

1/6 **Work Food App**

A food app that creates the perfect meal with fresh produce you love.



Solution

The love of food is very important to each of us. We all have our favorite ingredients that just make us feel better when we eat them. This app will focus on creating recipes with foods you love but also integrate it with your daily life "work" style. Jobs that do not require many effort during the day will need specific types of food to get them going throughout the day. On the other hand, a very manual and energetic type of job will require a greater calorie intake to get you going all day. This app will analyse all the different variables to create the perfect meal for each individuals.

This idea is also related with my other idea (Go with the FLOW) the concept of the app and other idea is to make sure no one waits in line for food and can profit at the maximum of free time to relax and enjoy themselves.

Think Outside the Lunchbox



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Which target group is your concept for?

All target groups.

Status: 15.06.2018

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How does digitization & connectivity create a unique eating experience?

The app connects directly with the chef (or robot) that creates the meal. You can keep track of the various meals you have tried and rate your favorites so a data base selection is referenced and gives you a similar choice of foods you enjoy :)

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What other amazing features does your concept offer?

The app will not only suggest foods that are fit for your tasks at work but also incorporate the foods you really enjoy eating and take into consideration the weather. We have all heard about comfort foods, what better than a warm and creamy soup during a cold winter day. The app will recognize the basic and emotional needs throughout a personalized data base filled bu each user.

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What is the core idea behind your campus food experience?

Fresh food you love to get you going all day.

Status: 15.06.2018

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Creative's profile



Kakel PRO

Architect - designer - artist

Creative's top 5 skills

Illustration, Photography, Product Design, Packaging Design, Service Design