

Project OM NOM NOM

Team OM NOM NOM | Leah Kim & Jerissa Lumansoc

Use Cases

Youtube Cooking Show: OM NOM NOM

The OM NOM NOM cooking show on Youtube has been creating videos to encourage cooking with friends. They want to judge if their goal is being accomplished, so they utilize the “See recipe” button. They visit the “See recipe” button report under the Engagement reports in the Analytical section of Youtube. They see 5. choices of graphical reports of the “See recipe” button. 1. The number of clicks the button. 2. The number of people who added the recipe to their cookbook. 3. The number of people added the recipe to their meal plan. 4. The number of people who printed the recipe. 5. The number of people who emailed the recipe. OM NOM NOM choose the 2nd option to see the number of people who added the recipe to their cookbook. They see a line chart of number of adds to the cookbook compared to time. They also see options for the report to be displayed as a multi-line, stack area, and map, but choose not to use those options. They notice a high number of people are consistently adding recipes to their cookbook over time, and conclude that people are cooking their recipes. They receive better confirmation that people are cooking, and they continue to create videos.

Youtube Viewer: Joshua Hill

Joshua watches a video from ‘Epic Meal Time’, he is mindblown and wants recreate the food in the video with his friends. He clicks on the “See recipe” button. The button brings up a pop-up box where he can see the ingredient and instruction list and few buttons on the side. After skimming through the ingredient and instruction list, he feels confident that he can make it work, so he decides to share his plans with his friends by sharing the video on Facebook. He closes the pop-up box by clicking on the X button on the top right, and shares the video on Facebook.

Joshua’s friends are thrilled to join his epic meal plan, and so he decides to open up his house this weekend. He and his friends plan to go grocery shopping together and then go to his house to make that bad boy. Before he leaves to meet up with his friends, he goes to the shared video on Facebook and goes to its Youtube page to go see the recipe again,

and clicks on the “Print the recipe” button. He takes the printed recipe and goes grocery shopping with his friends.

Youtube Do-er: Kylie Hayes

Kylie has another fundraising event coming up for her social works club. She notices she has extra time in her schedule to bake something for the fundraiser instead of buying baked goods. She browses through Youtube searching for sweets and desserts. She comes across many appealing videos and finally finds one that is quick to make and appetizing. While she was browsing through videos, she saw a “See recipe” button tag on all of them, including the one she plans to use to go bake. Kylie clicks on the “See recipe” button which brings up a pop-up box where she can see the recipe and few buttons on the side. She notices there is a “Add to cookbook” option that connects to an external app. Click on this button brought an information box that tells her that she can have this recipe on her mobile device. Kylie likes this features and so she adds the recipe to her cookbook and downloads the app on to her phone. She explores the different options on the app and feels that this app can come in for potentially good use in the future.

When it comes closer to the fundraising event, Kylie goes back to the cookbook in the app and reads through the recipe. She knows that she’s missing some ingredients so she decides to use the grocery list feature. After buying all the ingredients, she comes home to bake the recipe. She finds having the recipe on her mobile phone very useful!