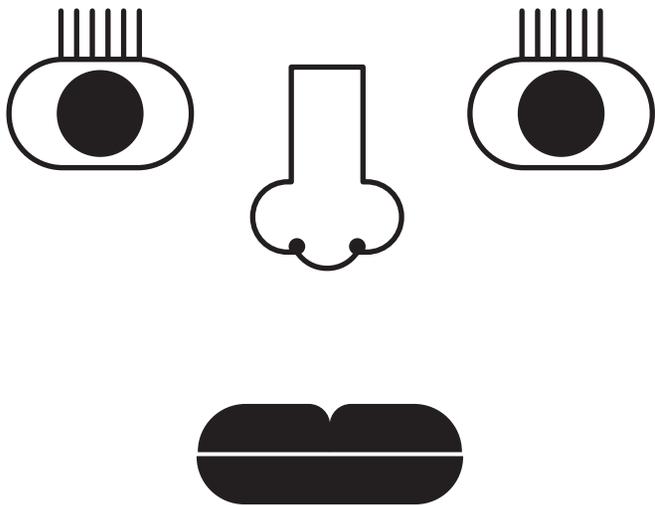
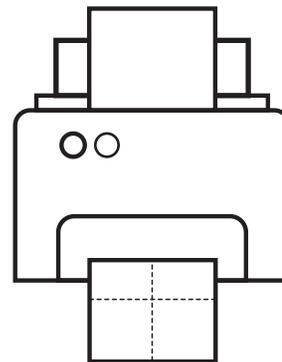


KITCHEN CONVERSATION CARDS

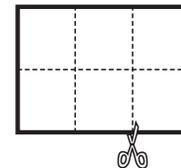


HOW TO CREATE YOUR CONVERSATION CARDS DIY PRINT KIT:

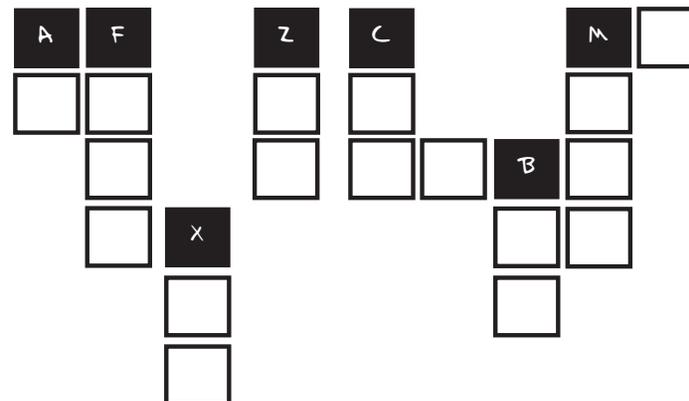
1. Print



2. Carefully cut each page
to divide the cards.



3. Chat and play!



ABOUT THE CONVERSATION CARDS:

We designed these cards to start a casual conversation with our target group about their activities in and their knowledge about the kitchen.

The objective of the Kitchen Conversation Cards is to create an environment that helps and encourages participants to think out loud and to share their experiences. Participants are encouraged to focus on the things they create and interact with in the kitchen and on how they think their kitchen habits might impact the food industry, society, and the broader world.

HOW TO USE THE KITCHEN CONVERSATION CARDS:

Great ideas come from good conversation and storytelling. These cards are designed to create a dialogue around our behavior in the kitchen. The outcome of these conversations will give more insight about the people who we are designing for and their mindsets.

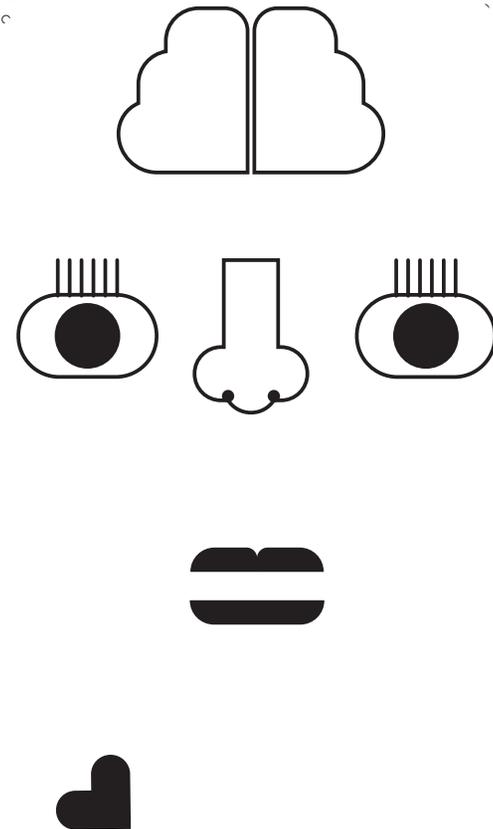
This technique is a part of our Information Architecture, which will assist in building and developing our design.

Lay the cut-out cards on the table with the illustrations facing up. Categorize the cards based on your priorities and personal experiences in the kitchen. On the empty cards, please name each new category you create. Keep these questions in your head while you categorize the cards:

1. What is the overall pattern of your categorizing?
2. Are any groups difficult to create?
3. Are there any cards difficult to categorize with others?

Alternatively, randomly place all the cards on a large piece of paper. Draw connecting lines between the cards and explain why you think certain connections exist.

FOOD IS
LOVE.



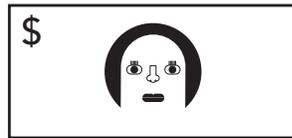


KITCHEN WASTE



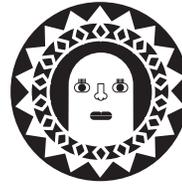
How do you define kitchen waste?
What do you do with it?

KITCHEN ECONOMY



How do you arrange your kitchen economy?

CULTURE



How does your culture affect your activities in the kitchen?

TIME



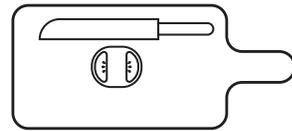
How would you define time in the kitchen?

RECIPES



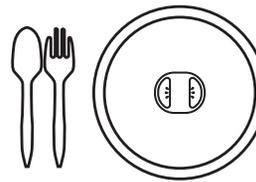
How do you decide what to eat?

PREPRATION



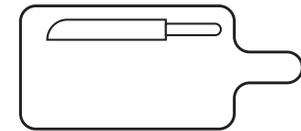
How do you prepare your food?

FOOD



What does food mean for you?

KITCHEN TOOLS



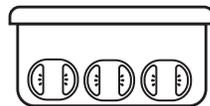
How do the tools in your kitchen help you achieve different outcomes?

COMMUNITY



What does community mean for you?

FOOD LEFTOVER



What do you do with your leftovers?

LOCAL FOOD



Do you know where your food comes from?

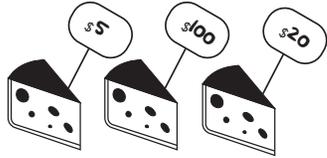
VALUES



What values influence the ways you eat, cook, prepare, and shop for food?



GROCERY SHOPPING



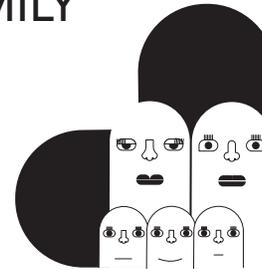
What does grocery shopping mean to you?

PACKAGED FOOD



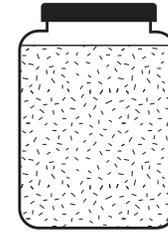
What does packaged food mean for you?

FAMILY



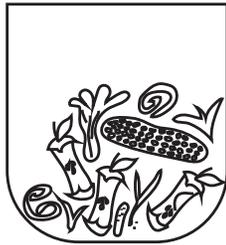
Do you have a kitchen routine? How would you describe it?

STORING



How do you store food?

FOOD WASTE



What is waste for you?

NEIGHBORS



What does "neighbor" mean to you?

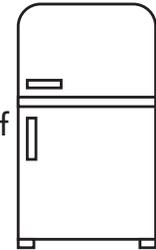
WASHING AND CLEANING



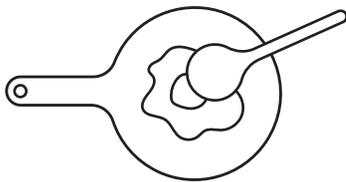
What does washing and cleaning mean to you?

KITCHEN APPLIANCES

What is the importance of kitchen appliances for you?



COOKING



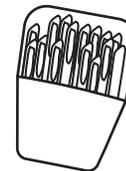
What does cooking mean for you?

FOOD PRICE



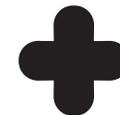
How does the price of food effect your buying decisions?

FAST FOOD



Fast food or slow food?

HEALTH



What is the relationship between your kitchen and your health?



SEASONS



How do different seasons affect your diet?

PACKAGING WASTE



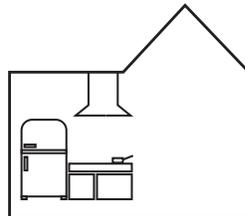
What do you do with food packaging waste?

COUPONS



What do coupons and credit mean to you?

KITCHEN



How would you define your kitchen space?