



Cre-eat

Online platform for cooking lovers/creators

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Design Statement

An online platform in the form of a website that invites users to engage in different culinary challenges that encourages creativity based on different and relevant topics that are ultimately judged on visual aesthetics of the final culinary dish by the online social media community.

Audience: Cooking lovers (not professional chefs) from 18-54 year olds who want to do more creative dishes and gain more interesting cooking experiences



Research:

People's attitude towards food/eating habits has already shift into social media in recent years.

Research:

Why gamified cooking experience

“People will feel less guilty about failure with game mechanics.”

“It gives people direction about what they should be doing in small, incremental positive ways.”

—— Health Month Creator Buster Benson

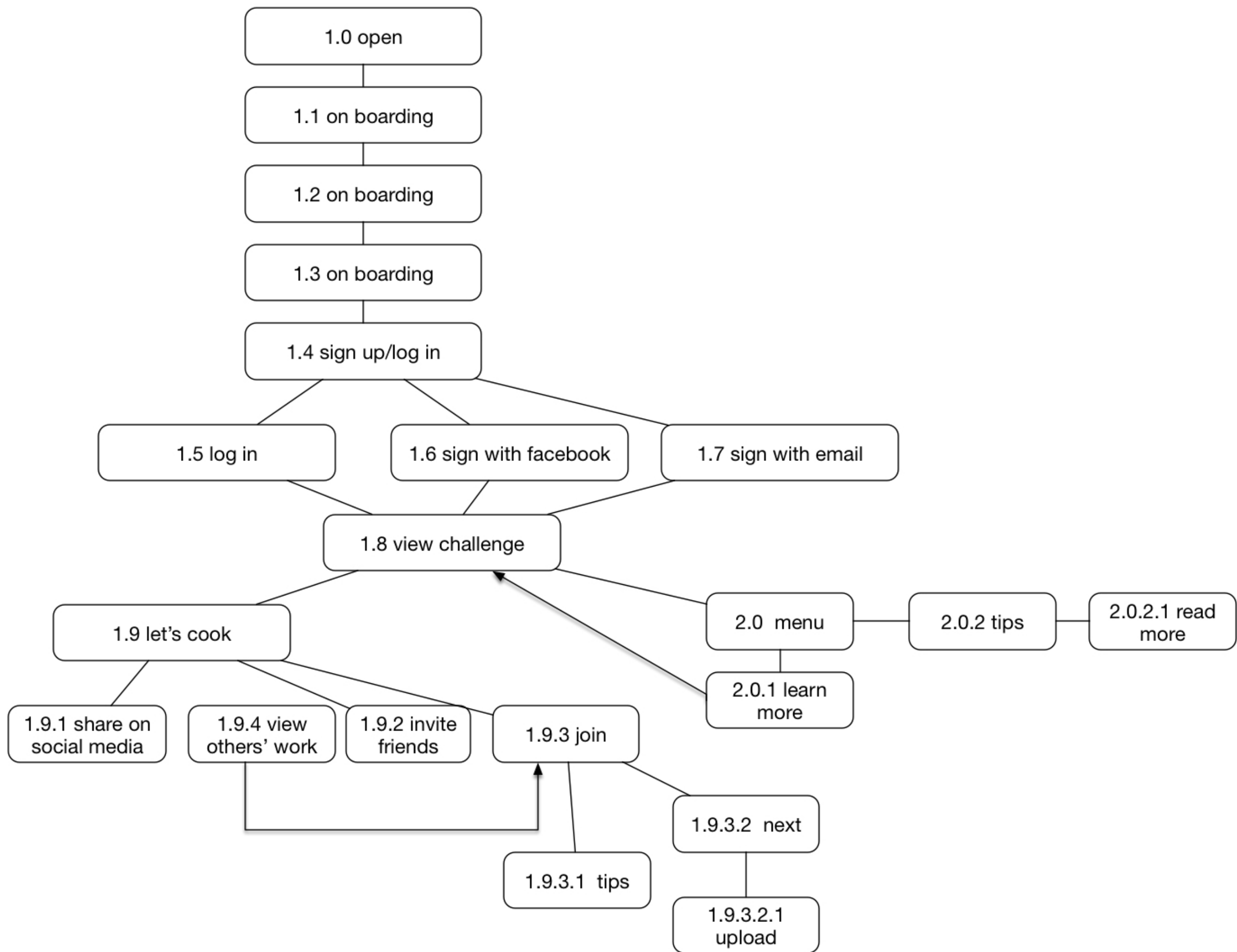
Research:

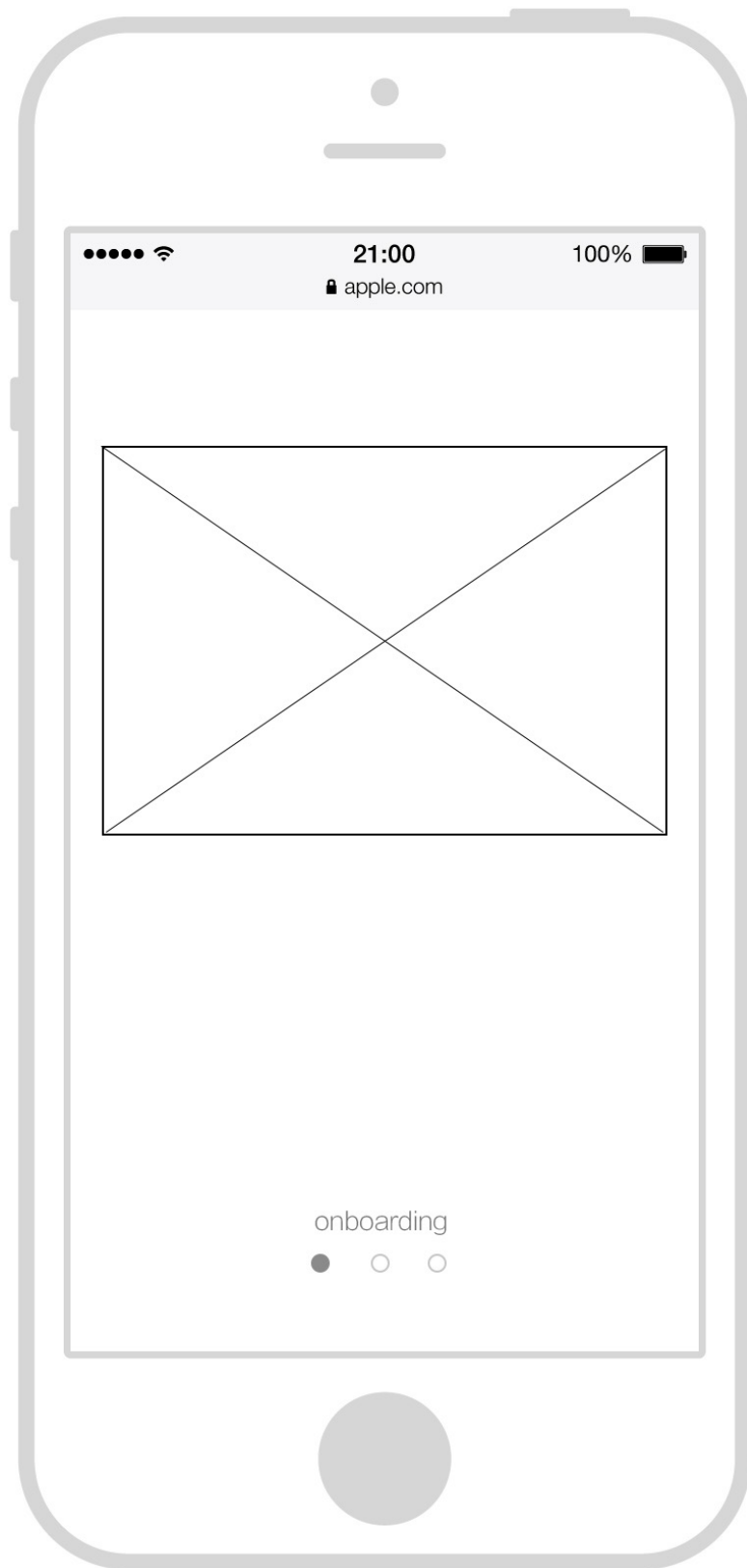
Why focus on visuals

Different from master chef, because it is not easy to have the audience taste the food, only the judges.

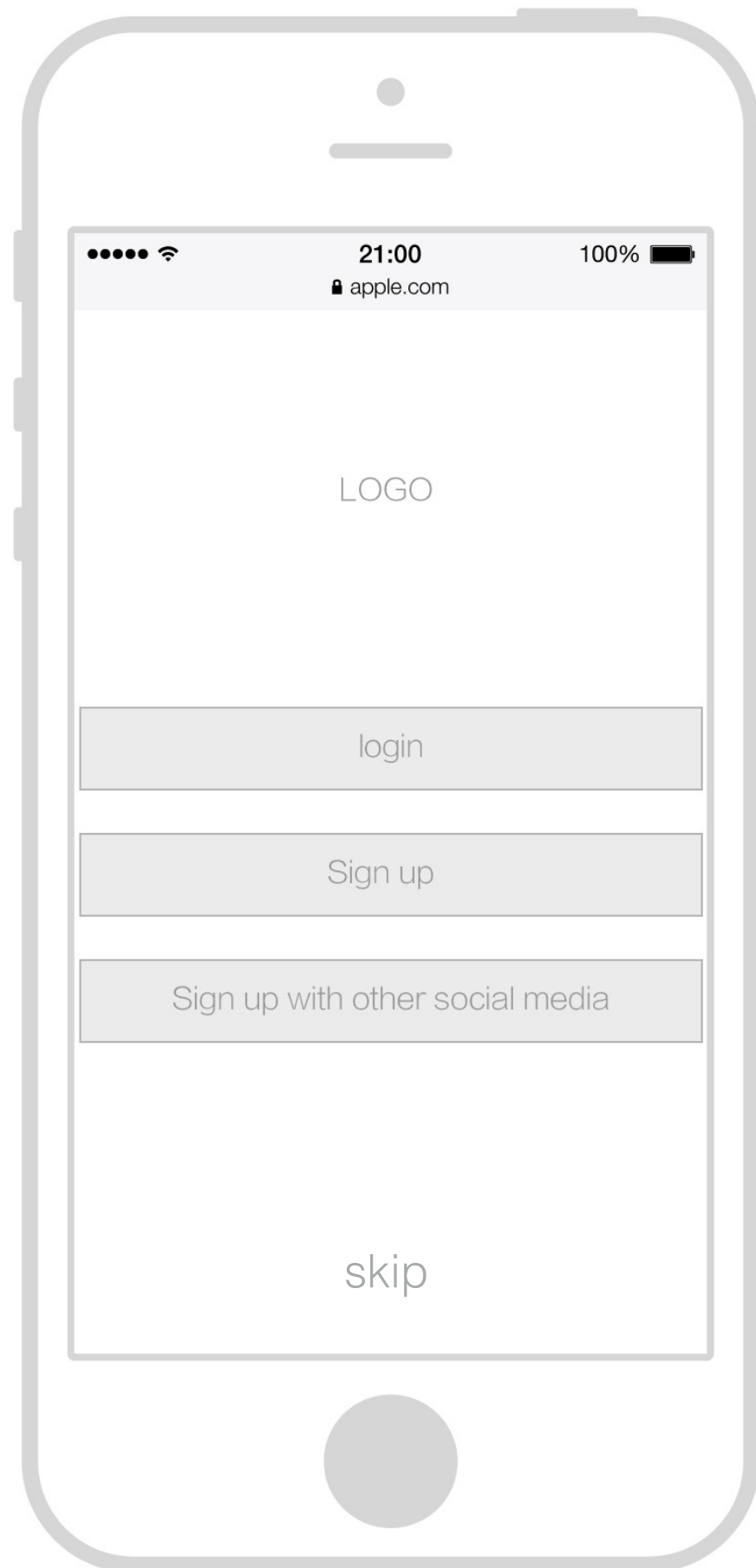
Taking advantage of the advent and booming trend of food aesthetics and food porn culture



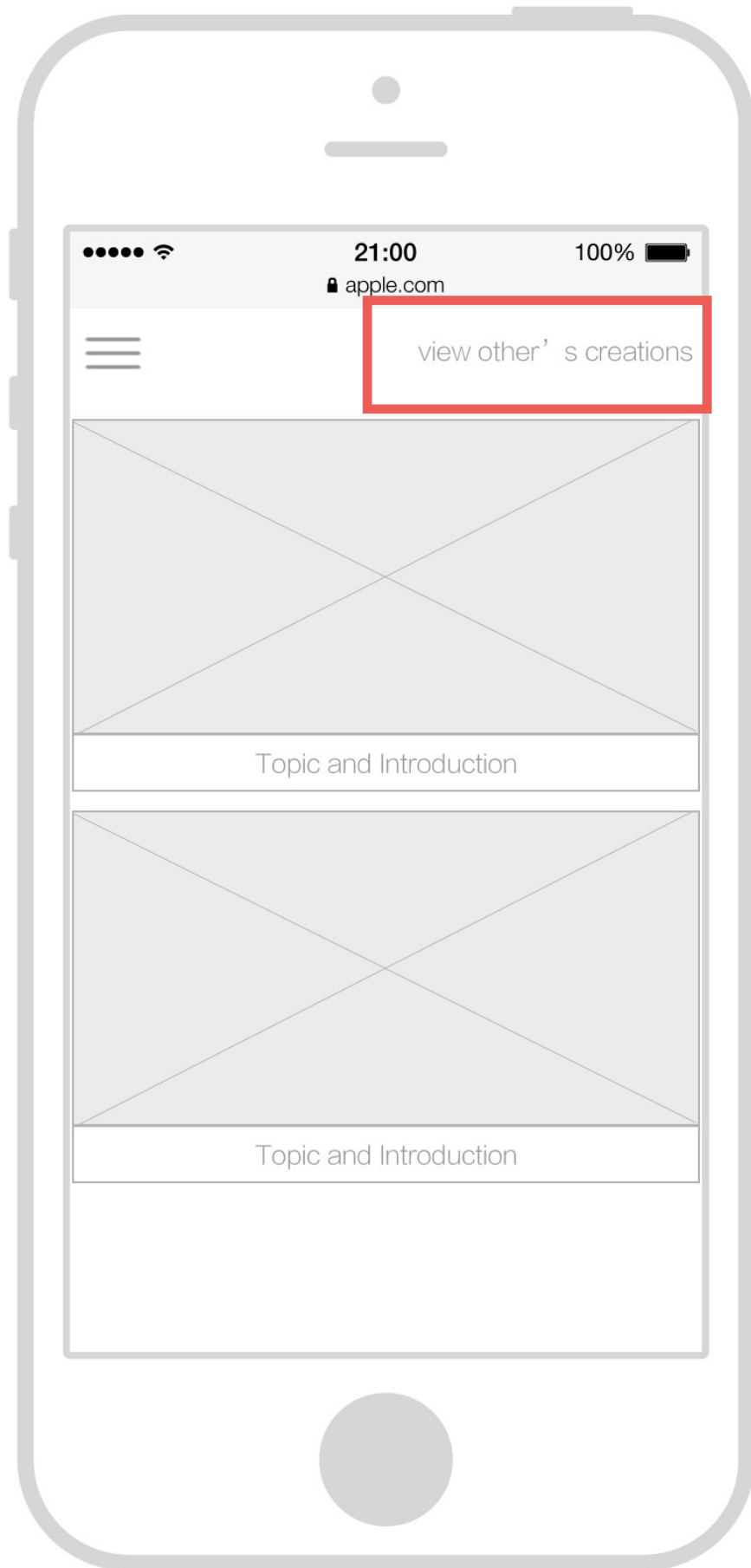




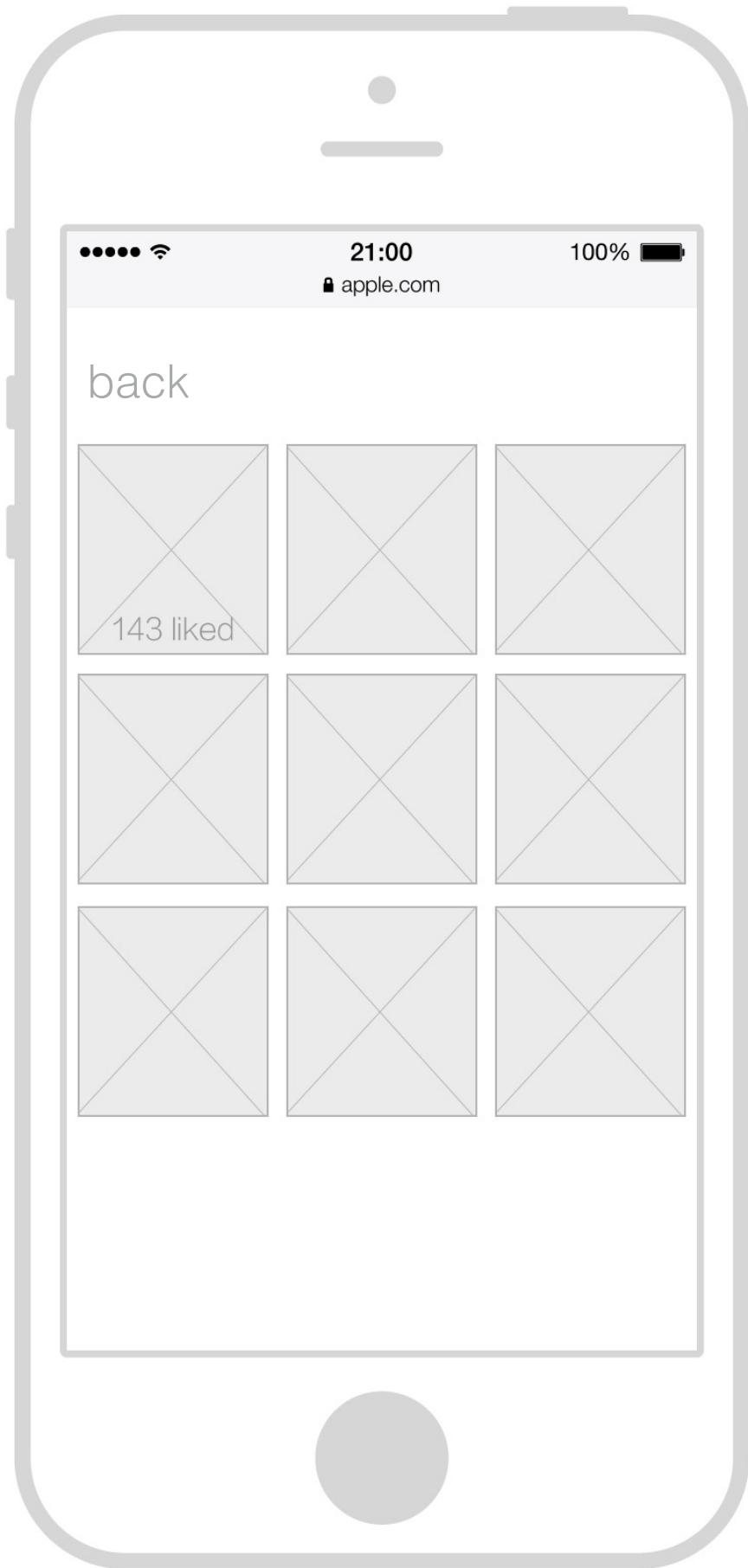
onboarding

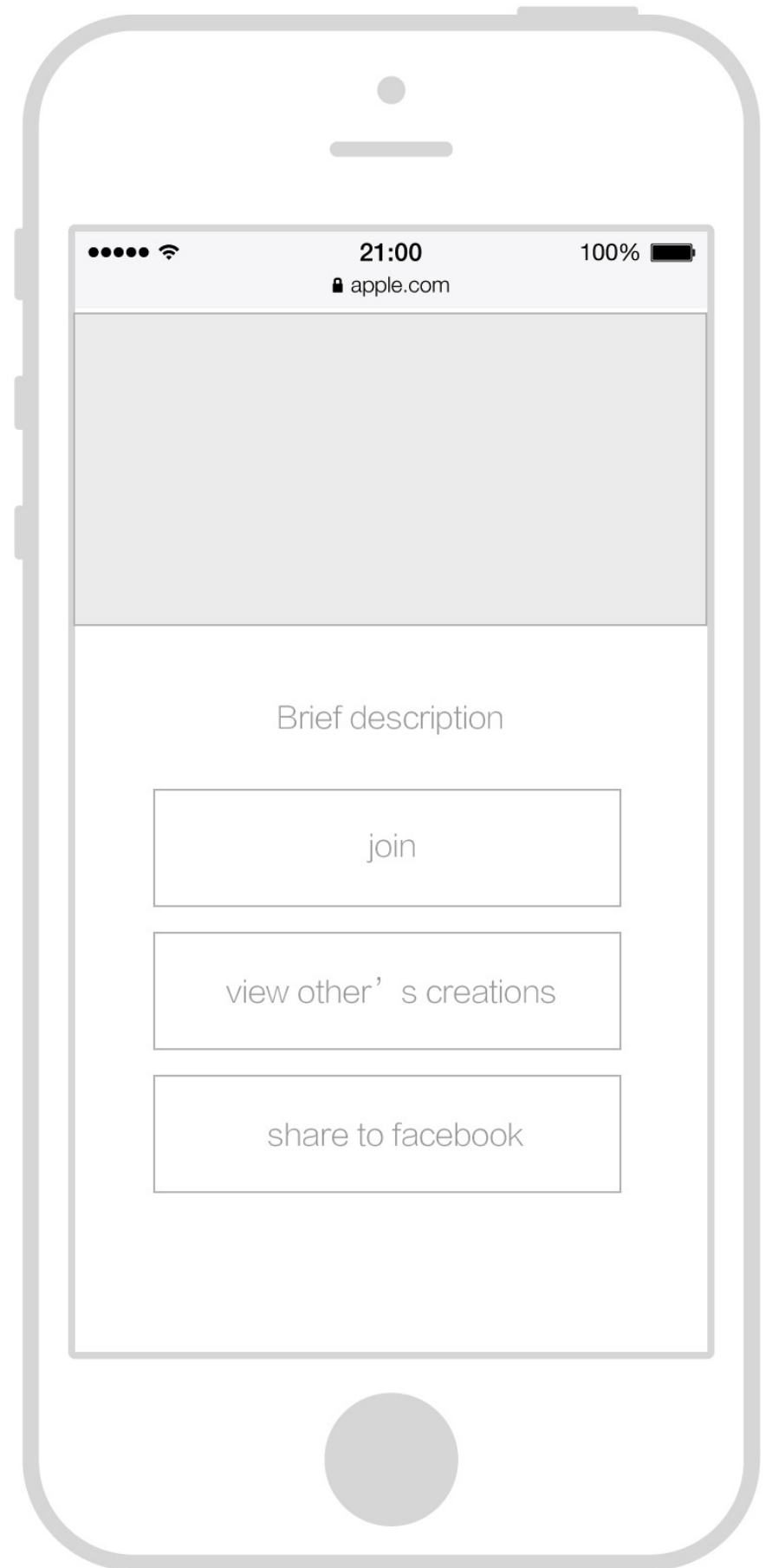
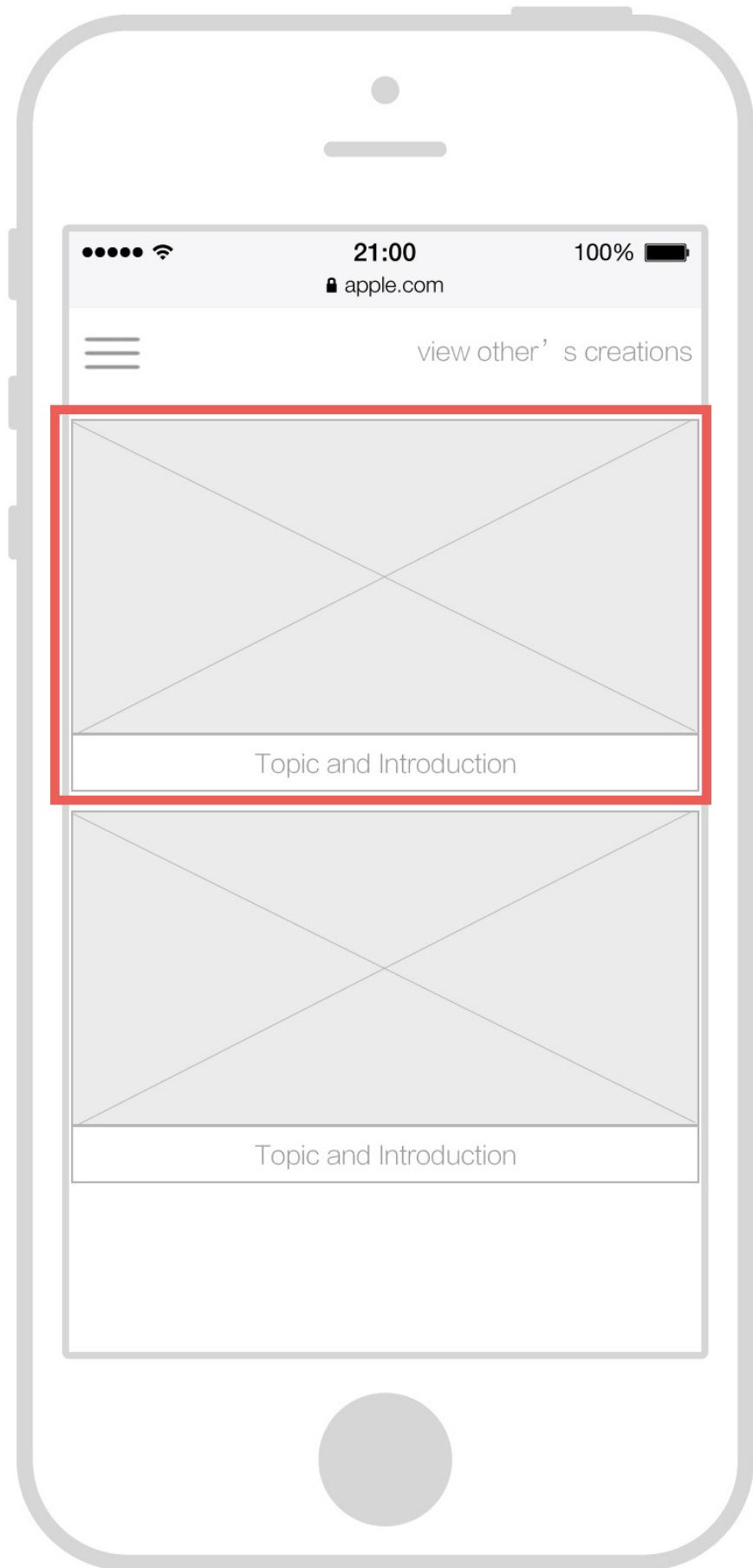


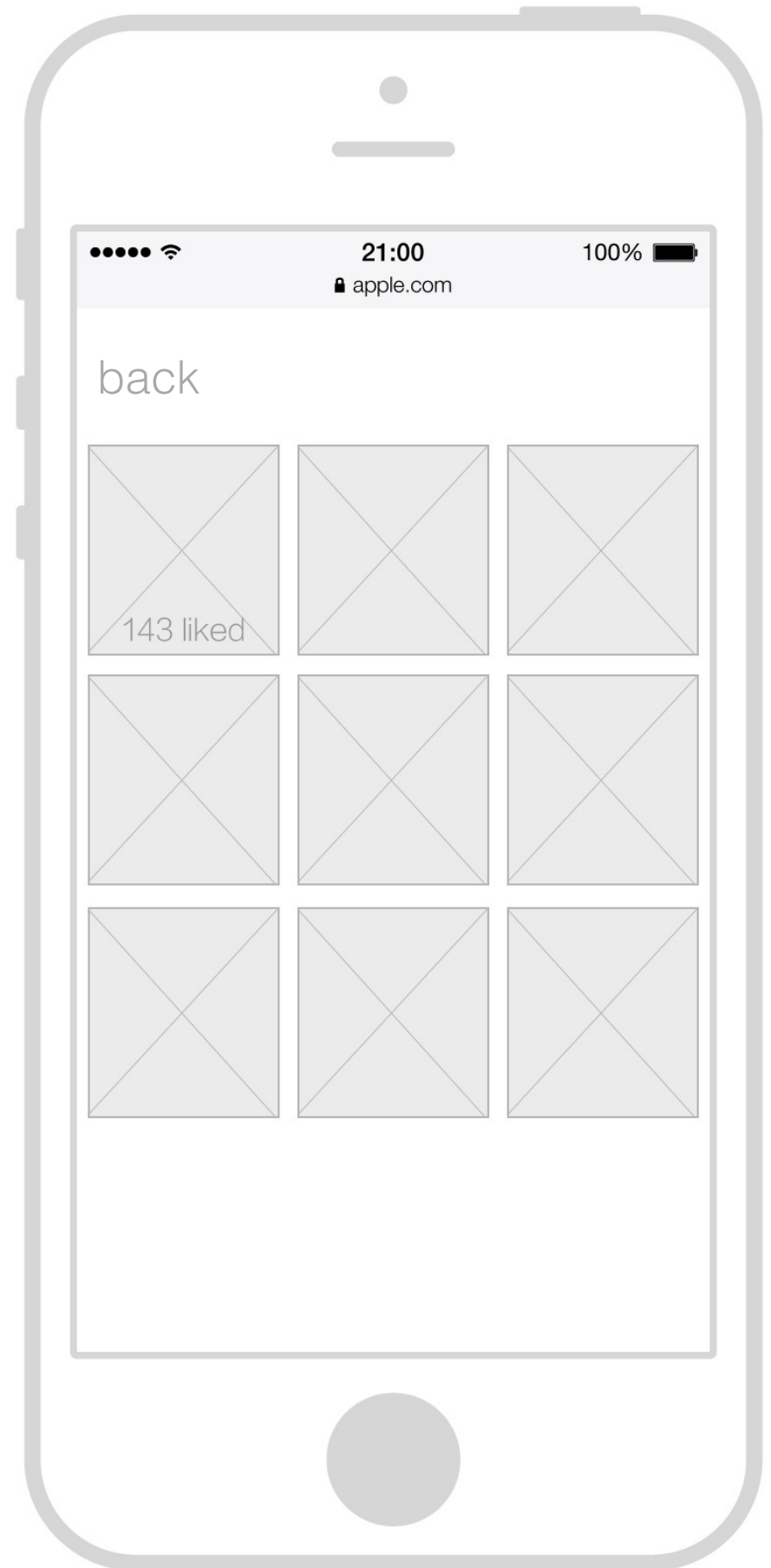
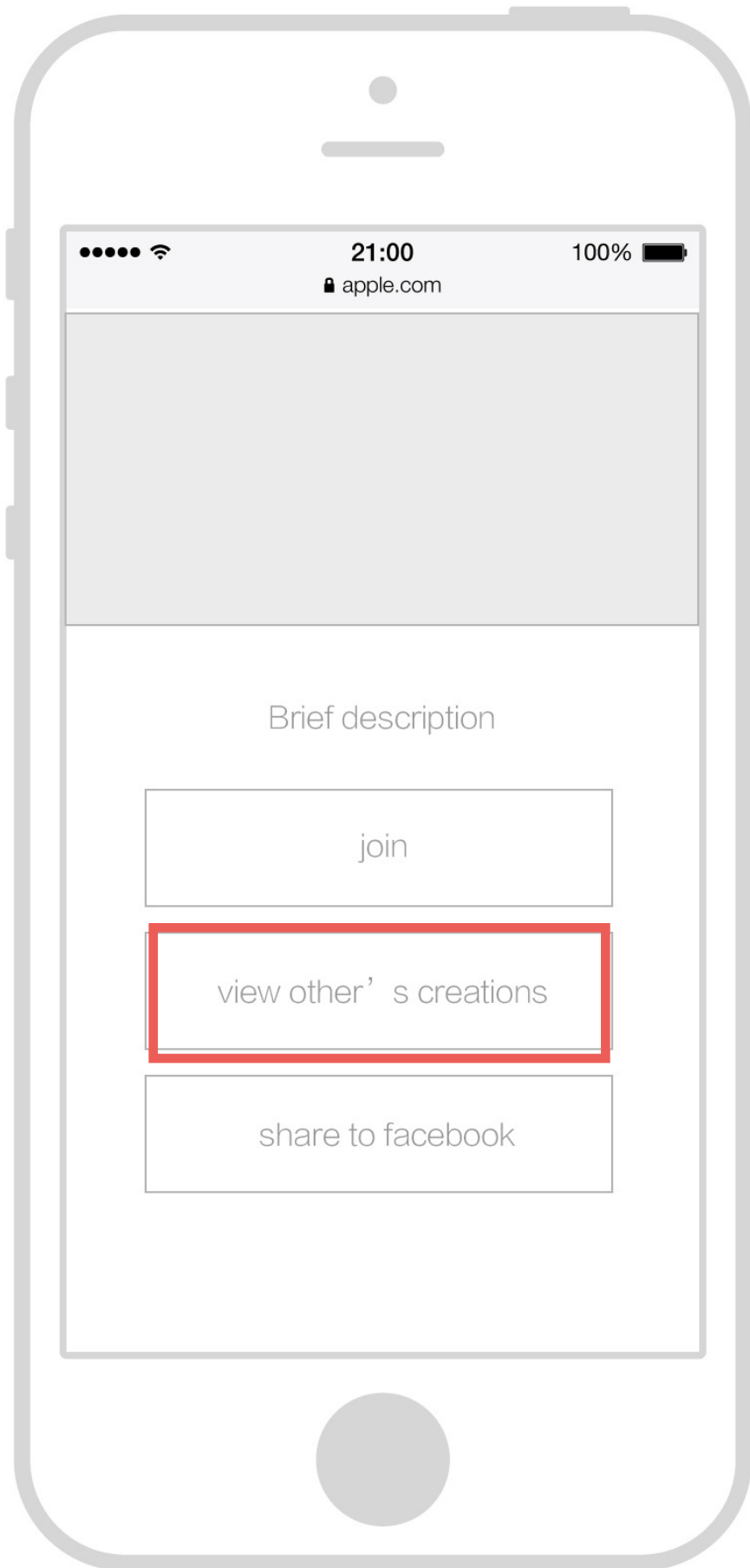
sign up/login in

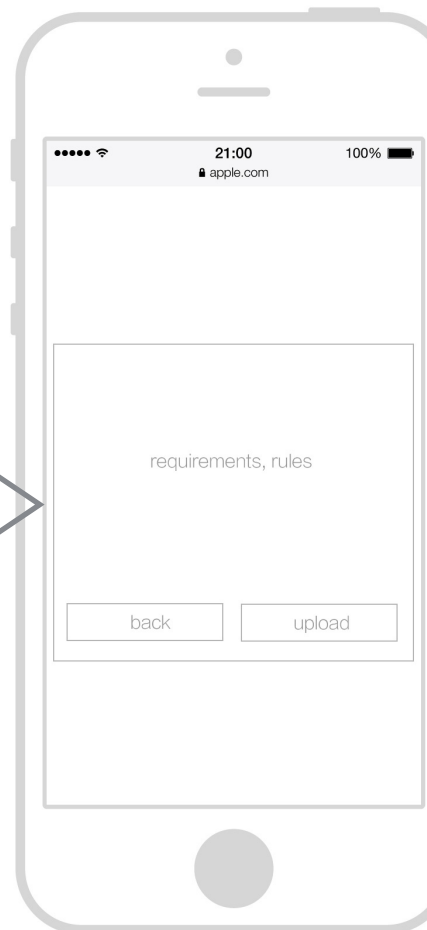
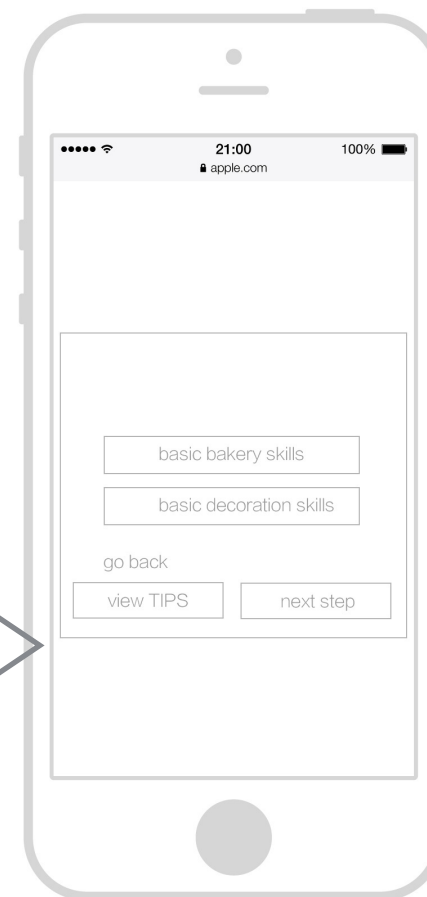
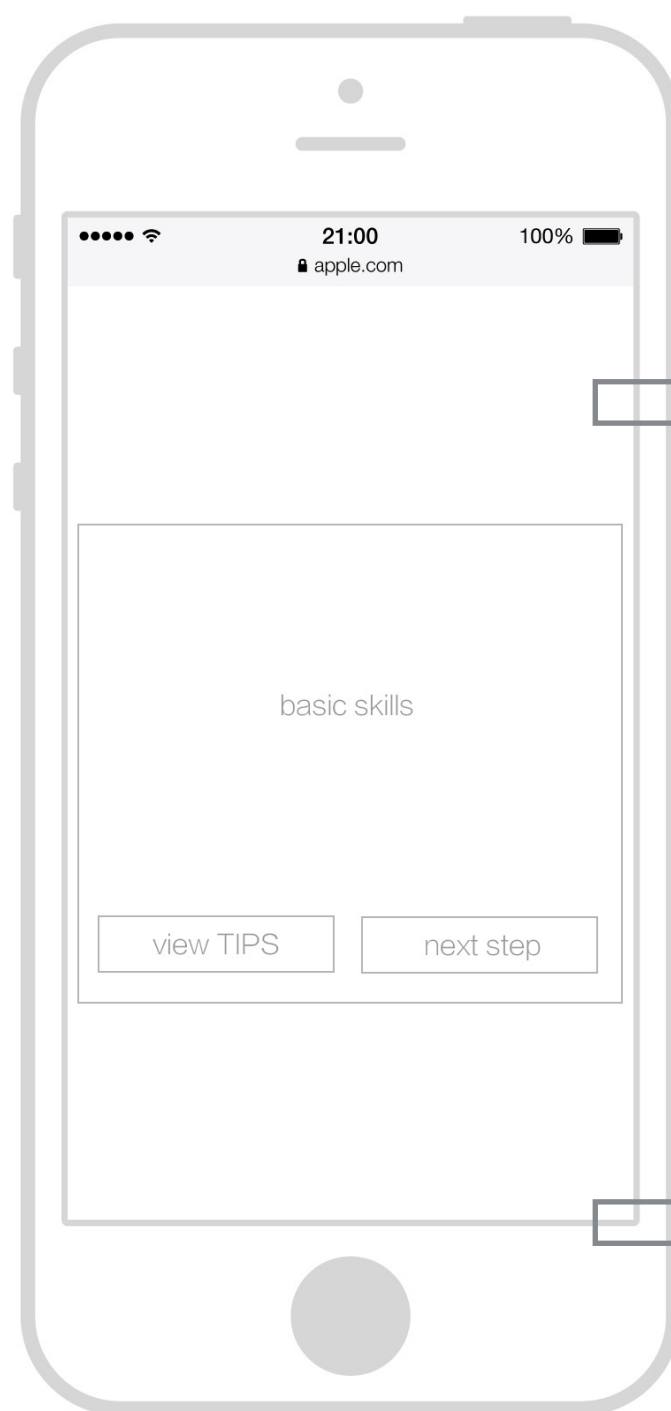
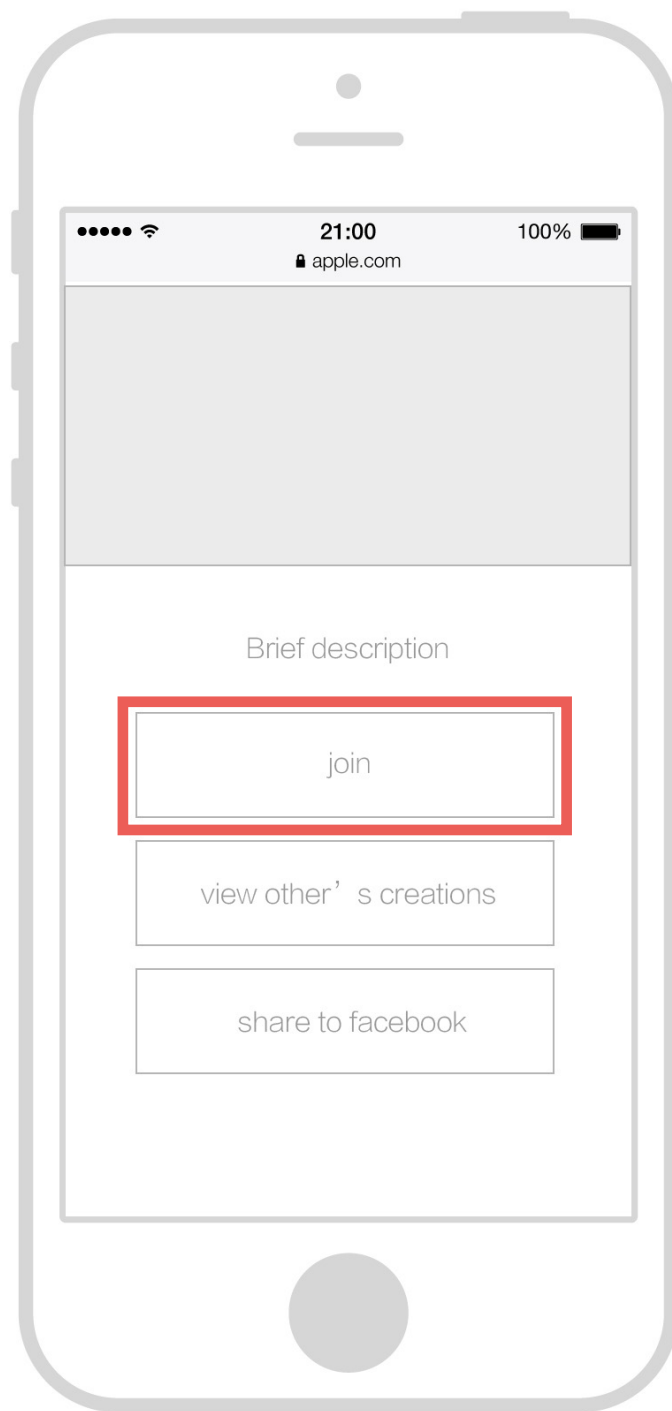


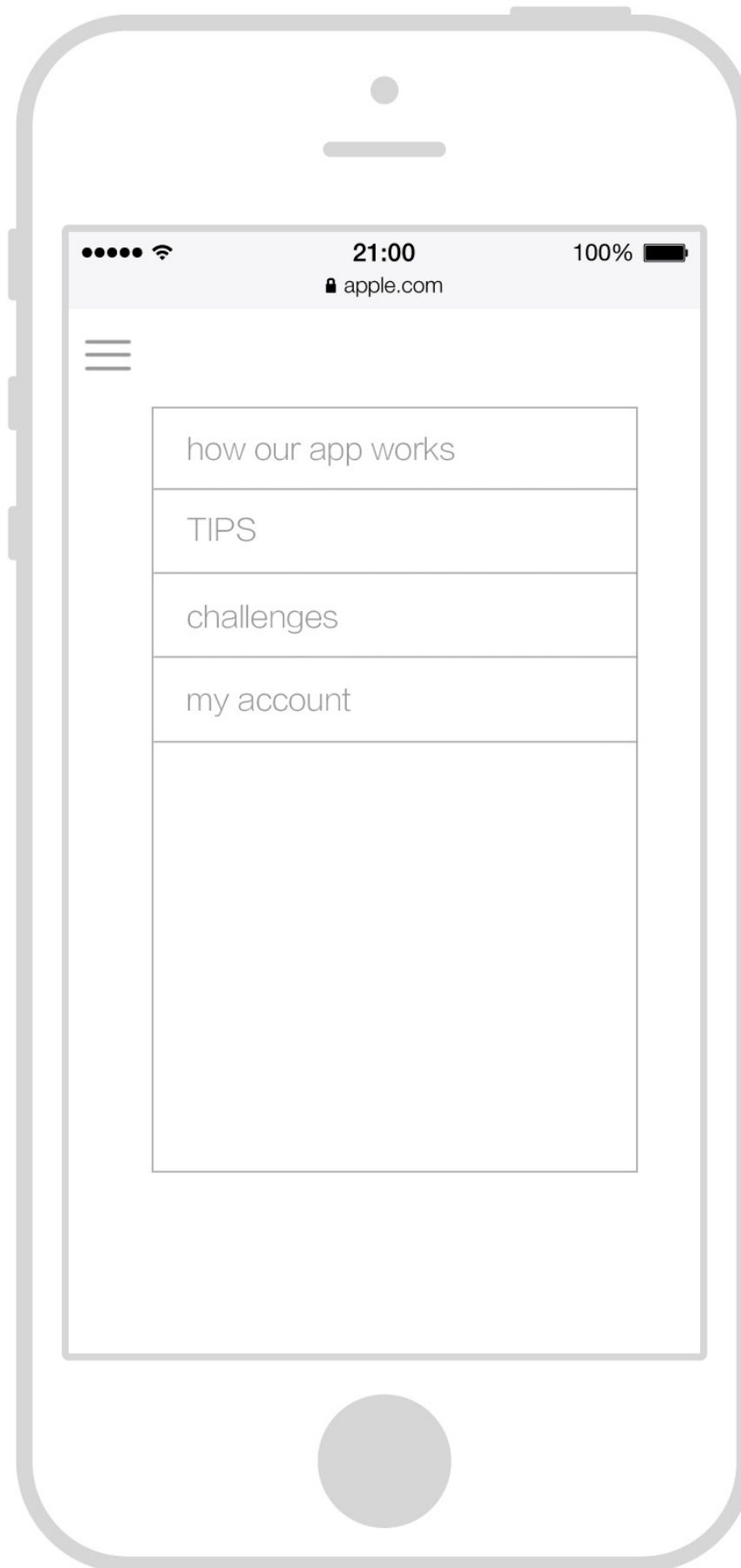
challenges page











Thank you