



A tool for a seamless blend of tradition and
modern culinary mastery

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Cooking Saves Tradition

Family recipes are important to most of our family heritage

Cooking lessons from loved ones can often be difficult or easily forgotten as time goes on.

Cooking traditional family recipes helps preserve our cultural and culinary heritage, passing traditions to future generations.

Millennials are leading the way as the generation most likely to use family recipes in meals.

Other Benefits to Cooking:



Health/Nutrition



Saving Money



Reduce Waste



Creativity/Variety



Quality Time



Independence



Reducing Stress



Food Safety

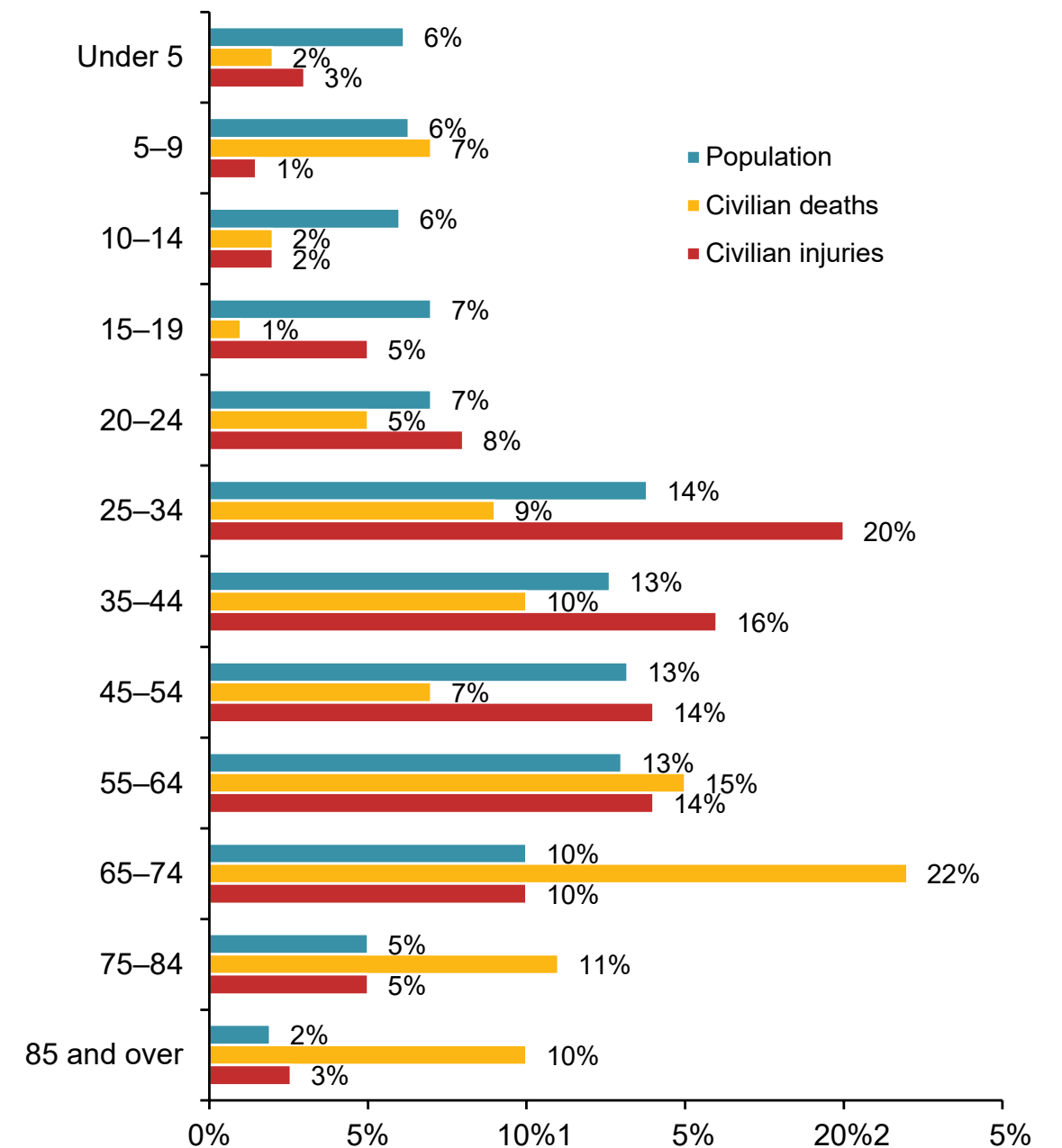
Current Trends

59% of Americans feel embarrassed about not being able to cook certain foods (SWNS Digital)

Cooking is, by far, the leading cause of home fires and home fire injuries such as burns

Improper cooking causes an average of 158,400 reported home structure fires per year (44 percent of all reported home fires in the US).

Figure 6. Home cooking fire deaths and injuries by age group: 2017–2021



The Problem

Many of us yearn to recreate the nostalgic flavors of our parents and grandparents, yet find ourselves struggling to capture the essence of their culinary expertise.

The emotional gap between the desire to replicate those cherished recipes and the daunting reality of culinary challenges leaves us longing for a connection to the past through the art of cooking.

We often find ourselves grappling with the challenge of preparing home-cooked meals due to a lack of culinary confidence and the overwhelming array of recipes.

We struggle to navigate the kitchen with ease like our parents or grandparents did, hindering our ability to enjoy the benefits of homemade meals.



Target Users

Young adults new to cooking often face the hurdle of culinary uncertainty, as they navigate the kitchen realm, and grappling with the complexities of meal preparation.

This lack of experience can hinder their journey to culinary self-sufficiency, making the prospect of cooking at home seem daunting and less enjoyable.

This creates a generation gap where future generations miss out on the same traditions their parents had.

We aim to empower users to preserve and pass down invaluable family traditions, ensuring that the younger generation doesn't miss out on the rich tapestry of cultural heritage woven through the art of cooking.



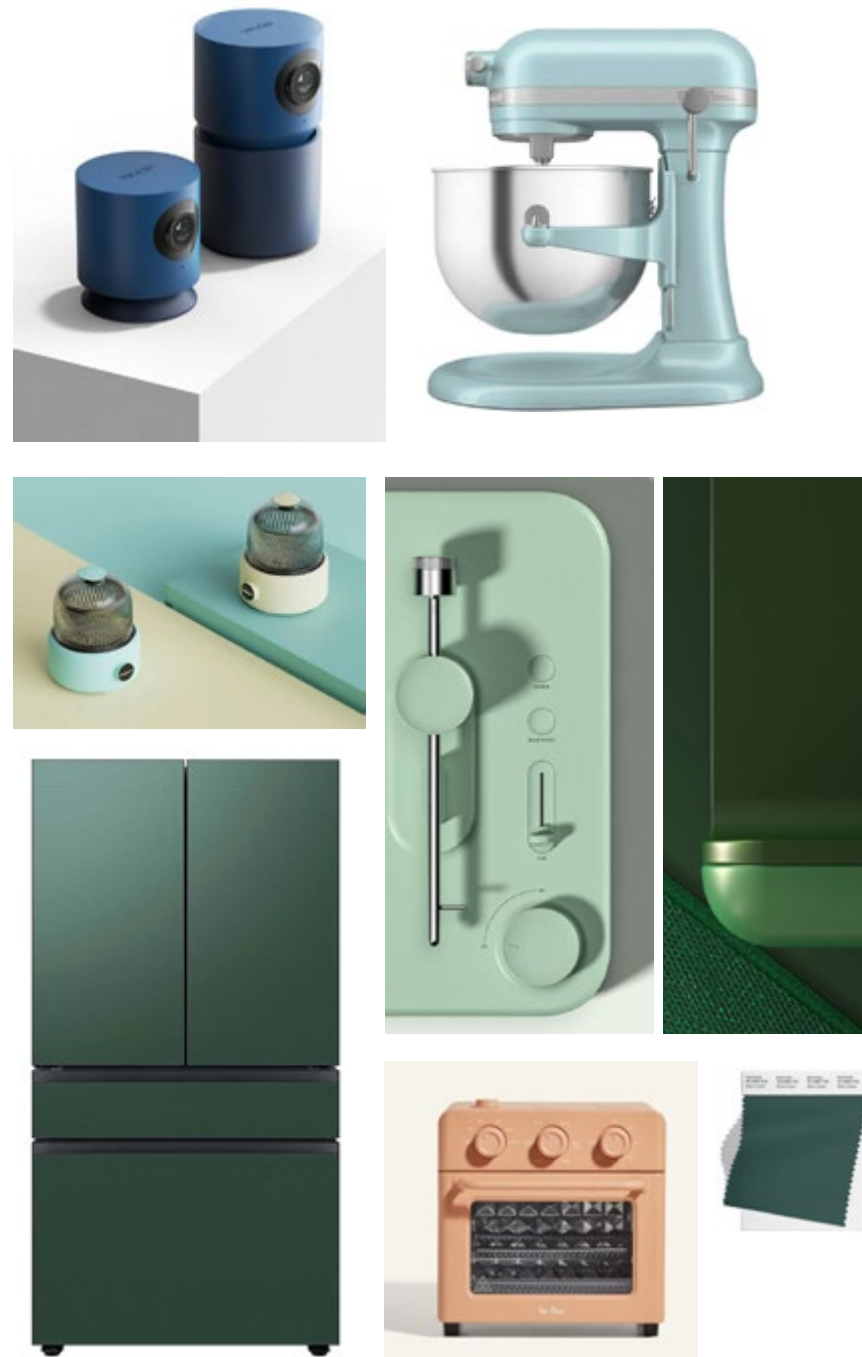
Trends and Styles

2024 Kitchen Trends:

- Integrated Smart Technology
- Multifunctional Kitchen Islands and Tools
- Statement Units and Surfaces
- Ultra-Thin Profiles
- Burnished Hues and Warm Kitchens

2024 Product Trends

- Augmented Reality/AI
- Minimalism
- Color pop
- Matte Finishes



Form Concept Board



2024 Kitchen Design

The Magic of AI

AI Technology Allows for:

- Realtime feedback when cooking
- Creation of instruction to family recipes
- Correction of mistakes when they are being made
- Quick guidance to kitchen tool use
- Learn your kitchen and preferences
- Make suggestions such as recipes or methods
- Understanding the users capabilities
- And more..



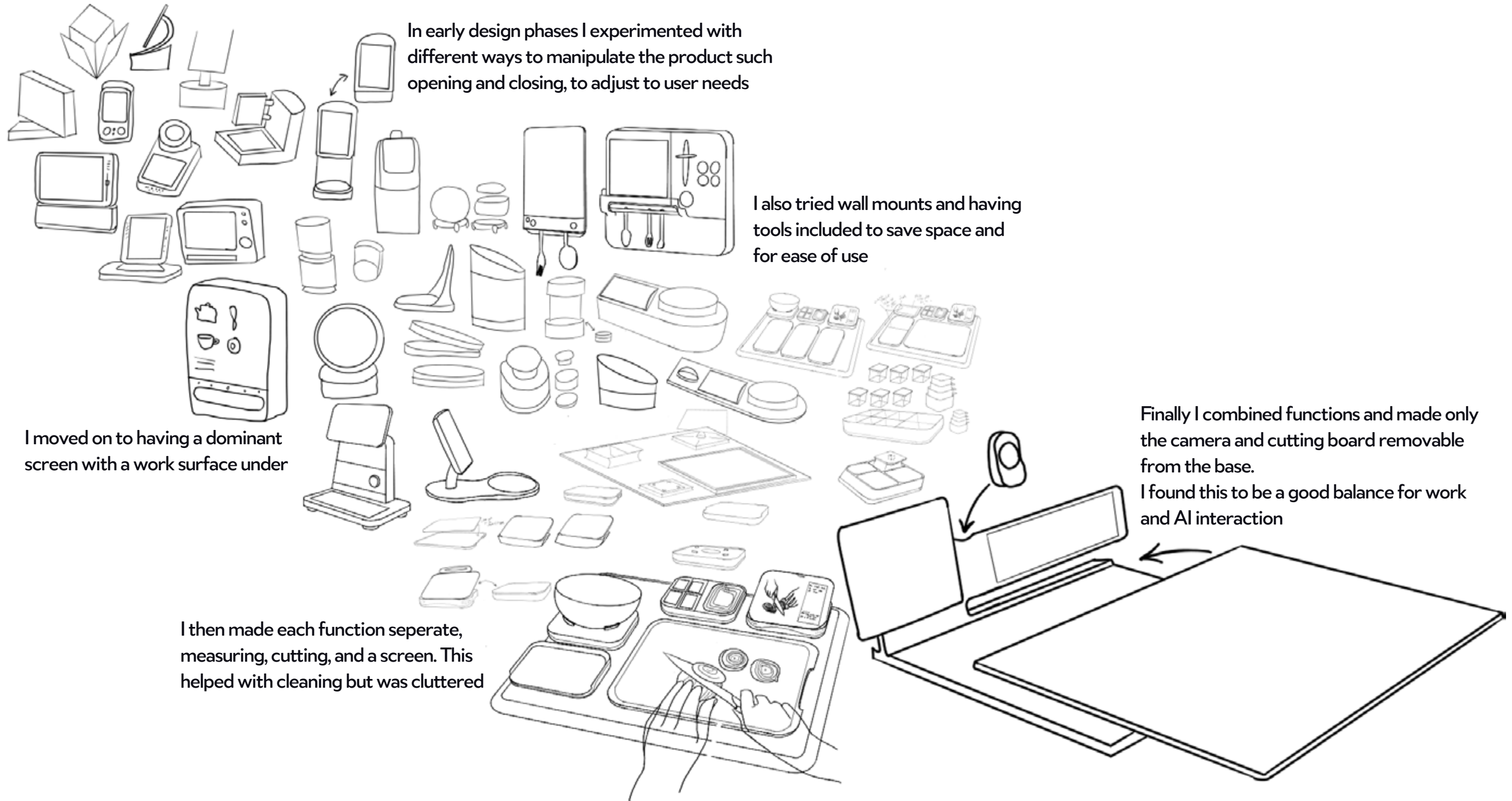
Using AI to Guide Ideation



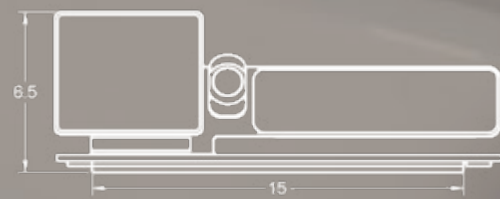
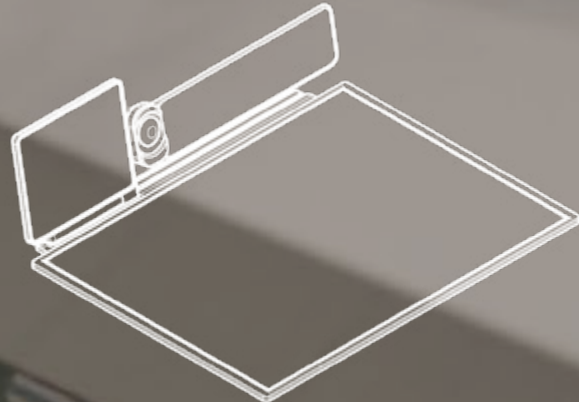
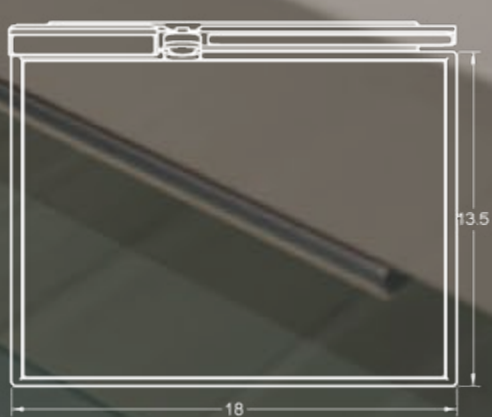
Artificial intelligence was used for the initial ideation phase of the product.

Images it created were used as the starting point for design.

Ideation, Blending AI With Tradition



Introducing Chefcraft



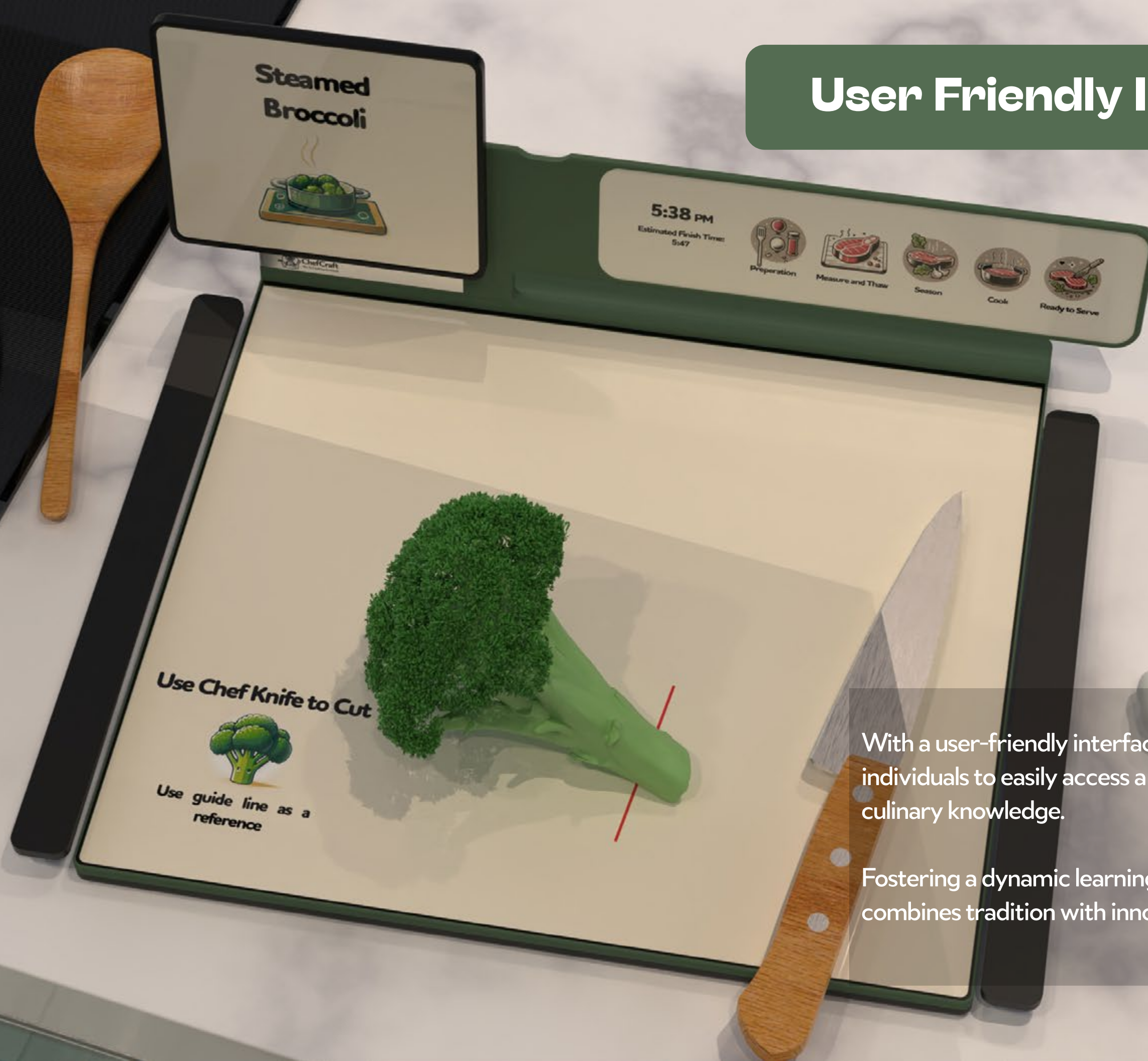
Three screen dashboard style interface. With large built in scale



Glass cutting board that can be placed on top of scale for instruction

Clip on camera that acts as the eyes for the AI assistant

User Friendly Interface



With a user-friendly interface the goal is to enable individuals to easily access a rich repository of culinary knowledge.

Fostering a dynamic learning environment that combines tradition with innovation.

With realtime feedback, using the ChefCraft is like having a real chef in the kitchen teaching you how to cook.

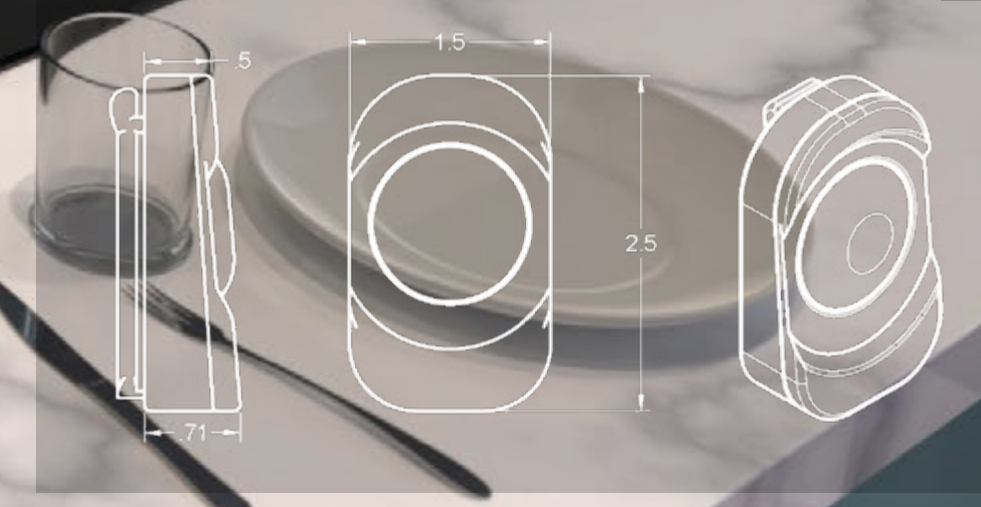


Master Chef in your Kitchen

Record and Share

The product aims to create an immersive learning experience by utilizing advanced technology to not only record traditional cooking methods but then also save and teach them to another.

The high tech camera also acts an extra set of eyes alerting you of any temperature suggustions or dangers



What Chefcraft Guides you in



Knife Skills



Timing



Seasoning



Measuring



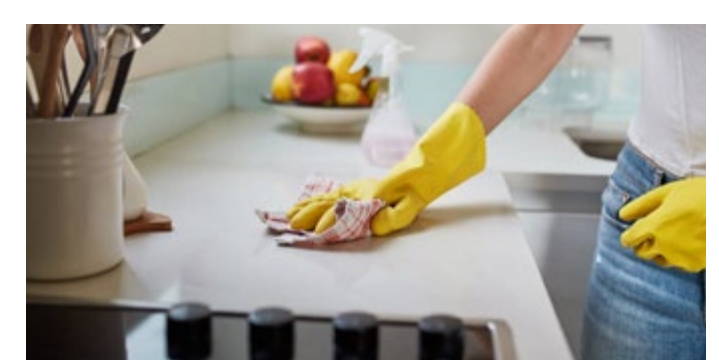
Oven Methods



Stovetop Methods



Temperature Control



Cleaning and Safety

Looking to the Future

As we look ahead where AI and technology becomes more entangled in our lives, we can envision that future where this technology does not remove cherished family traditions but instead aids in its cultivation.

ChefCraft vividly brings to life the joy of cooking and culture each time it is used.

This ensures that the art of preparing family recipes becomes a legacy passed down seamlessly, enriching the palates and traditions of generations to come.

