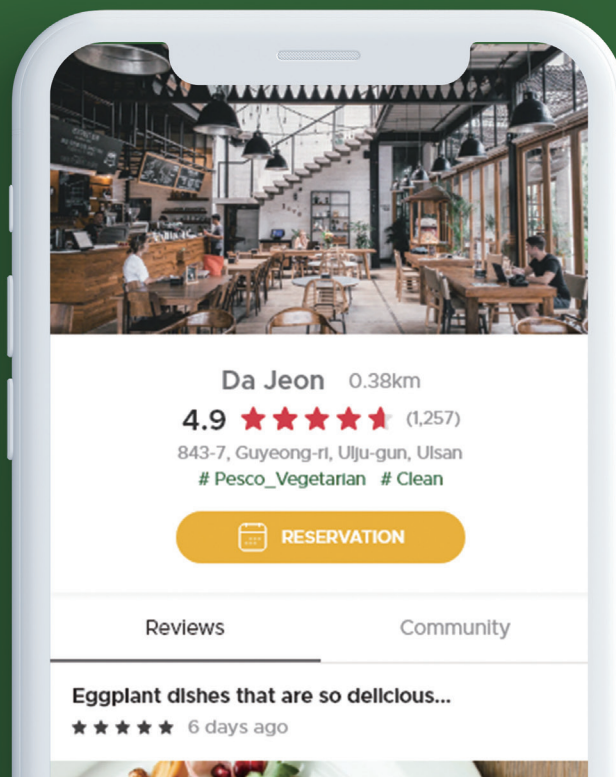


PAPRIKA

paprika

채식을 쉽고 즐겁게

Paprika is a digital service that helps make vegetarianism easier and more enjoyable.



Jeongmin's Letter

Thanks for reading my design archive documentation. The UNIST Design Graduation Show originally did not include service design. This is UNIST's first attempt. I am honored and happy to be able to participate in that first change.

There are many vegetarians in Korea, and they suffer for a variety of reasons. I thought they also had the right to eat comfortably, and I wondered what could be done to solve these problems quickly and efficiently. After a lot of consideration, interviews and advice, I decided what information and functions they need most. I would be really happy if the society got a little warm by my project.



PAPRIKA

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PAPRIKA is a digital service that helps make vegetarianism easier and more enjoyable. PAPRIKA is a mobile app that helps you enjoy vegetarianism in Korea. Paprika provides you with a whole range of vegetarian lifestyle, from grocery shopping to restaurant search and booking.

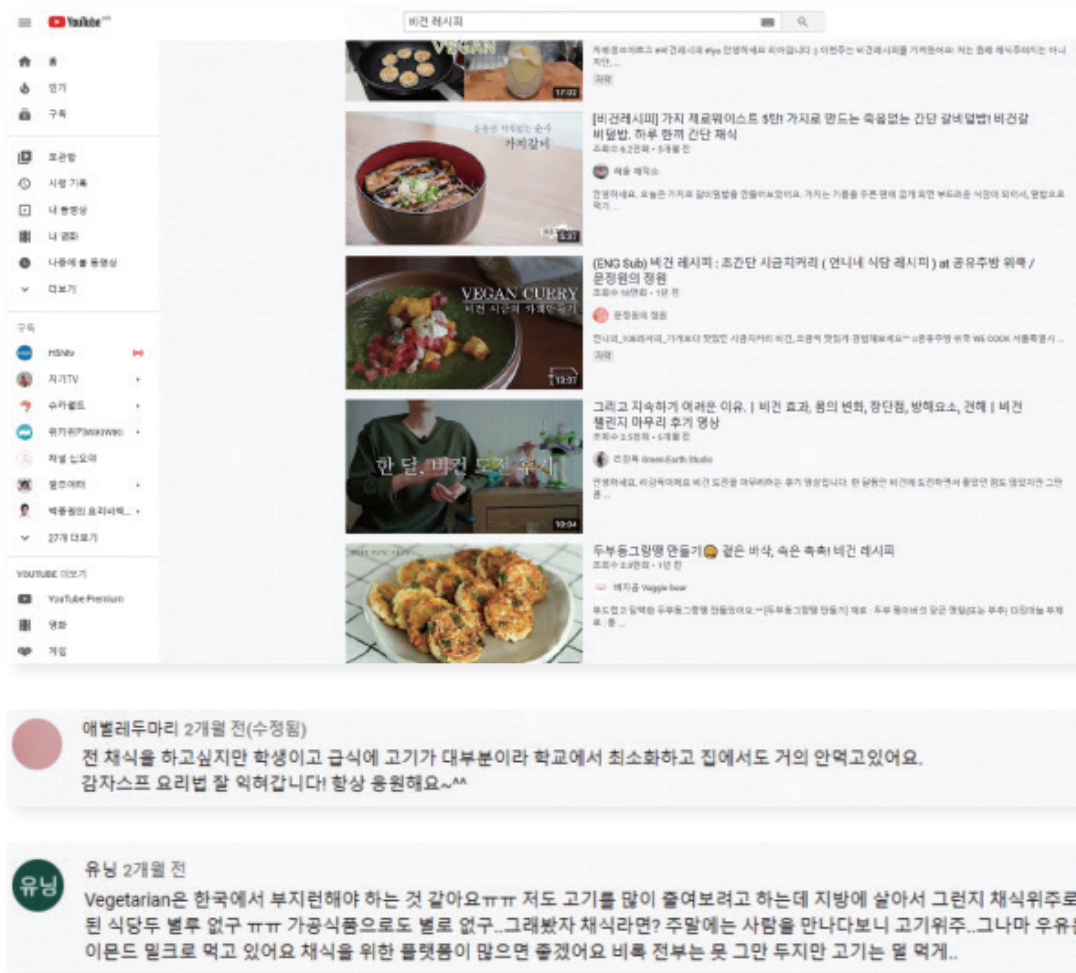
Jeongmin Kim

Prologue

I watched a video of my favorite cooking YouTuber starting vegetarian, and that was the starting point for this project. She started vegetarianism to help the environment. She shared the correct information about vegetarianism and told us the positive effects of being vegetarian.

As well as, she shared various vegetarian recipes her strengths, cooking. As I kept looking for such videos, I found some comments, and I learned that there are many vegetarians in Korea suffering from lack of infrastructure. To solve this problem, they needed a place to communicate the correct information and talk to them.

I first ran a blog about vegetarianism for 6 months in order to understand them effectively and get basic information. Through this experience, I was able to gain knowledge about vegetarianism and understand how meaningful this project would be to them.



Comments and videos that are the starting point of this project

Vegetarians suffering from various reasons.
There are always comments that are difficult for this reason in vegetarian videos.

Background

Korean vegetarians suffer for a variety of reasons for eating. They are suffering due to prejudiced gazes, insufficient vegetarian restaurants, and various Korean cultural characteristics. Order the same type of menu when dining. For example, when eating Chinese food, unify one menu of jajangmyeon (짜장면).

In many countries where vegetarianism is generalized, there are usually many restaurants that offer vegetarian options or a vegetarian menu. This change in eating habits is very popular in Europe, and vegetarianism has already become a culture in some countries. Most marts are filled with vegetarian ingredients on one side of the wall, and when dining together at club gatherings and parties, it is also necessary to check the demand of vegetarians. This consideration has become a culture, and European vegetarians can enjoy their meals without much discomfort.

The worldwide vegetarian fever started with increasing interest in the environment. Increasingly, vegetarians have started vegetarianism in view of their skepticism about the livestock industry and their negative impact on the environment. This is also a phenomenon seen in Korea, and the number of vegetarians is rapidly increasing due to environmental pollution and even vegetarians for diet purposes.

The number of vegetarians in Korea has increased tenfold in 10 years. Today, with this rapidly growing demand, the infrastructure is not yet sufficient. And with low understanding of vegetarians, negative gaze, and an environment where vegetarians cannot be cared for, Korea provides a poor environment for vegetarians to eat.

So, the purpose of this project is to induce a change in perception of vegetarianism and an increase in restaurants serving vegetarian menus.

Design Process

So, there are three practical sub-goals that need to be achieved first for this goal.

- 1. Deliver correct common sense and information about vegetarianism.**
- 2. Helps conveniently search for vegetarian restaurants and make reservations.**
- 3. Make it easy to purchase and access vegetarian ingredients.**

These detailed goals will be discussed in detail later. Each detailed goal was structured to achieve its purpose as a killing feature, and its effectiveness was recognized through direct interviews with vegetarians.

Finally, it is about the elements and devices that were considered to realize this project. Since this project targets Korean vegetarians, PAPRIKA need to present a channel that is most optimized for them. For the most practical application of this project, it is most effective to provide services in the form of mobile applications. As of 2019, Korea's smartphone penetration rate exceeded 90%. Therefore, it is most effective to introduce mobile services first.

A concrete action plan is needed to achieve a detailed goal. It can be largely divided into three processes. It was necessary to plan the main features (UX design) to support the basis of each, visual design, and the process to check whether these functions would be effective.

1. Defining the main features

- Competitor analysis
- Desk research

2. Establishing visual language

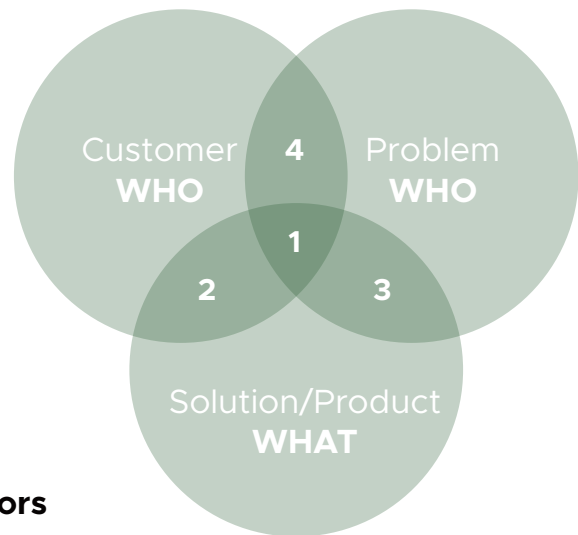
- Brainstorming
- Affinity diagram
- Mood board

3. Validating the service concept

- Survey
- Interview
- User study result

1. Defining the main features

Competitor analysis: Identify competitors' strengths and use advanced features for this project. Also, new combinations between them can come up with fresh functions.



1. Direct Competitors

Vegetarian meal(채식한끼), Happy Cow

2. Different Problem

Café&Blog, Korean Vegetarian Federation

3. Different Customer

Barrier Free-Busan International Film Festival,
Halal Korea

4. Different Product Category

Dumb and Dermus, Convenience Store
Vegetarian Lunch Box & Lotteria Miracle Burger

Competitor Analysis

Each competitor was classified and visually expressed. You can intuitively see how each competitor has a relationship with PAPRIKA.

Direct Competitor	Different Problems
Vegetarian meal (채식한끼) <ul style="list-style-type: none"> - Limited choice of lunch box subscription service - Meeting function is not active 	Cafe&Blog <ul style="list-style-type: none"> - Lack of social functions - Difficulty in motivating content production
Happy Cow <ul style="list-style-type: none"> - No Korean language support - Supports only name search, not map-based data 	Korean Vegetarian Federation <ul style="list-style-type: none"> - Lack of social functions - Difficulty in motivating content production - One-way information delivery

Different Costomer	Diffrent Product Category
Barrier Free-Busan International Film Festival <ul style="list-style-type: none"> - How can vegetarians enjoy their eating? 	Dumb and Dermus <ul style="list-style-type: none"> - How about subscribing to a vegetarian lunch box?
Halal Korea <ul style="list-style-type: none"> - Identify vegetarian foods by scanning barcodes - Restaurant information offer - Guide to the best places to eat lunch box 	Convenience Store Vegetarian Lunch Box & Lotteria Miracle Burger <ul style="list-style-type: none"> - A restaurant that can be visited even with non-vegan friends - Introduction of accessible restaurants

※ The red texts are ideas inspired by competitors and modified for this project

Desk research: Based on the results of the research, a list was created that Korean vegetarians feel very uncomfortable with and found a way to solve them intuitively and effectively. And it continued to be concrete and the scenario was constructed by considering the position of each user.

a) Insufficient number of vegetarian restaurants

If the number of vegetarian restaurants is small, increasing the number of restaurants is the solution. Is there a way to increase the number of restaurants that offer vegan options as well as vegan-only restaurants? How about offering vegetarian menus to restaurants? What are the advantages of a restaurant? Isn't it difficult to make a new menu?

b) When shopping at a mart, it is difficult to see the ingredient analysis table.

Sometimes it is uncomfortable with ambiguous words or notation. How about filtering and recommending food according to my vegetarian type? How do I get the data? What was the favorite food of the same vegetarian type?

Jeonamin Kim

[illegible]

분위기

- 안락하다, 편안하다, 편안함, 편안함, 편안함, 편안함

일상적인

- 일상적, 일상적, 일상적, 일상적, 일상적, 일상적

편안한

- 편안함, 편안함, 편안함, 편안함, 편안함, 편안함

싱그러움

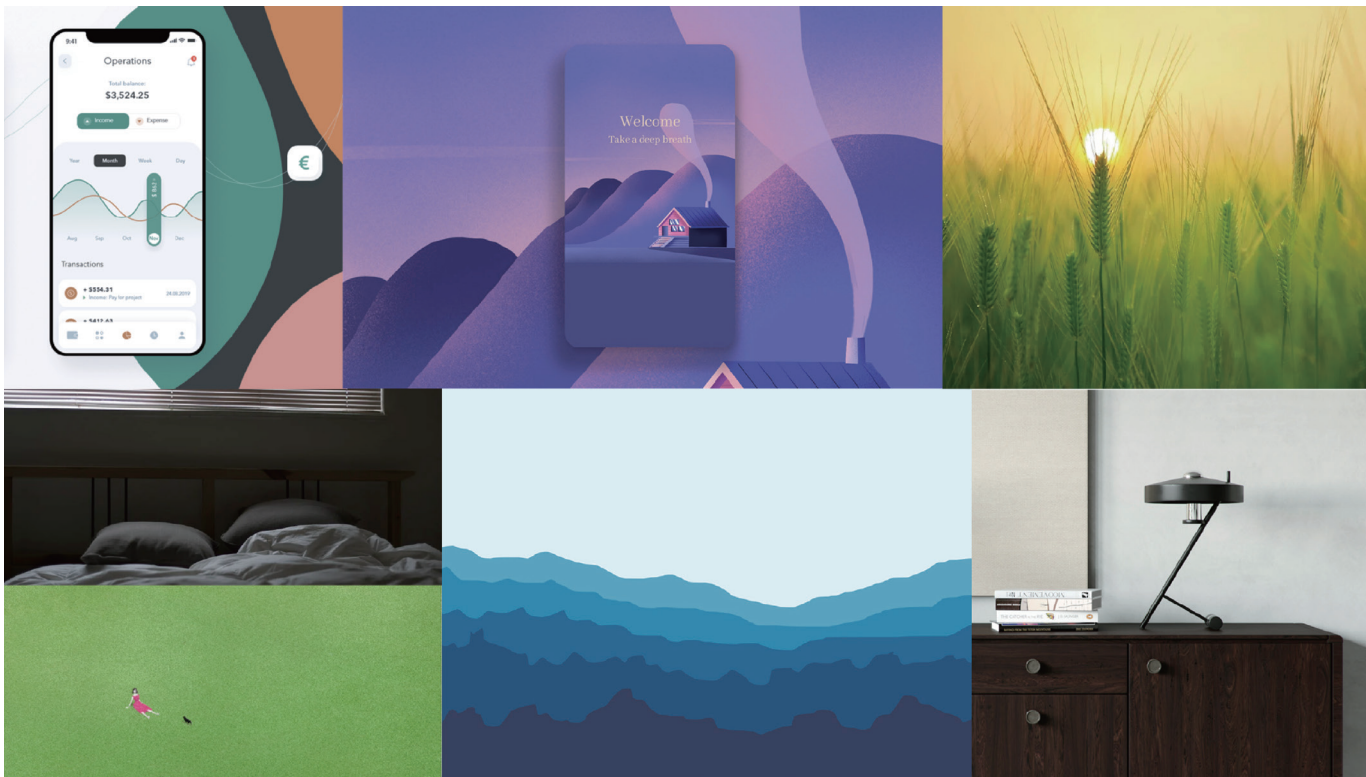
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Mood board: In order to materialize the application design, it is necessary to think and plan an image that fits the theme.

Theme 1: DIFFERENT IS NOT WRONG

The various colors of paprika represent a society where diversity is respected.

PAPRIKA



Four themes were largely suggested by affinity diagram, and each mood board was configured accordingly and their feelings were visually expressed.

Theme 2: CHALLENGE FOR EARTH

Paprika's colorful colors represent creative daily life and courage to challenge.

Jeongmin Kim



3. Validating the service concept

Survey: This step was conducted a survey to find out what problems they felt and how to improve the service.

Key Question

To. Restaurant owners

- What do they think about adding a new menu?

To. Vegetarians

- Do they like to have a vegetarian restaurant list?
- Would it help to have a barcode scan when shopping?
- Find their problems what they feel.

Survey Form

This is the survey form that was actually used during user study. Easyveggie(이지베지) is the early stage name of this project.

Interview: Interview was conducted to find out what problems they felt and how to improve the service. It was conducted on two vegetarians.

Key Question

To. Vegetarians

- Identification of vegetarian experience and target users
- Vegetarian service experiences and validity of restaurant list function
- Validity of barcode filtering function



Interview

Interviews(20.04.06) with people who have been vegetarian for more than 6 months.
Fesco Vegetarian

User study result: The results could be largely divided into two. The result is the same as expected, the result is different from what was expected.

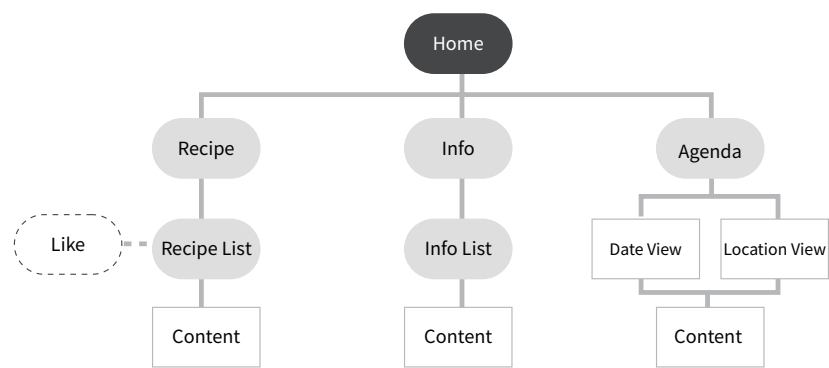
Expected	Surprised
1) Validity of the vegetarian restaurant list 2) Validity of product filtering function with barcode 3) Difficult to eat in a restaurant (less number, less menu) 4) Non-vegetarian's prejudices, conflict with them 5) Difficult to buy meat substitute food at mart 6) They want vegetarian recipes.	1) Adding a menu is not difficult in itself for restaurant(however, there are concerns about demand and labor costs) 2) There is a vegan mark, but it is not used well. 3) There are not many apps that search for vegetarian restaurants(just use NAVER, Google, Instagram etc.) 4) They were forced to eat meat often. 5) The response to the barcode function was particularly good more than vegetarian restaurant list. 6) Many vegans(only vegetables) more than other types(about 50%). 7) If a vegetarian is a student, he/she may only eat rice when meat is included in the lunch menu.

User study Result

Expected points and surprising results are tabulated for easy viewing. The graph and answer on the right are the results of the survey.

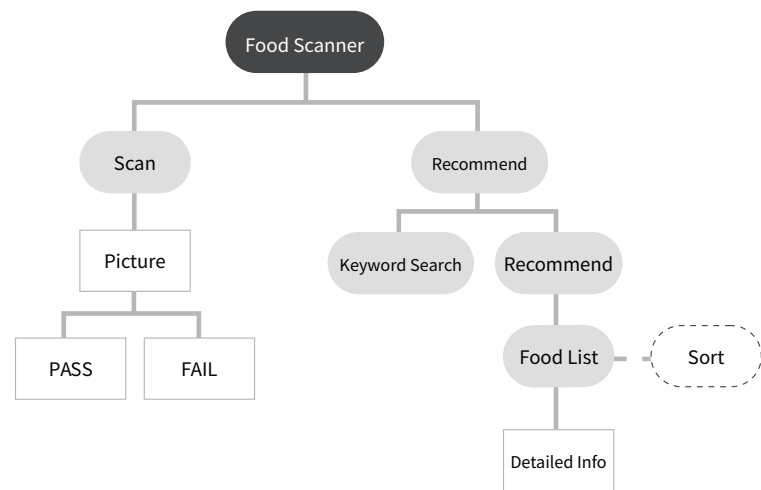
User Flow *Home*

You can get overall information about vegetarianism (recipe, common sense, event schedule, etc.).



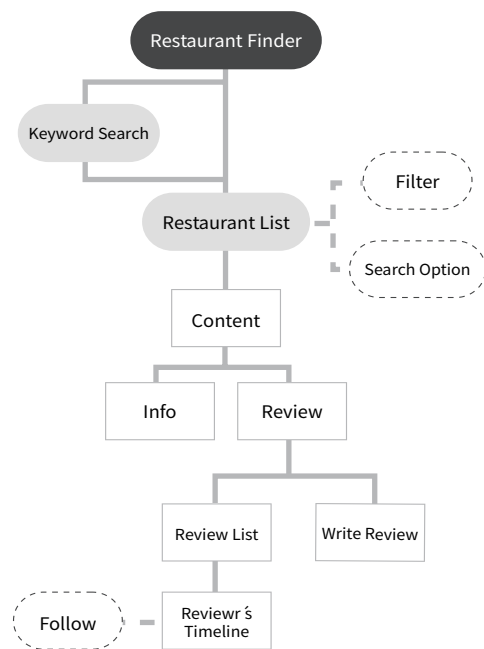
Food Scanner

If you scan food with your phone, you can easily aware whether food is appropriate based on your vegetarian type.



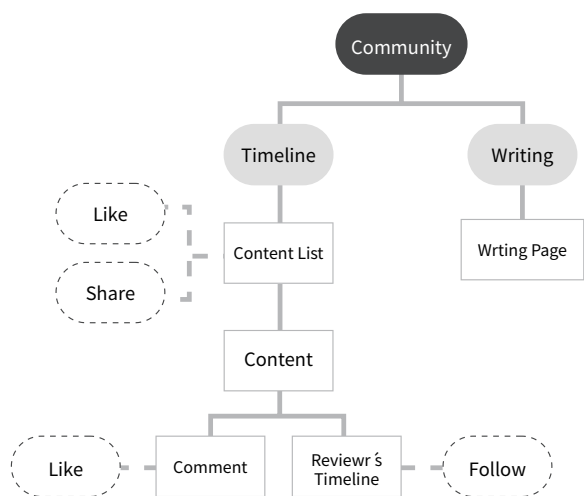
Restaurant Finder

It's easy to find and book a restaurant that offers vegetarian meals.



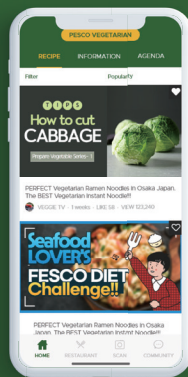
Community

You can get reliable reviews of restaurants by those who have been to them.



User Scenario With such an organization, paprika's design was embodied and the most optimal route and structure were obtained. This can be expressed as follows,

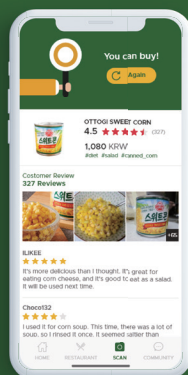
USER SCENARIO



1 HOME

You can get overall information about vegetarianism, such as recipes, practical information, events, etc.

채식생활에 관한 전반적인 정보 (레시피, 상식, 행사 등)를 얻을 수 있다.



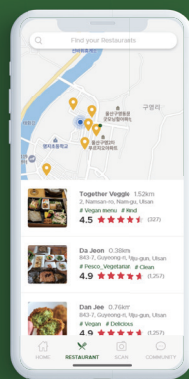
3 FOOD SCANNER

If you scan food with your phone, you can easily aware whether food is appropriate based on your vegetarian type.

휴대폰으로 식품을 스캔하면 자신의 채식타입을 기반으로 식품의 구매가능 여부를 알 수 있다.



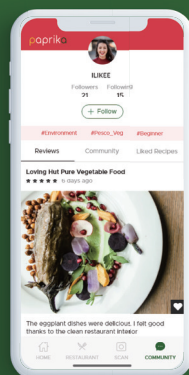
which is a method of utilizing PAPRIKA in repetitive daily life, and to express this efficiently, it was expressed using an illustration reminiscent of the Mobius strip.



2 RESTAURANT FINDER

It's easy to find and book a restaurant that offers vegetarian meals

채식 메뉴가 제공되는 식당을 쉽게 찾고 예약할 수 있다.



4 COMMUNITY

You can get reliable information based on reviews of restaurants by those who have been to them.

실제로 방문한 사람들의 후기를 바탕으로 신뢰도 높은 정보를 얻을 수 있다.

01. MAIN FEATURE

FOOD SCANNER

It is a function that quickly and easily informs you whether or not it is a product that can be eaten according to the vegetarian type when you grocery at the mart.

SCANNER

It scans both of labels and barcodes. It can be determined by simply taking a picture.

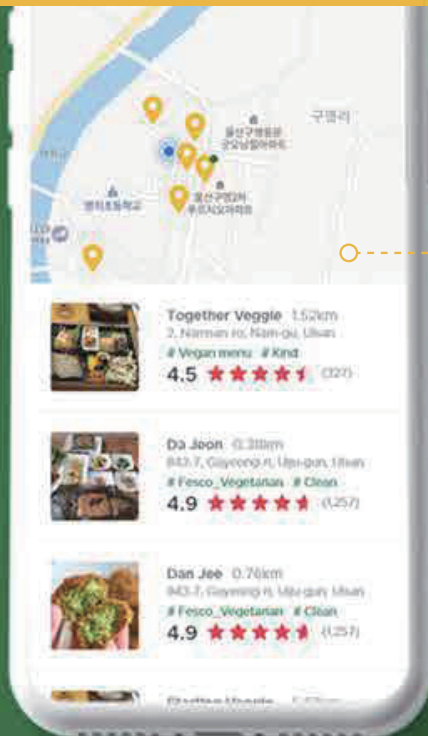
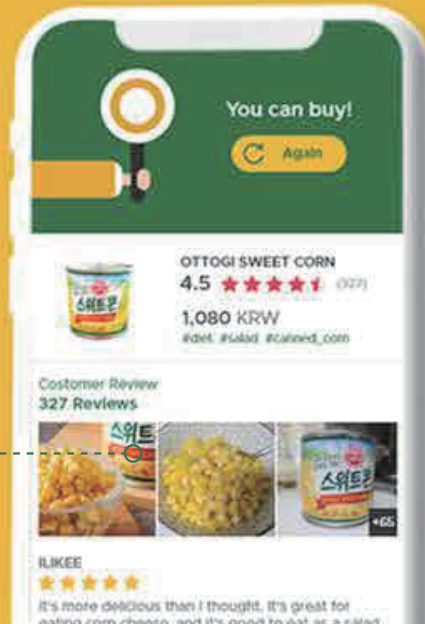


CAPTURE BUTTON

Paprika can recognize both labels and barcodes. Simply press this button.

RESULT PAGE

This is a screen that determines whether you can buy or not.



MAP ICON

Users can intuitively know their location and the distance to the restaurant.

02. MAIN FEATURE

VEGGIE-RESTAURANT FINDER

This is a map function that helps vegetarians easily find the restaurant they want.

By adding a community function, you can quickly find the evaluation of the restaurant with high reliability.

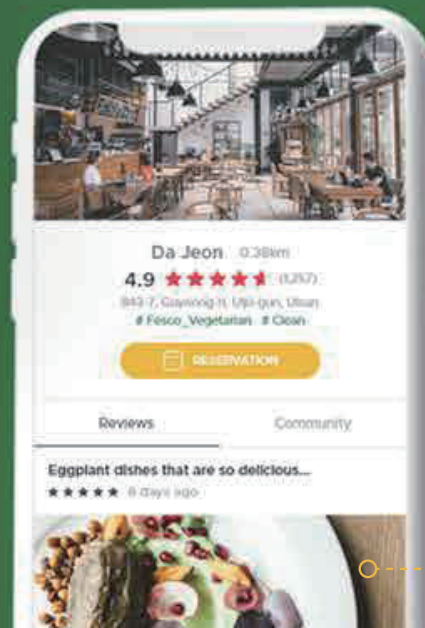


PHOTO REVIEW

You can see at a glance the trusted reviews uploaded with photos of people who really went to the restaurant.



Graduate Exhibition

During the exhibition at UNIST Design Show 2020, which was held from Nov. 13th to 17th, 2020, I was able to show my work to various students on campus and promote the industrial design track.



Epilogue

PAPRIKA



“I want to be an outstanding person in various fields based on my design skills. Challenging a new field excites me.”

Have you ever learned visual design or UX design?

At first, I studied product design. Product design was interesting to me, but I took a break from university to explore what I could do better. So, during that time, I read a lot of books on visual design and UX design, and tried to apply it to my project. After that, returning to school and taking professor Hwang's class helped me to improve my UX design capabilities. I also studied front-end development as an extension of the design study. I thought that being able to do more is the most effective way to develop my skills.

How could you work on your graduation exhibition for a long time?

In December of last year, I came across a video and comments about vegetarianism that I mentioned earlier. I thought there was a lot of demand in this market, but there was no service to provide it. Many people were suffering various reasons, and there were few services to solve it. As soon as I knew this, I thought it would be a good idea to make it the topic of the graduation exhibition, and I thought it could help them a little. I look forward to seeing it as a real mobile app later. So, I plan to further develop this idea with an in-house venture in the future.

Are you a vegetarian?

Actually, No. However, since I learned the importance of vegetarianism, I have been trying to reduce meat from 10 times to about 5, or to eat chicken rather than beef.

I'm not a vegetarian, but I've worked hard to understand them. The goal is to create a service that will help them.

How did you get the interviewee?

Luckily, a fellow employee at my company had experience with Pesco Vegetarian. She shared her various experiences. While she was vegetarian, her digestive system had been sore, so she stopped her vegetarian diet now. She provided a lot of information, including what happened when shopping at the mart and what was uncomfortable while eating a vegetarian diet. She had started her vegetarian diet for the purpose of her health.

Why did you name the project PAPRIKA?

The name 'Paprika' came from the characteristic of the vegetable with various distinct colors, such as green, yellow, and red. It implies that We aim for a society where diverse food preferences of people are respected.

“I want to be an outstanding person in various fields based on my design skills. Challenging a new field excites me.”

What is your future plan?

Actually, I am already working at the company. When I first joined the company, I was a designer, and I had quite successful results, but three months ago I changed my department to the marketing team. The marketing team was also able to demonstrate my competence based on design skills which is my strong point. Probably, for the time being, it will continue to play a role as a marketer responsible for the company's growth.

My company is a startup. So, because there aren't enough people, if I have the ability in various fields, I will be the most needed person in the company. Fortunately, I like to challenge new fields. So I like learning new things. I am still rapidly gaining knowledge and experience in marketing. In the future, if what I want to do changes, I will change my job without hesitation and make other choices. I'll just concentrate on learning the skills and know-how quickly by immersing myself in the current task.

Do you have any last words you want to say?

It was the first time I had experienced this from start to finish, from planning to composing an exhibition that is shown to others, so there were many difficulties. I've never made a large print of 1500*600mm on a big board used in an exhibition. So, I didn't know how to organize this board would be most effective when exhibiting, and if I made it with this composition, I could well convey what I wanted to say to the audience. Also, I was always worried about other errors when printing. I also made several mockups to explain this project, but I had to constantly check for errors during playback. There were a lot of really difficult opportunities, but it was an opportunity for me to grow one step further. Also, the fact that many people came to appreciate the results of my efforts and rate them as good was a great comfort to me and gave me confidence. I am so happy that I majored in design because I could have such a great experience. Based on this experience, I would like to be a person who works hard in my field and produces outstanding results. I really want to express my gratitude. Dear professor Hwang Kim, professor Seungho Park-Lee. for helping me to complete this project successfully.

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Die 99 Besten Bilder von Illustration in 2019 & SUBWAY Visual Identity System by Anna Keville Joyce and others, kunst.anne-cocuk.com

* All other visual contents were created by Jeongmin Kim, the author of this issue.

