Food Design Thinking

Francesca Zampollo, PhD
Food Design Thinking

Francesca Zampollo, PhD
Design is where science and art break even.
Robin Mathew
It’s art if it can’t be explained. [...] It’s design if it doesn’t need explanation.

Wouter Stokkel
... so What is Design?

The deliberate and reasoned shaping and making of our environment in ways that satisfy our needs and give meaning to our lives.

NOTICE
NO SIGNS
ALLOWED
AT THIS
INTERSECTION
There is GOOD Design...

...and there is BAD Design

1. Good Design Is Innovative
2. Good Design Makes a Product Useful
3. Good Design Is Aesthetic
4. Good Design Makes A Product Understandable
5. Good Design Is Unobtrusive
6. Good Design Is Honest
7. Good Design Is Long-lasting
8. Good Design Is Thorough Down to the Last Detail
9. Good Design Is Environmentally Friendly
10. Good Design Is as Little Design as Possible

By Dieter Rams
There is GOOD Design...

...and there is BAD Design

9. Good Design Is Environmentally Friendly
There is GOOD Design...

...and there is BAD Design

7. Good Design is Long-lasting

Rince and Chop – Joseph and Joseph
There is GOOD Design...

...and there is BAD Design

3. Good Design Is Aesthetic
There is GOOD Design...

...and there is BAD Design

10. Good Design Is As Little Design as Possible

CD player - Muji
GOOD DESIGN GOES STRAIGHT TO HEAVEN & BAD DESIGN GOES EVERYWHERE

Mieke Gerritzen
Mighty Mug:

Are you clumsy? Do you have hands like flippers? You're probably a water-dwelling mammal and should get back in the sea. But if you happen to be a serial spiller of piping hot beverages then have we got the mug for you.
How do we pursue Good Design?
DESIGN THINKING

- Preparation
  - Opportunity Identification: Where can we find opportunities?

- Idea Generation
  - Fuzzy front-end
  - Get ideas: Idea generation and concept development

- Solution Development
  - Development: Lead-in to development process.
“Design thinking is a human-centered approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success.”

Tim Brown, president and CEO, IDEO
Is there a scope for Design Methods designed specifically for the Food Design process?
What people:

- say
- think
- do
- use
- make

Explicit needs:
Explicit knowledge can be expressed by participants in words.

Observable needs:
Observable knowledge is displayed in action and can be determined through observation by experts.

Tacit needs:
Tacit knowledge is conscious knowledge that participants are unable to express in words.

Latent needs:
Latent knowledge is subconscious, possibly dormant knowledge that participants are unable to express in words.

Creativity
Fluency: the number of alternative uses you can think of
Creativity

2 Important aspects of creativity

2 Suggestions for creativity
1\textsuperscript{st} Important aspect of creativity
1st Important aspect of creativity
1st Important aspect of creativity
1st Important aspect of creativity

CONNECTING IDEAS

VISUALS
2nd Important aspect of creativity
2nd Important aspect of creativity

OPPORTUNITY for ideas to connect
Design a product for

Design About Food
2\textsuperscript{nd} Important aspect of creativity

\textbf{OPPORTUNITY} for ideas to connect
1st Suggestion for creativity

SCHEMA VIOLATIONS
(AVOID FUNCTIONAL FIXADENESS)
WHEN WAS THE LAST TIME YOU DID SOMETHING FOR THE FIRST TIME?
2nd Suggestion for creativity

MIND-WANDERING
Important aspects of creativity

CONNECTING IDEAS

TIME
Food Design Thinking
FOOD DESIGN THINKING

TED
Themes for Eating Design

Preparation  Idea Generation  Solution Development
Aim:
Radical new Meanings for Eating Design
Design-Driven Innovation

Technology

Radical Change

Incremental Change

Technology push

Design epiphany

Design-Driven

Market pull (user-centred)

Incremental Change

Radical Change

Meaning

Stanley Honey
TED

Aim:
Radical new Meanings for Eating Design

Tool:
Visual
Explorer
TED

Aim:
Radical new Meanings for Eating Design

Tool:
Visual Explorer

Technique:
Visual Explorer

1. Frame
2. Browse
3. Reflect
4. Share
5. Extend

TED

Aim:
Radical new Meanings for Eating Design

Tool: Visual Explorer

Technique: Visual Explorer

Structure:
Time perspectives. (time of day; time since last meal; time available; waiting time involved)

Antecedent State. (mood; physical state)

Social surroundings (others present; personal interaction)

Occasion (Occasion or reason for eating out)

Physical Facilities and Surrounding. (location; Sounds; Aroma; Lighting)

Situational Influences on Eating Out

Management control system
Atmosphere
Room
Meeting
Product
You & Others (service)
You & companion

TED
Aim:
Radical new Meanings for Eating Design

Tool:
Visual Explorer

Technique:
Visual Explorer

Structure:
FAMM
TED:

THEMES

for

Eating

Design

ATTITUDES
People connection
Mirroring
Discovery/Curiosity
Eating plus
Possibilities
Immersion
Emotional
Additional entertainment
Uniqueness
Sharing
Differences
Focus on food
Appreciation of food
Act of love
Access memories
Part of yourself (chef/cook)
Closeness to food
Circle
Observing/Curiosity
Disconnection
Openness
Changes
Blending with environment
Closeness to nature
Look for feedbacks
Recognizing achievements

EXPECTATIONS
Predictability
Comfort
Variety
Someone I know
Similarities
Lively environment
Not a Distraction
Differences
Desire
Quality
Closeness to nature
Space
Harmony of elements
Character
Skilled-Multi skilled
Invisible
Attentive
Loving the job
Team work
FOOD DESIGN THINKING

TED’s Themes: Thoughts for Food

Preparation  Idea Generation  Solution Development
Brief: Design a dish that “tells a story”
Is there a scope for Design Methods designed specifically for the Food Design process?

YES!

FOOD DESIGN THINKING
In Search of Meaningful Food
Edible Grow – by Chloe Rutzerveld
Gracias!

Francesca Zampollo, Ph.D.
francesca.zampollo@gmail.com
www.francesca-zampollo.com