



Serving Sidekick

The Portion Plate
that Does More





We are all
emotional creatures

But do we really know ourselves?

For example



Picture what you most want
right now.



Why do you want it?

Don't just say because...

I like it

It's my favorite _____

It's the first thing that came into my head

No

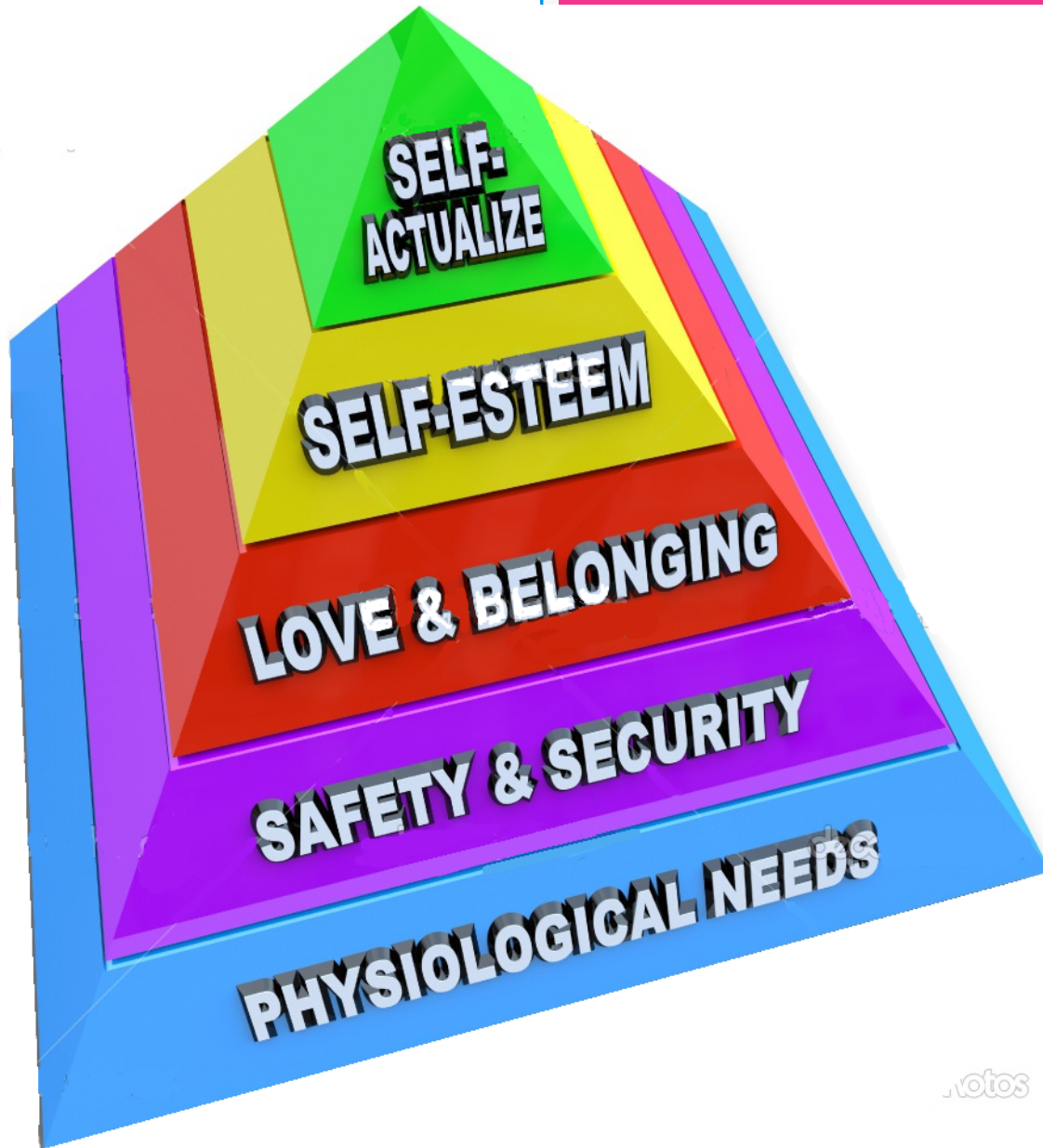
OW

That i

hing

And I
some

thing





But did you know...

... about the six needs of
ALL humans?



Let me tell you about them.

And why they are crucial for adding
emotional value to any product or
service.



The Six Human Needs

Certainty / comfort

- Avoid pain, gain pleasure
- Need for stability, safety, comfort, reliability

Variety

- Need for change, challenge, excitement
- Avoid boredom

Significance

- Need for purpose, importance, meaning
- Need to be special and worthy of attention; esteem



The Six Human Needs

Love / Connection

- Need to connect with others
- Being a part of something
- Sense of belonging, intimacy
- Be loved and love

Growth

- Need to grow and develop; expand
- Find fulfillment and self-actualization

Contribution

- Need to contribute to something beyond ourselves
- Need to provide value to others



Which leads to...

The theory

For a product or service to truly **impact** and become **an important part** of a user's life, it must meet **at least one** of our **six needs** .

The more of these needs and the more **intensely** it meets these needs, the more satisfaction and **happiness** the user will feel in relation to the product/ service.

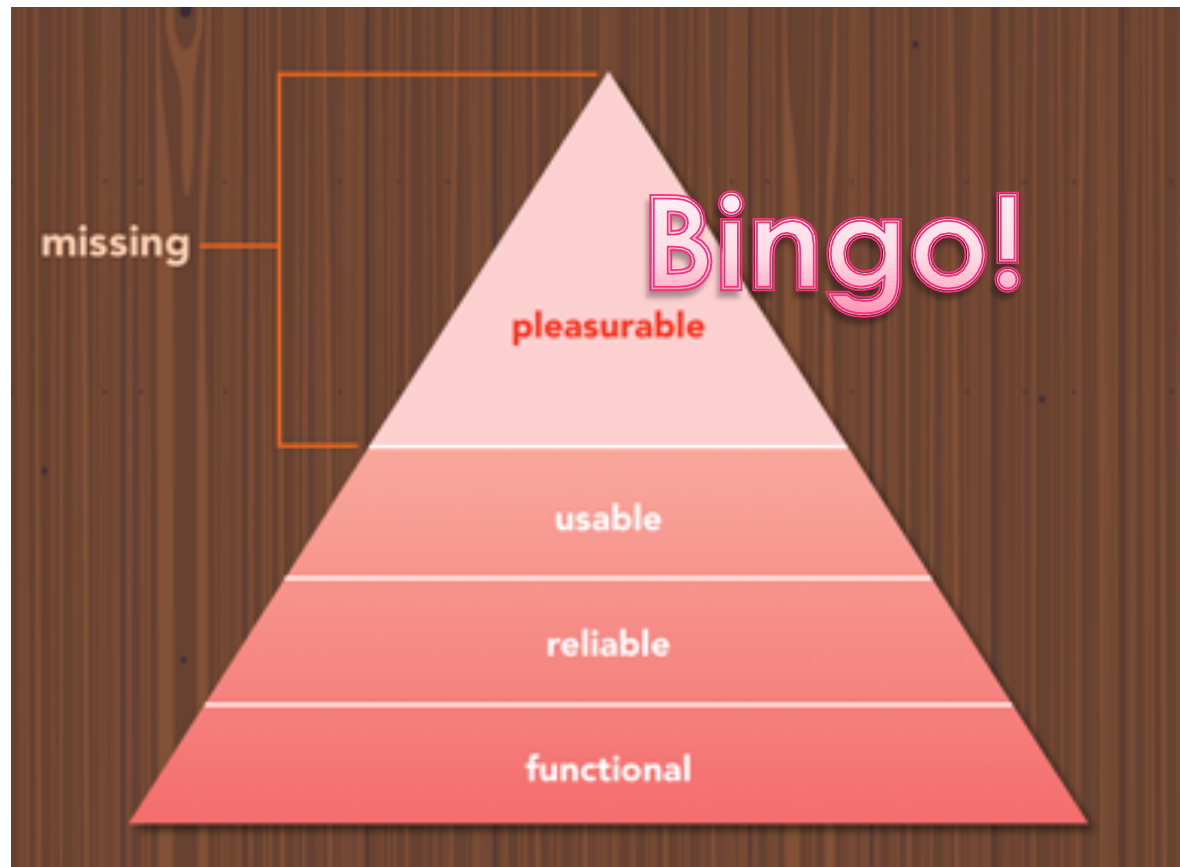
In other words

- Meet one of six needs
- The stronger the satisfaction of that need, the more important the thing becomes
- Meet more needs, build a stronger bond
- Got it?



Some additional ideas
we will consider

What's missing?



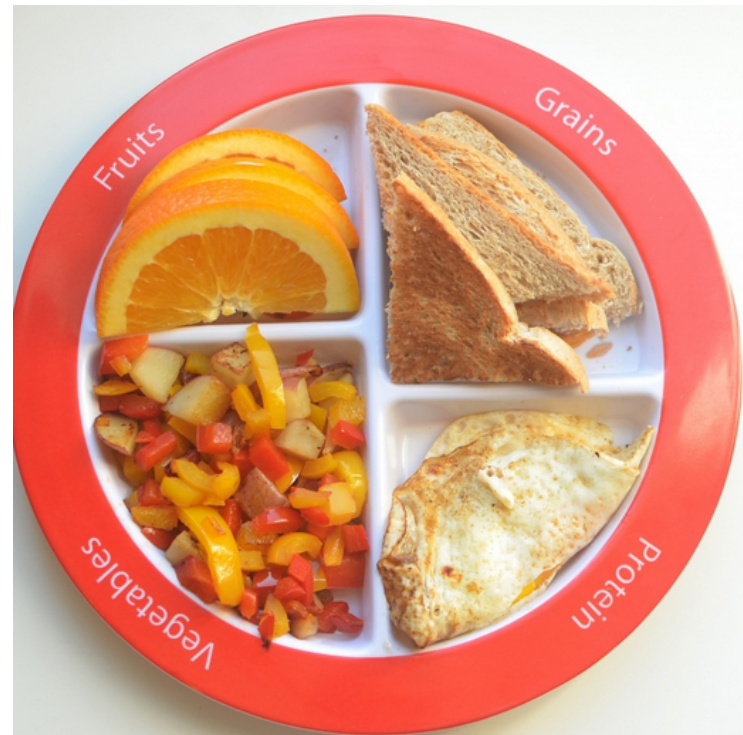
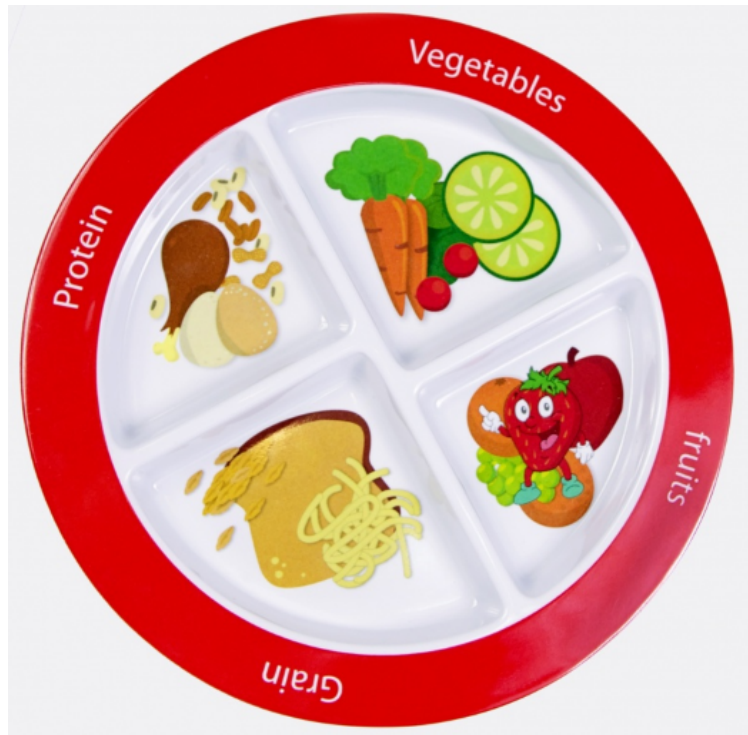
Function isn't enough

Usable + reliable + functional +

pleasurable = 

Product must engage a **mix of senses** in order to enrich the sensory experience.

Let's take a look at the product



The product



Basics

- Plastic plate
- Divided according to regulated portions
- Printed food pictures

Functions

- Facilitate proper portioning
- Shape behavior
- Promote health lifestyle

The product



Benefits

- Makes it easy for user to eat proportionally
- Establishes balanced eating
- Guides user to a healthy lifestyle

Areas in need of improvement

- No entertainment value
- No emotional connection
- No recommendation of healthy foods (just proportions)

Seems like a losing battle..

Portion Plate	Needs Met by User
Reliable geometric divisions	Certainty
Permanent display	Variety
No special feelings or meaning	Significance
None	Love/Connection
Potentially influential, but not encouraging	Growth
User does not contribute beyond self	Contribution



Let's do a product makeover!

With a little help from our friends:
the six needs!

Which needs?

Oh, how about...

Variety

Significance

Love/Connection

Growth

Contribution

Variety

Before



After

- Changing photo display
- Recipe suggestions for each section
- Excitement to uncover new photos

Significance

Before



After

- Strengthens and supports purpose
- Clearly links user's goal with other areas of life (integrates)
- Makes user feel special with messages and images printed

Love

Before



After

- Platform for parent cooking to connect with children; also for individual to connect with self
- Means of demonstrating love and care

Growth

Before



After

- Encourages, assists in goal-achievement (weight loss)
- Supports user in creating a healthy lifestyle

Contribution

Before



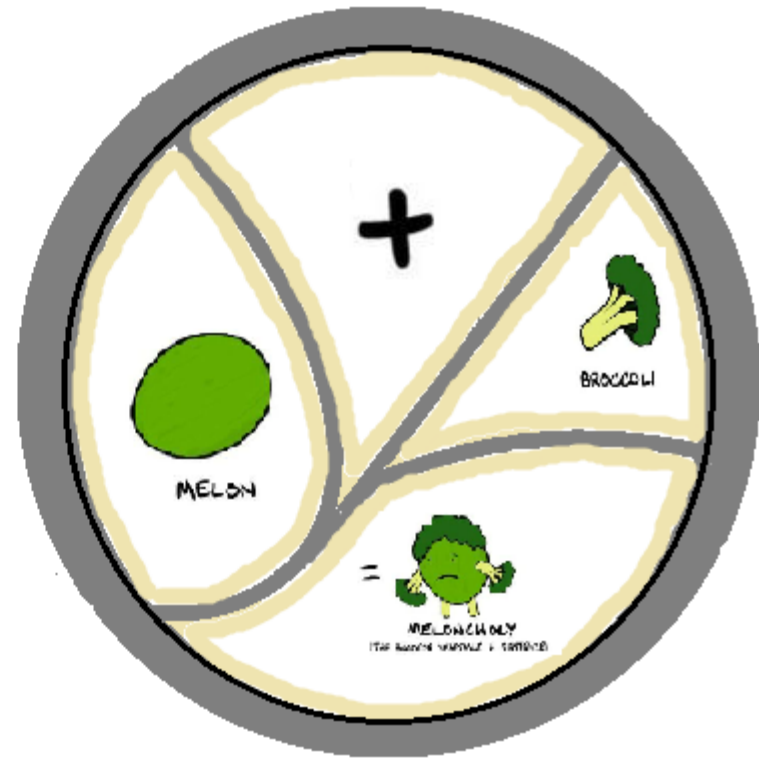
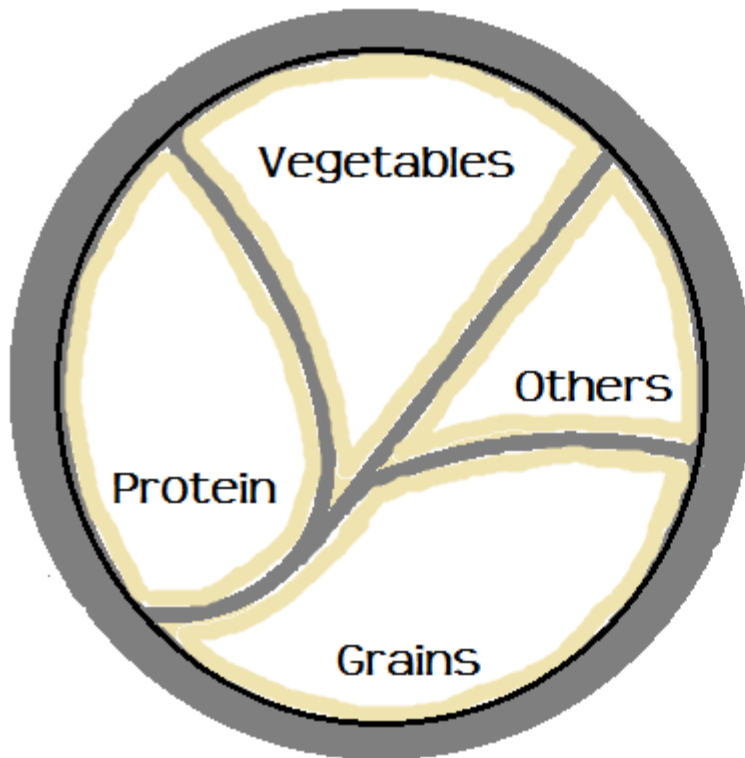
After

- Contribute to happiness and health of family members
- Provide new experiences to children



What do we get?

Serving Sidekick





**Connect. Grow.
Contribute. Eat healthily.
Have fun.**

Serving Sidekick



Thank you!