

Cutting-Edge

A Modern Approach to the
Kitchen

Saoirse O'Malley, Yi Ding

58%

use a tablet or smartphone “all the time” in the kitchen or use this technology on a semi-frequent basis.

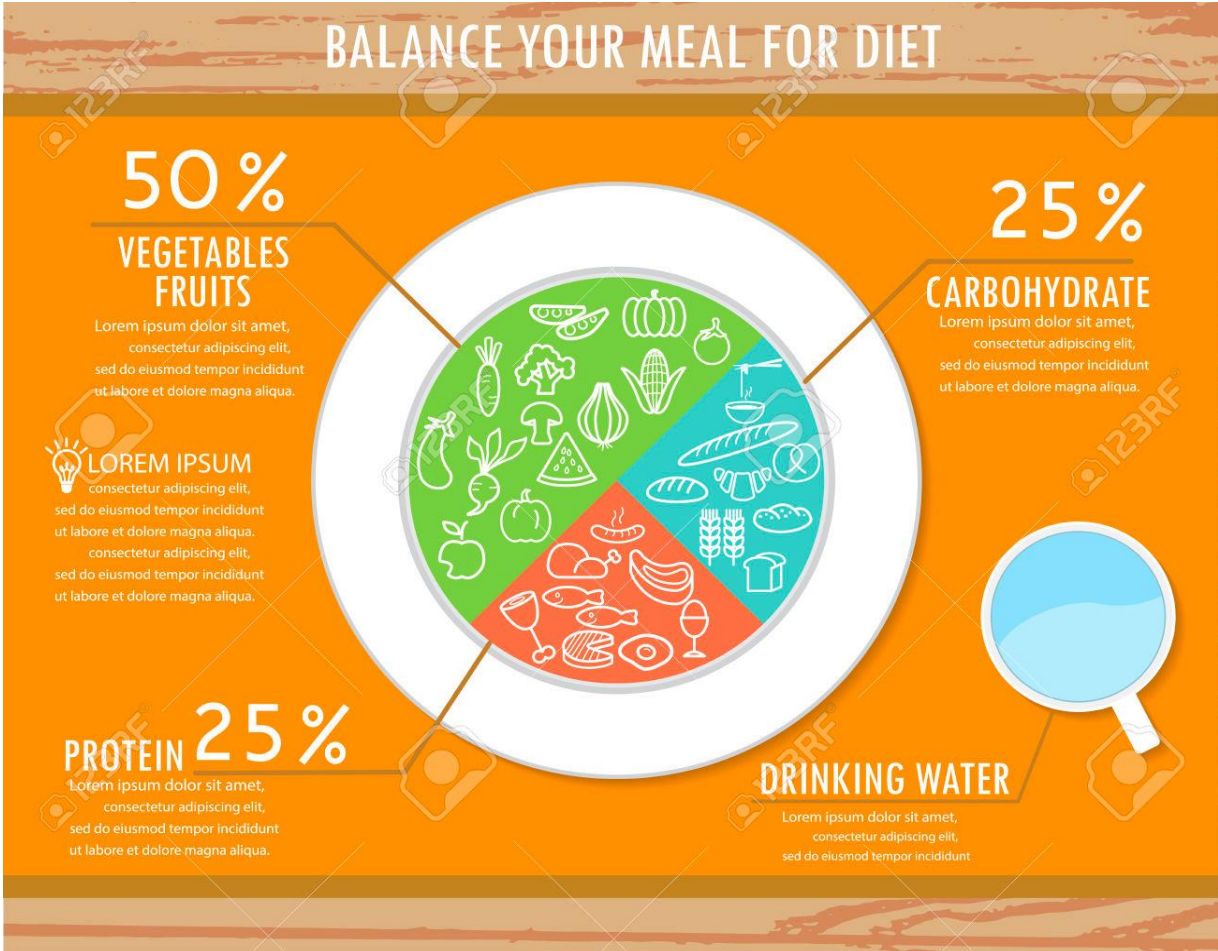
Smart Kitchen



100+Groups, 34 Countries

Global communities of Quantified Self

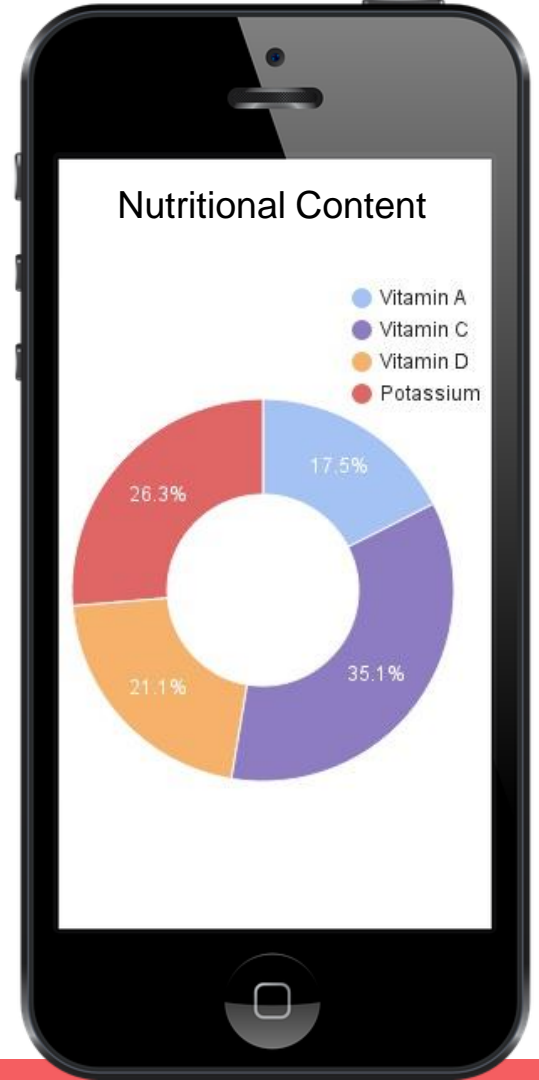
The Problem



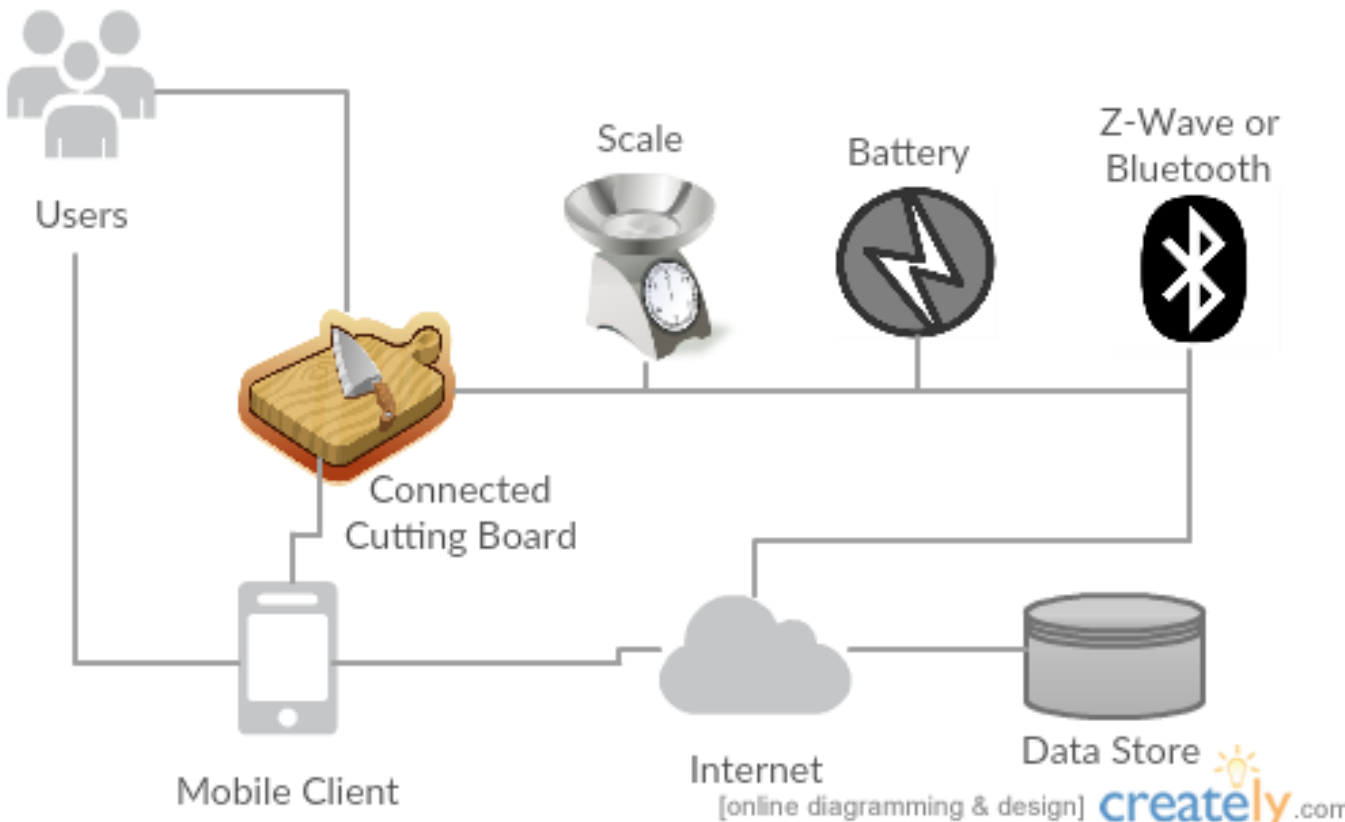
The Problem



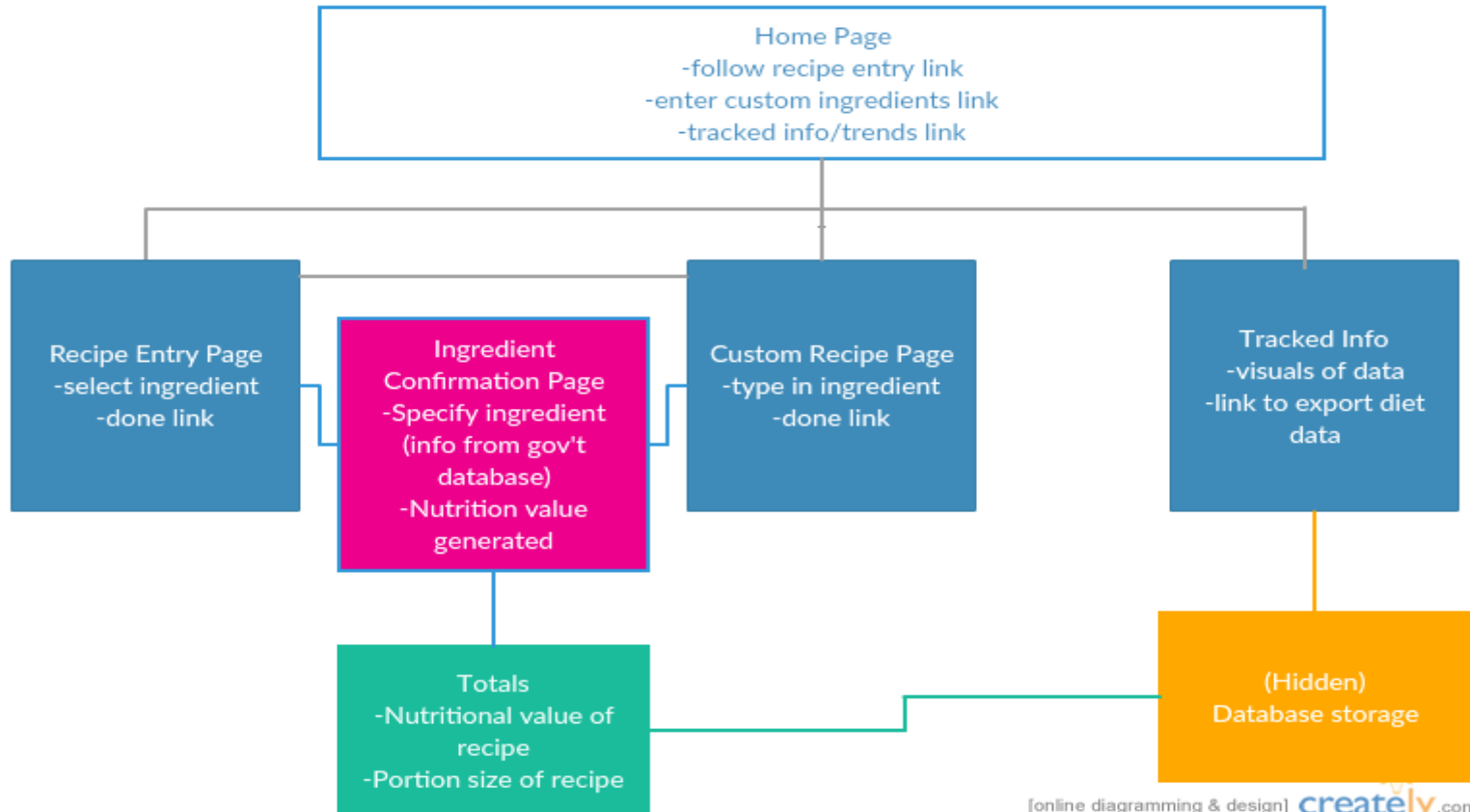
The Cutting Edge



Communication and Connectivity

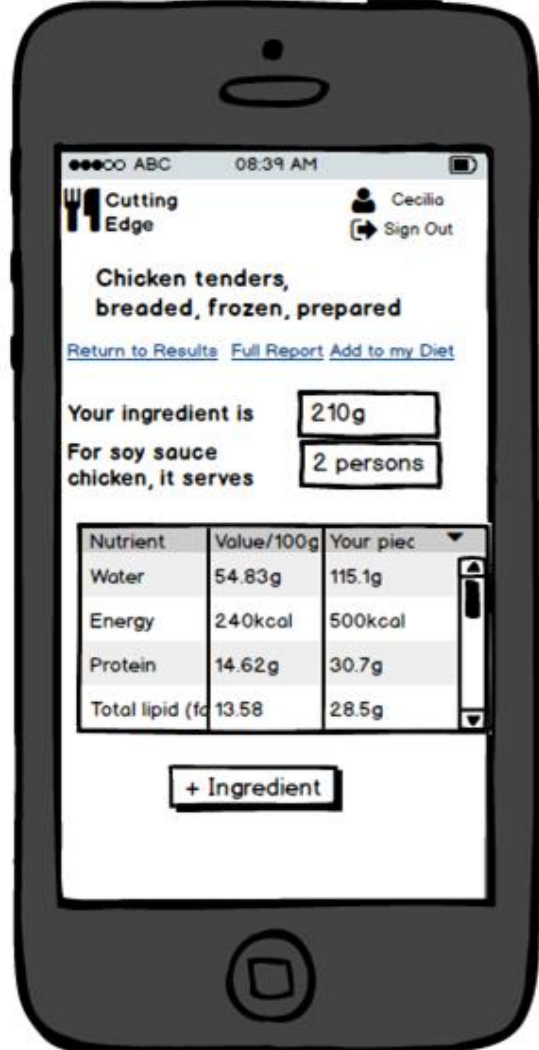
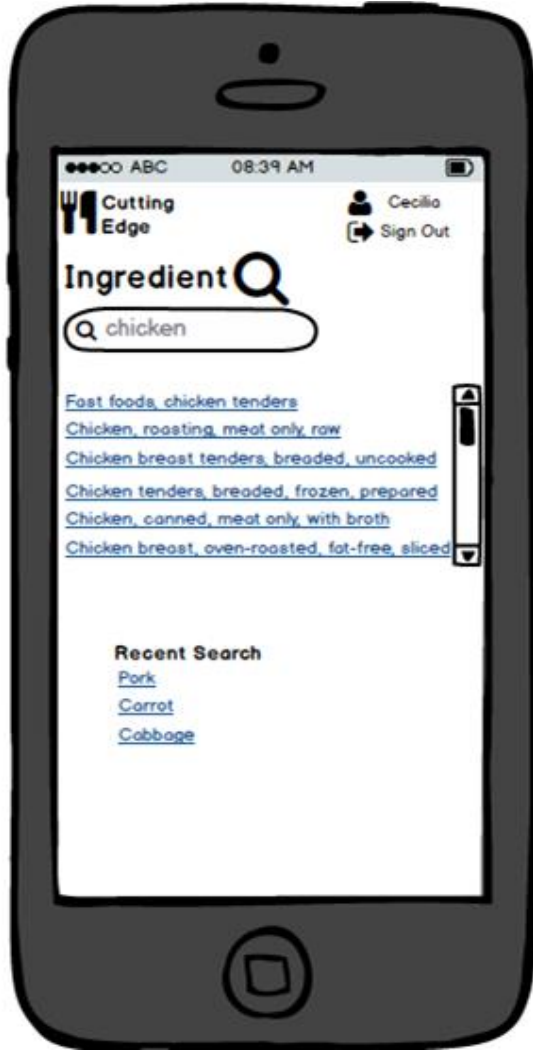


Experience Map



App Mockups





Worry about data accuracy and management?

1. We are using USDA Food Composition Database.
2. The App will ask you how much portion you eat before recording the data.
3. The process is designed to be as automatic as possible so structured data will be stored in our cloud.
4. We will make effort to ensure data security.



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[Ground Beef Calculator](#)

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Basic Report: 22978, Chicken tenders, breaded, frozen, prepared

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Nutrient values and weights are for edible portion.

<input type="button" value="Apply Changes"/> <input type="button" value="Help"/>				
Nutrient	Unit	<input type="text" value="1"/> Value per 100 g		<input type="text" value="1"/> piece 21g
Proximates				
Water	g	54.83		11.51
Energy	kcal	240		50
Protein	g	14.62		3.07
Total lipid (fat)	g	13.58		2.85
Carbohydrate, by difference	g	14.86		3.12
Fiber, total dietary	g	1.7		0.4
Sugars, total	g	0.57		0.12
Minerals				
Calcium, Ca	mg	39		8
Iron, Fe	mg	0.84		0.18
...

Most Recent Customer Reviews

★★★★★ Wonderful sleek design

The perfect addition to my kitchen! I love the traditional design hiding all the sophisticated gadgetry hidden inside. I have such a better idea of how healthy (or unhealthy) my diet really is! And I love the voice recognition so I don't have to touch my phone with wet hands.

Published 5 days ago by JH

★★★★★ Great Customization feature

Cool idea! There are so many options for the types of foods I cook with. And it's really neat that I can customize my ingredients (or follow a recipe if I'm feeling un-adventurous).

Published 14 days ago by Don Stefani

★★★★☆ Well thought out design

It's nice to have some tech in the kitchen without making it look oddly futuristic. I like that I can take the cover off and rinse it so I don't have to worry about getting the electronics wet. Although, if I'm paying to add something else to the IoT, I kind of wish it had more functionality. [Read more](#)

Published 14 days ago by Christian

★★★☆☆ Underwhelming Purchase

I don't get it. A scale and a cutting board linked to your phone? Why do I need all these things? It sounded cool at first but the product is underwhelming. It's a waste of money. You'd think the that something on the "Cutting Edge" would offer a lot more innovation.

Published 16 days ago by Pat B

★★★☆☆ Another tool for The Man?

I like the concept but do I really need MORE devices to track info about me?

★★★★★ A great way to understand your diet!

I love that I can understand the nutritional values of the foods that I'm preparing for me and my family. Trying to keep track of all that stuff on my own was difficult but now I have a clear idea of whether or not I'm feeding my kids a well rounded diet. [Read more](#)

Hopes for the Cutting Edge

- Connection
- Understanding
- Simplicity

Thank you!