

	STIMULUS (OBJECTIVE)					RESPONSE (SUBJECTIVE)
	SEE	HEAR	TOUCH	SMELL	TASTE	EMOTIONAL STATE
ATTRACTION	Food; women cooking; beautiful storefront; eccentric and quaint kitchen; sunlight dappling across kitchen surfaces	Sounds of cooking; Syrian women speaking in their native language; birds chirping; air conditioner whirring	Kneading dough; stirring pots; tabletops; bowls and containers of ingredients	Food cooking; sweetness from dessert outside window	Kabob Hindi; sticky macaroons (“little fingers”); air conditioning	Comfortable, warm, at home, hungry, content, peaceful; companionship
ENTRY	iconic “Depanneur” storefront; the food the women cook; the paper bag that the food is delivered in; Foodora delivery person	Sounds of cooking; conversation and chatter; Syrian women introducing themselves	Touch food (ingredients, meal); paper bag (open it, touch it, move it)	Food, kitchen, “home-smell”	Food, ingredients	Feeling of connection (“being there”), awareness of Syrian culture and connection with the women, satisfaction @ having watched a meal (and a story) go from start to finish

<p>ENGAGEMENT</p>	<p>Food being cooked; the lives of the women (pictures from their life, the image of them cooking in comfort and with friends)</p>	<p>Speaking with the women; learning their names and hearing about their lives; hearing the sounds of the Depanneur as the cooking day goes on</p>	<p>Touch the ingredients, the paper bag the meal comes in</p>	<p>Food wafting through the kitchen, even after the meals have been packaged; the process of cooking, the slow turning of ingredients into a meal</p>	<p>Emotions in the air (sadness, contentment, happiness – all at once); the food binding everyone together with the ease of connection and the way it satisfies hunger</p>	<p>Furthers connection between consumer and food-creators (women of NK); feel like you are in the kitchen alongside them, learning from them and participating alongside them as you eat your meal</p>
<p>EXIT</p>	<p>The brown paper bags all lined up ready to be delivered; the Foodora bikers taking meals until all is left is a pristine kitchen</p>	<p>Absence of voices, only the air conditioner in the background and the typing of a computer keyboard as all meal purchases are verified</p>	<p>Clean tables, stripped of food; all surfaces recently wiped down and washed in preparation for the next day</p>	<p>Disinfectant and cleaning solution faintly clinging to table; the scent of the sweet macaroons still lingering</p>	<p>The lingering taste of food in your mouth, long after the meal was finished</p>	<p>A sense of closure, that you both could eat the meal and still be connected to those that made it</p>

EXTENSION	Brown paper bag (remind of the vessel the food and the STORY came in); visit Depanneur's storefront	The sounds of a meal being eaten; sounds of food cooking on your own; conversation with strangers	Rustling and opening the brown paper bag; throwing away the containers of your food; clearing your plate and saving leftovers	Lingering scent of food in your kitchen; smell of soap used to clean dishes and wash hands	Phantom taste of the food, memory of how it smelled and tasted	Reignites memory of the experience (both the food itself and the story contained within it); encouragement to buy food from NK again and learn and understand more about the women behind the food
-----------	---	---	---	--	--	--