



WILLIAMS-SONOMA

experience design

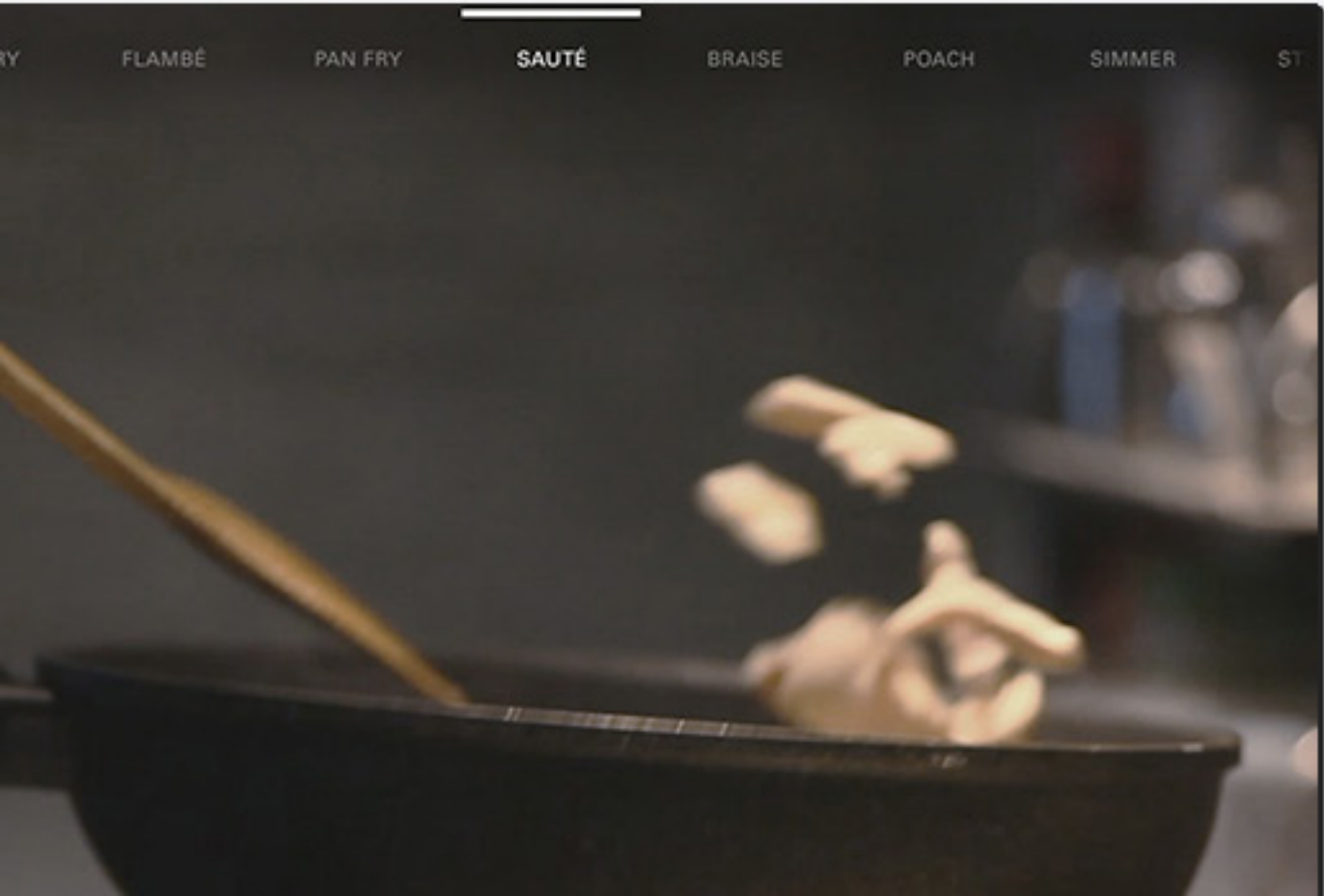
Hasti Khaki Jacky Chen Joshua Nicolas Mandy Wong Niloufar Kousha Nathan Lam

The Chinese discovered the process of making porcelain around 600 AD. These exported Chinese porcelains were held in such great esteem in Europe that in the English language china became a commonly used synonym for the Franco-Italian term *porcelain*. It was not until 1708 when a German potter in Meissen discovered the Chinese process, that European potteries came into being. Many of the world's best known potteries were founded during this period.



PITCH

Inspired by the vision of the perfect kitchen utility, we designed a digital platform for Williams-Sonoma's Open Kitchen line, targeting novice and aspiring cooks to support their passion and develop their culinary skills.



TECHNIQUES

KNIFE CUTS

When making a stir fry it is important to have each vegetable or protein cut into uniform pieces. This allows the ingredients to cook evenly throughout.



BRUNOISE
Suitable for vegetables, onions, root vegetables



BIAS
A diagonal cut, often used for elongating slices of slender vegetables; greater surface area enables faster cooking.



JULIENNE
Cut into long, thin strips
Suitable for stir-frying



RONDELLE
Flat, round slices cut from vegetables or fruits.



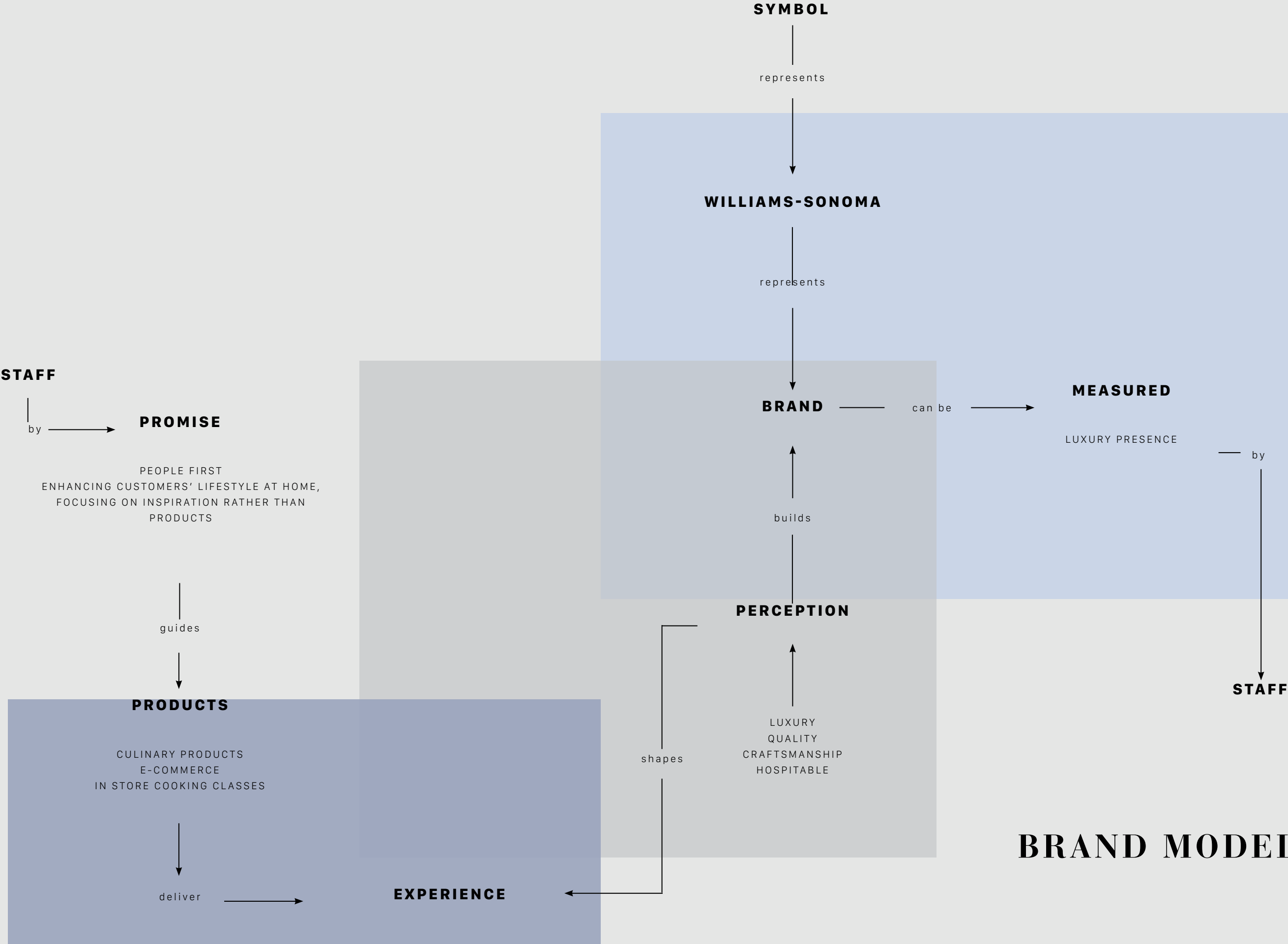
MINCE
The method of finely chopping vegetables helps flavors to infuse evenly throughout the dish.



WILLIAMS-SONOMA

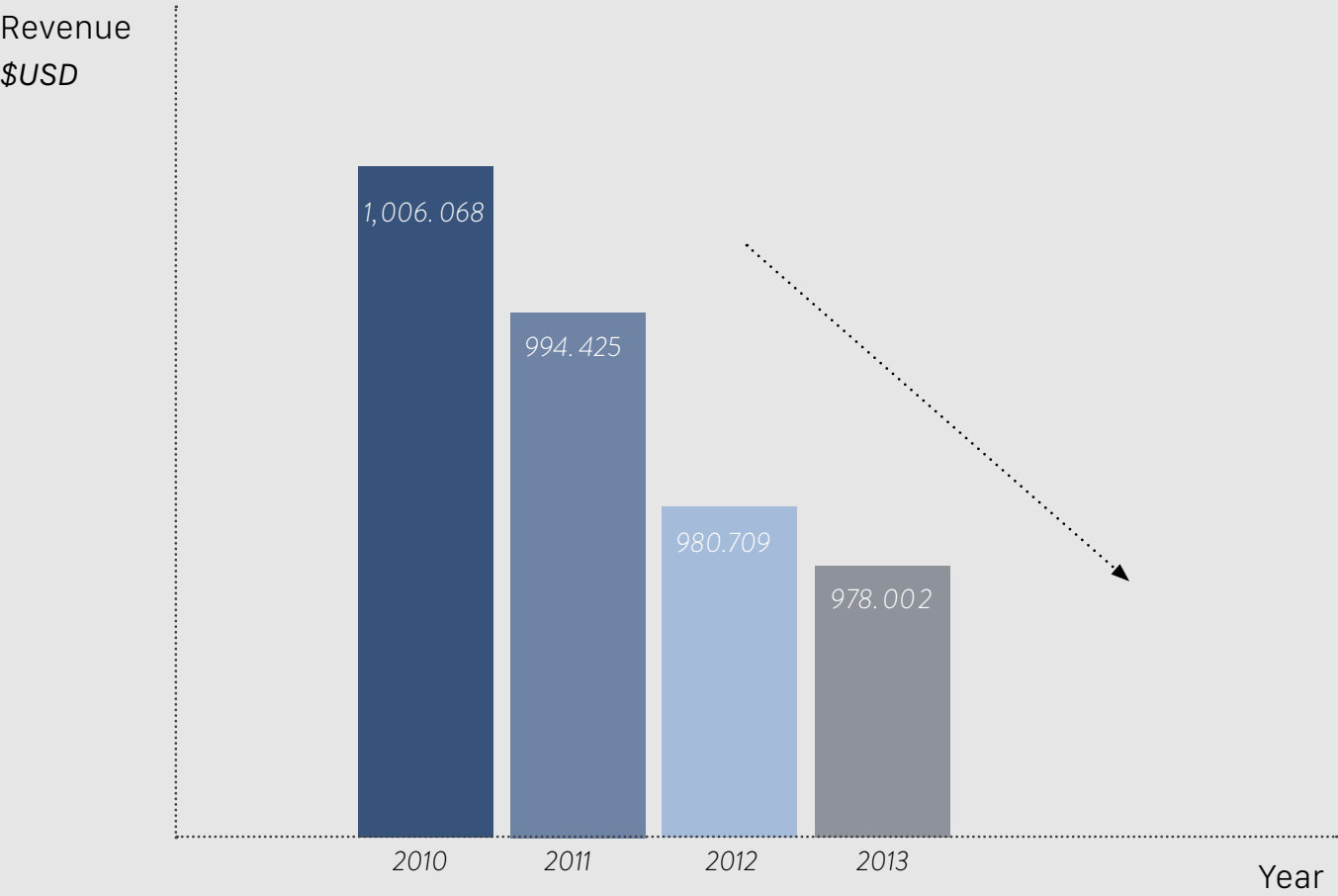
Williams - Sonoma was founded 1956 in Sonoma, California with a focus on customer-centric service and handpicking high quality culinary products from Europe for its customers. They engage their audience and markets these products through retail stores, catalogs, and e-commerce.

Open Kitchen, by Williams Sonoma, was introduced in January 2014 for a young, food-loving audience. Open Kitchen provides the same high quality and design while the price range is much more affordable.



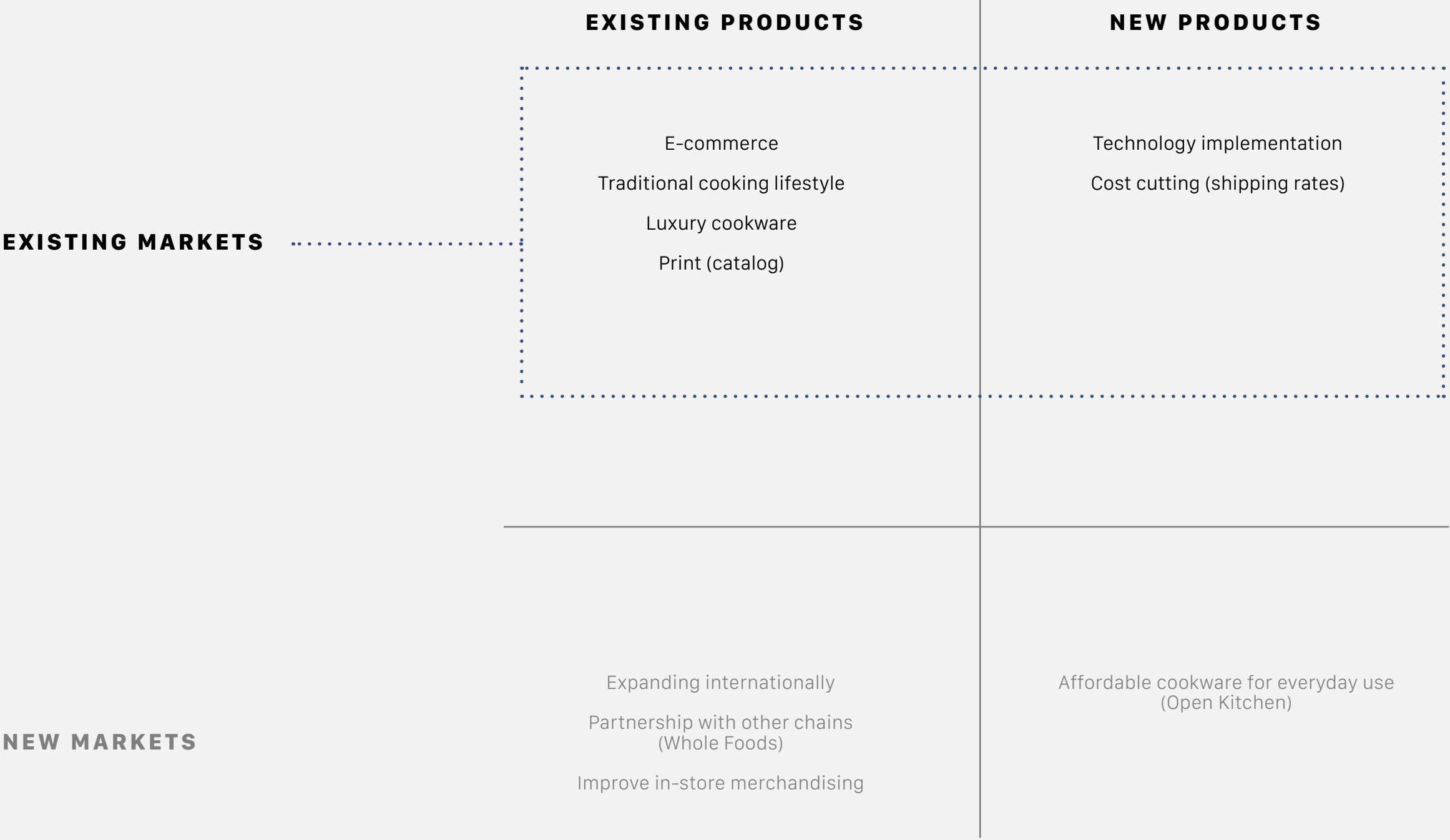
BUSINESS PROBLEM

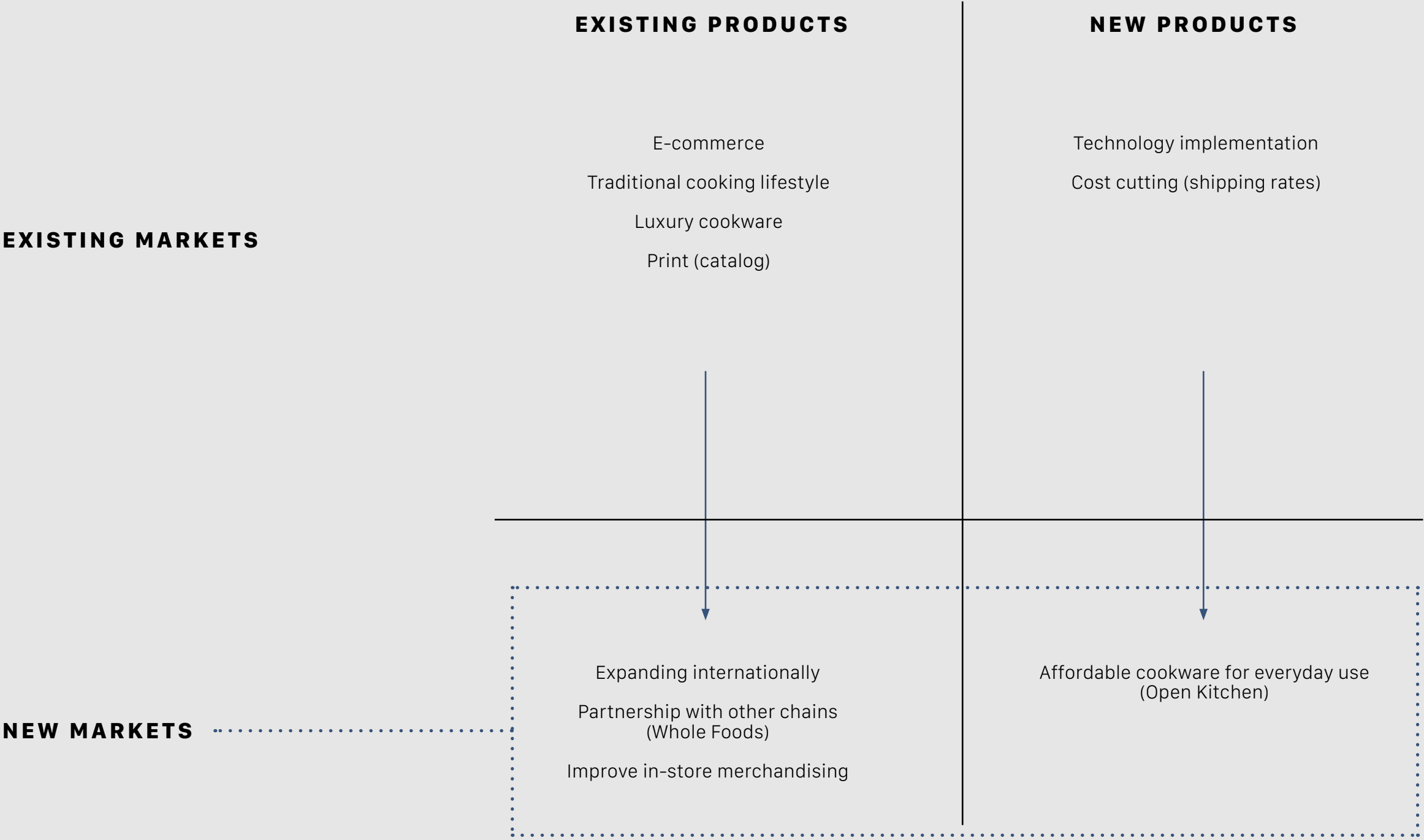
Williams Sonoma has been experiencing declining sales since 2010. This is due to increased competition, dilution of the brand and a lack of focus on emerging market segments, specifically the younger generation.



ANSOFF CHART





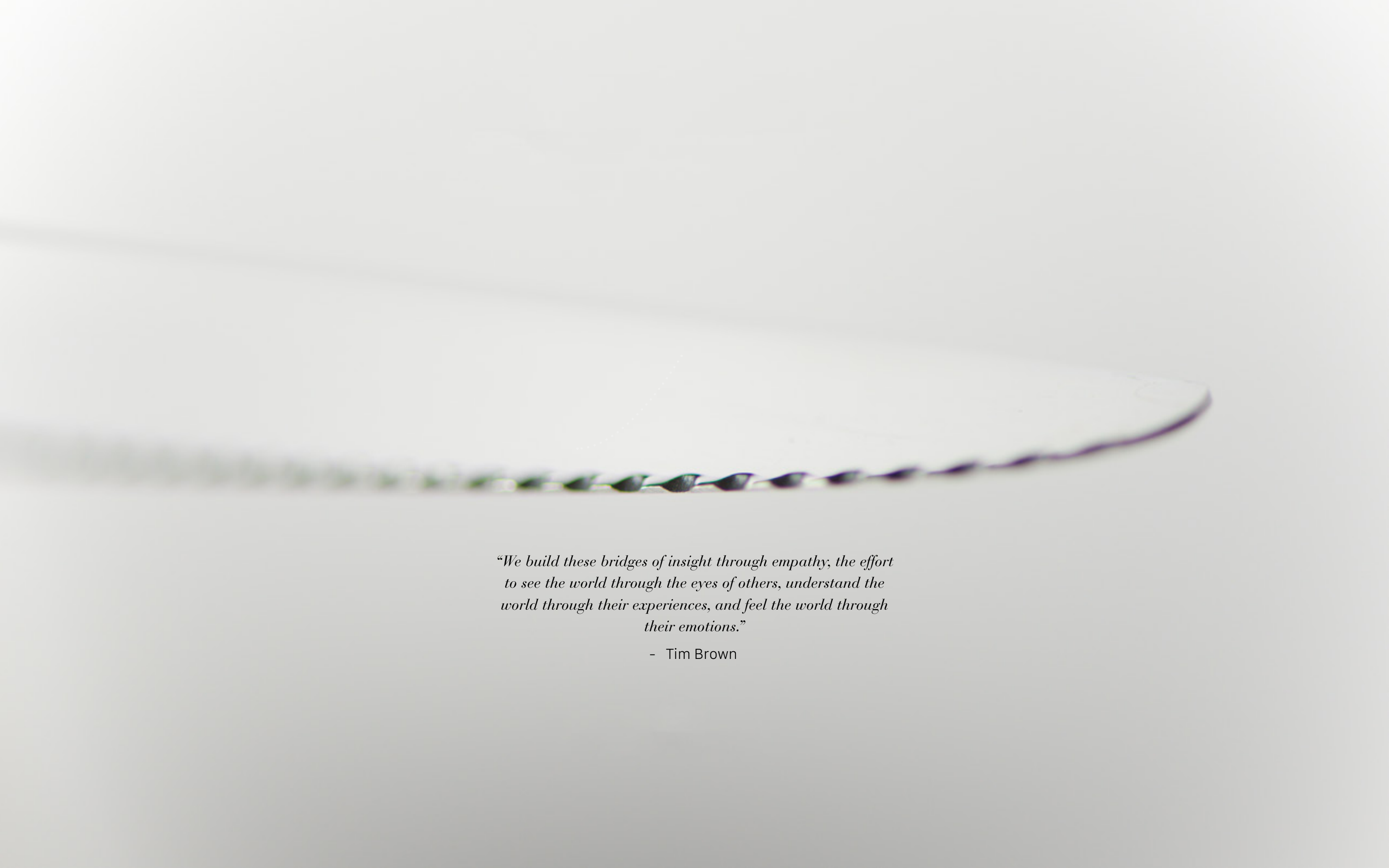


A man and a woman are in a kitchen, smiling and cooking together. The man is on the left, wearing a light blue button-down shirt, and is stirring something in a black pan with a wooden spoon. The woman is on the right, wearing a coral-colored sleeveless top, and is holding a glass of white wine. They are both looking at each other and smiling. In the background, there is a white toaster, a blender, and a vase of pink flowers. The lighting is warm and natural, suggesting a bright window nearby.

AUDIENCES

We are targeting the younger generation (Generation Y) and other novice or aspiring cooks and food lovers. We are targeting them because Open Kitchen offers a culture appealing to this group that other similar price-ranged competitors don't offer.

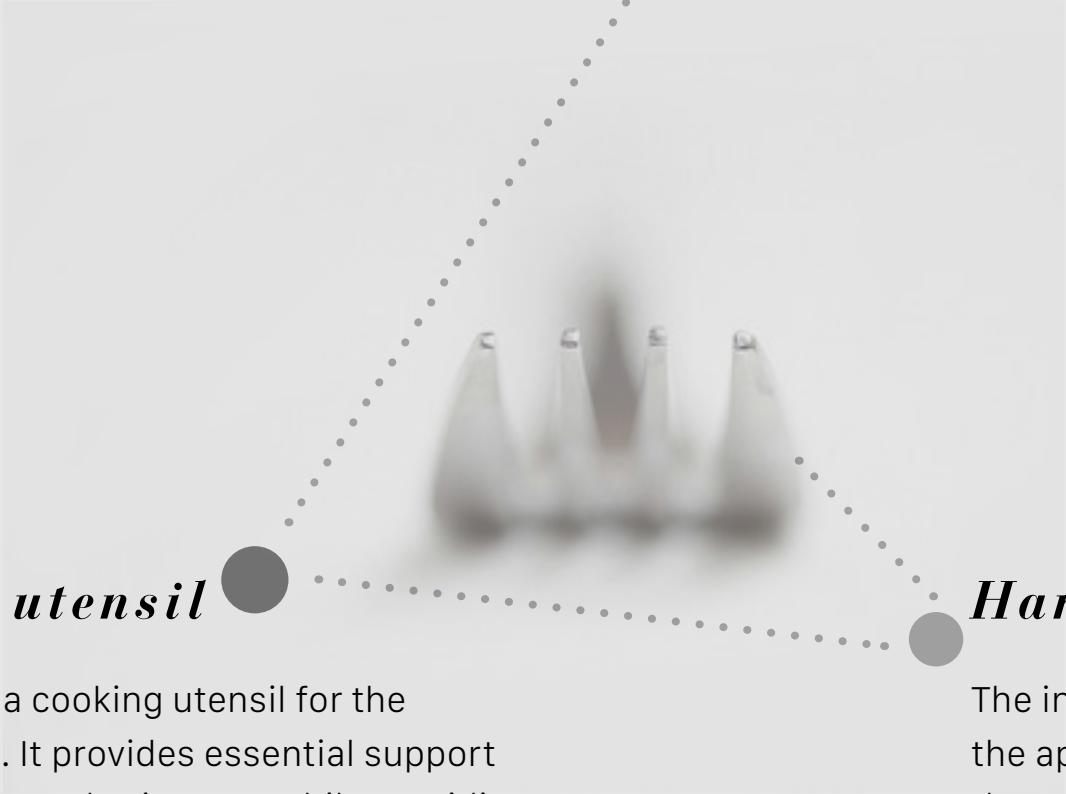
Similarly, they are an emerging market with increasing buying power and would constitute a new customer pool for Williams Sonoma.



“We build these bridges of insight through empathy, the effort to see the world through the eyes of others, understand the world through their experiences, and feel the world through their emotions.”

- Tim Brown

METAPHOR

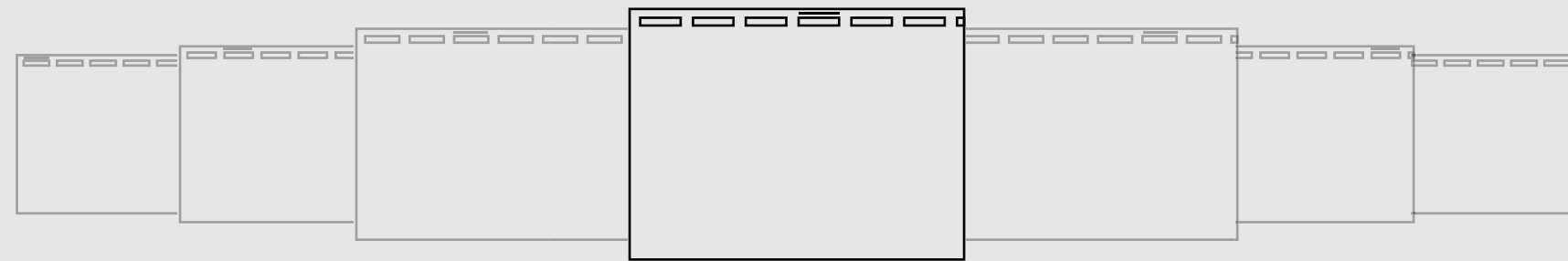


Kitchen utensil

Our design is a cooking utensil for the aspiring cook. It provides essential support in the aspiring cook’s journey while providing and supporting an enjoyable cooking experience, similar to the chef’s knife. It is a must have in the cooking process.

Hand picking elements

The information and knowledge within the application are ‘hand-picked’ to suit the audience’s needs, reflecting Williams Sonoma’s tradition of hand-picking quality items for their customers.

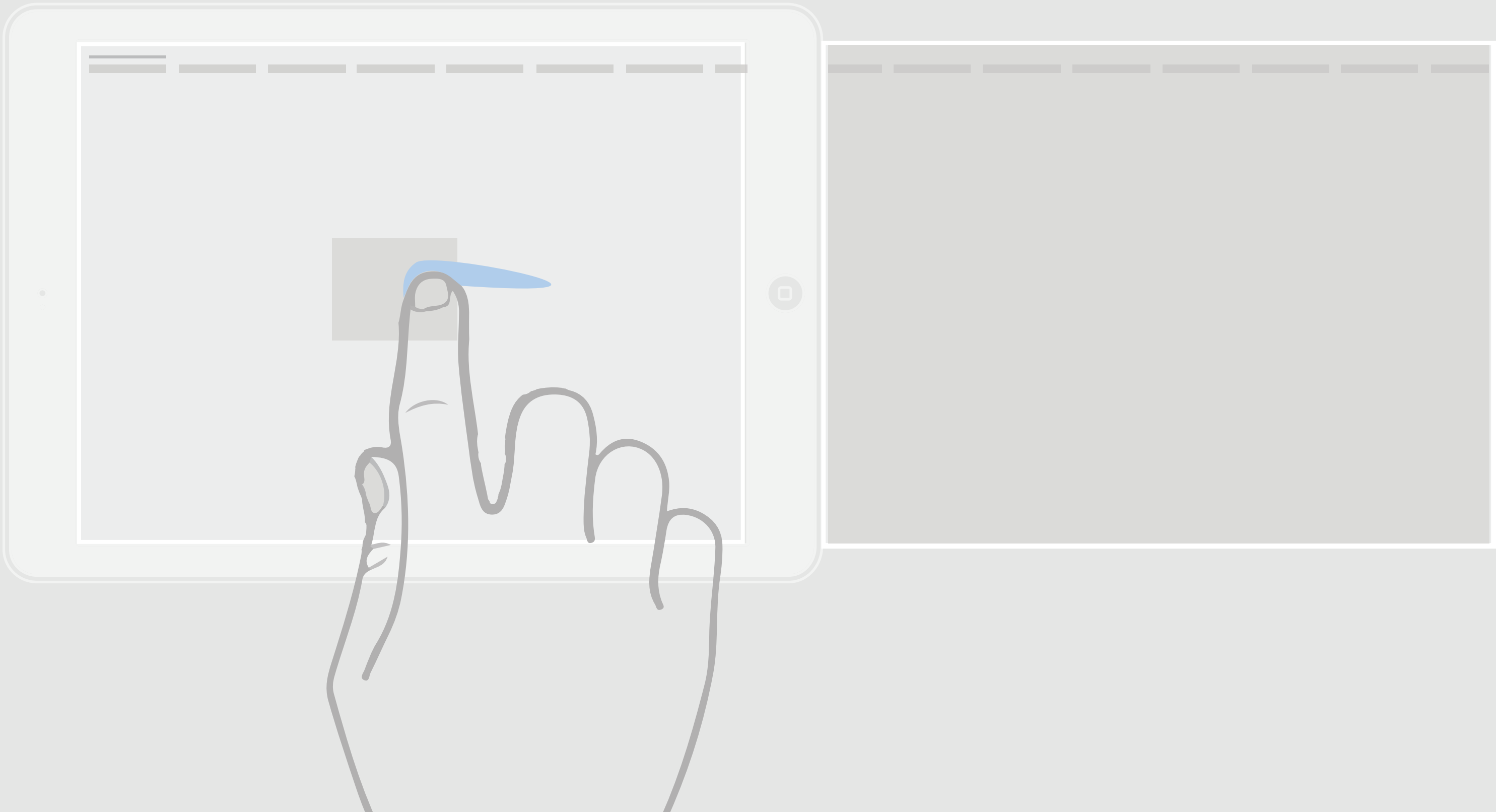
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USER INTERACTIONS

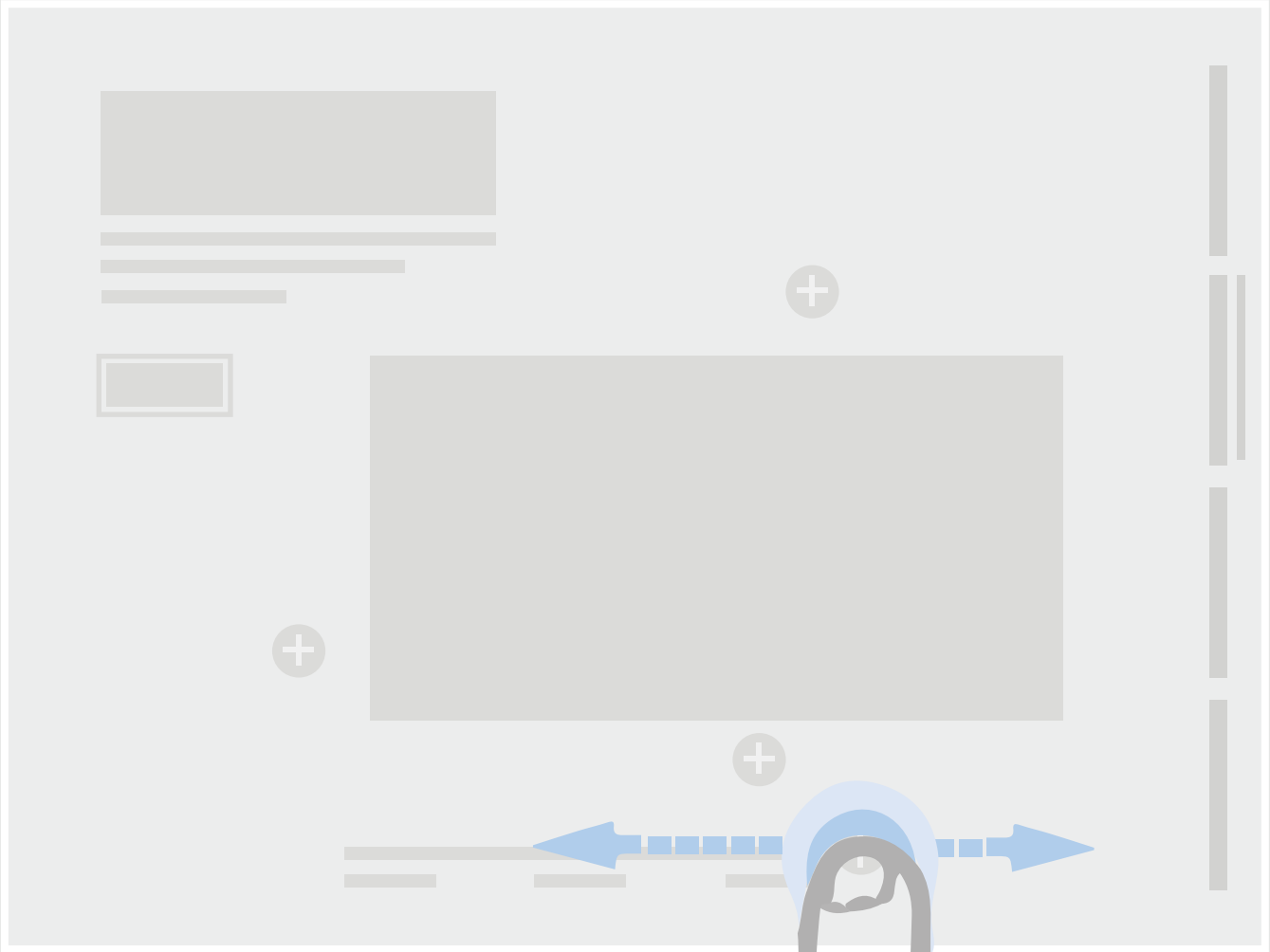
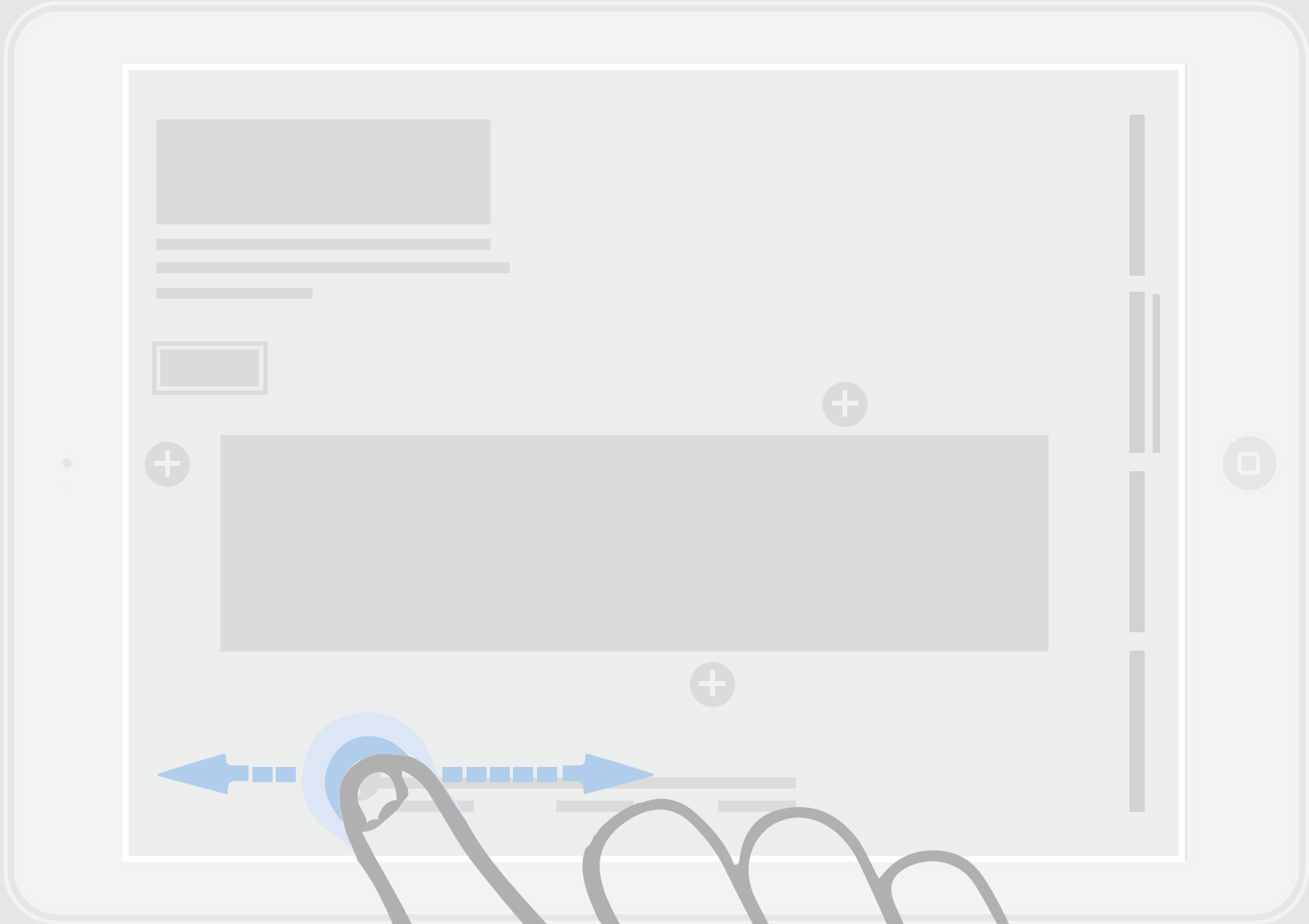
Swipe left and right to view different cooking methods



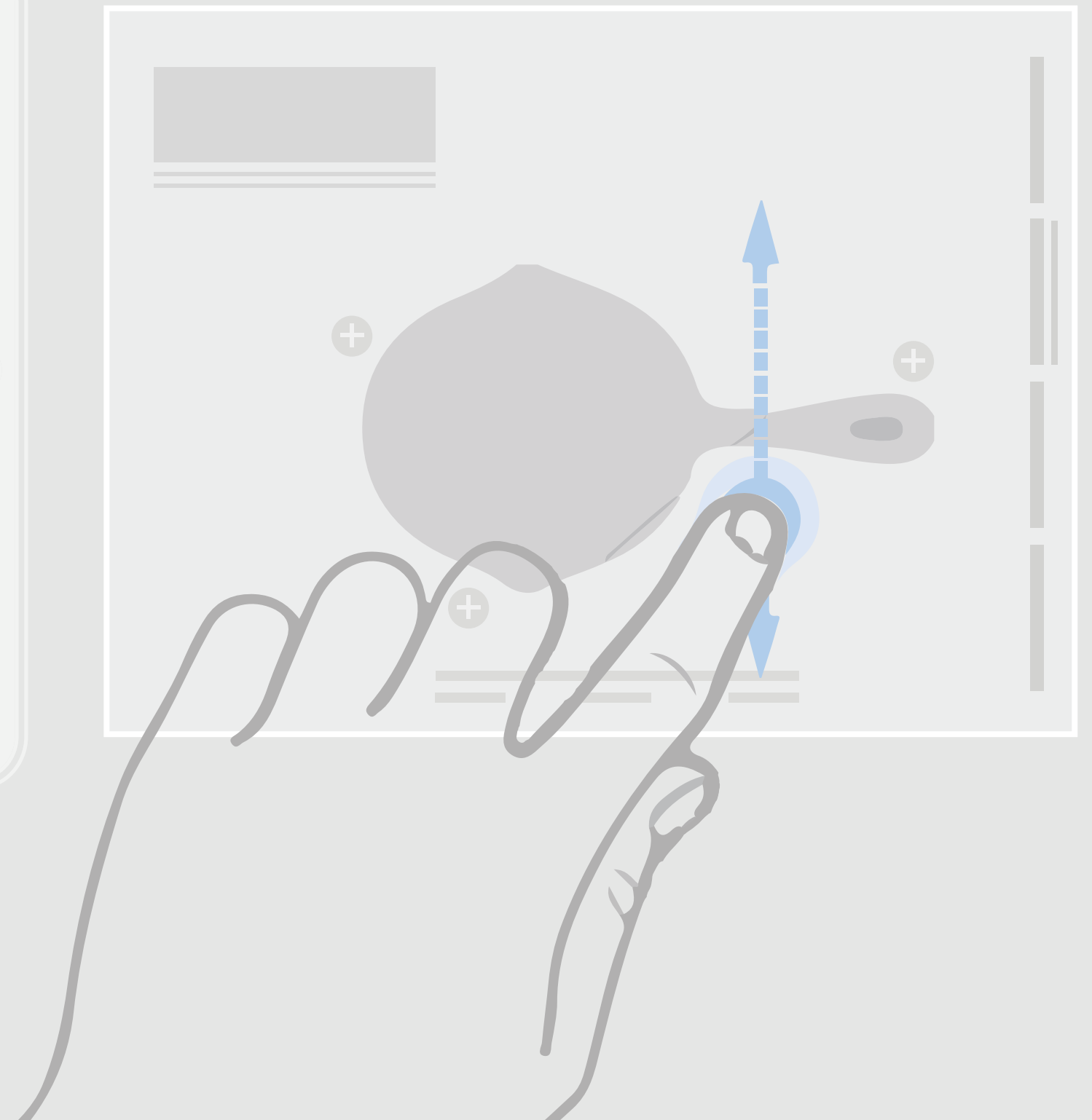
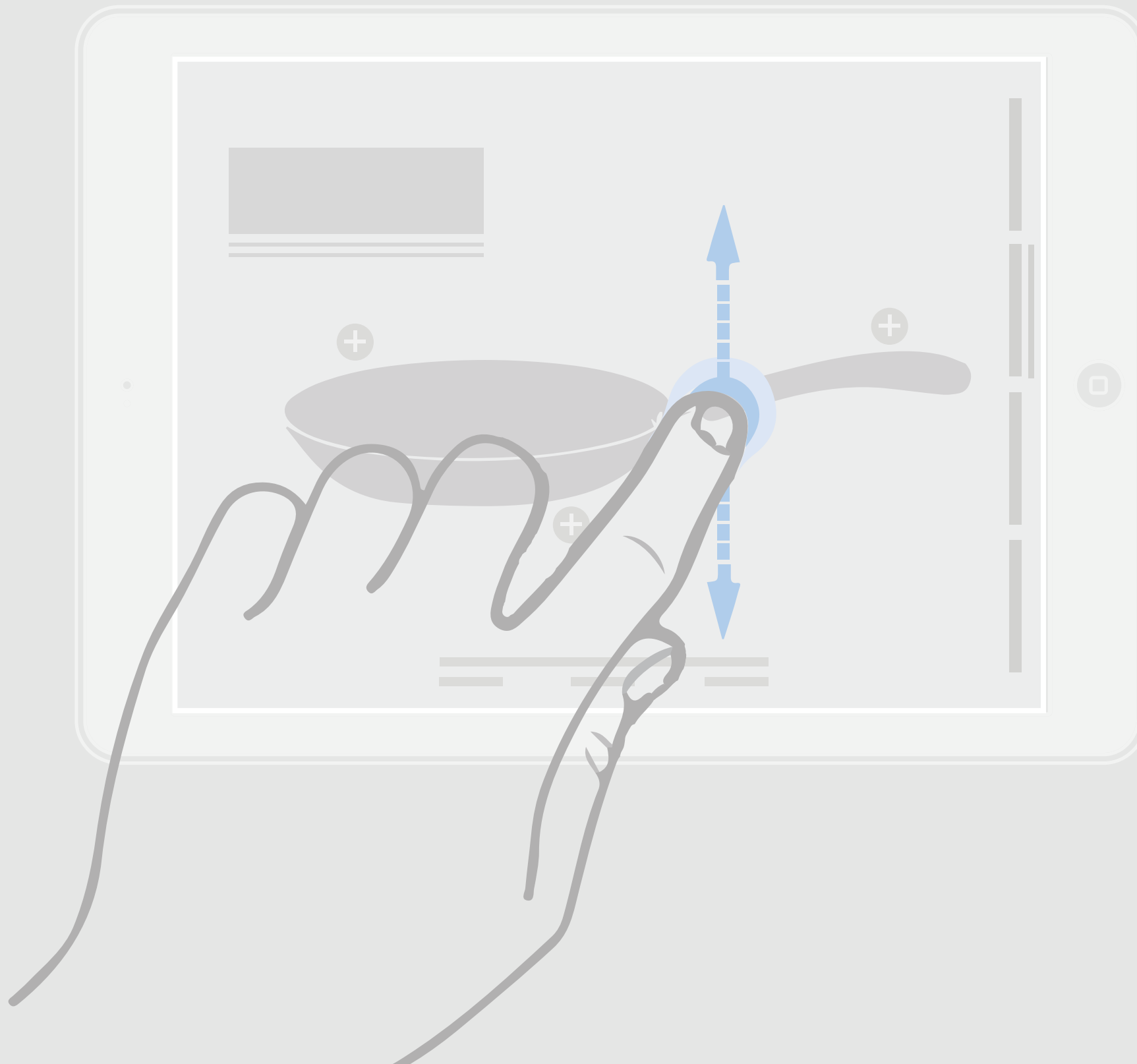
Swipe up to enter the equipment page of the cooking method



drag the toggle to select cuisine

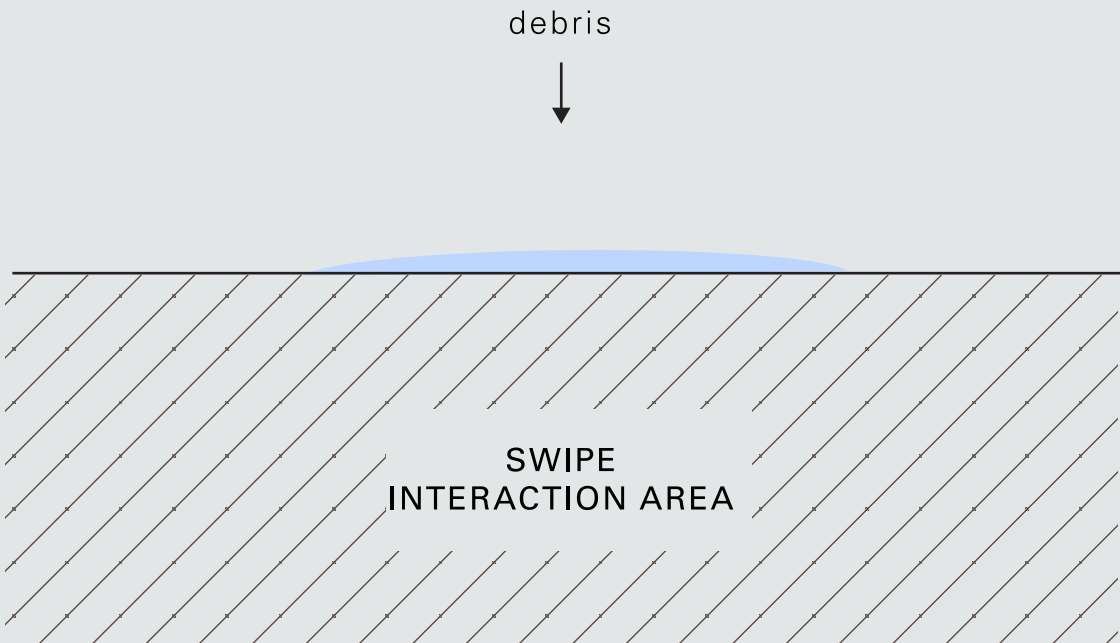
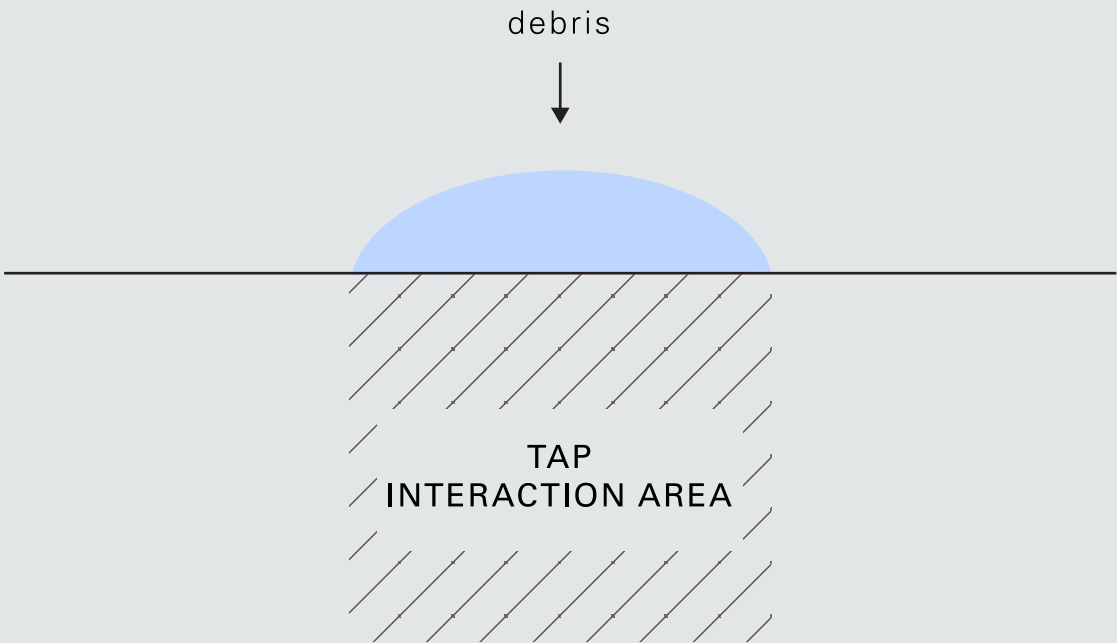


Drag or tilt the device to view the equipment from different angles

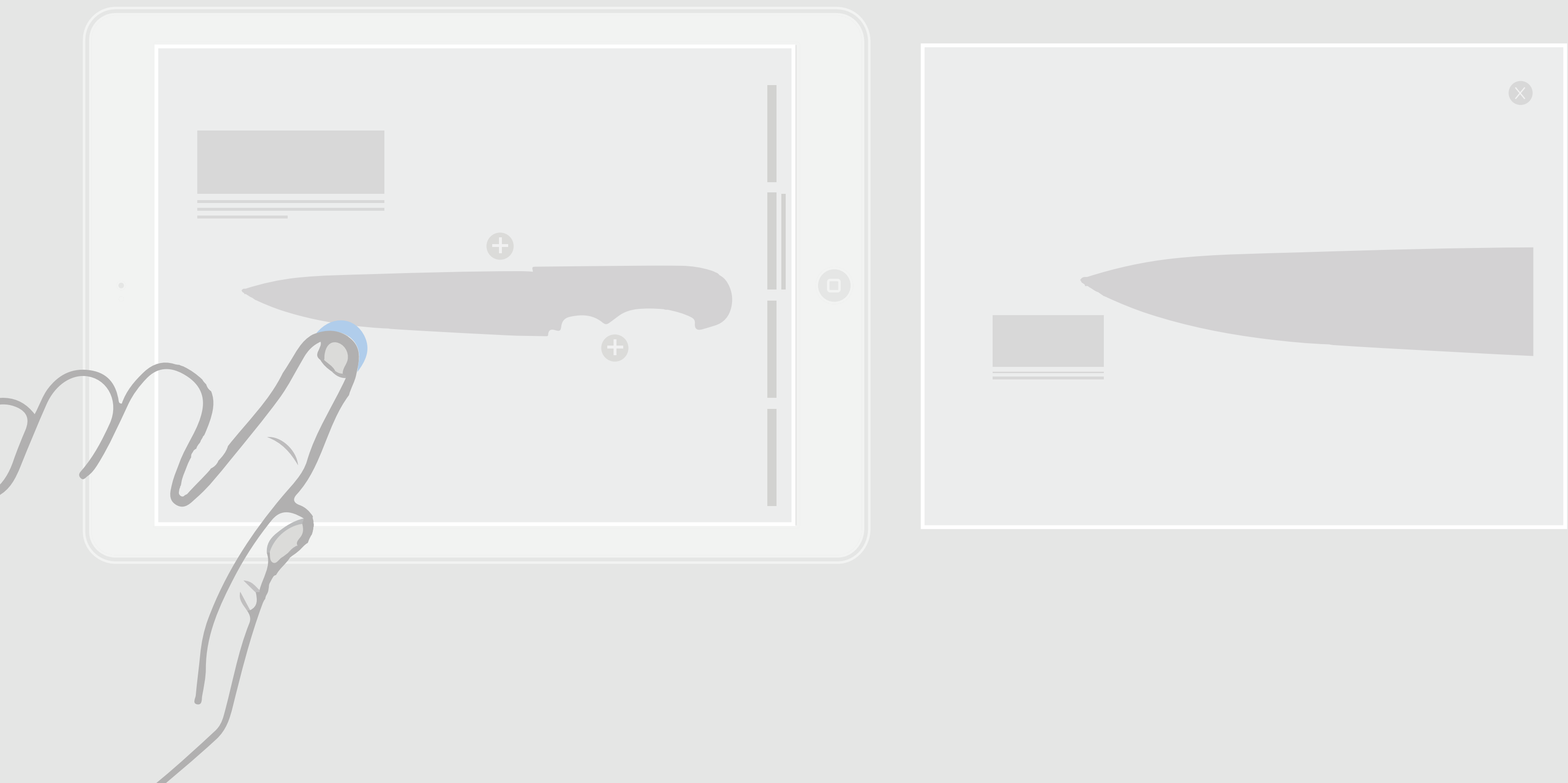


Touch interactions in the kitchen require wet or dirty hands during the cooking process. Users would often have difficulty with single touch interactions since it requires touching a specific area of the screen. On the other hand, a swipe interaction can occur in various points on the interface, making it easier to do with while cooking.

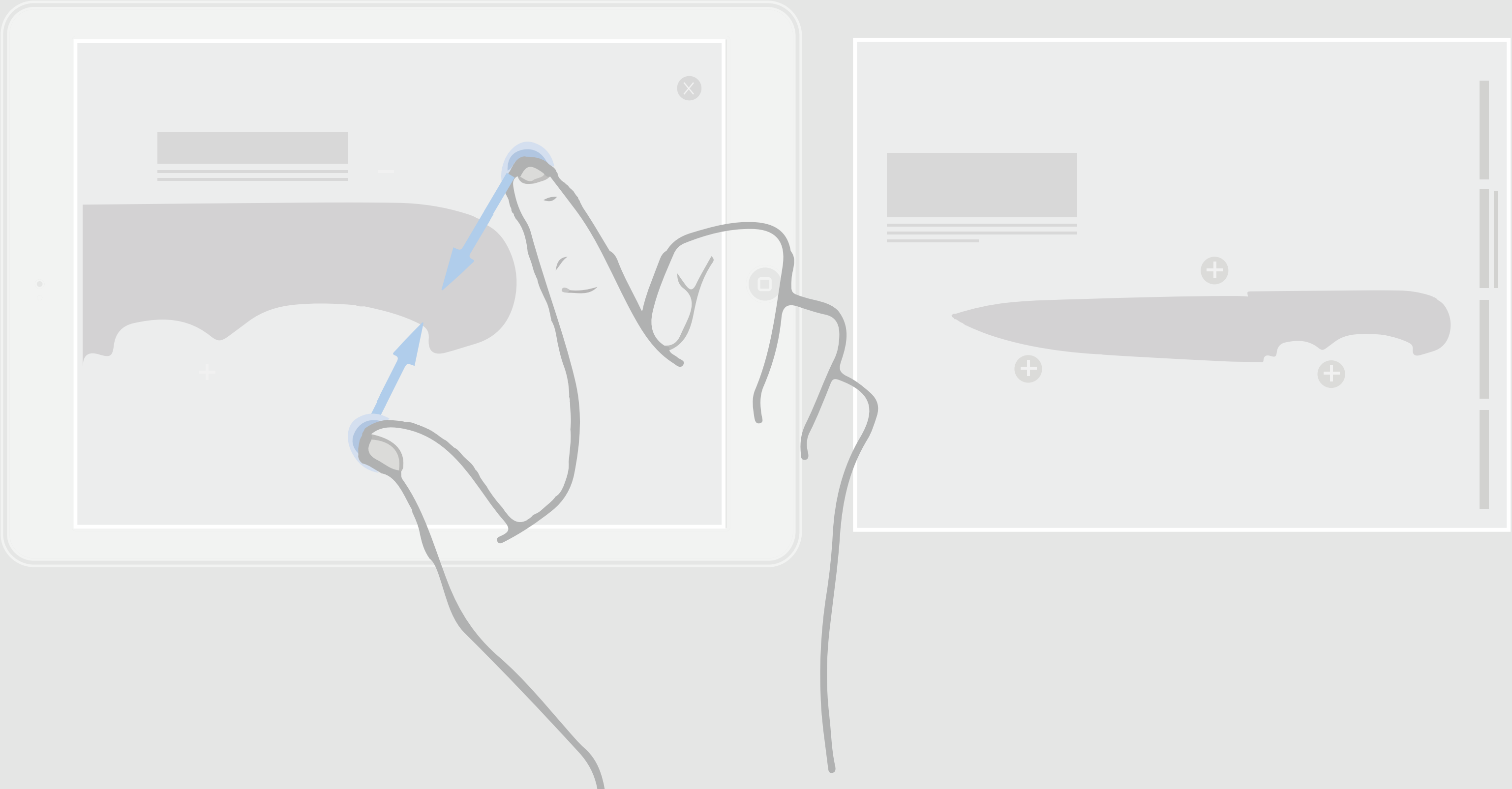
“Knowing how people will use something is essential.” - Don Norman



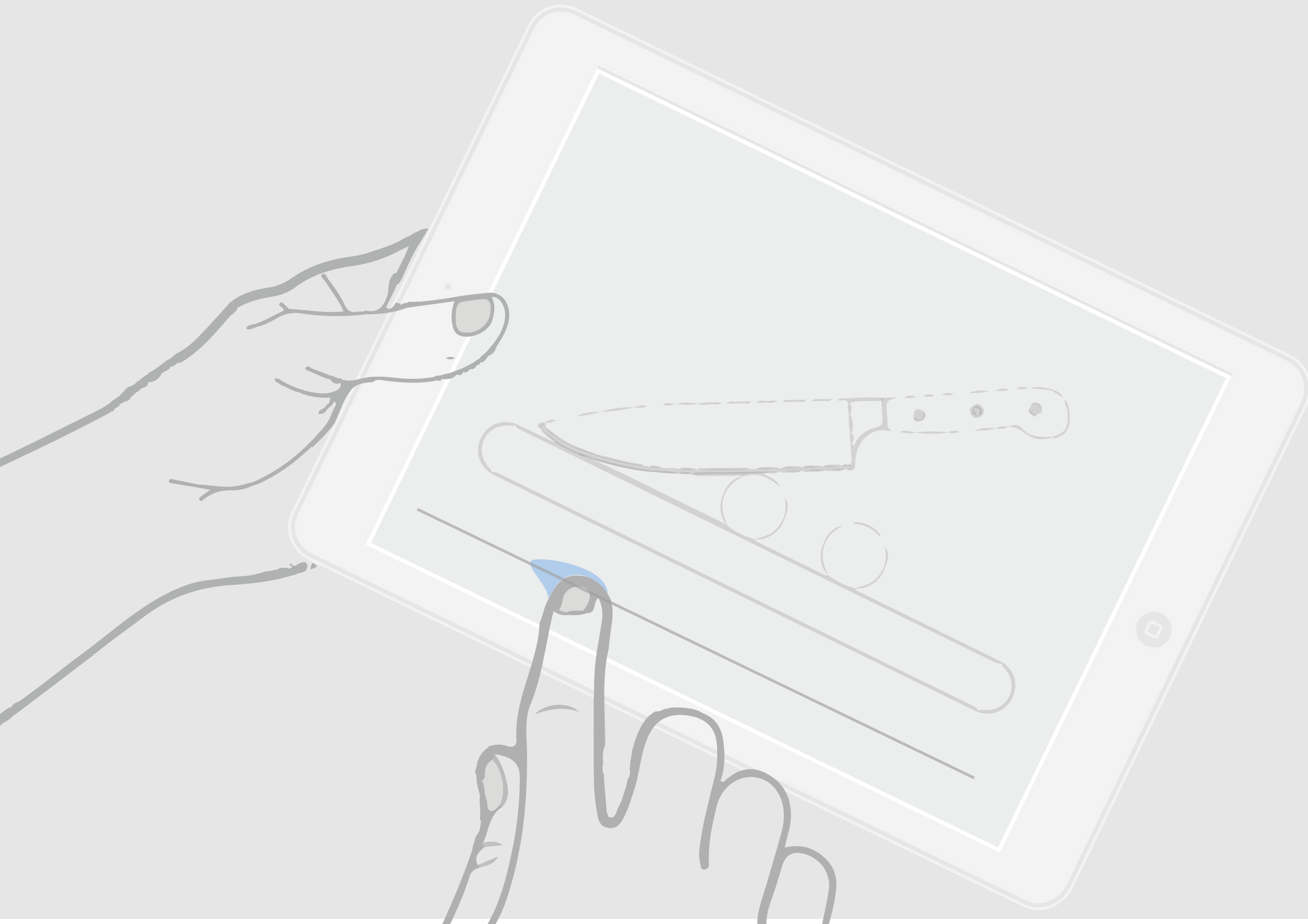
Tap a zoom icon to view a close up shot at corresponding text



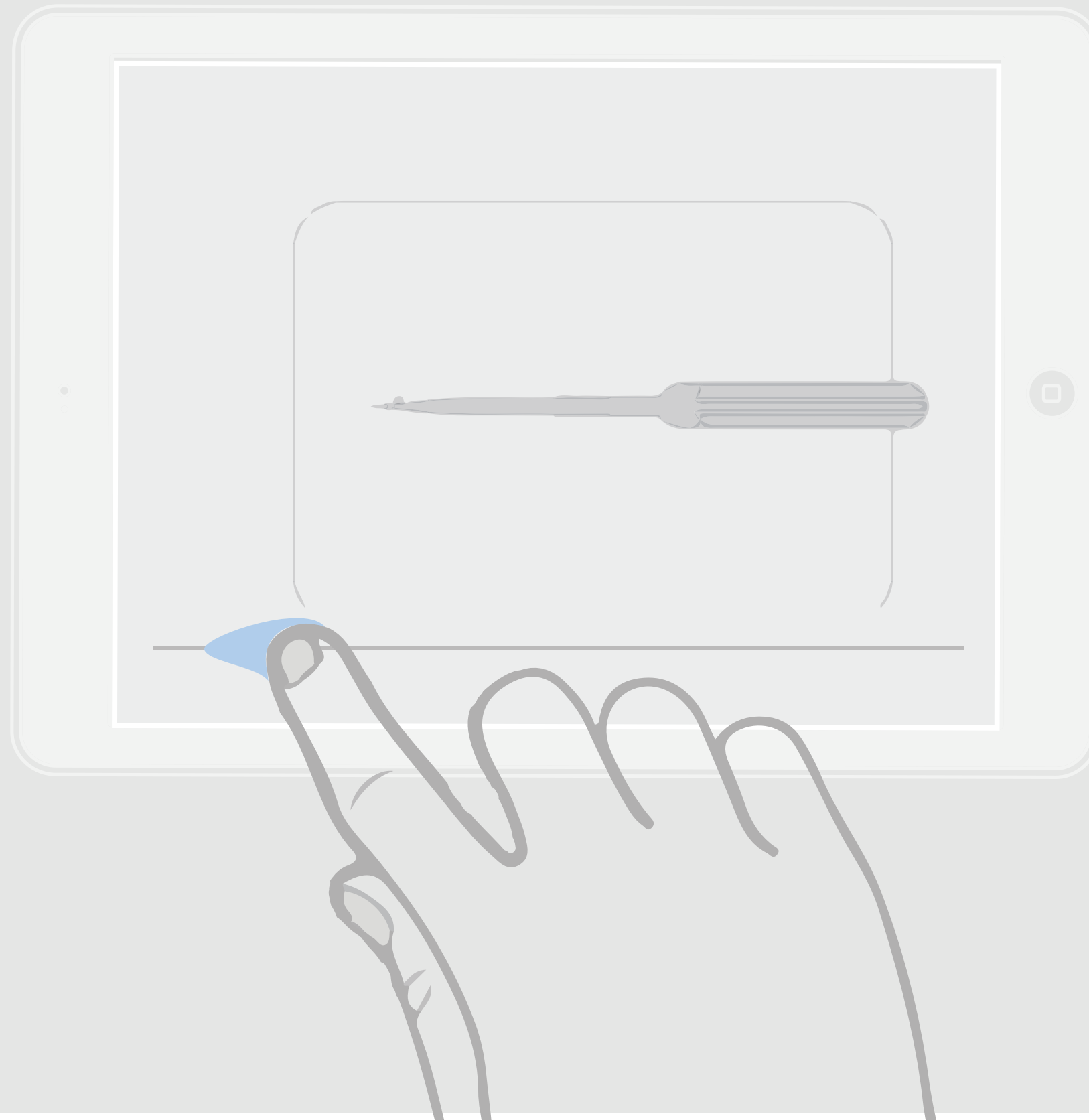
Pinch to return or press the close button found on the top right

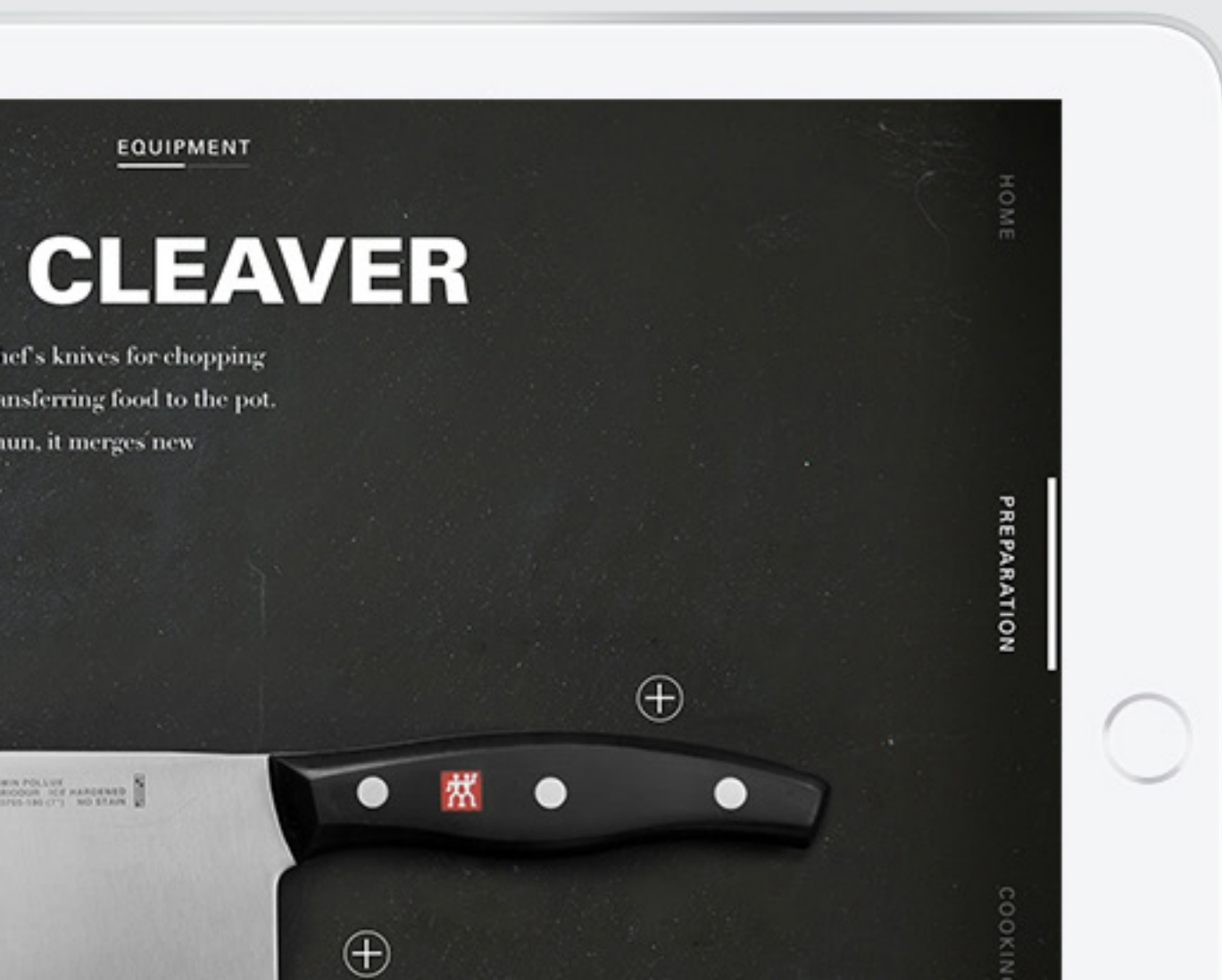
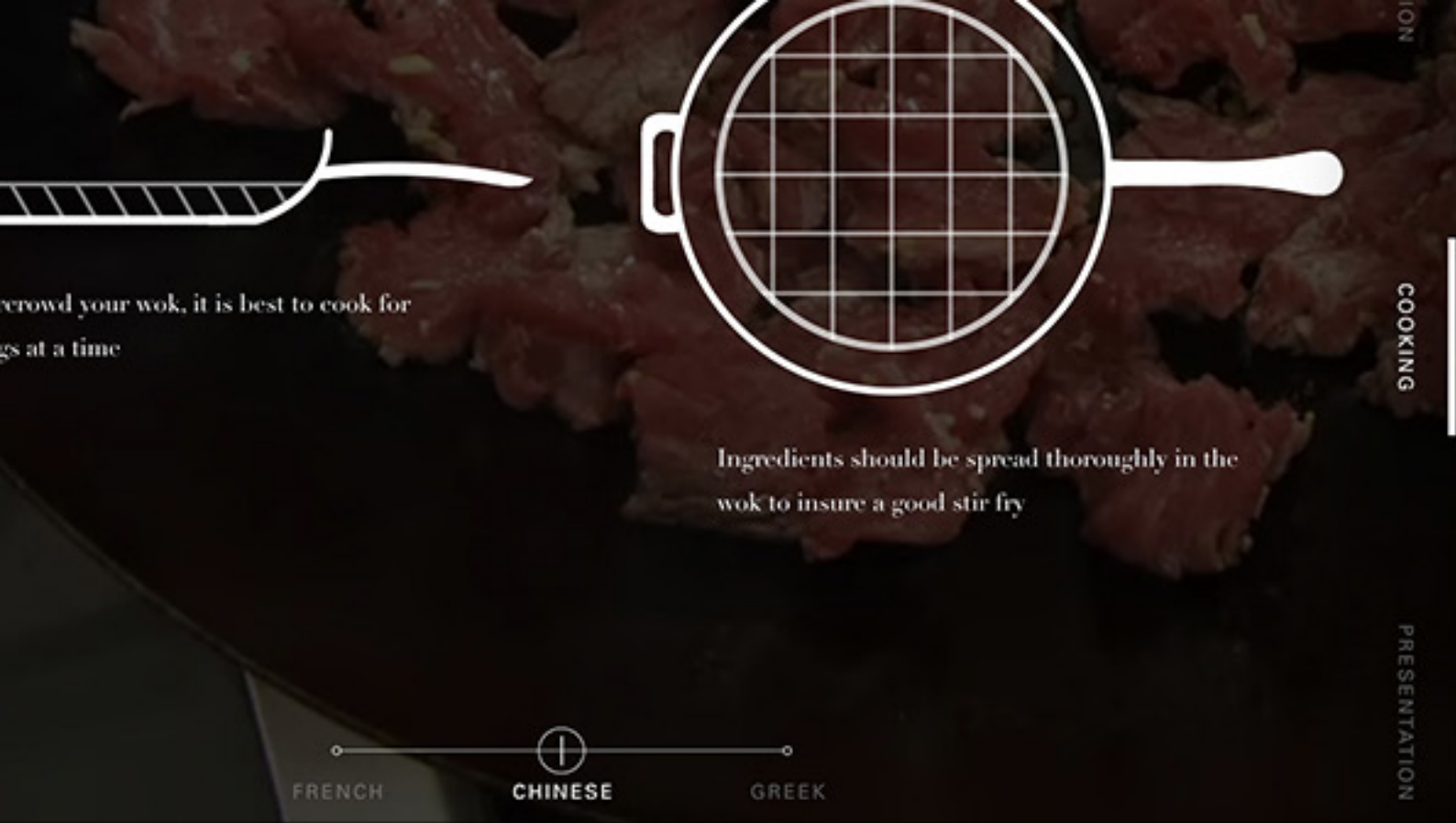


Drag to play video at comfortable speed, release to pause at any time



Place tablet flat to switch point of view to top down view of tutorial





CUSTOMER JOURNEY FRAMEWORK

 *touch points*



FEASIBLE

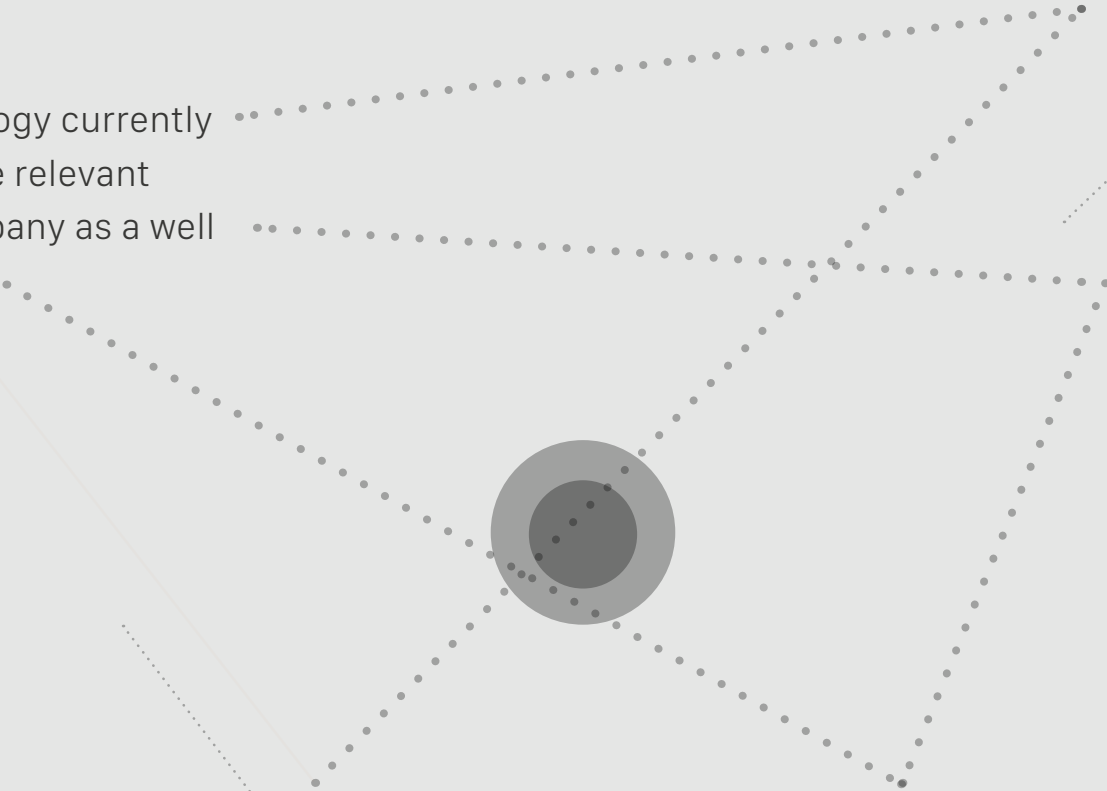
Our project combines and uses technology currently available. Williams Sonoma will have the relevant information/knowledge within the company as a well established kitchenware company

DESIRABLE

Makes the cooking process enjoyable for aspiring cooks, the UI interactions are optimized for convenient usage in and around the kitchen when cooking.

VIABLE

Reduce material and labor costs Develops and supports sustainability measures
Increases sales levels, brings in a new customer pool and encourages brand loyalty



VALUE PROPOSITION

Our project provides the opportunity for the aspiring cook to learn and experience the right tools, techniques, and terminology. It inspires the user and supports their exploration of the culinary realm. Through continued use, our project will become a learning and cooking companion for the aspiring cook, developing an emotional connection with them. Our application encourages users to develop their own culinary tastes, satisfying their reflective and aspirational needs as they build the image of being a food connoisseur and belonging to the foodie community.





REFERENCE

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