



Smart App Enables Connected Recipe Planning

CLIENT : Samsung

INDUSTRY : Technology and Software

Background

Samsung's Club des Chefs pairs culinary visionaries from around the world with Samsung engineers to design appliances that foster a more modern cooking experience. With plans to showcase a new smart fridge at the Consumer Electronics Show (CES), Samsung needed tablet and mobile apps able to tie the user experience together.

Challenge

To continue to innovate in an evolving market, Samsung wanted to simplify the cooking experience and allow users to have access to recipes and cooking tips from anywhere. The company also needed to be able to deliver recipe updates consistently on a global scale.

Solution

PK partnered with Samsung on feature ideation, experience design, solution architecture, development and quality assurance to create a multi-channel solution. To make meal preparation simpler, the team developed an app able to recommend recipes based on the ingredients currently in the smart fridge. With curated recipe content updated on a bi-weekly basis, the tablet and mobile app fosters a more modern cooking experience. The app notifies users when new recipes are available and can read recipes out loud while users are cooking, pausing briefly between steps. Subtitles are available for multi-language support for the app, which is available in seven countries. The result was a solution able to meet and anticipate the needs of the next generation of home cooks.