

Associated Appetite

association...

bond, combination, concomitance, identification,
impression, joining, linkage, linking, lumping
together, mixing, mixture, pairing, recollection,
relation, union

Milou Foole
Exploring Interactions
Natalia Romero & Gert Pasman

motivation

This January's headlines:

// It is estimated that 30-50% of all food produced on the planet is lost before reaching a human stomach //



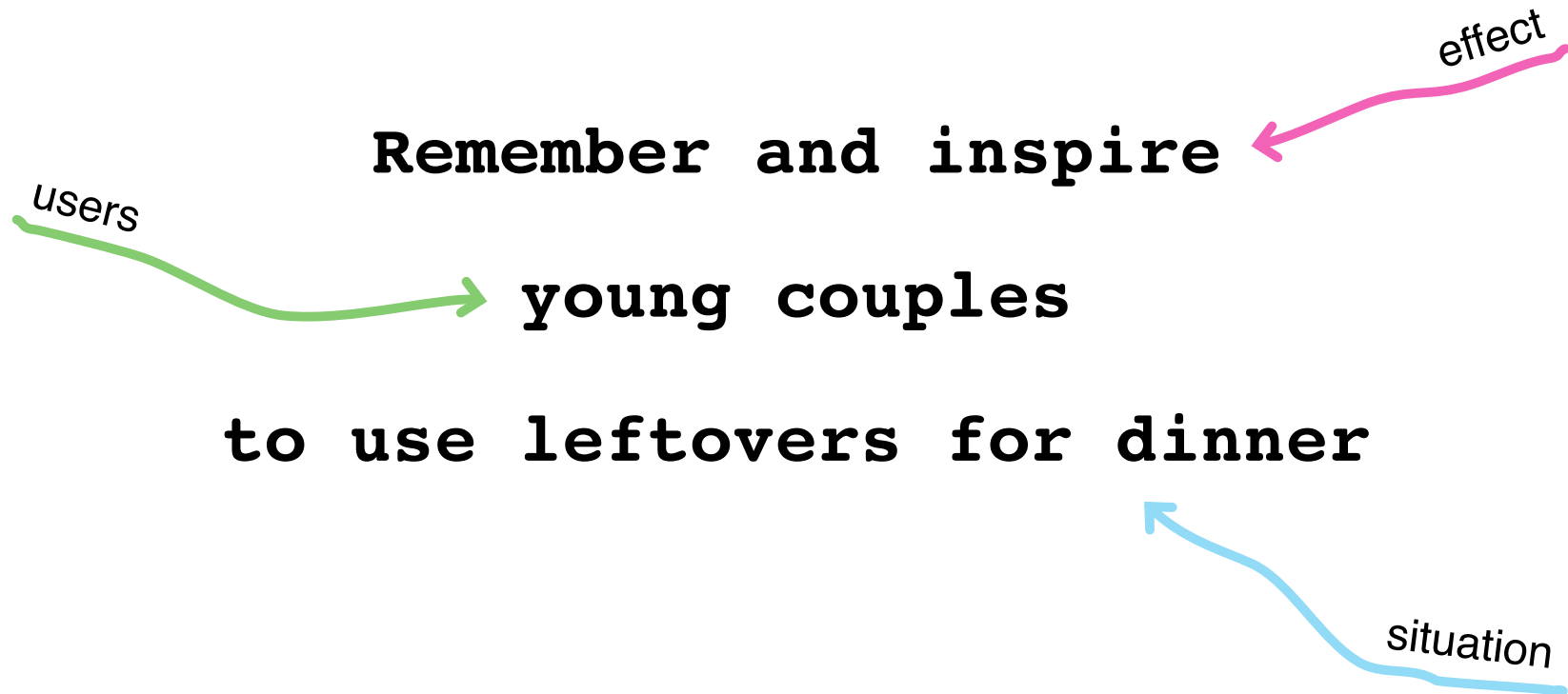
Institution of Mechanical Engineers
January 2013

// The average Dutch household wastes 20% of their food //



Voedingscentrum
2011

design goal



exploration journey

IDEATE
design explorations

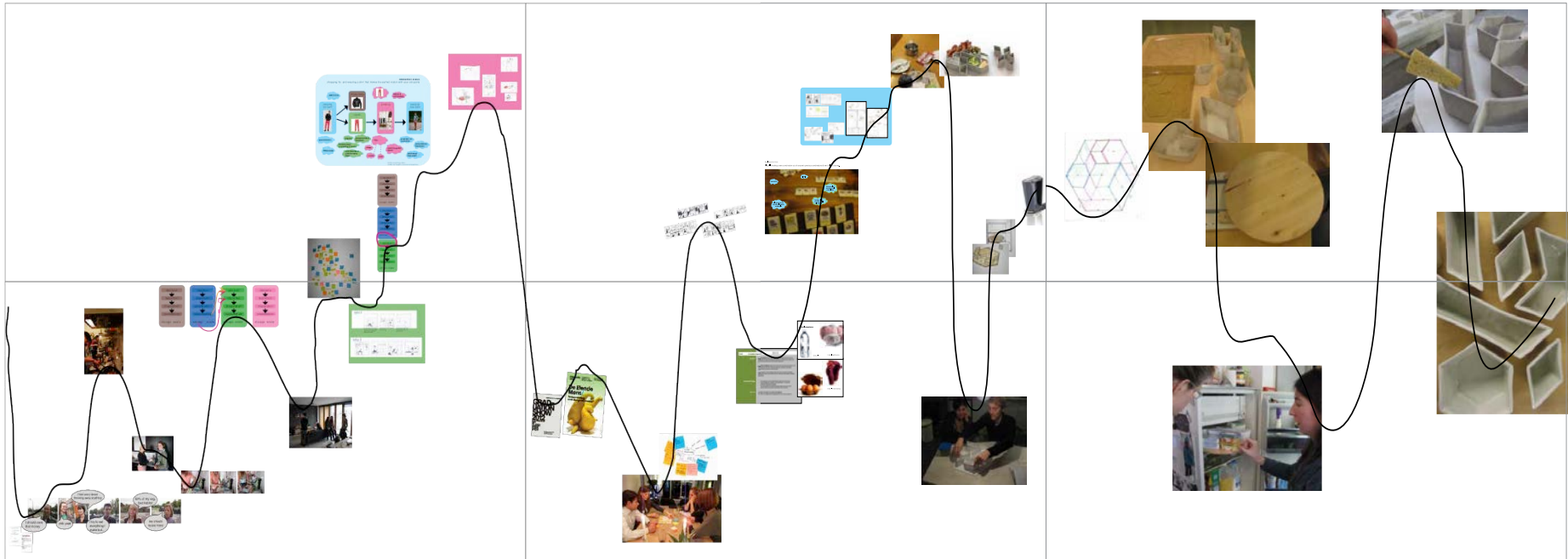
ITERATE
model design concept

DEMONSTRATE
refine design concept

DESIGN

RESEARCH

BREADTH

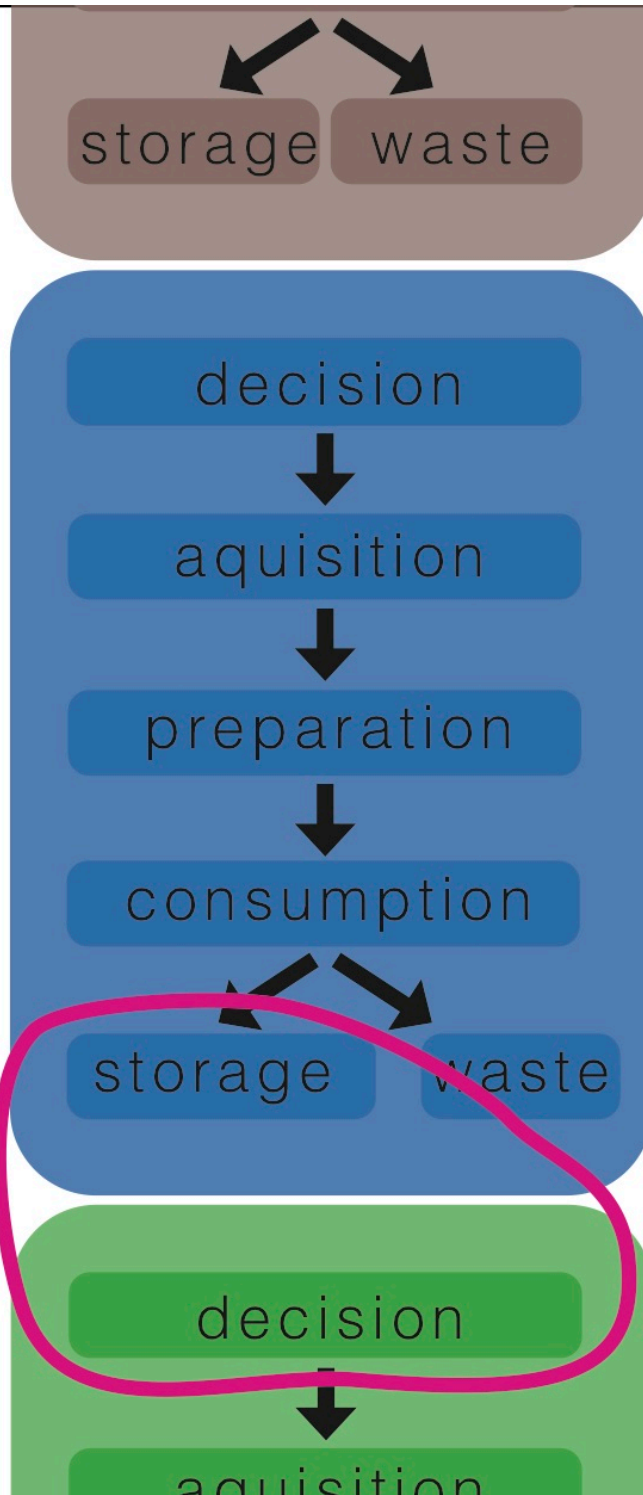


generative research

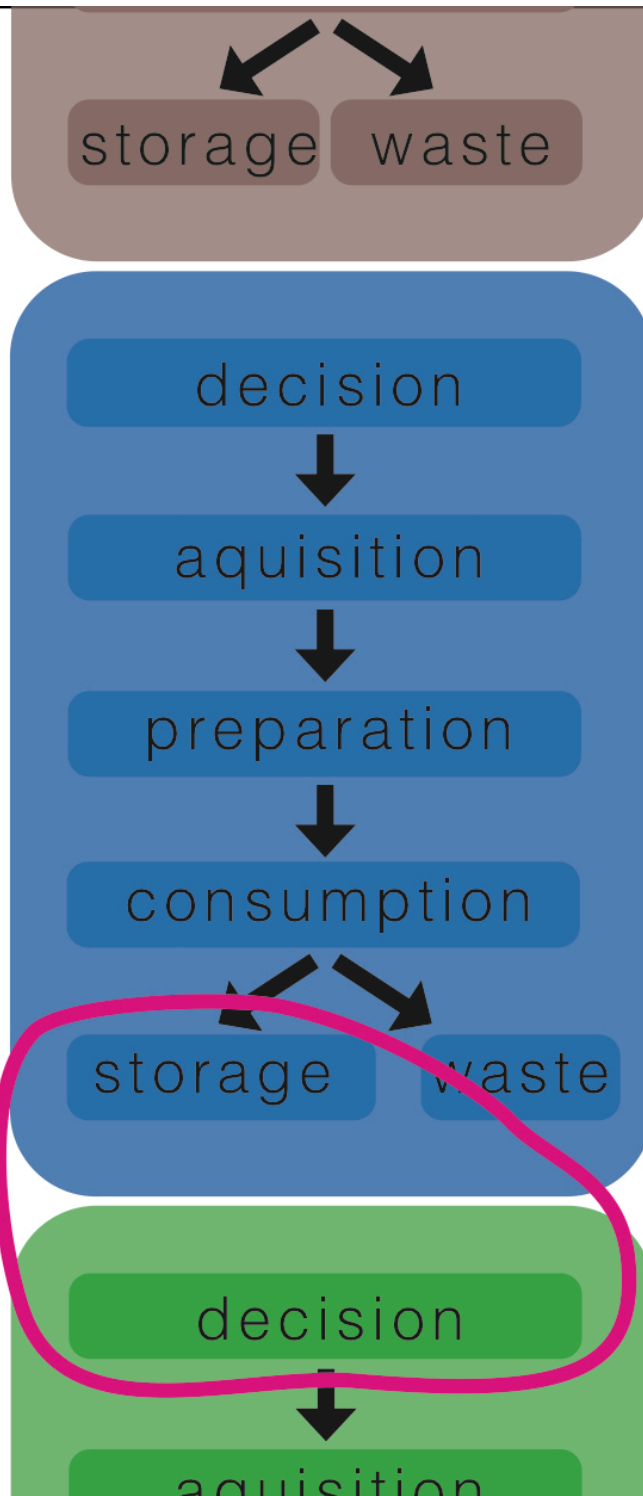
generative and evaluative research

evaluative research

causes



causes



interaction vision

“Playfully combining old and new items in an associative way, to make yummy meals”



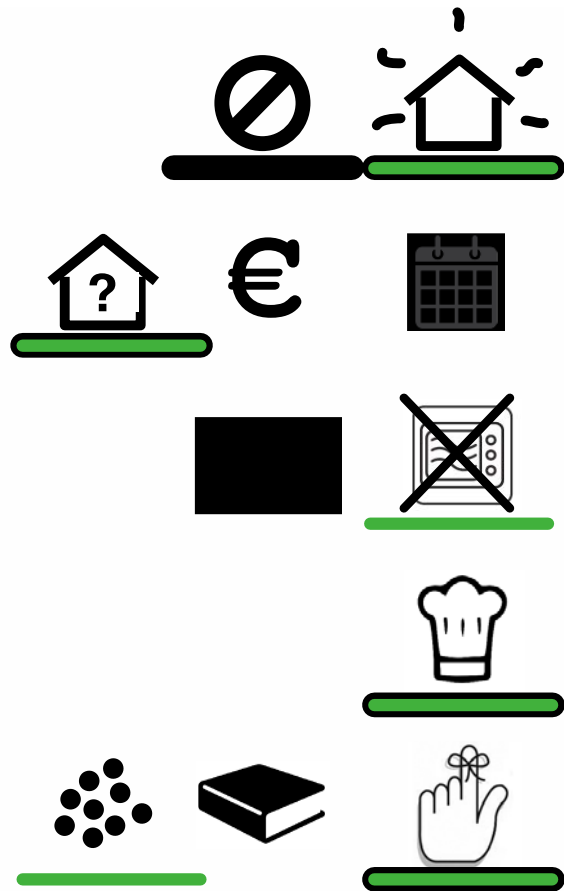
fnl design



product in use



user evaluation

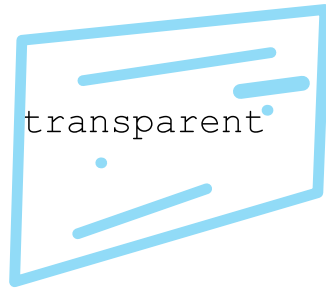


recommendations

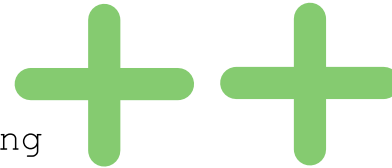
> 'pie' bowls



> transparent



> more extensive user testing



>round fridge!

that's it.....please come over to have a taste of my work!

