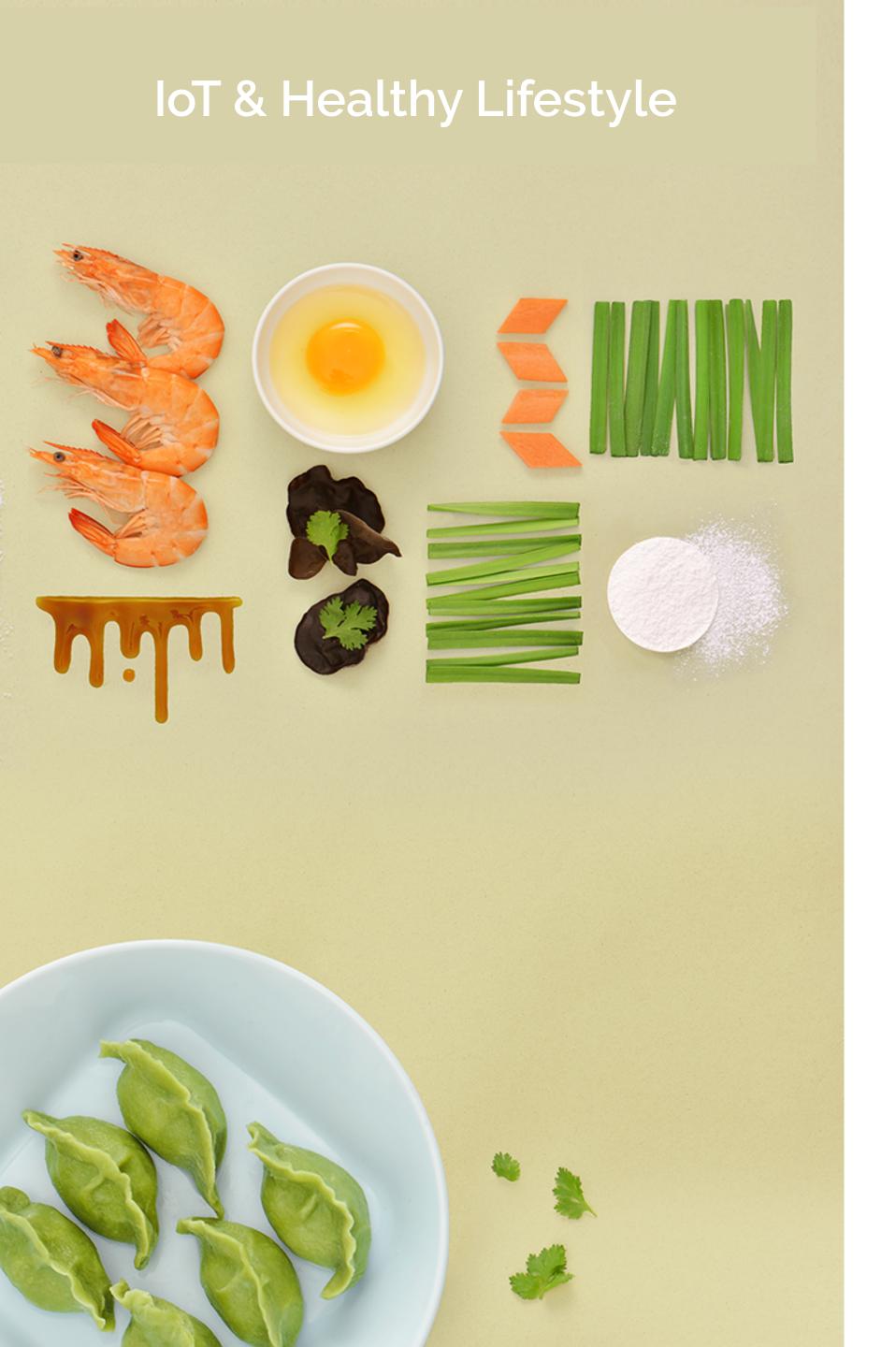
# Smart Fridge

Keep you close with people you care about

# Objectives

### Goal

- To understand elderly people's eating habits, lifestyles, and hobbies
- To understand how modern technology embed in home experience
- To understand the recent market place for loT



## Secondary Research

### Current Market -Basic fridge



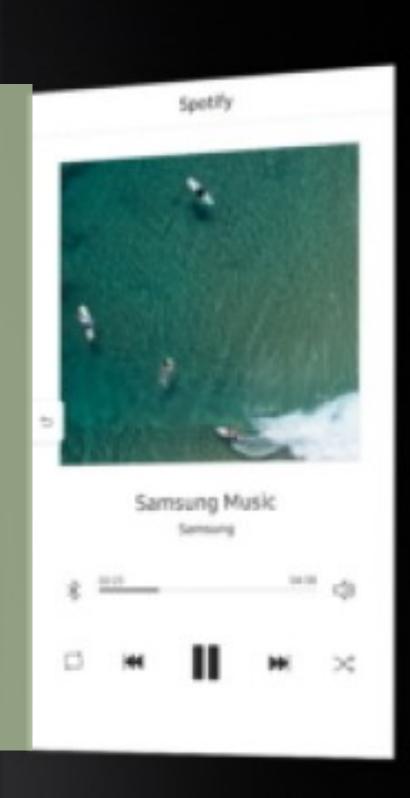
Basic fridges are often hard to organize and can easily become cluttered. It is sometimes confusing whose food is whose or what food is in the back of the fridge. Users may often find themselves labelling their food or containers but still having their food stolen – a likely case if this fridge is in student accommodation. The lack of organization also means we often find some food has forgotten and expired. Leftovers especially, are hard to estimate when it bounds to be out of date. It is common that a member of a

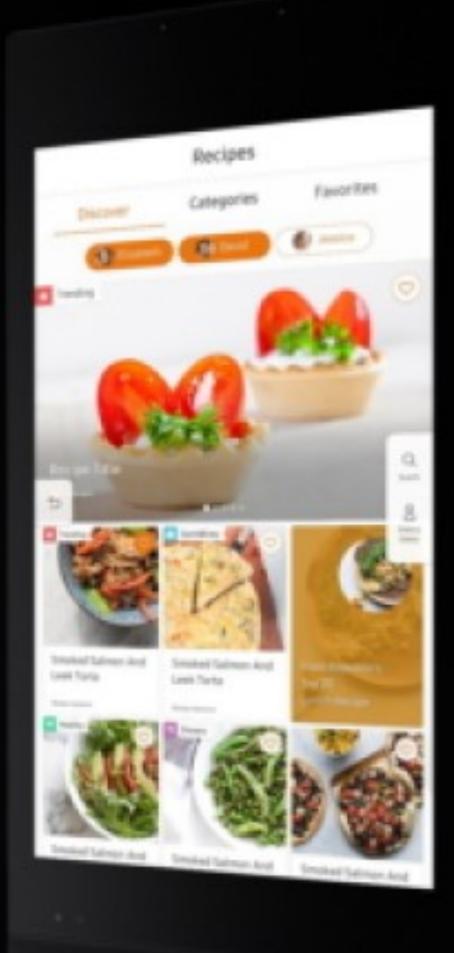
household does the weekly shopping, thus it requires a lot of time on meal planning. Also they may forget what is in the fridge when at the supermarket, leading buying duplicate products. Basic fridges require a constant check if there is enough food in the fridge – it is estimated that the average person visits their fridge 20 times a day.

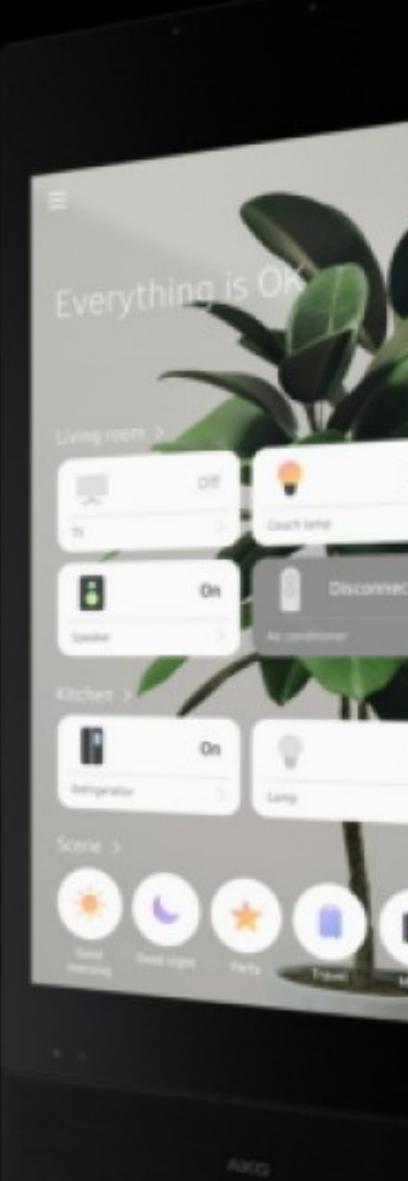
Current Market -Samsung Smart Fridge

The internet fridge though existing has limited functionality and visual appeal. This product has been unsuccessful because the consumers had seen it as unnecessary and expensive accessory. There are many features that not needed to be added on a fridge, making it complicated and time consuming for user, which is contradictory to the aims of a smart fridge.

SAMSUNG





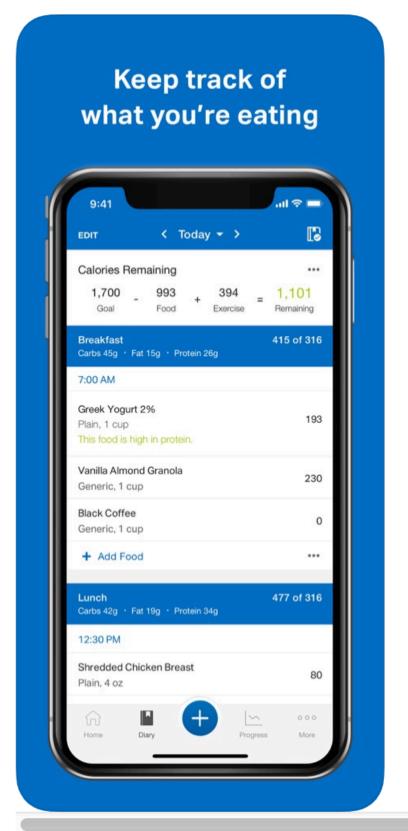


### Current Market -LG Internet Refrigerator

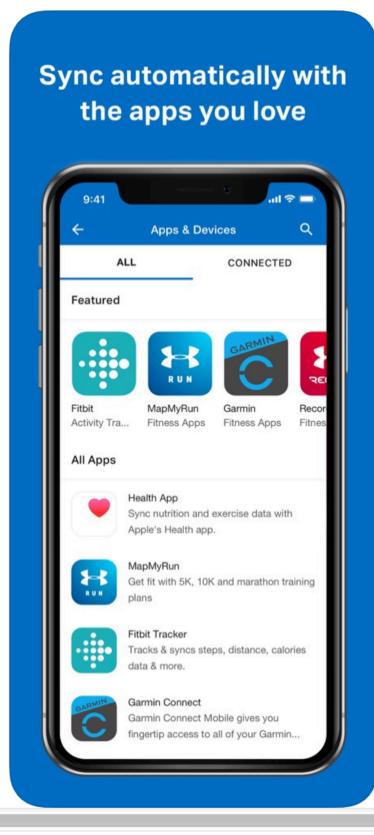


This refrigerator launched in 2000 was also an unsuccessful product. The problems solved were obscure. For example, many juice bottles are transparent, providing a visual reminder that a purchase is needed eventually; vegetable drawers are similarly transparent and contain items often removed from packages, thus this was the reason why bar codes were eliminated for inventory. Moreover, the ability of the device to remind users of upcoming purchases when there are often multiple buyers in a household who communicate informally is not typically addressable as a use case.

#### Current Market- My Fitness Pal App





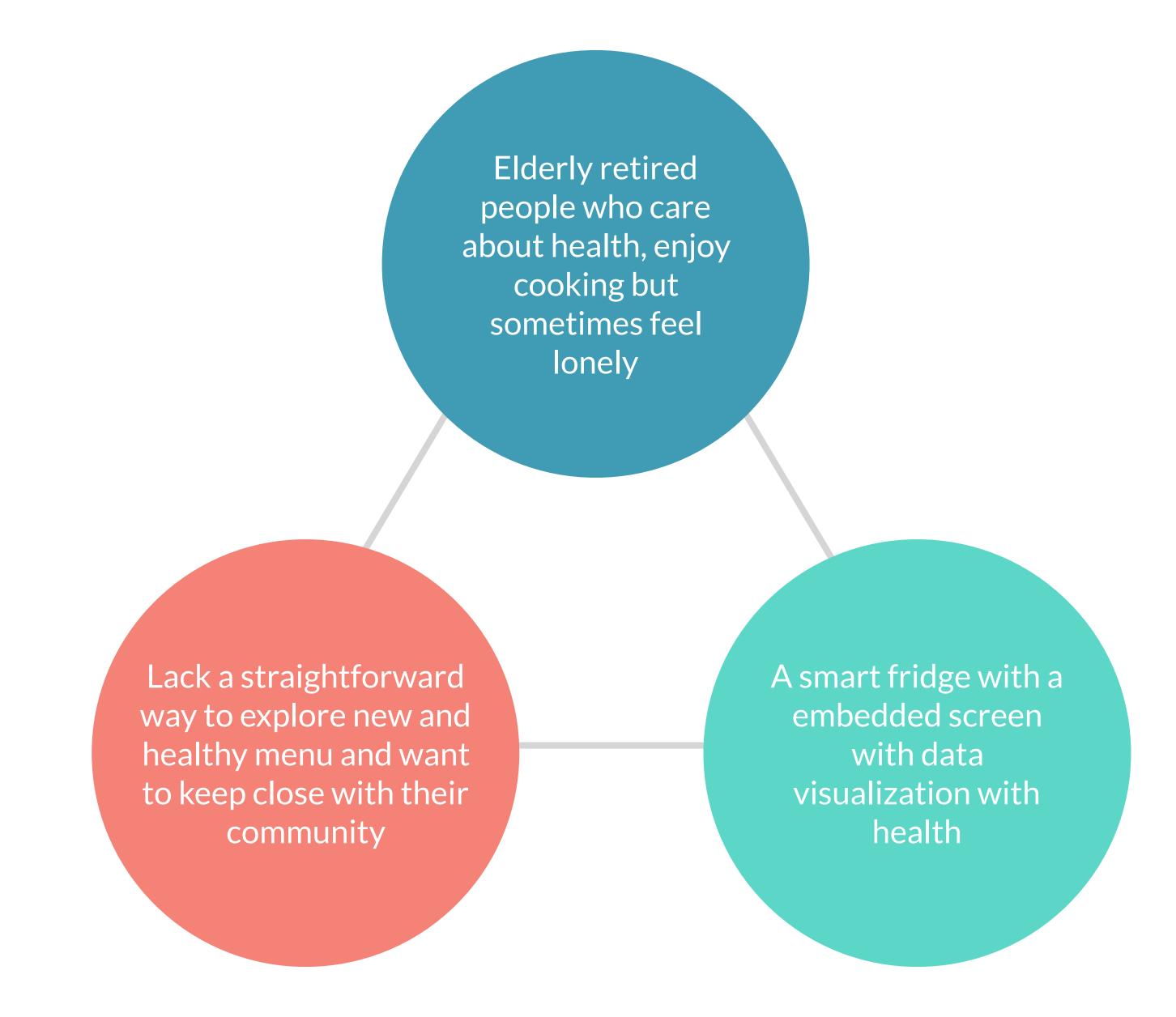




## Primary Research

## Hypothesis

### Molecule



### Interviews

2 males





3 males









62, a retired primary school math teacher

My daughter usually blames me of eating expired food. Actually I know it is not healthy but I just do not want to waste food. If the food still looks good, I'd rather eat it instead of through it away.



60, a retired primary school art teacher

Sometimes, I go dinning out with my friends. I want to learn how to cook the dishes which taste really good by myself after I back to home. But the thing is that it is hard to learn without any professional instructions.



I don't think retired life is boring. My life has a lot of fun. I treat cooking as a pleasure. I feel self-fulfilling especially when my daughter and grandson praise the food during our weekly family dinner time.



training teacher

56, a retired accountant

We hold party to communicate with each other and have fun together every Saturday. We like sharing what we cook and learn from each other.



69, a retired company employee

I have high blood pressure and hyperlipidemia. So I need to be careful about my dietary habit. I care about the nutrition fact and want some tips for how to eat more healthier.

Insight

1

Elderly retired people treat cooking as a

hobby and self-fulfilling while being

praised by relatives and friends.

### Insight

Retired elderly people learn from each other (their community) about cooking.

### Insight

3

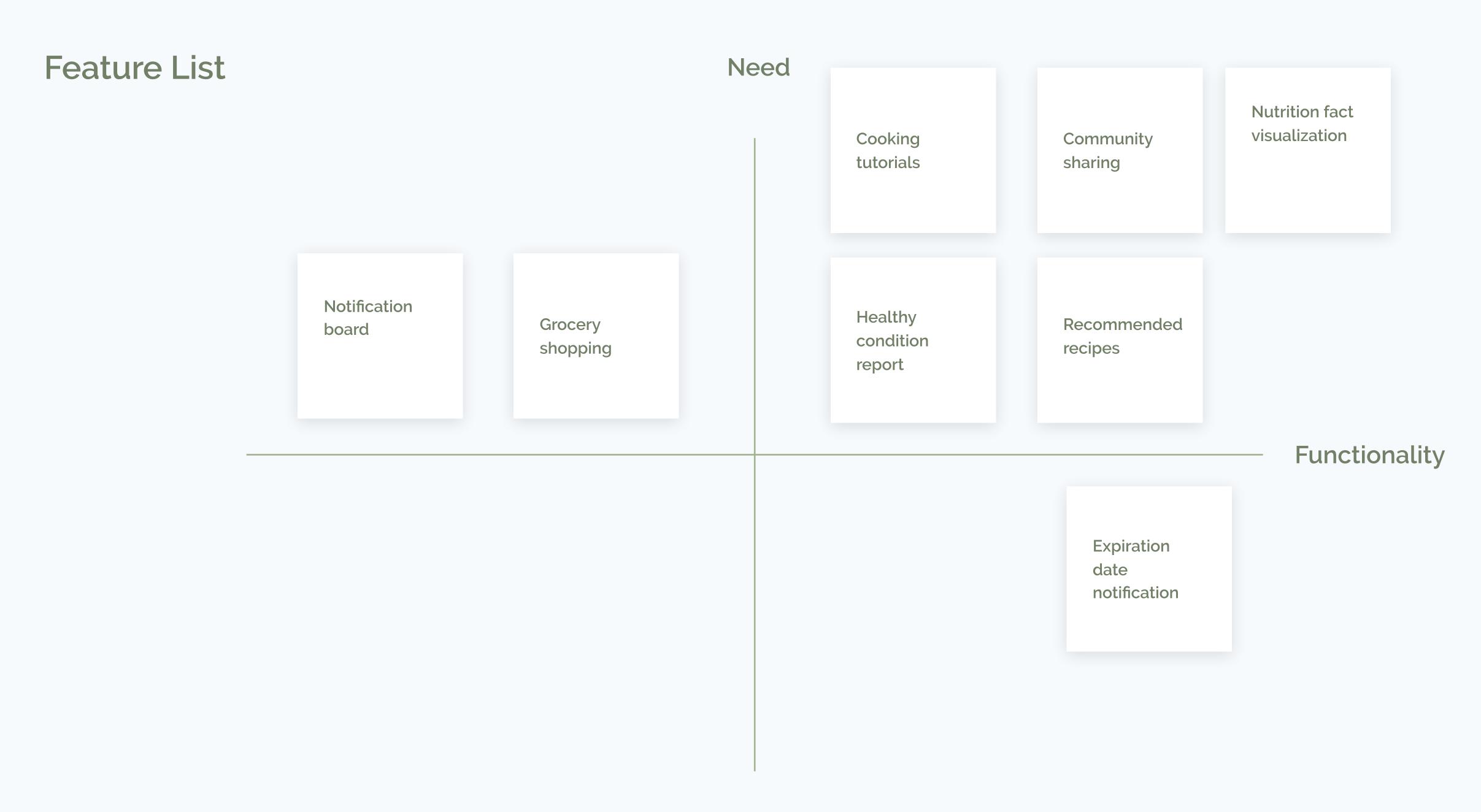
## While dinning in the restaurants,

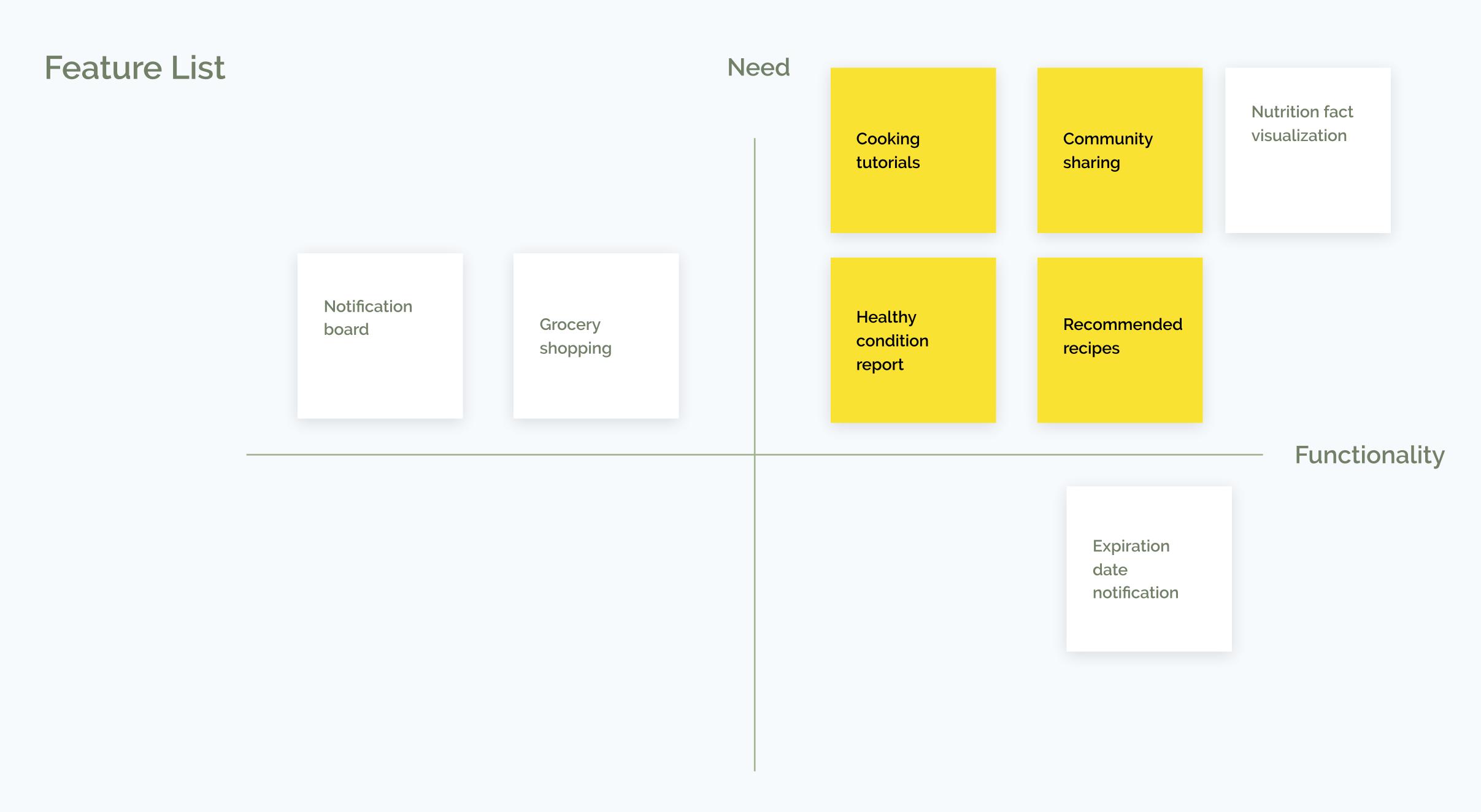
retired elderly people would like to learn how

to cook the dishes by themselves

back home.

## MVP

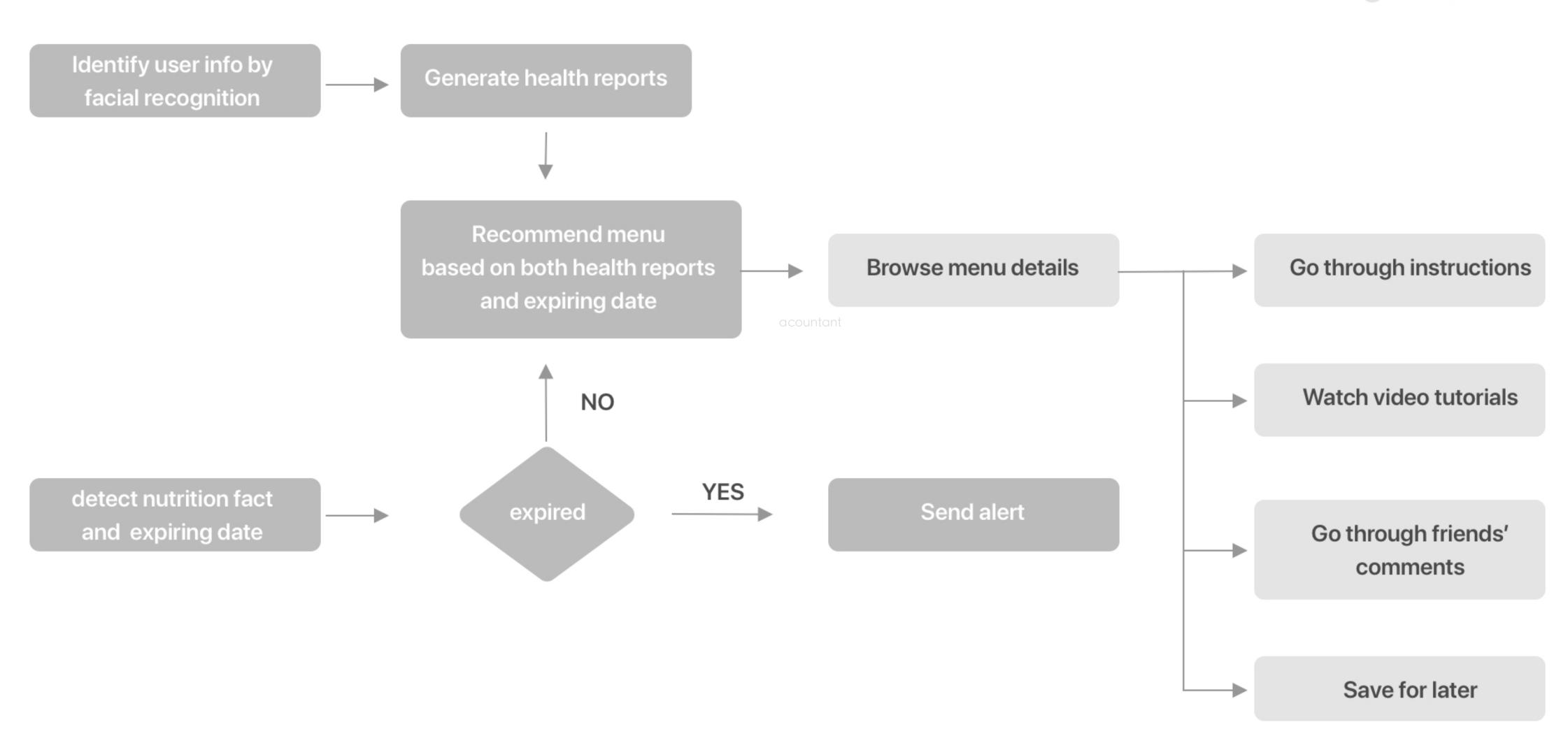




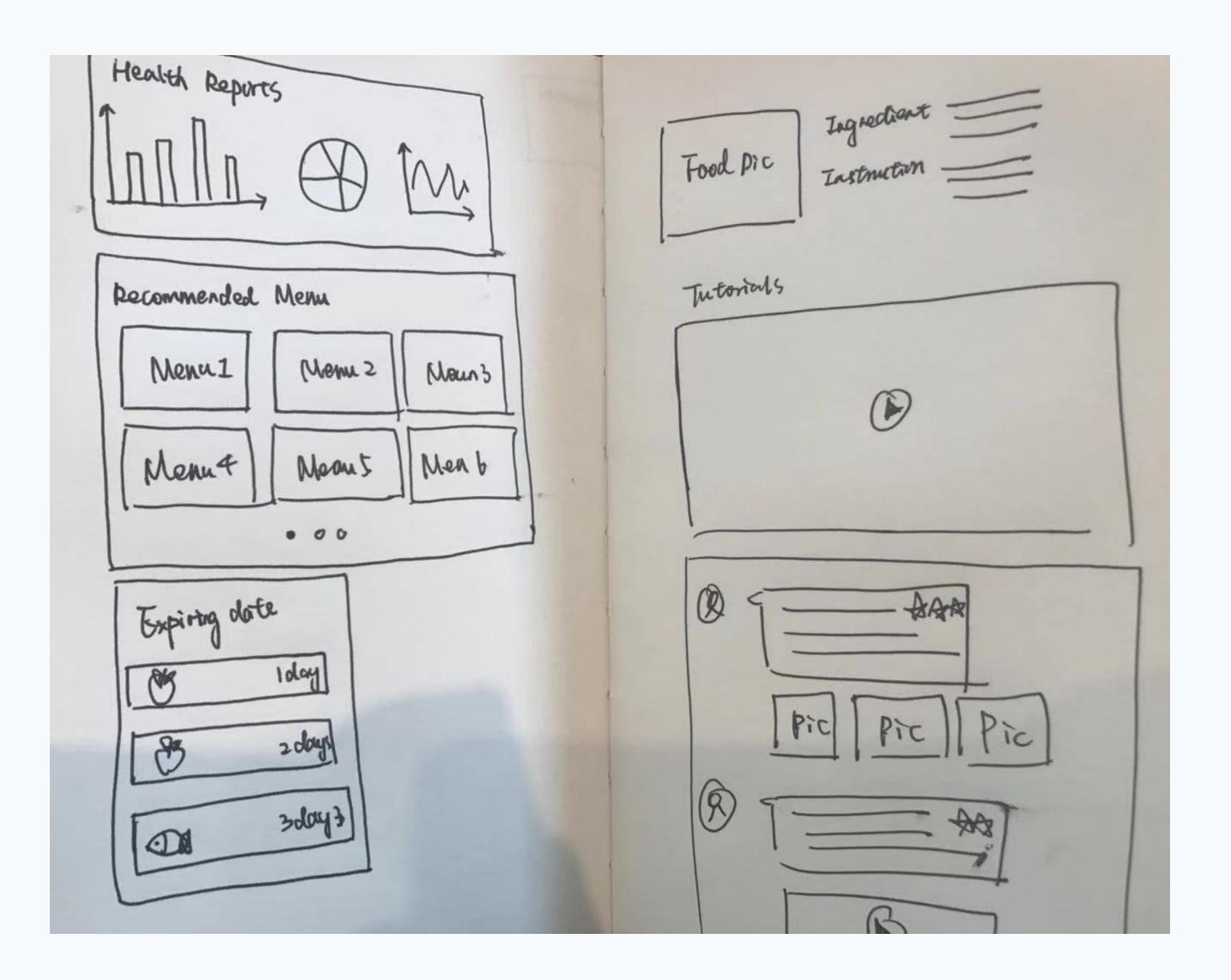
Workflow

Smart fridge

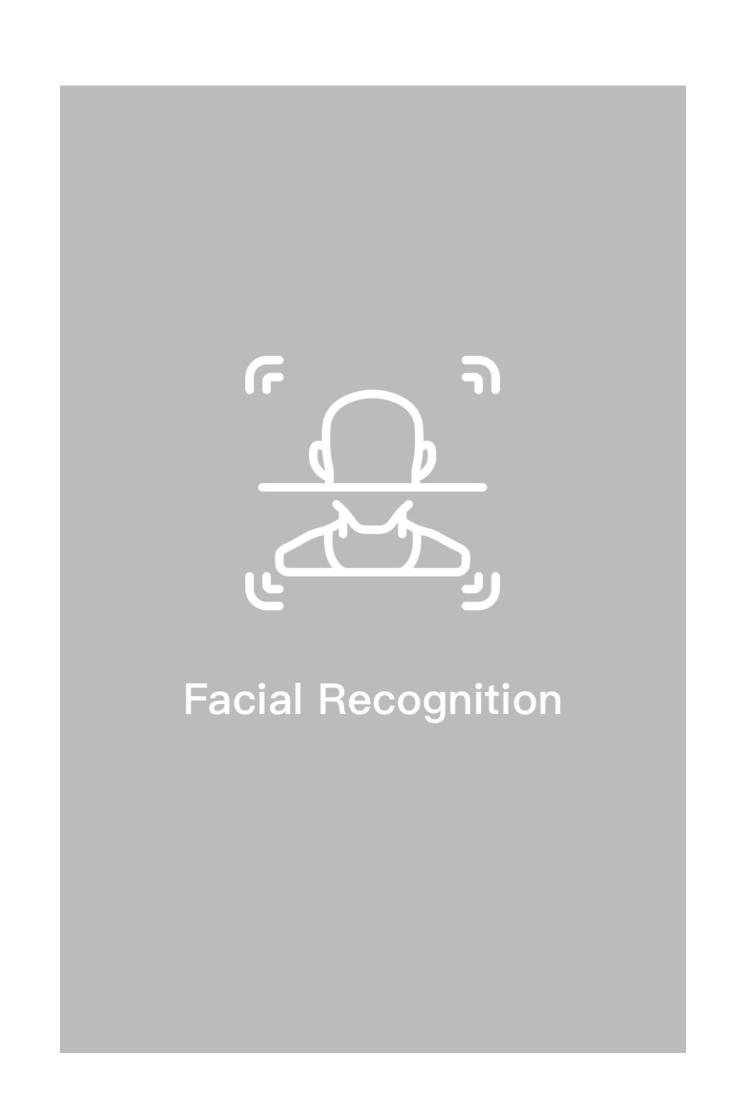
User

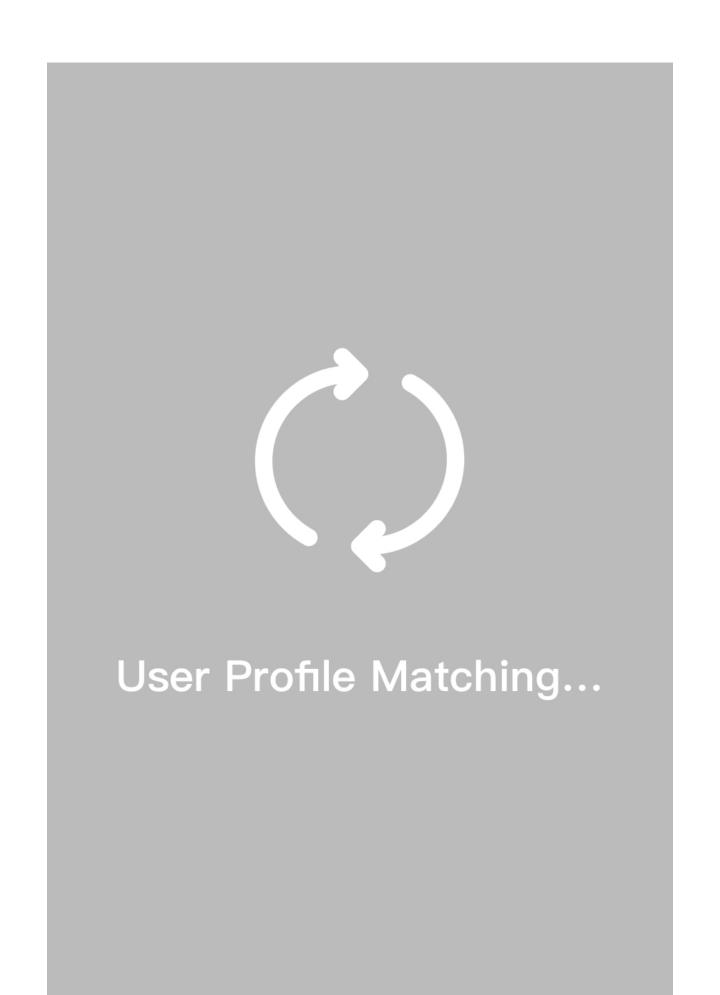


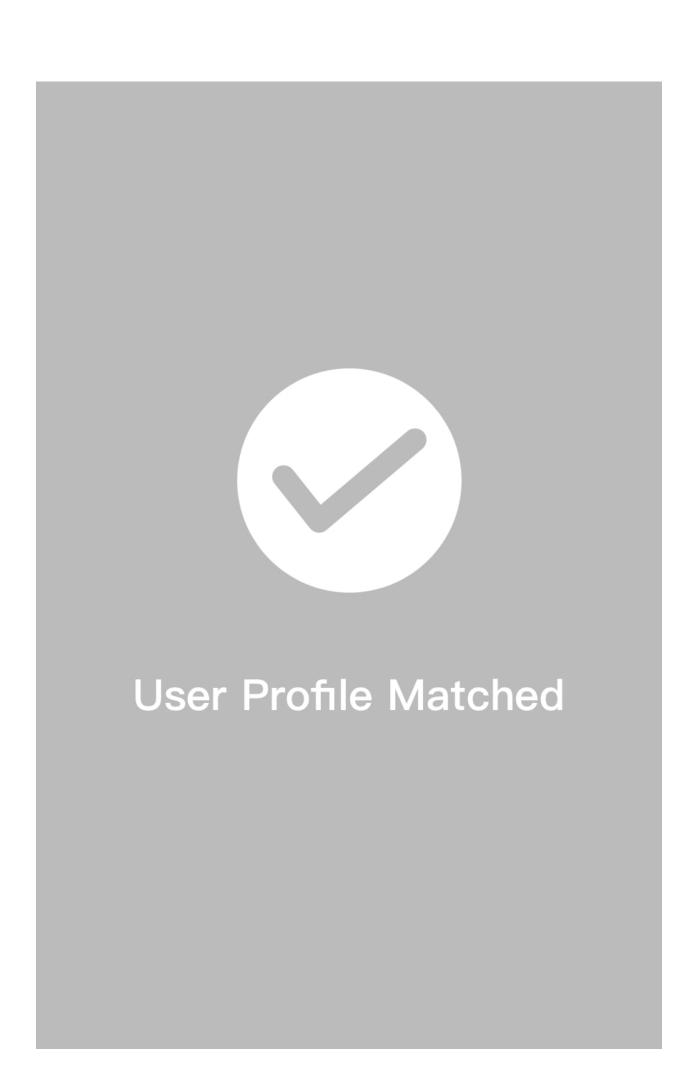
#### Rough Sketch



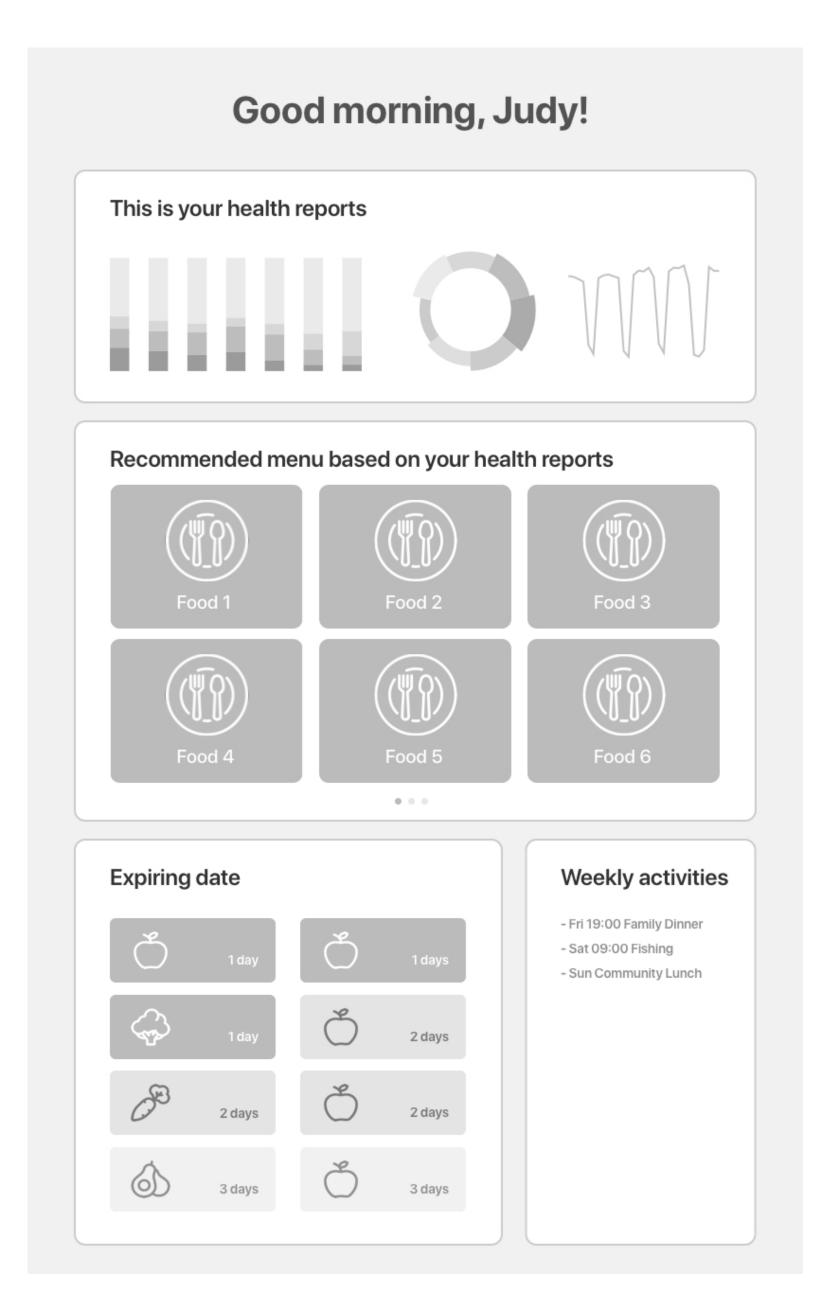
#### Low-fi prototype

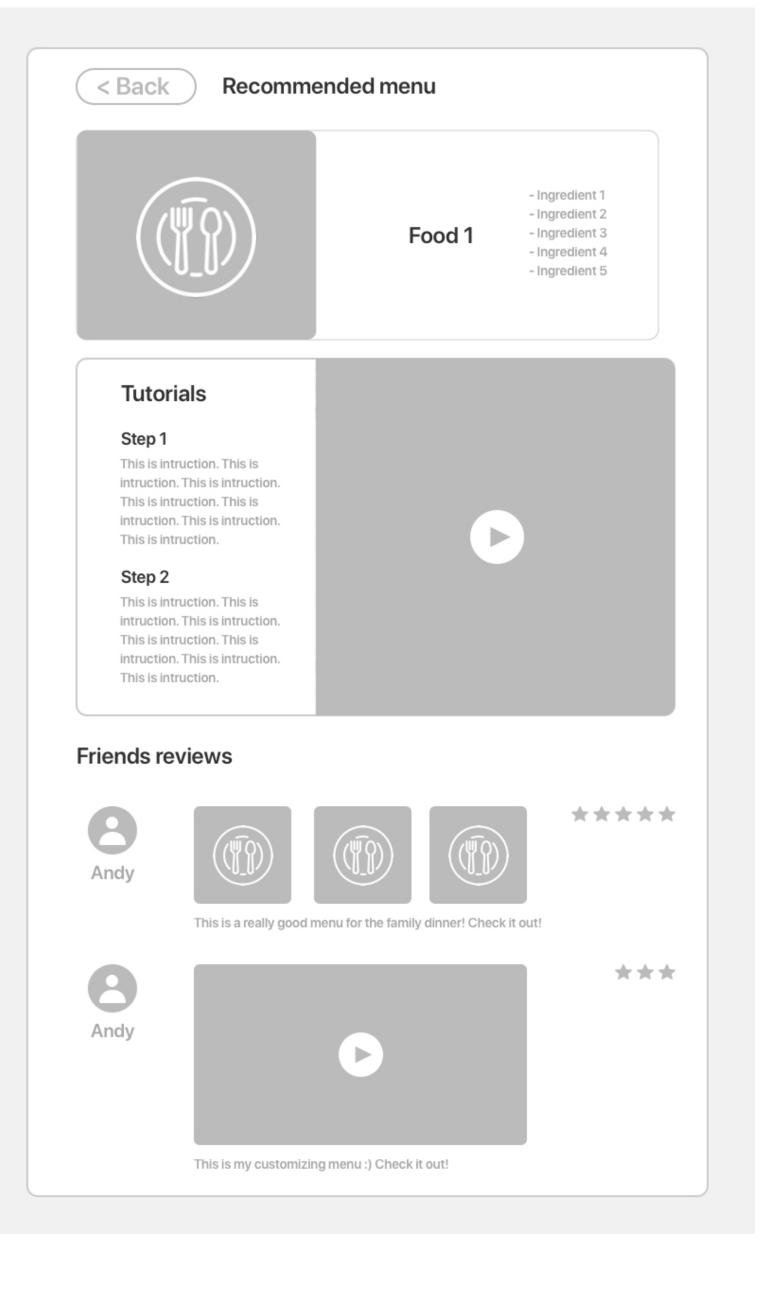






#### Low-fi prototype





## Next Step: Test Plan

## Kate 1 on 1 feedbacks

Facial recognition

Eating preferences

Customized menu

More testable