NOISE

Noise will affect people's **evaluation, choice and intake of food in specific situations**. For example, noise makes people feel that drinks are sweeter. In addition, a four-year demographic survey from the Karolinska Institute in Sweden shows that for every 10dB increase in road noise, the waistline of surrounding residents increases by 3cm on average, and the average waistline of local residents living around the airport is 6cm longer than that of non Airport residents.

\\ INTERACTIVE SOUNDS ASSOCIATED WITH DIET

The eating experience depends not only on the taste in the mouth, but also on the sound related to the food. When the sound of chewing sound was higher or the audio frequency was enhanced, the subjects thought that the potato chips were more crisp and fresh; On the contrary, they think potato chips are softer. Compared with the bread packed in wax paper, when opening the bread packed in cellophane paper, people will feel that the bread is more fresh. After hearing the sound of high-quality coffee machine, people will feel that coffee is better to drink.

\\ BACKGROUND MUSIC

People are more familiar with the impact of background music on the eating experience. Many restaurants have used such methods, such as playing some specific music to extend or reduce the dining time.

[1]余习德,张小娟,鲁成,朱一奕,高定国.声音影响饮食行为:实证进展与理论构思[J].心理科学进展,2017,25(06):955-969.



RESEARCH QUESTION

How can we
enhance **solo** eating
experience during the
quarantine through
food sounds?



IDEATION



CONCEPT

fizz makes people aware of their eating experience by generating **music from food sounds** and allowing them to share it to other users.

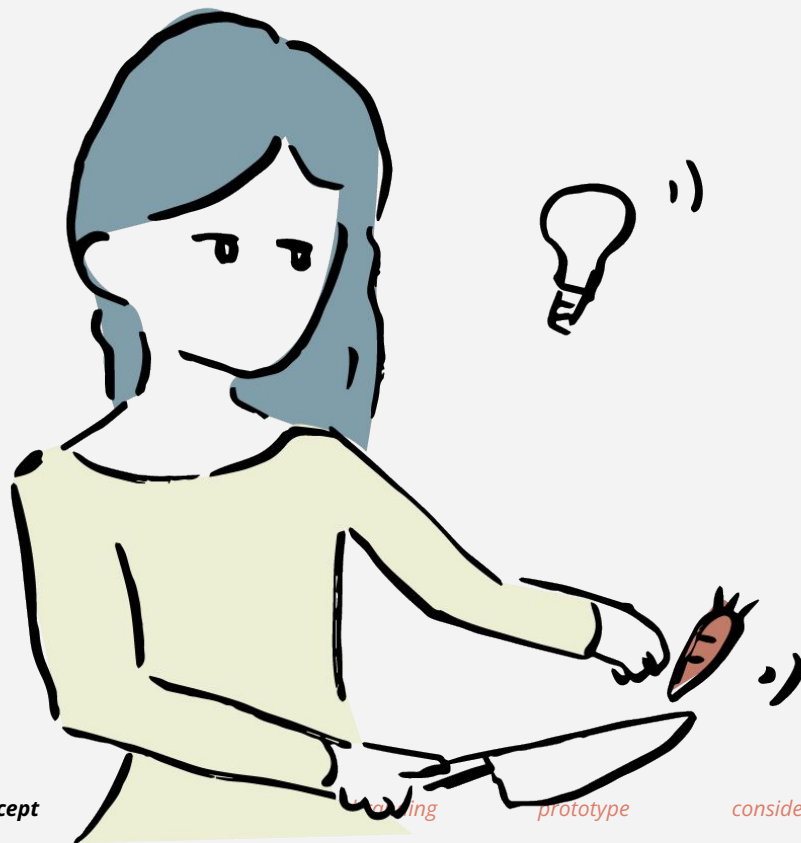


PERSONA

\\ NAME: GWEN

\\ AGE: 26

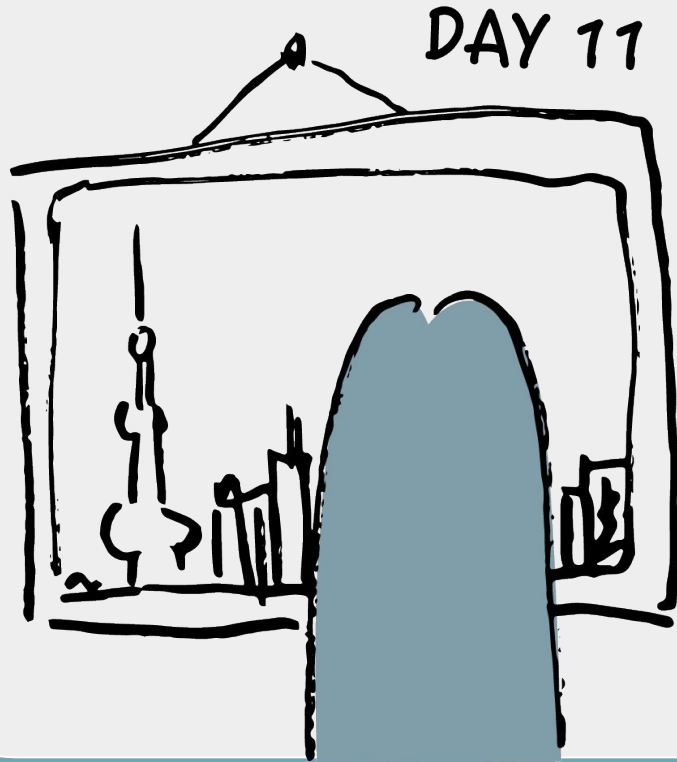
\\ JOB: PROGRAMMER



STORYBOARD



STORYBOARD



STORYBOARD



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STORYBOARD



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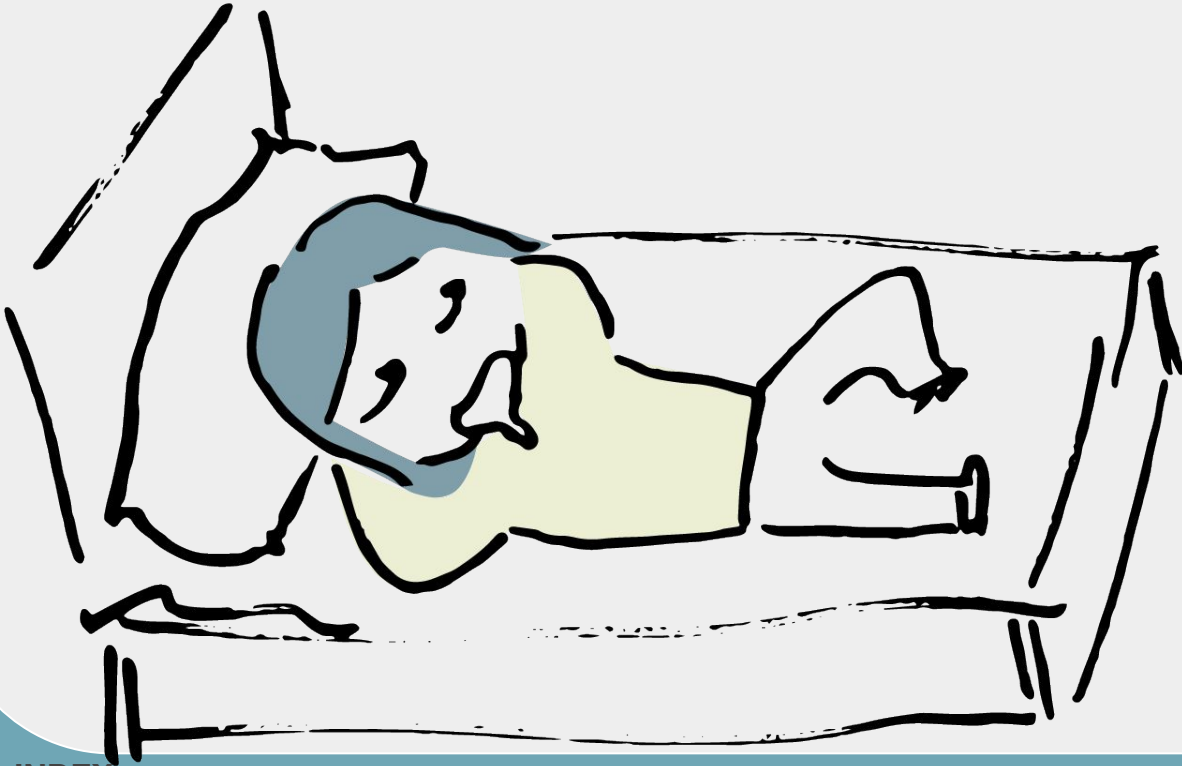
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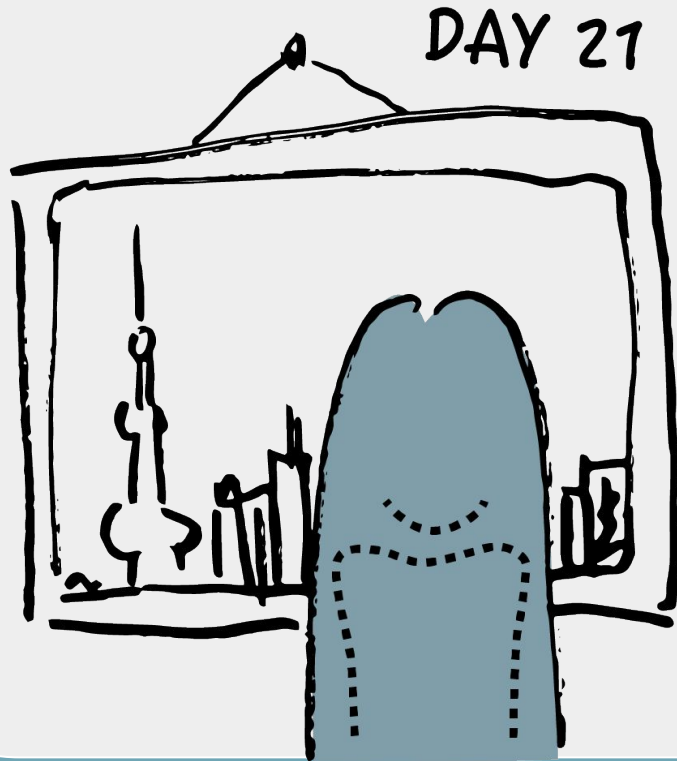
storyboard

branding

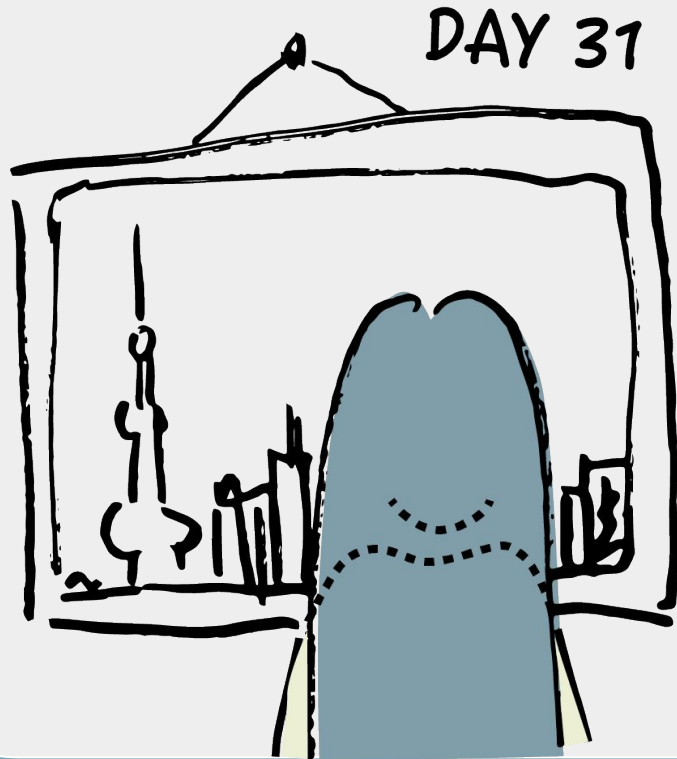
prototype

considerations

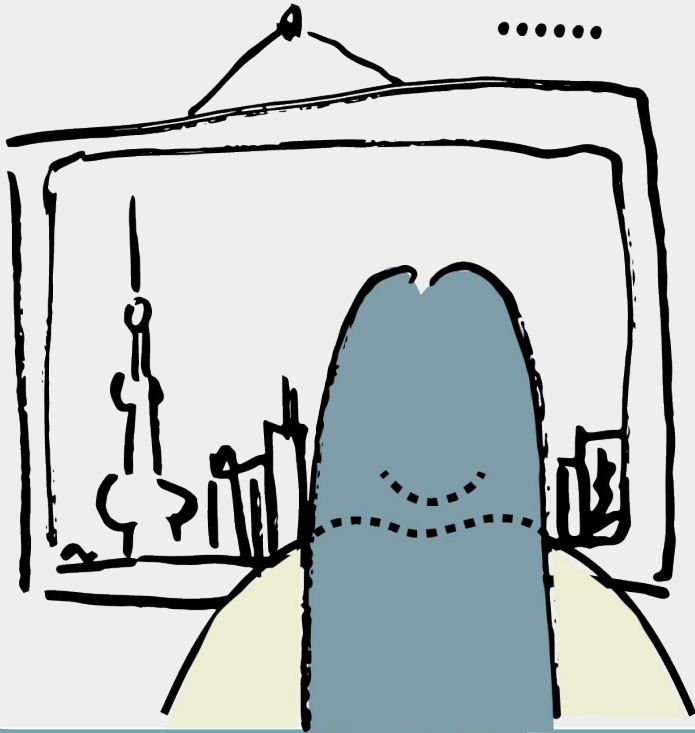
STORYBOARD



STORYBOARD





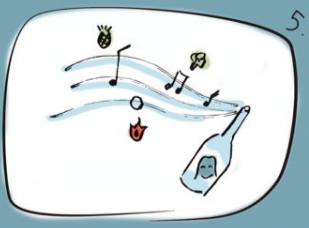


STORYBOARD



STORYBOARD



	1. PICK UP BOTTLE	2. COOK A MEAL	3. UPLOAD SOUNDS	4. EATING TIME	5. COMPOSE AND SEND
USER JOURNEY	Choose and pick up a bottle from a person that you know or randomly from other people in the world. Read the food sound notes and get inspired.	Play with new combinations of ingredients and record yourself while you cook. This sounds will be used by the app to create special music that you can send in a drifting bottle.	The playlist acts like a diary where you can record the new combinations of ingredients you discovered, and new people you connected with.	Listen to your playlist or to other people's music to enhance your food experience. Or Chat with the person you received the drifting bottle from if they're available.	Your sound of food will be packed in a virtual drifting bottle and will be picked up to another person.
STORY-BOARD					
DESIGN TOUCH POINTS	<ul style="list-style-type: none"> • Drifting bottle • Playing sound of the drifting bottle 	<ul style="list-style-type: none"> • View ingredience from the picked bottle • Recording 	<ul style="list-style-type: none"> • Uploading sounds; • Uploading photo (Optional). • Date recording dairy. 	<ul style="list-style-type: none"> • Chatting with the sender; • View the sender's playlist; • Playlist recommendation. 	<ul style="list-style-type: none"> • Automatic music generation composed by the food sound, • Editing function to complete composing. • Sending as a new drifting bottle.
DESIGN INTENTION	The user will be inspired from the sound and food from previous users to decide what to cook.	The users will be aware of how they cook and the cooking sound, and focus on the cooking experience.	The user will be able to record for the dairy and use the data to build up a healthy diet .	The user will be accompanied by sound of either food music or other people and feel less lonely.	The user will get their own food music and share them to make more friends connected by the food sound.

BRANDING



\\ NAME

"Fizz" is an onomatopoeia used to describe the satisfying sound of opening bottles.

\\ COLOUR PALETTE



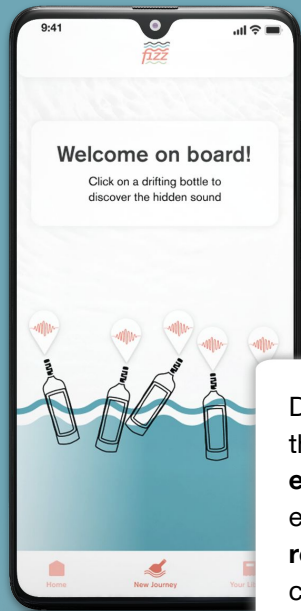
\\ LOGO

The contrast between the round shapes of the sea and the straight strokes of the font give the logo dynamism and a fun but clear personality.

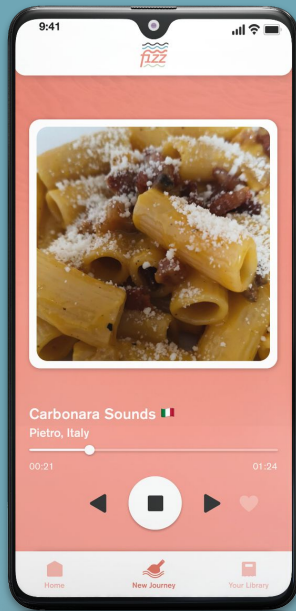
\\ ILLUSTRATION ELEMENTS

Hand-drawn illustrations are used to add a personal signature to the brand identity to emphasize its bold personality.

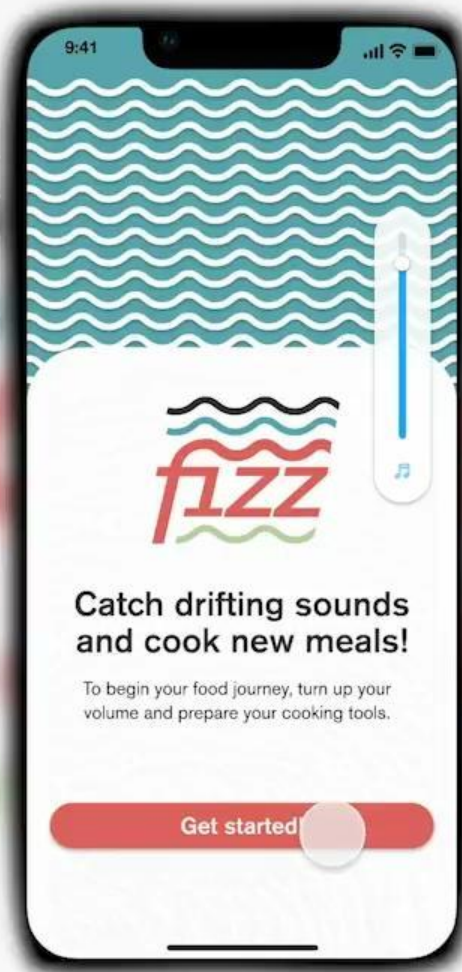
INTERFACE



Design elements are implemented in the UI to create a **gamified experience** and make interactions easier and more remarkable: a **reward system** is integrated when catching a “fizz” and discovering its mysterious sound content.



The interface is inspired by **music apps** to add an element of **familiarity** to the food experience.



9:41



Catch drifting sounds and cook new meals!

To begin your food journey, turn up your
volume and prepare your cooking tools.

Get started

BENEFITS



BENEFITS



BENEFITS



谢谢