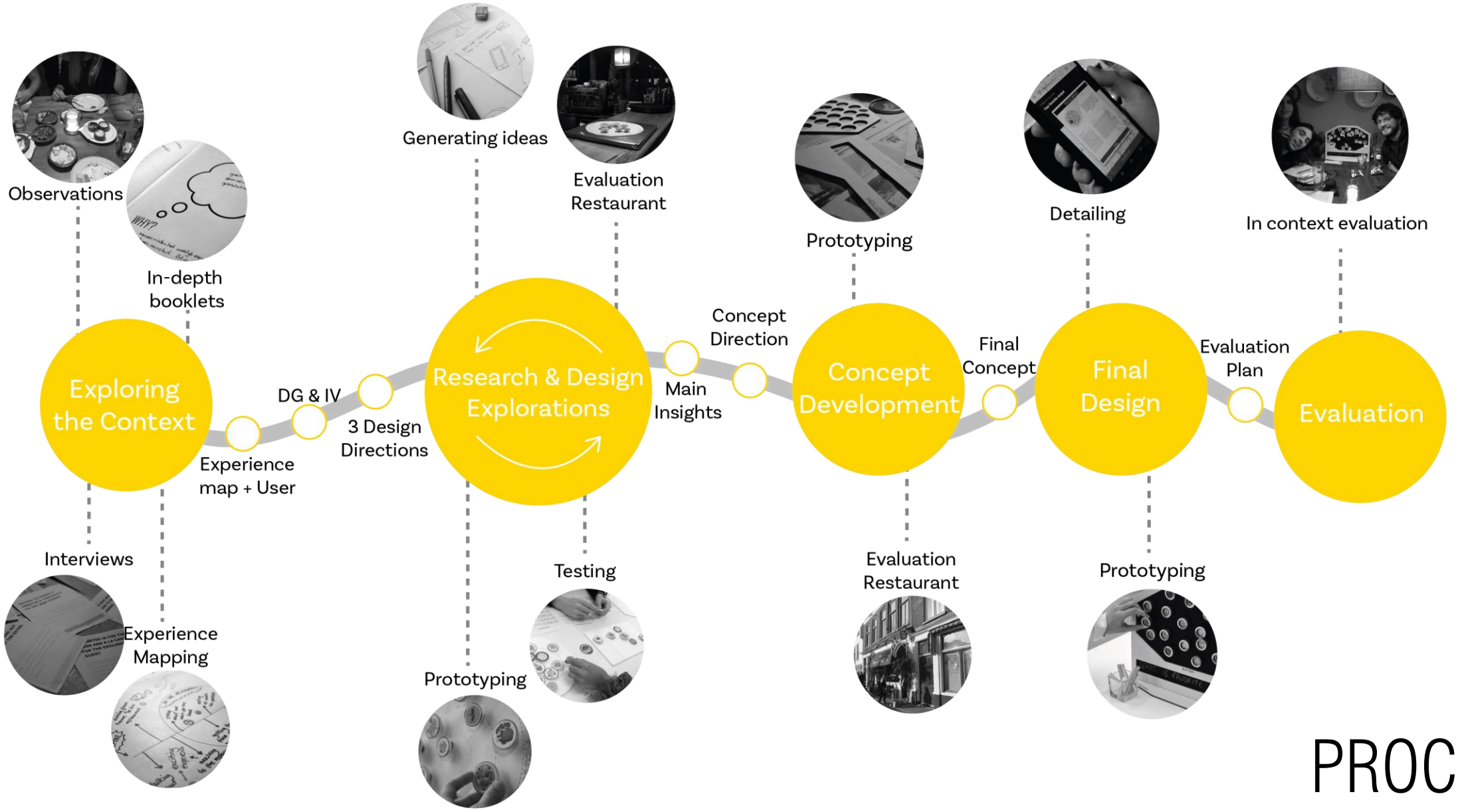
TABLE MEMORIES

FINAL PRESENTATION | Rosa Hendrikx | 4973224

THE CONTEXT

ALL YOU CAN EAT TAPAS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Detailing
In context evaluation
Exploring the Context
DG & IV
3 Design Directions
Research & Design Explorations
Concept Direction
Main Insights
Concept Development
Final Concept
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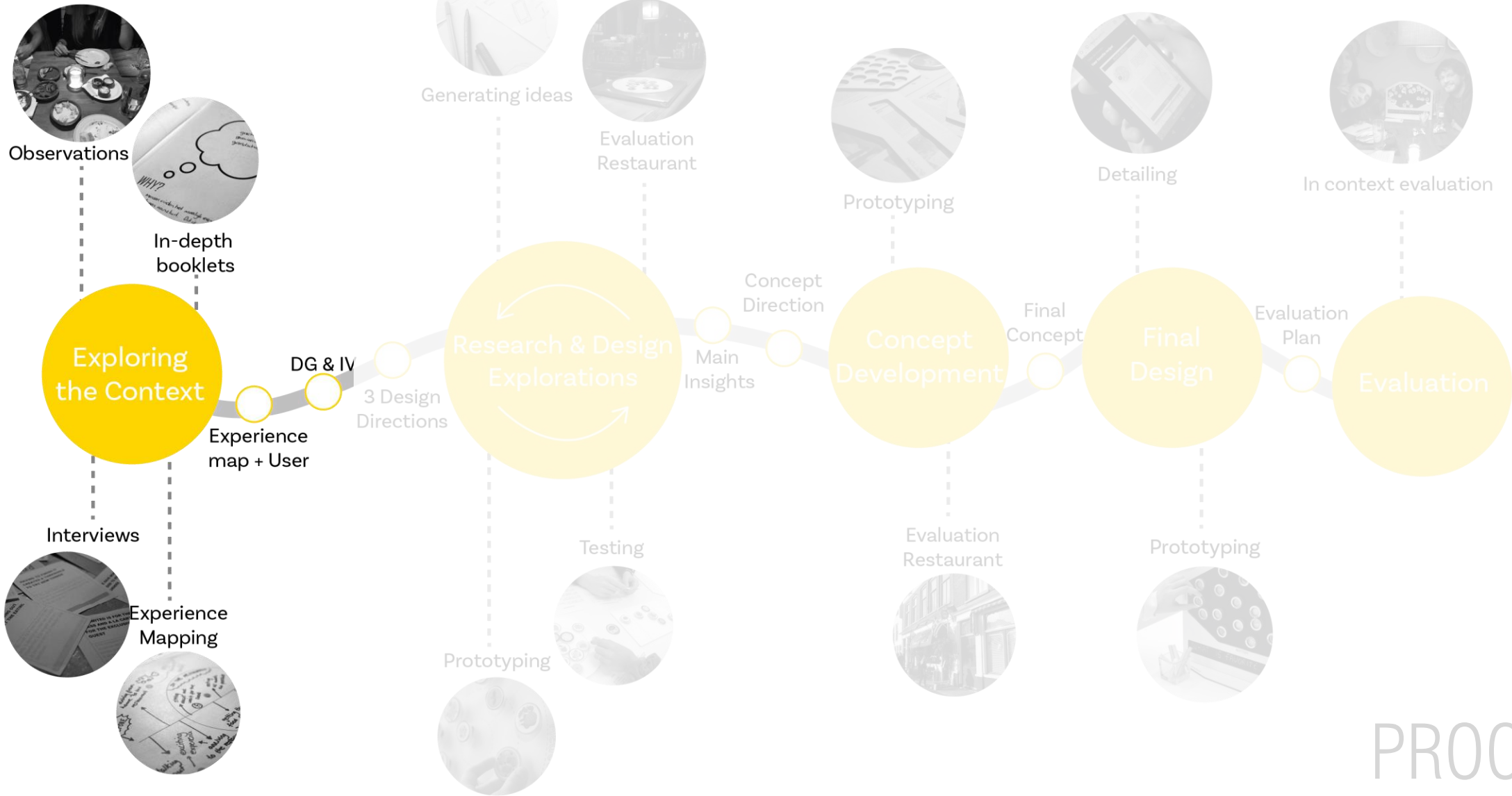
PROCESS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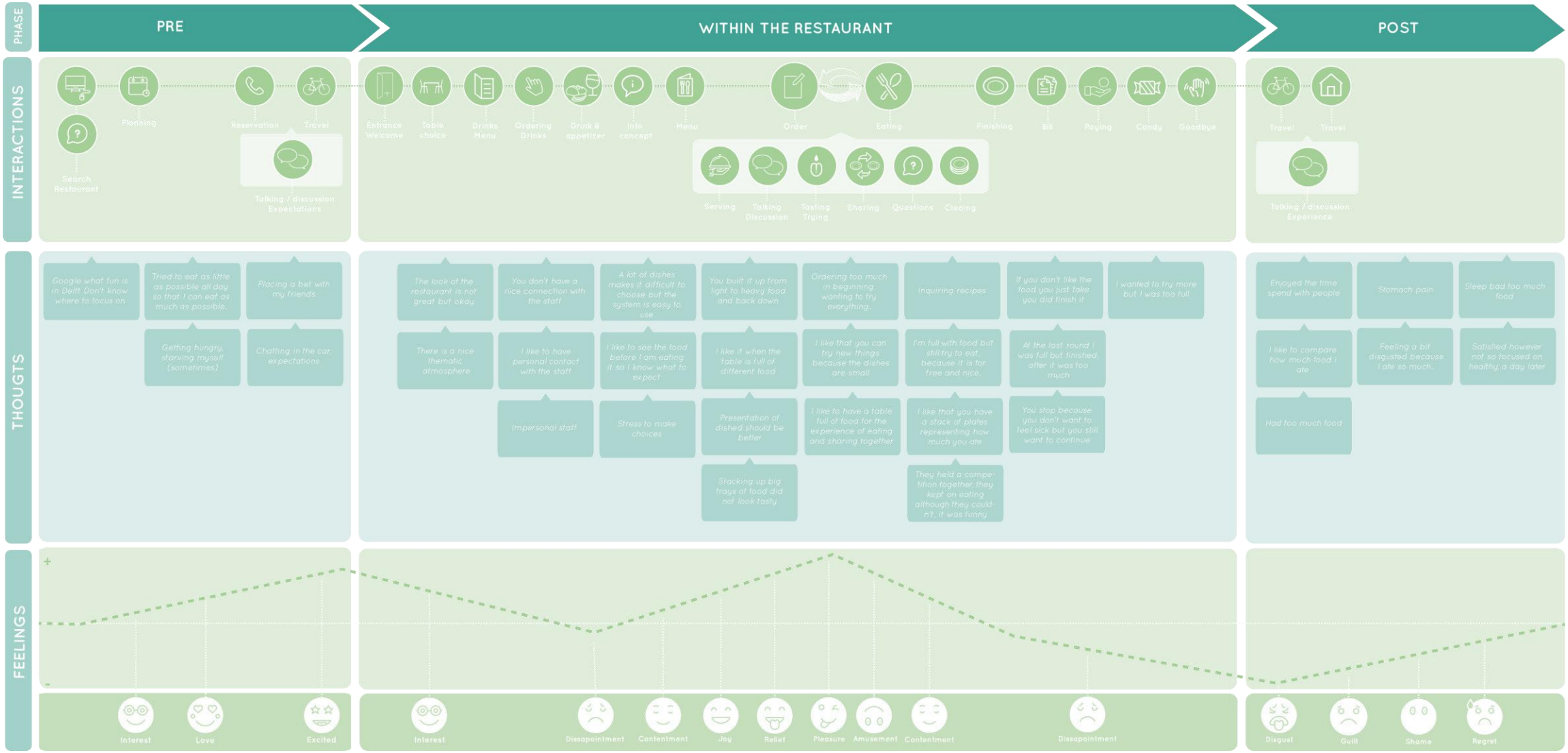

PHASE
PRE
WITHIN THE RESTAURANT
POST
INTERACTIONS
Search Restaurant
Planning
Reservation
Travel
Talking / discussion Expectations
Entrance Welcome
Table choice
Drinks Menu
Ordering Drinks
Drink & appetizer
Info concept
Menu
Order
Eating
Finishing
Bill
Paying
Candy
Goodbye
Serving
Talking Discussion
Tasting Trying
Sharing
Questions
Clearing
Travel
Travel
Talking / discussion Experiance
THOUGTS
Google what fun is in Delft. Don't knew where to focus on
Tried to eat as little as possible all day so that I can eat as much as possible.
Placing a bet with my friends
Getting hungry, starving myself (sometimes)
Chatting in the car, expectations
The look of the restaurant is not great but okay
You don't have a nice connection with the staff
A lot of dishes makes it difficult to choose but the system is easy to use
You built it up from light to heavy food and back down
Ordering too much in beginning, wanting to try everything.
Inquiring recipes
If you don't like the food you just take you did finish it
I wanted to try more but I was too full
There is a nice thematic atmosphere
I like to have personal contact with the staff
I like to see the food before I am eating it so I know what to expect
I like it when the table is full of different food
I like that you can try new things because the dishes are small
I'm full with food but still try to eat, because it is for free and nice.
At the last round I was full but finished, after it was too much
Impersonal staff
Stress to make choices
Presentation of dished should be better
I like to have a table full of food for the experience of eating and sharing together
I like that you have a stack of plates representing how much you ate
You stop because you don't want to feel sick but you still want to continue
Stacking up big trays of food did not look tasty
They held a competition together, they kept on eating although they could-n't, it was funny
Enjoyed the time spend with people
Stomach pain
Sleep bad too much food
I like to compare how much food I ate
Feeling a bit disgusted because I ate so much.
Satisfied however not so focused on healthy, a day later
Had too much food
FEELINGS
+
-
Interest
Love
Excited
Interest
Dissapointment
Contentment
Joy
Relief
Pleasure
Amusement
Contentment
Dissapointment
Disgust
Guilt
Shame
Regret

PHASE

PRE

WITHIN THE RESTAURANT

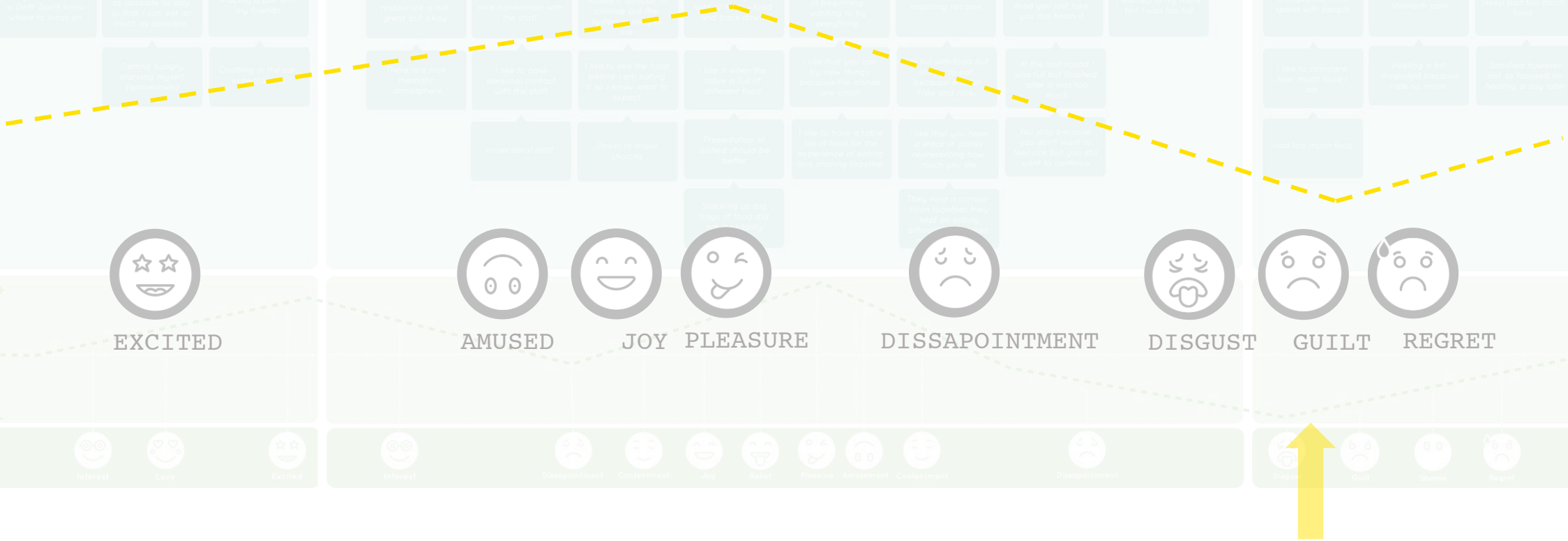
POST

ACTIVITIES

THOUGTS

FEELINGS

‘Feeling a bit disgusted because I ate so much.’



DESIGN GOAL

To reduce the urge of overeating of young adults (20-30) while eating at an all you can eat

Then the moment arrives when you have to stop, yeah you shouldn't eat un till you feel sick, but you want to continue...'

INTERACTION VISION

The interactions in my concept should be like....

Making a photobook with a friend.

SATISFYING

The collection of pictures, the overview, form, size and color of the collection.

GUIDANCE

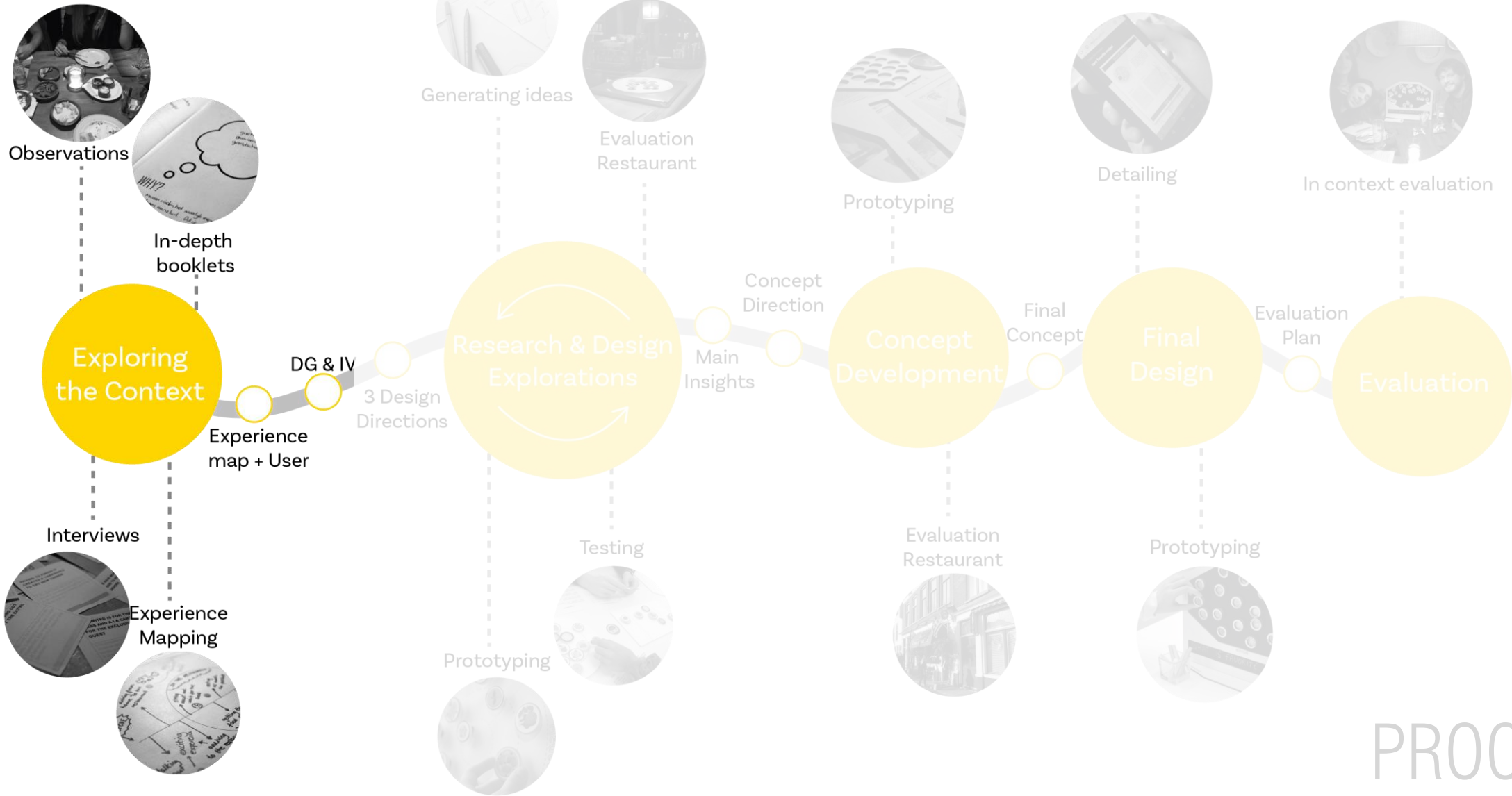
Form, texture and size of the pictures
and structure of the book, structure of the glue.

AWARENESS

The content of the pictures, colors, people on the pictures, composition of the pictures, dates on the pictures.

CONFRONTING

The amount of pictures, the size of the book, the images, colors and content of the pictures.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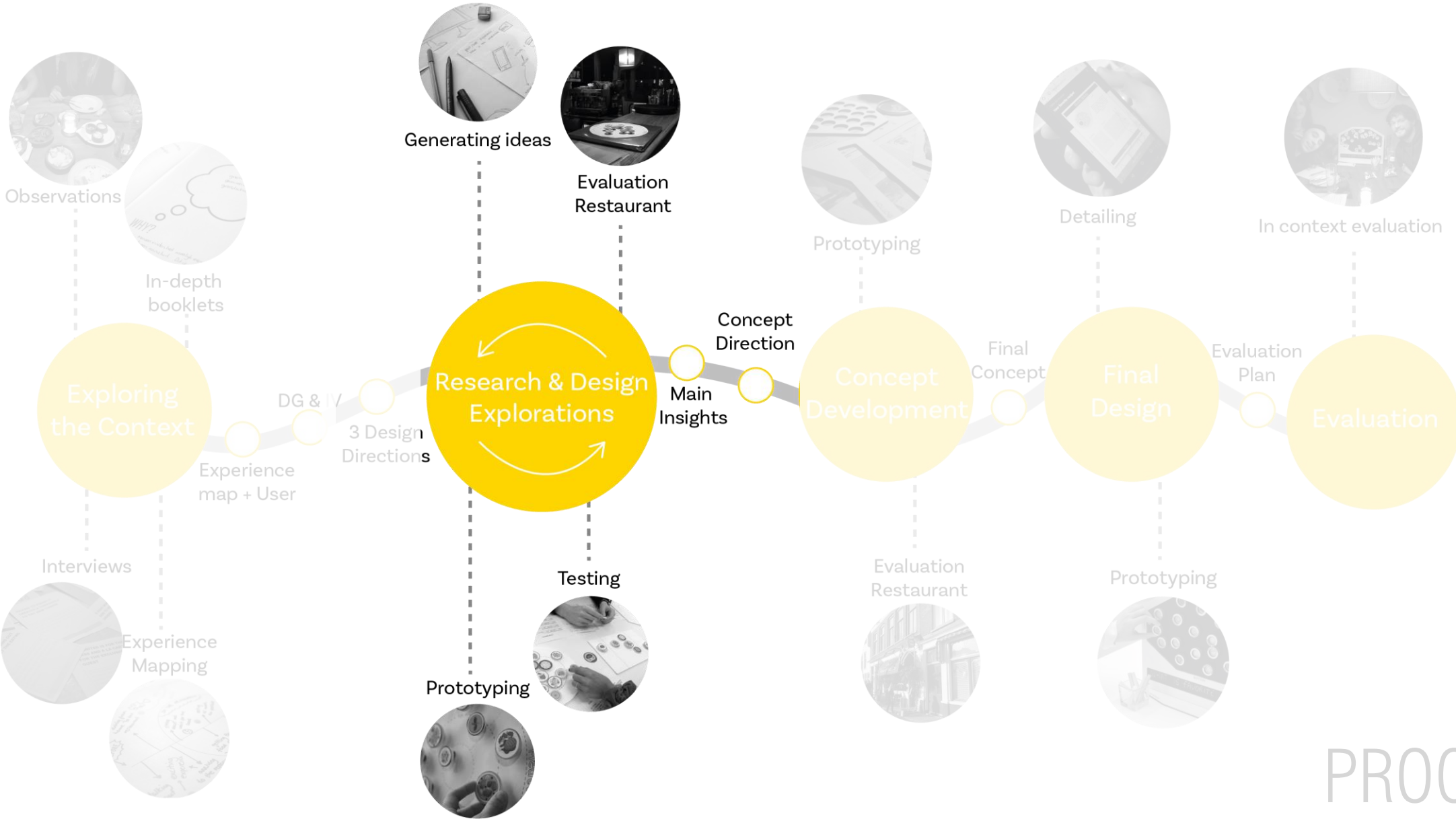
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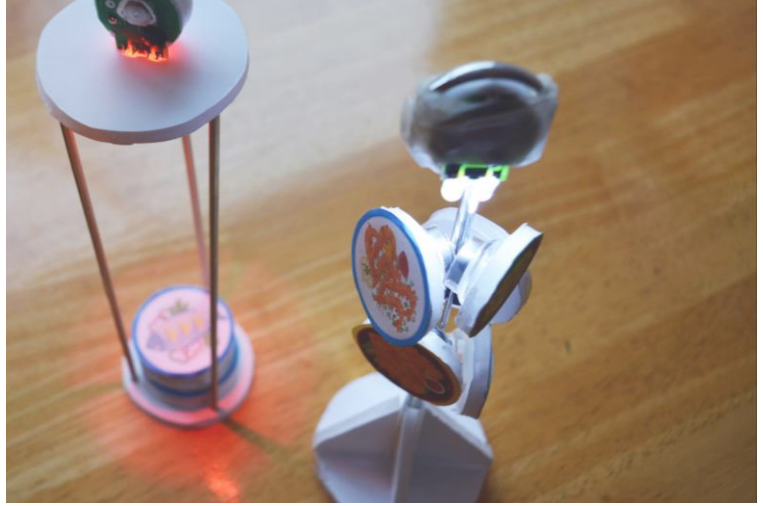
PROCE
SS

If **visual cues** of the amount of food consumed are removed during a meal, people **eat more**.

(Robinson et al, 2013)

So that you can see consciously



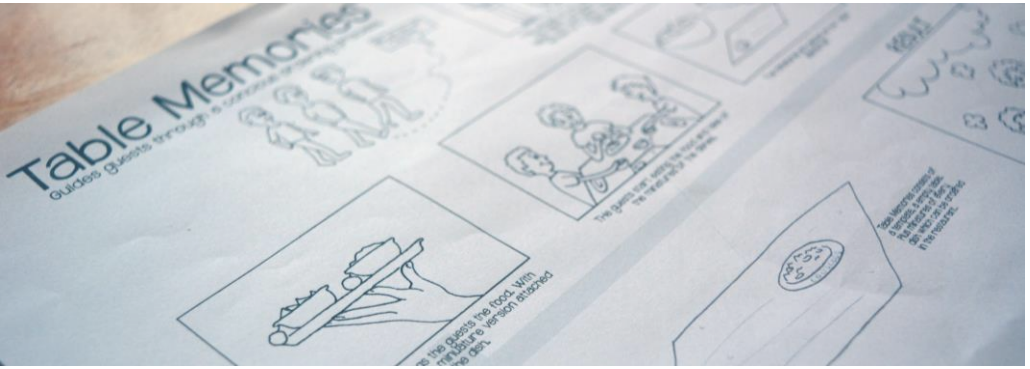
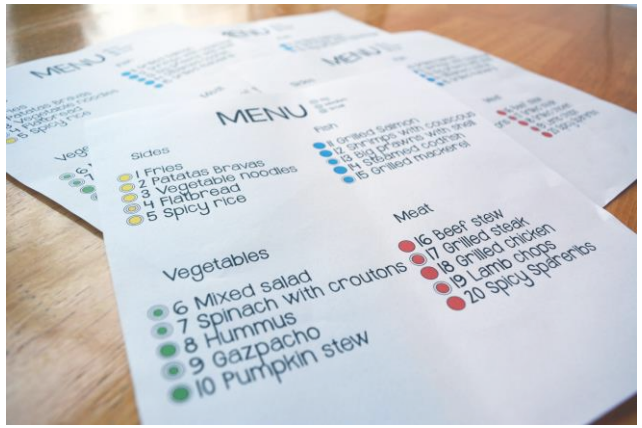
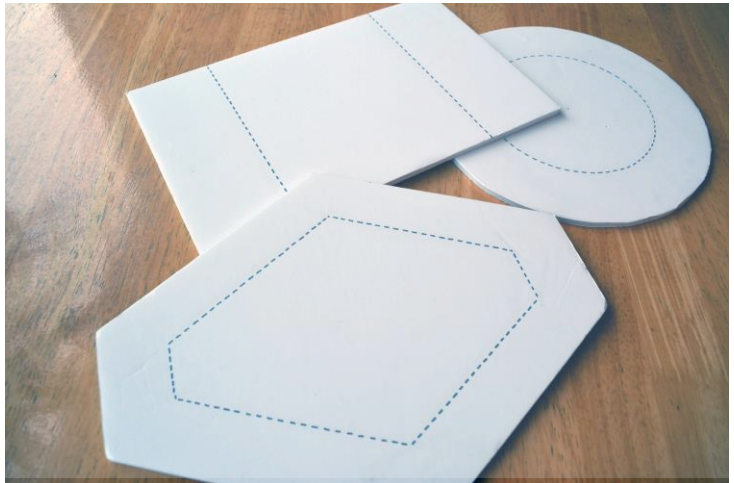
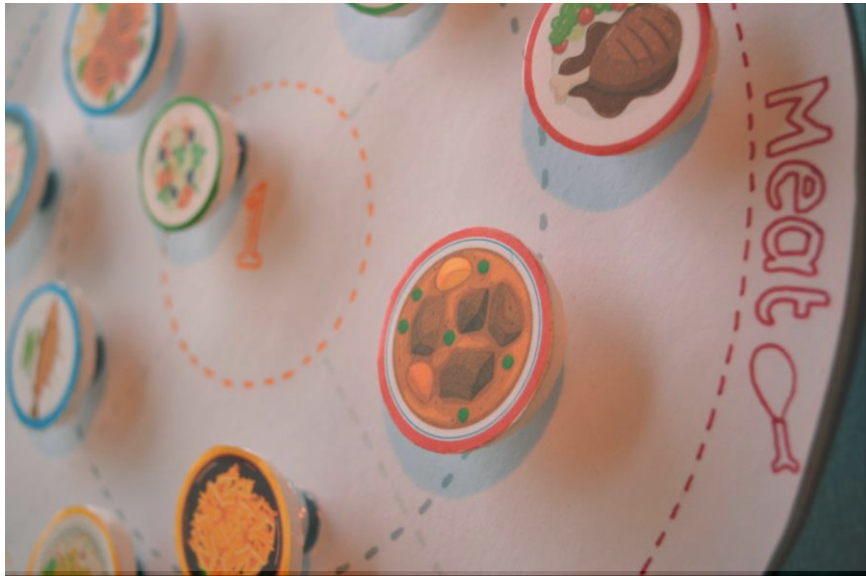


Table Memories

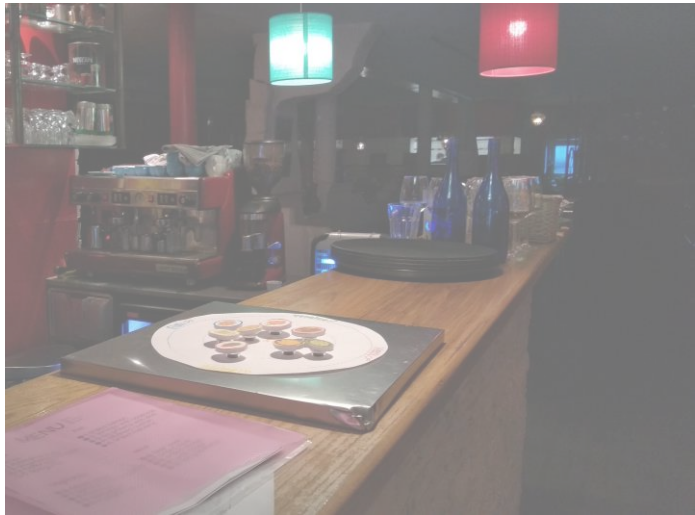

MENU
Sides
1 Fries
2 Patatas bravas
3 Vegetable noodles
4 Flatbread
5 Spicy rice
Vegetables
6 Mixed salad
7 Spinach with croutons
8 Hummus
9 Gazpacho
10 Pumpkin stew
Meat
16 Beef stew
17 Grilled steak
18 Grilled chicken
19 Lamb chops
20 Spicy spareribs

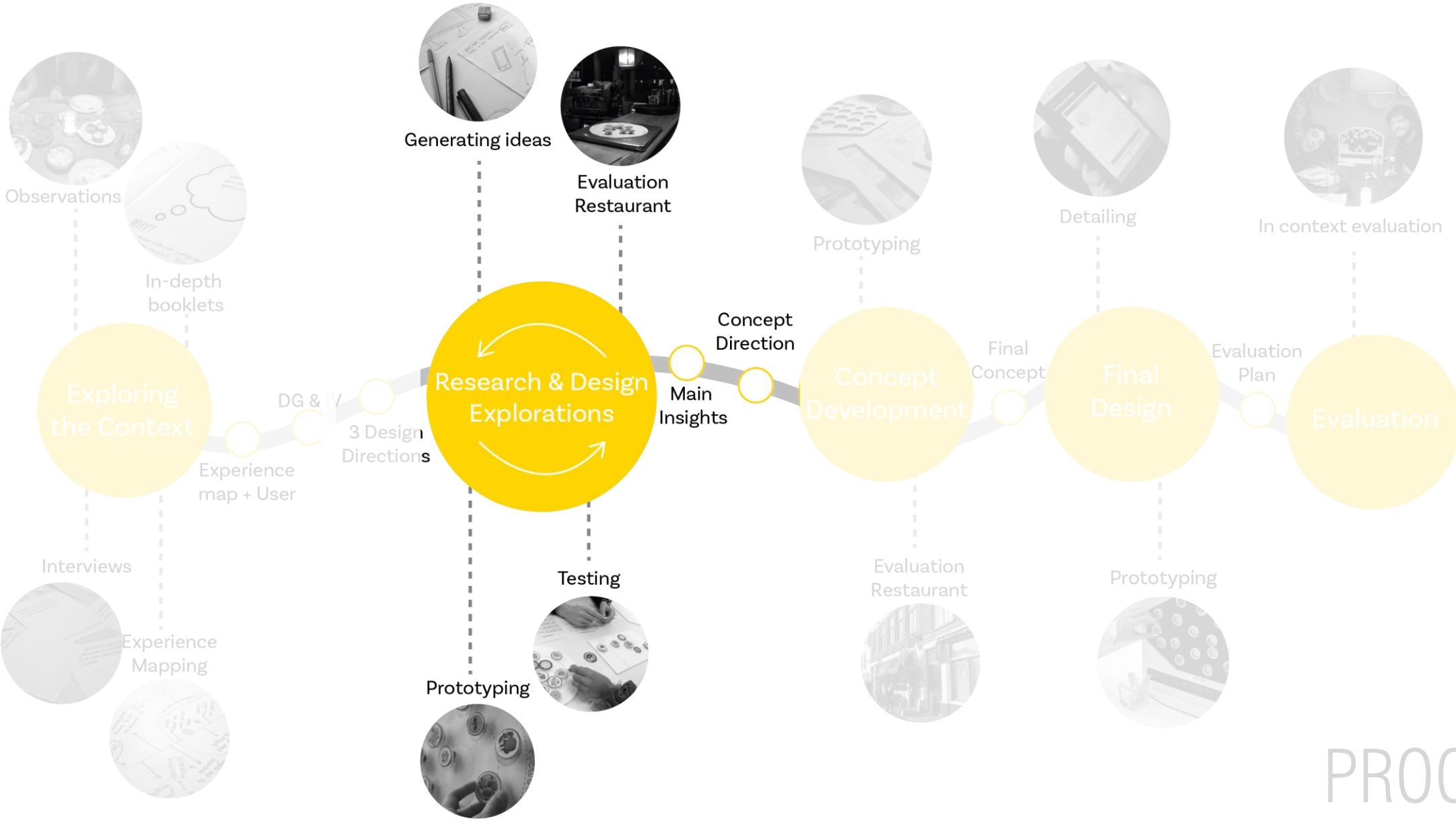
Prototypes




Meat

Testin

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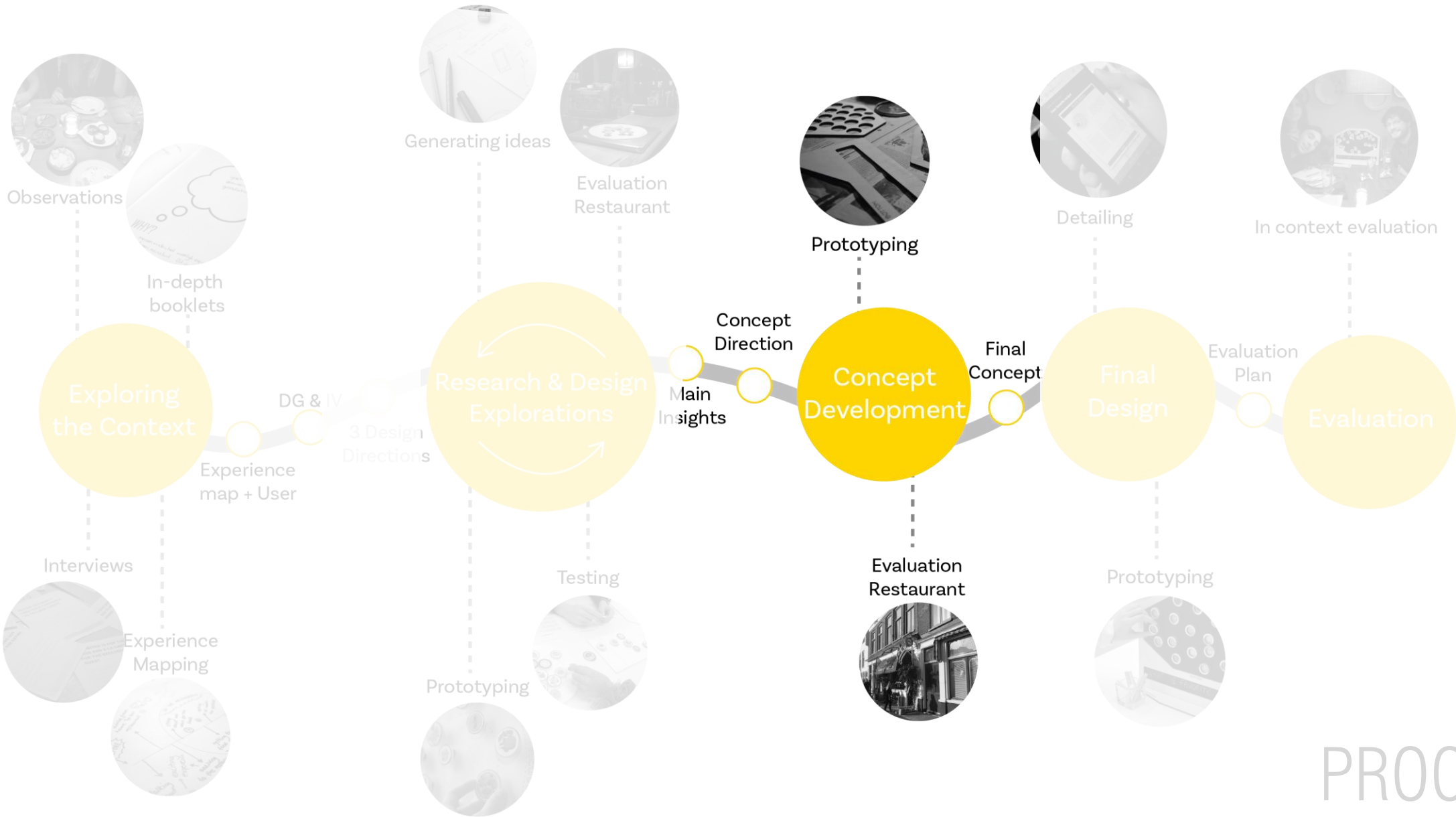
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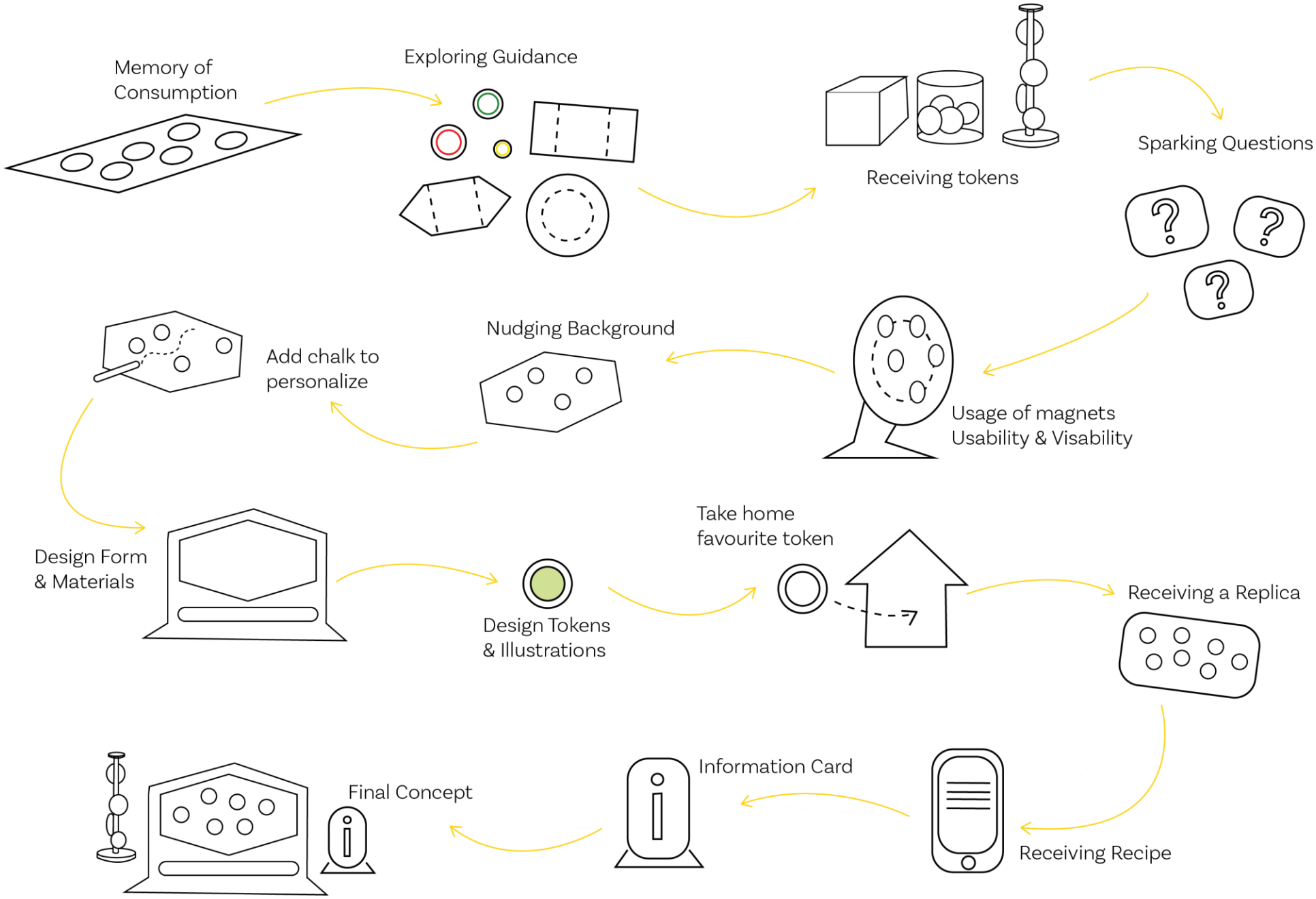
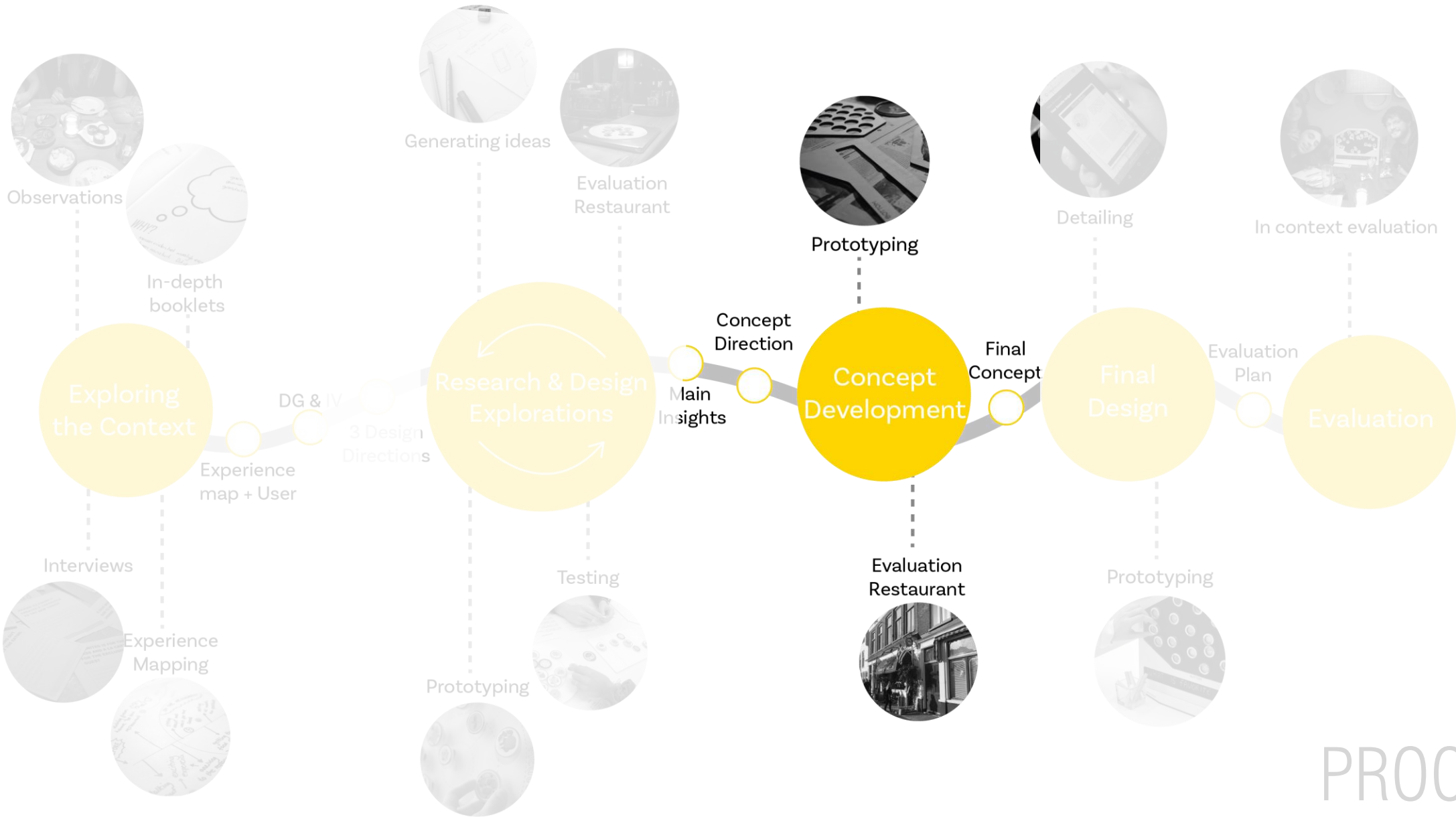

Memory of
Consumption
Exploring Guidance
Receiving tokens
Sparking Questions
Usage of magnets
Usability & Visability
Nudging Background
Add chalk to
personalize
Design Form
& Materials
Design Tokens
& Illustrations
Take home
favourite token
Receiving a Replica
Receiving Recipe
Information Card
Final Concept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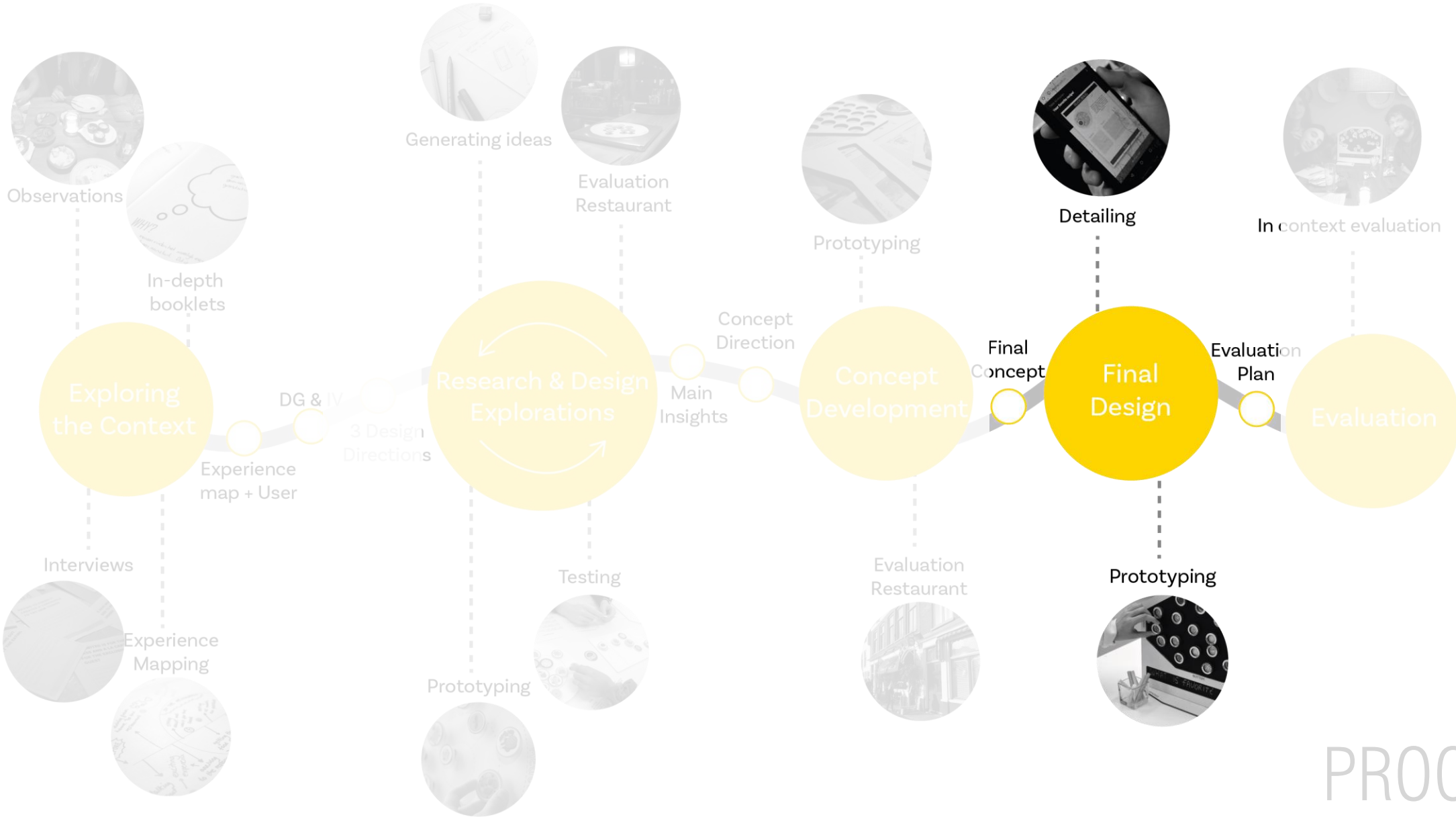
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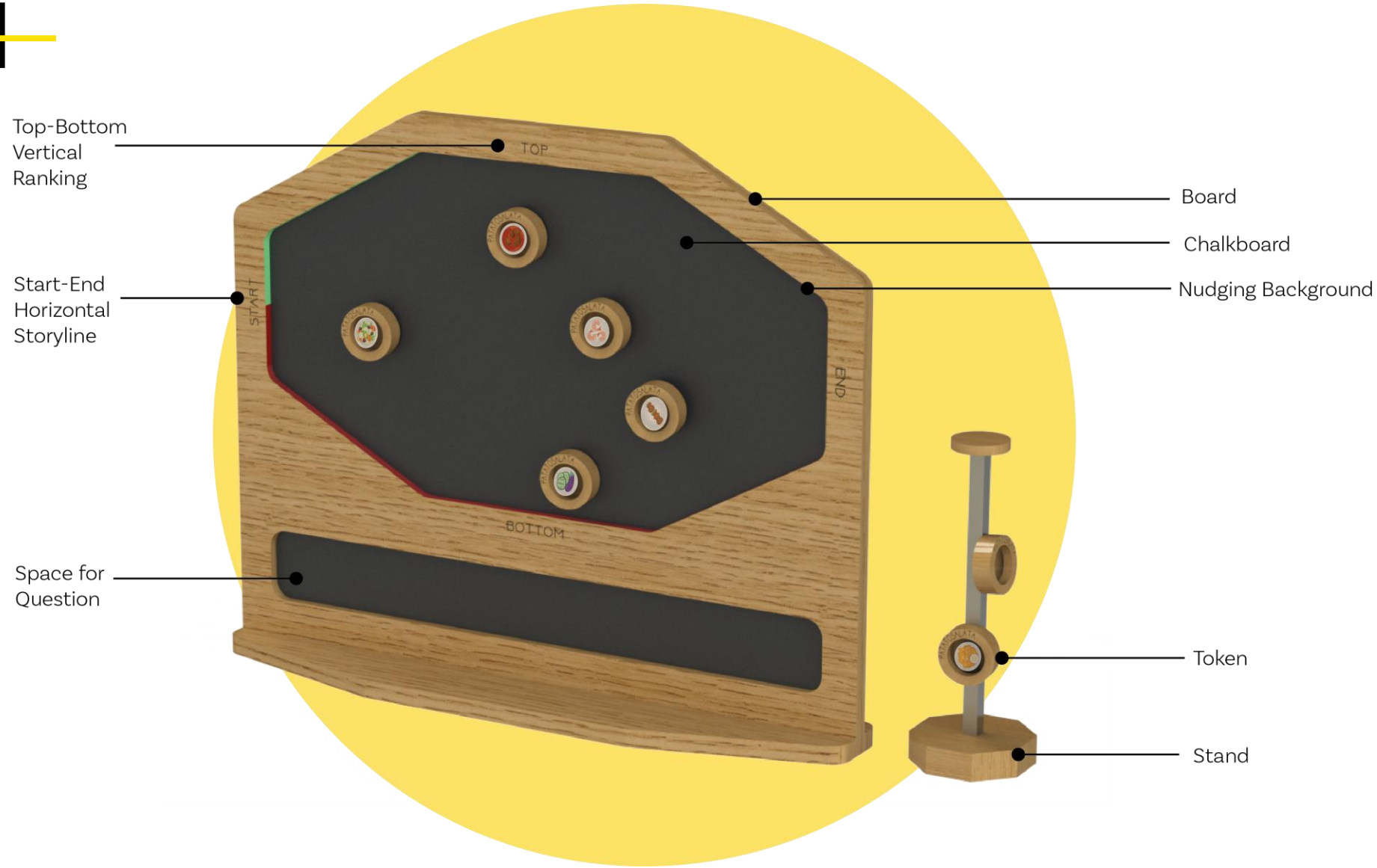
PROCESS

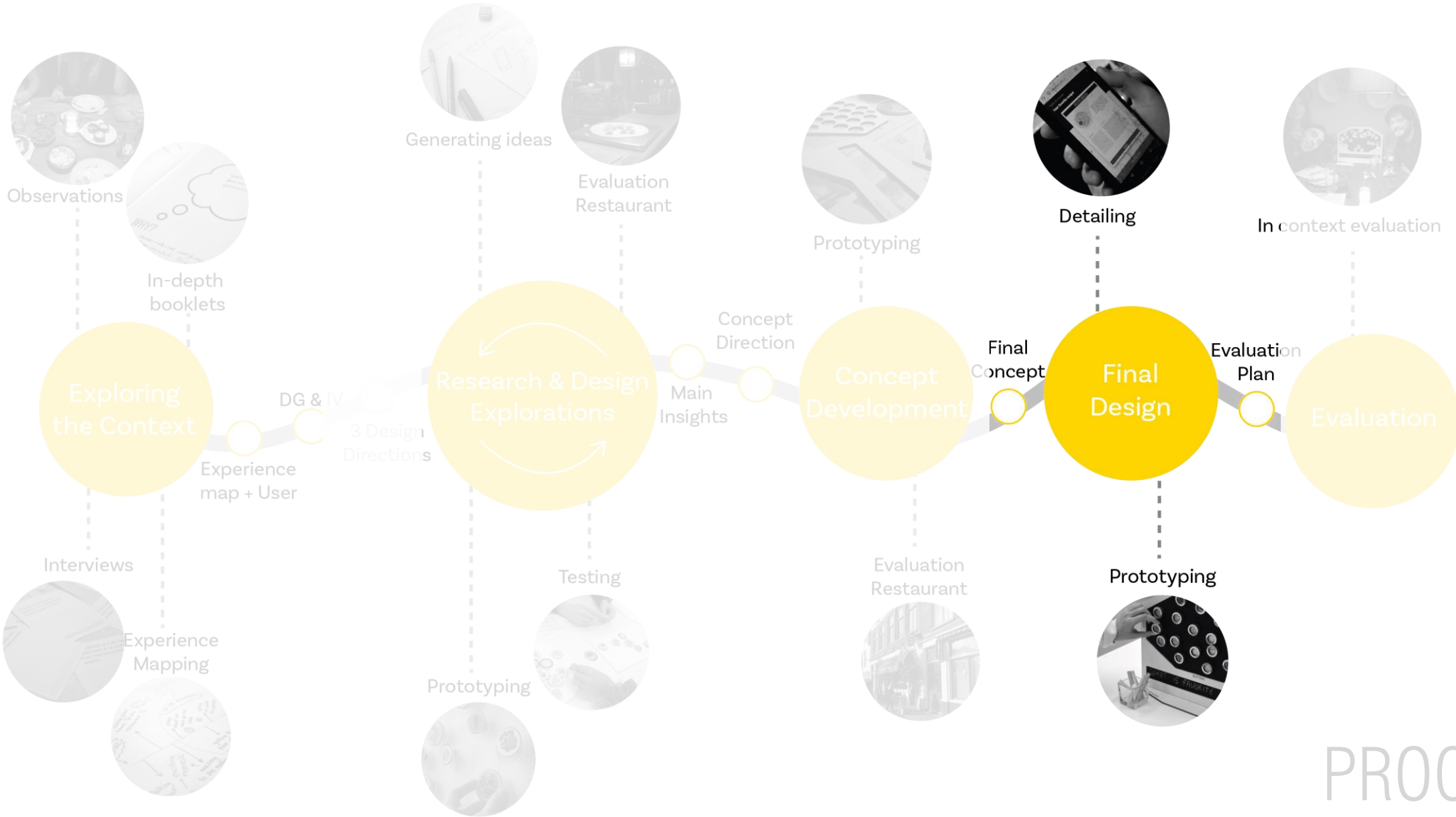
FINAL DESIGN

TABLE MEMORIES

Table Memories aims to reduce the urge of overeating by bringing back visual cues of food consumed. Not only focusing on the amounts, but moreover on what food is eaten. Shifting the focus from quantity to quality.

FINAL DESIGN

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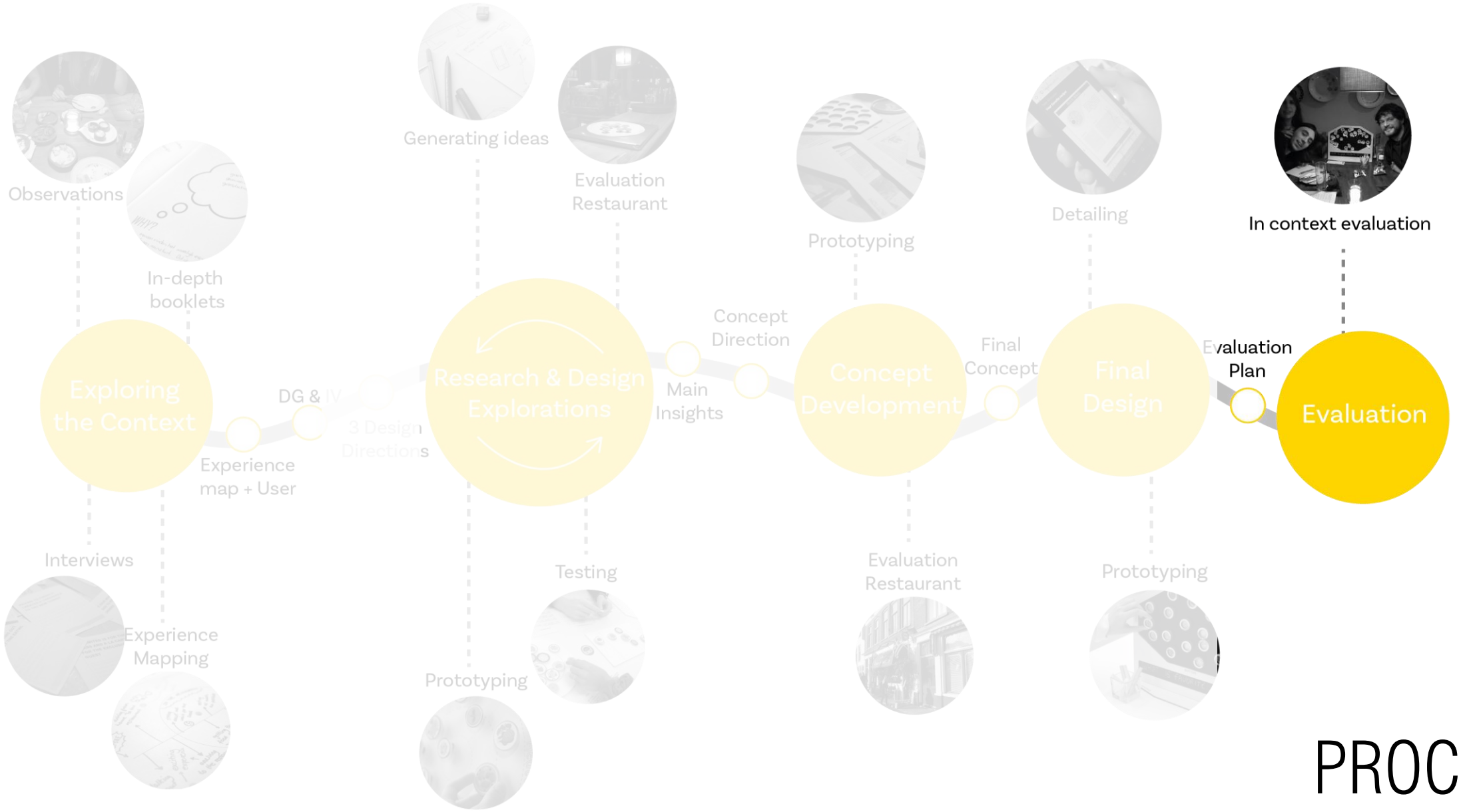
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PROCESS

FINAL EVALUATION

WHERE?

TAPAS & MEZZES

DELFT

WHO?

3 PARTICIPANTS

WHAT?

OBSERVATION

QUESTIONNAIRE

INTERVIEW

FINAL EVALUATION

PLACING TOKENS & DISCUSSING THEIR QUALITIES TOGETHER

PLACING TOKENS AND DISCUSSIN
THEIR QUALITIES TOGETHER.

TRYING TO WRITE COMMENTS WIT
CHALK (WHICH DOES NOT WORK.

WRITING COMMENTS ON SMALL
PAPERS.

DRAWING FIGURES ON THE
BOARD

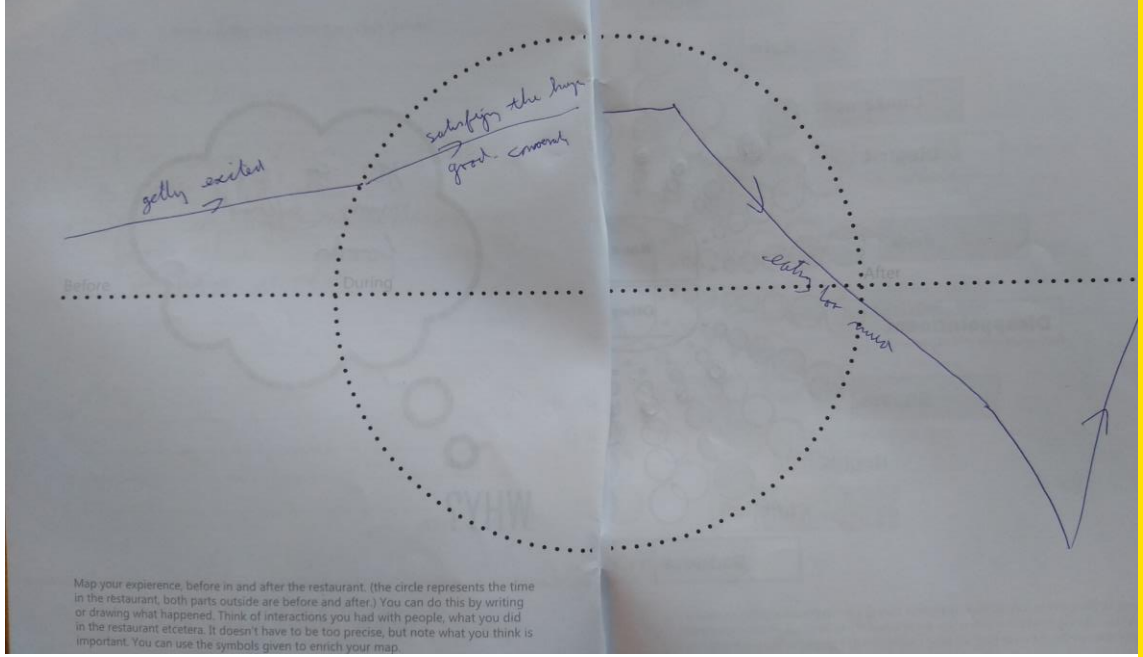
REARRANGING & DISCUSSING
TOKENS

DISCUSSING MENU WITH
REFERRING TO THE BOARD.

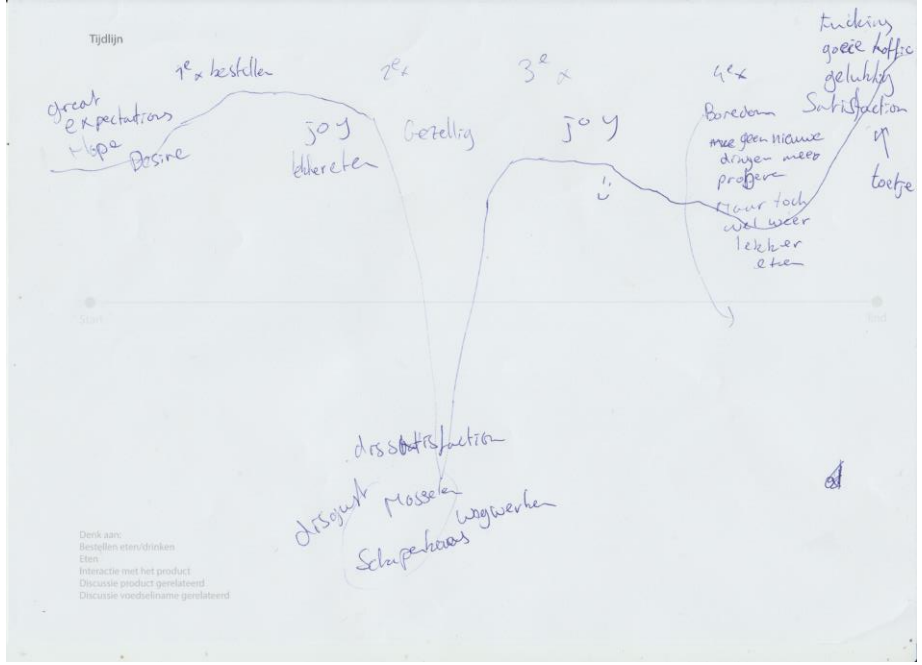
EVALUATE THE NIGHT WITH
THE BOARD.

INTERACTIONS

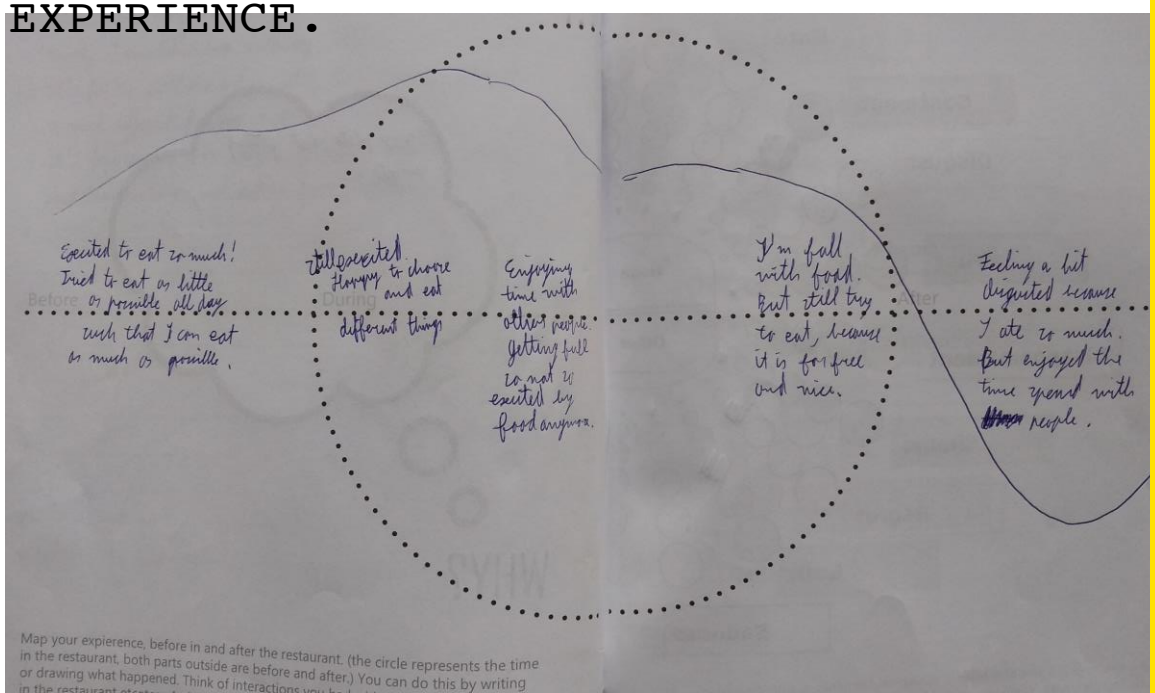
START
END
TOP
BOTTOM
ALBONDIGAS
DATIL CON TOCINO
MELITZANOSALATA
TZATZIKI
OLIVAS
CHORIZO TINTO
PIPERIES HE TIRI
SPANAKOPITAKIA
GAMBAS AL AJILLO
CHAMPIGNONS AU BEURRE
PAN CON ALIOLI
GAMBAS MELI
ALITAS DE POLLO
TABOULLEH
TIGANAKI
PATATAS BRAVAS
KOTOPOULO KAFTERO
KROKETAS
MIDIA
MANCHEGO FRITO
PALAFEL
WHAT IS YOUR FAVORITE DISH?
TABLE MEMORIES

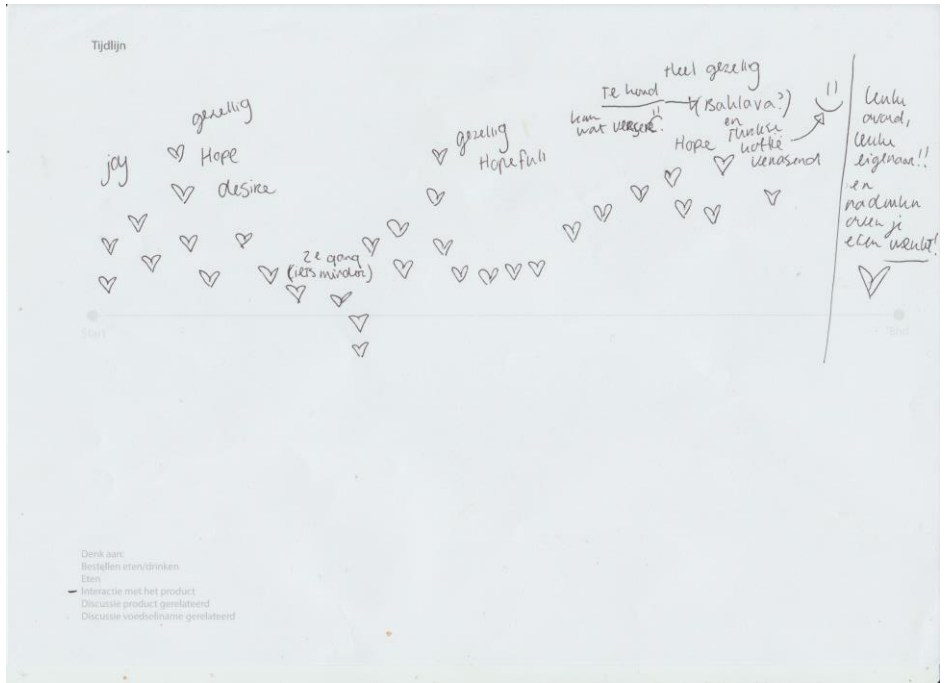


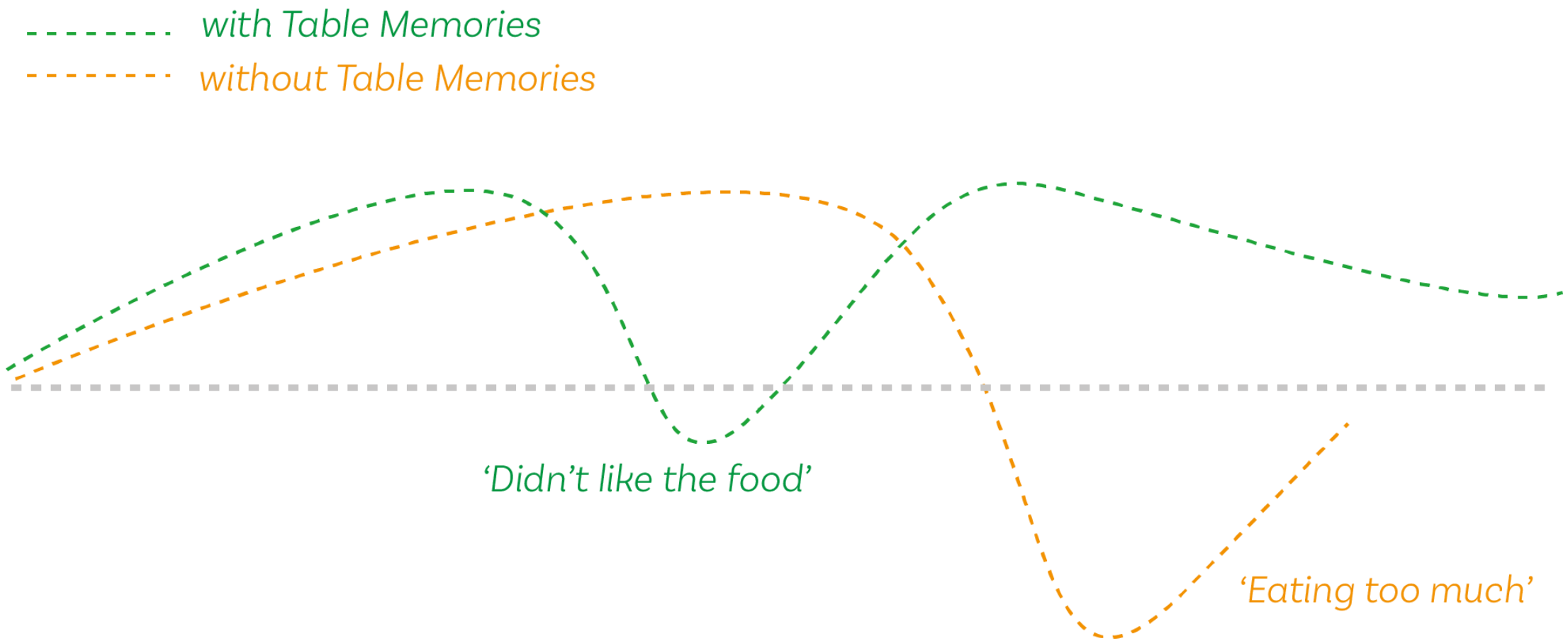
TIMELINES NORMAL AYCE EXPERIENCE.



TIMELINES EVALUATION SESSION.



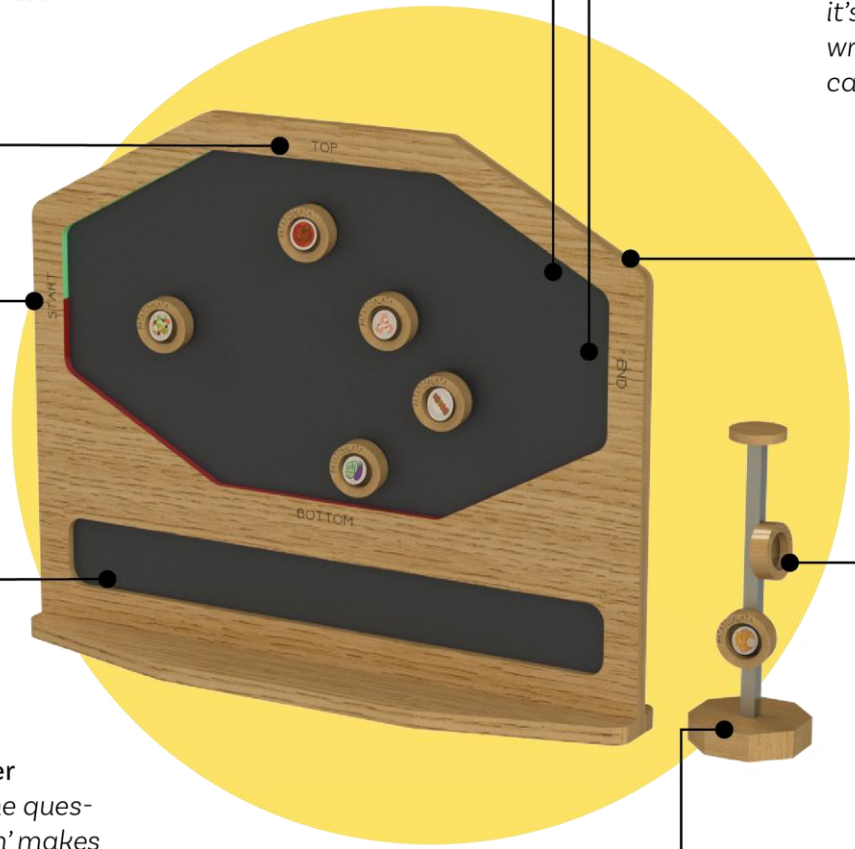



with Table Memories
without Table Memories
'Didn't like the food'
'Eating too much'

Overview | Awareness, guidance, confrontation, satisfaction
'as a human you are mostly more focused on the negative, but because of the overview you see how it really is and that's positive'
'At the end meal it made it easy because we could point to the three nice things we still wanted'

Top-Bottom | Ranking
'It's fun! Because you get nicely critical. It's nice to be busy with the food and what you think of it.'

Chalkboard | Personalize
'It didn't work, you have no space and you put aside the board when you try to write'
'we made notes ourselves with the tokens, it's fun. It gives you freedom. It's fun to write something with everything, that you can release some of your thoughts.'



Nudging Background | Guidance & discussion - *'Yeah but it was just like less and less. It's hard to tell if we got influenced by that.'*

Start-End | Create a Storyline
'I think it is very natural to do it like this, you shouldn't do it differently. You have really clear start and end and that clearly indicates time.'

Token | Representing a dish
'I think they look nice and are understandable, mostly you could immediately see it from the image.' -
'They could be slightly bigger to make it easier to read'

Question | Discussion starter
'The ranking together with the question 'what's your favorite dish' makes it clear what to do. However it's a bit unnatural that the question is at the bottom since it's the 'best' token. Bit confusing. Better at the top.'

Stand | Spark interaction
'Yeah you see it there always, so at the end of the eating you get remembered of it. If it was somewhere aside you could easily forget it. Now it feels active.'

You are more like... what do I think of it, what do I like about it. Also because you write a comment about that.

MAIN INSIGHTS

- Overall prototype was clear and understandable
- Clear shift in focus from quantity to quality
- Nudging background does not work (conciously)
- Commenting could be added as a feature

- Did adress awareness, guidance and satisfaction
- Did not adress confrontation.

- The urge of overeating was reduced.

CONCLUSION

DESIGN GOAL:

To reduce the urge of overeating of young adults (20-30) while eating at an all you can eat restaurant.

INTERACTION VISION:

AWARENESS

''Yes more, because you are more busy with it. About the quantity but more about if the food itself was nice. It's now just more about the quality than the quantity.'

CONFRONTATION

''No it was not really confronting, I think I did expect worse'

GUIDANCE

'Yes for sure. Especially at the end of the evening. But also you can see what you had earlier. ***You feel guided throughout the evening'***

SATISFACTION

''Yeah when I look at it now I think it looks really nice, it looks like a satisfying evening.'

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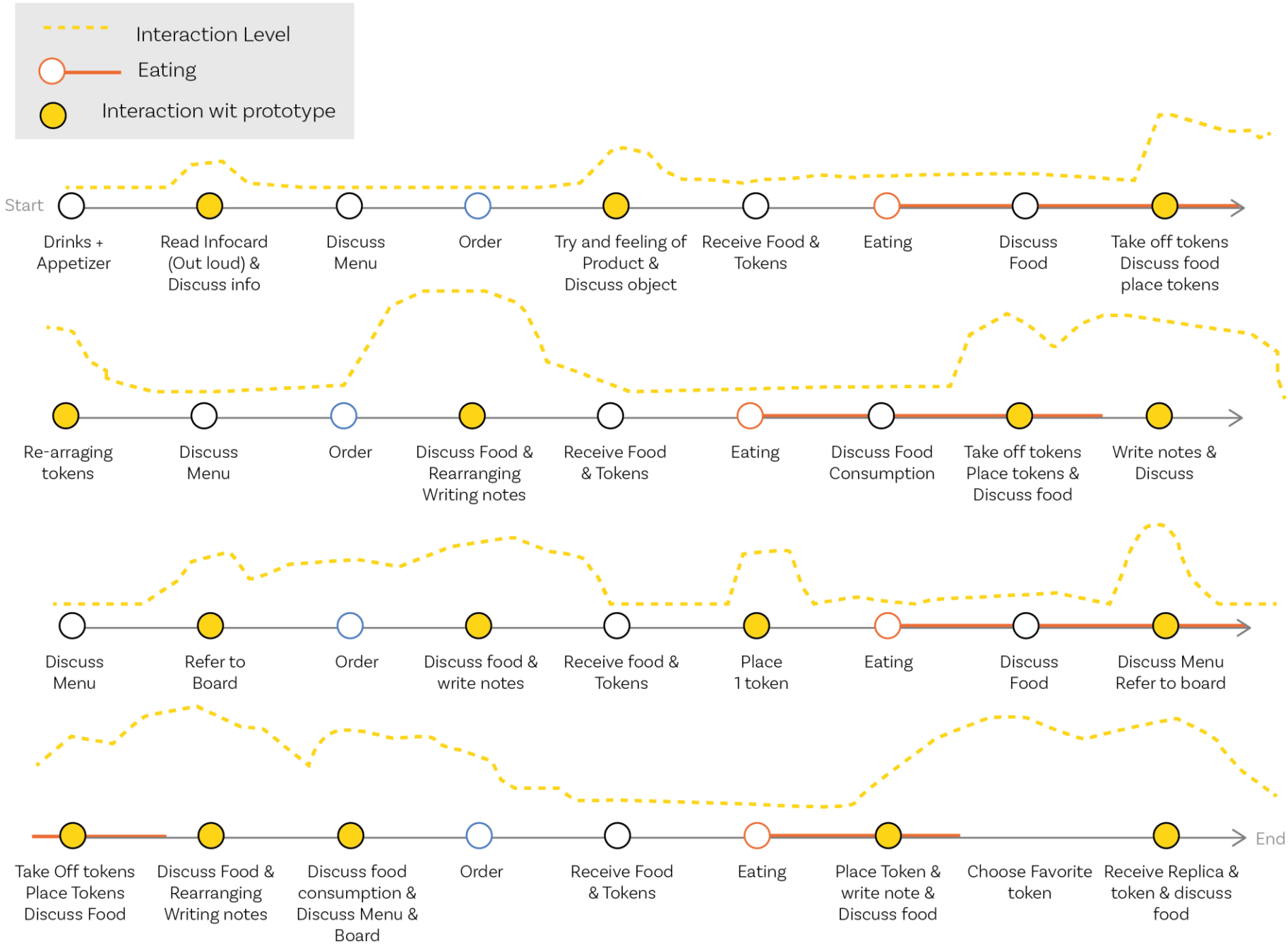
QUESTIONS?


Interaction Level
Eating
Interaction wit prototype
Start
Drinks + Appetizer
Read Infocard (Out loud) & Discuss info
Discuss Menu
Order
Try and feeling of Product & Discuss object
Receive Food & Tokens
Eating
Discuss Food
Take off tokens Discuss food place tokens
Re-arraging tokens
Discuss Menu
Order
Discuss Food & Rearranging Writing notes
Receive Food & Tokens
Eating
Discuss Food Consumption
Take off tokens Place tokens & Discuss food
Write notes & Discuss
Discuss Menu
Refer to Board
Order
Discuss food & write notes
Receive food & Tokens
Place 1 token
Eating
Discuss Food
Discuss Menu Refer to board
Take Off tokens Place Tokens Discuss Food
Discuss Food & Rearranging Writing notes
Discuss food consumption & Discuss Menu & Board
Order
Receive Food & Tokens
Eating
Place Token & write note & Discuss food
Choose Favorite token
Receive Replica & token & discuss food
End