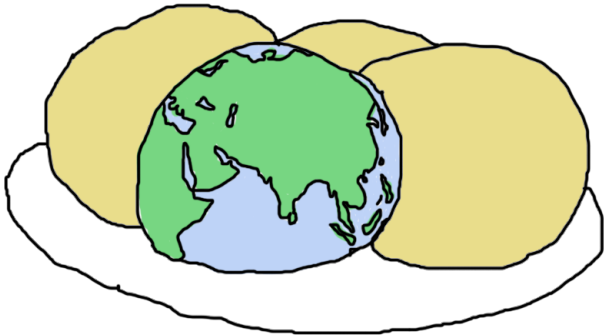


# Global Cuisine

how to cook Knödel without words

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# A pictogram recipe




1



2



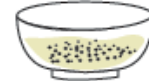
3



4



5



6



7





# The user test





# The user test

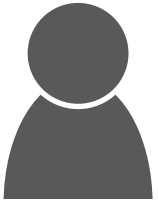
## The questionnaire.

### Ingredients

1. Here you can see the ingredients of the recipe called „Knödel“. Please write down the name of the ingredients and the amount of the ingredients you need to cook this recipe.
2. Which ingredients you didn't recognize? / Why?
3. Which amounts you didn't recognize? / Why?

### Cooking recipe

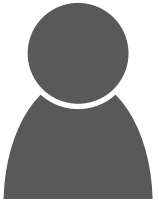
1. In the following steps you can see how to cook „Knödel“. Please write down what you think you should do at each step.
2. Which steps weren't clear? / Why?
3. Any suggestions for improvement? / Why?



# The user result

Results  
: ingredients

	correct	incorrect	total	awareness (%)
<b>flour</b>	10	0	10	100%
<b>potatoes</b>	9	1 (bread)	10	90%
<b>bread</b>	10	0	10	100%
<b>egg</b>	8	2 (fried egg)	10	80%
<b>salt</b>	10	0	10	100%



# The user result

## Results

: amount of ingredients

	correct	incorrect	total	awareness (%)
flour	10	0	10	100%
potatoes	10	0	10	100%
bread	10	0	10	100%
egg	9	1 (1.5)	10	90%
salt	10	0	10	100%



# The user result

## Results

: etc.

which flour?

Eggs, why 1 Egg closed, 1 broken?

Bread, Toast or normal?

Potatoes looks like Bread

don't know what kind of receipt (you normally don't mix flour and potatoes together)

minutes in clock are too small to read

reduce steps

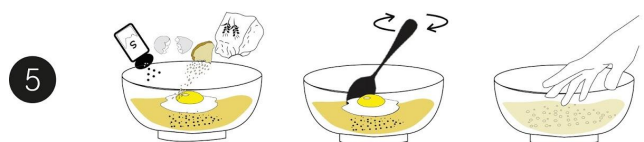
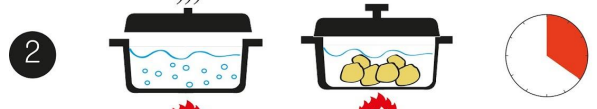
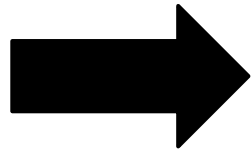
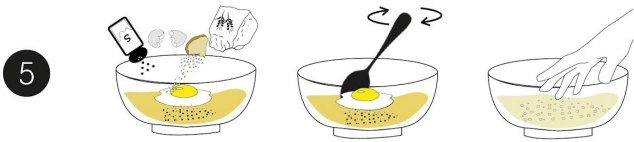
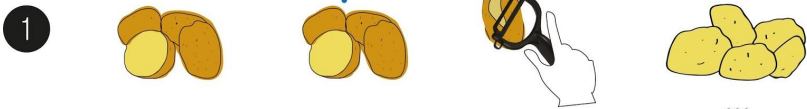




# The user result

Results  
: recipe  
awareness

	correct	incorrect	total	awareness (%)
<b>step1</b>	10	0	10	100%
<b>step2</b>	9	1 (write without cooking time)	10	90%
<b>step3</b>	9	1 (no answer)	10	90%
<b>step4</b>	9	1 (just writing "prepare the bread")	10	90%
<b>step5</b>	10	0	10	100%
<b>step6</b>	10	0	10	100%
<b>step7</b>	10	0	10	100%



# How to promotion our results?

## 1. In the market



- Bring brochure
- Potato package
- Behind of the bill if he/she bought potatoes

# How to promotion our results?

1. In the market



# How to promotion our results?

## 2. Tourist information center



- Brochure
- Behind of Sightseeing book

# How to promotion our results?

## 2. Tourist information center



### Knödel Recipe

Shopping cart icon


1

2

3

4

5

6

7

Thank You