

5 E's of Usability: AR KIT

Effective: brings an interactive experience to the consumer, brings the recipe to the consumer through the icon of the brown paper bag

Efficient: simple idea to allow app user some agency

Engaging: fun to click and make ingredients appear, interesting use of space around you

Error tolerant: no right or wrong way to use app, so errors are not problematic; double-tapping makes stuff on screen disappear so you can start over

Easy to learn: uses human curiosity (“if I touch this, what happens?”) by using simple gestures to make ingredients appear (tap) and disappear (double tap)

5 E's of Usability: Hoverlay

Effective: bridges connection between consumer and food creator by bringing the Syrian women from NK to the consumer's table to introduce herself and the meal to tell her own story

Efficient: clean default layout with media surrounding user; simple in form with introduction to Syrian women, video of them cooking, images of ingredients, and the icons of the paper bag to symbolize the meal

Engaging: engages user through symbol of paper bag as the start of a story (the story is revealed by opening the bag); user is engaged by interacting with the Syrian women that they otherwise would be unable to see, and they get to witness them making the physical meal in front of them as they eat the meal, connecting the experience full circle

Error tolerant: fairly error tolerant, only errors exist in the fact that videos and images are 2D if rotated too much, they will “disappear” because they are on their flat side

Easy to learn: easy to navigate, user is in their own kitchen with their meal, all they have to do is rotate and look through their phone to see the surrounding story