Rory Starks

Product Designer

Background in TV, Film, and Multimedia Production

01
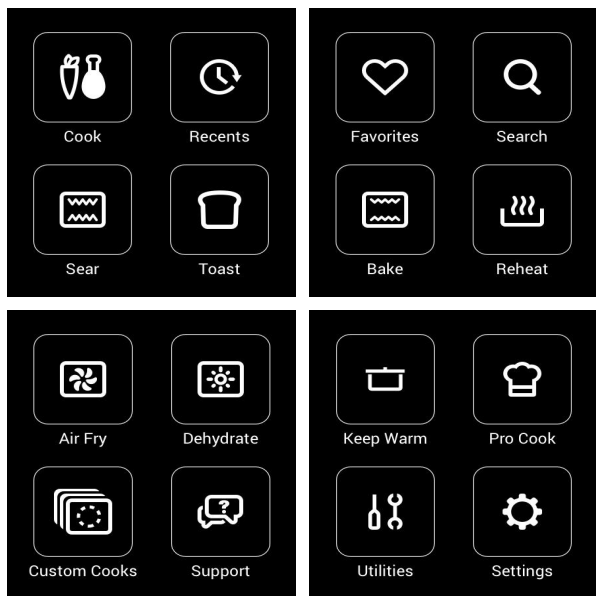Studies

02
Career

Currently
Design Director and Senior Product Manager at Brava

Selected Projects

01

Brava OS Post Launch Update

02

## Brava Custom Cooks

Background Info: What is the Brava?

- ❖ **Countertop smart appliance**
  - ➢ Computer with screen
  - ➢ Programmable functions
- ❖ **Halogen light heating elements**
  - ➢ Six independently controlled lamps that can reach high temperatures in an instant
  - ➢ A wide range of accessories
- ❖ **Content created by in-house and celebrity culinary experts**

Brava OS Post Launch Software Update

2-3 months before launch
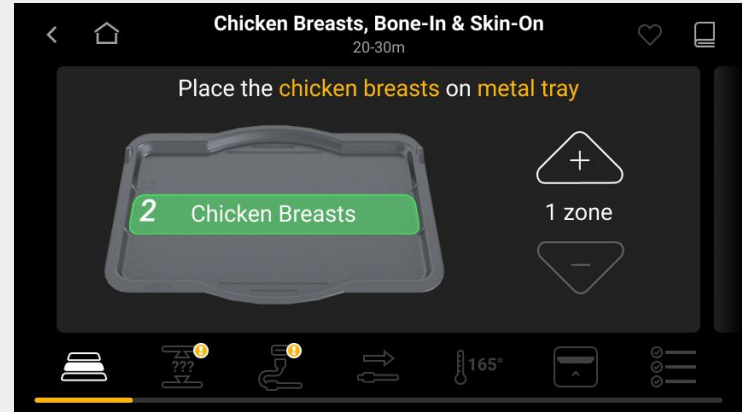
Pre-launch Product

Target Market

People who want home-cooked meals without learning how to cook

Business Model

Base unit + specially designed meal kits shipped within the continental United States
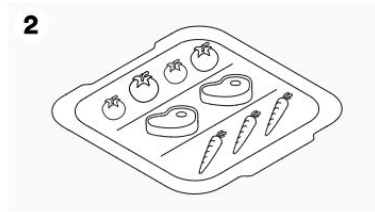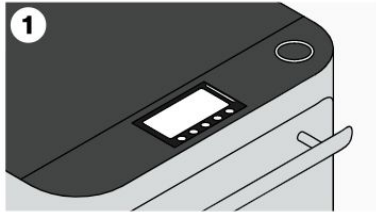
Problem

Users enjoyed the meal kits but found them to be too expensive. The product was optimized for that use case, which we were no longer planning to support.

Challenge

Make a more efficient home cooking experience.

Proposed Solution

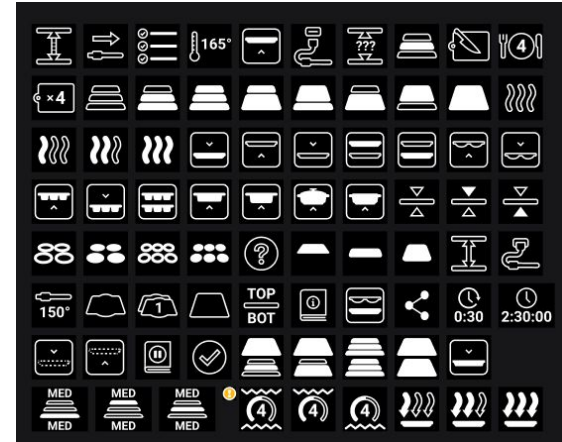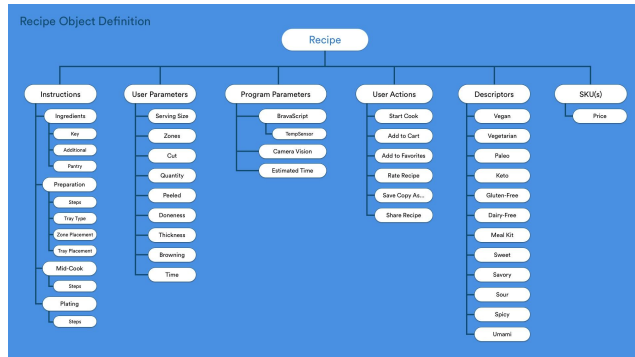Complete redesign of the user interface

Teams

Myself, Product Manager, QA Manager, and an Engineer

(+ buy-in from Marketing, Engineering, Culinary, Customer Success!)

Process

❖ Research

❖ Define Problems

❖ Design and Propose Solutions

❖ Evaluate Results and Learnings

❖ Repeat

Impact
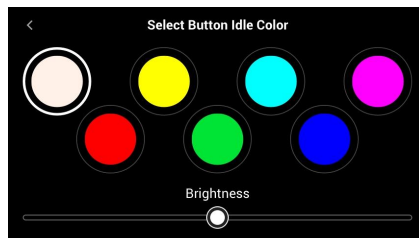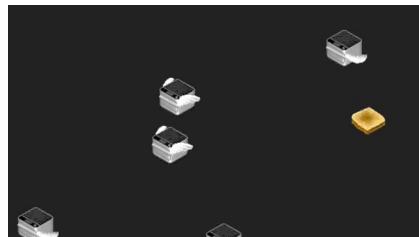
- ❖ Over 7,000 official recipe programs available

- ❖ Customer Success calls related to finding content are now ~0%

- ❖ NPS rose from 34 to 52 in six months following release

- ❖ Laid groundwork for product roadmap

- ❖ Acquired by Middleby Corporation

Brava Custom Cooks

Post launch feature update

Challenge

❖ We want to allow users (anyone) the ability to create their own recipe programs

❖ Include the ability to modify existing programs from the culinary team

❖ Content can be shared with anyone
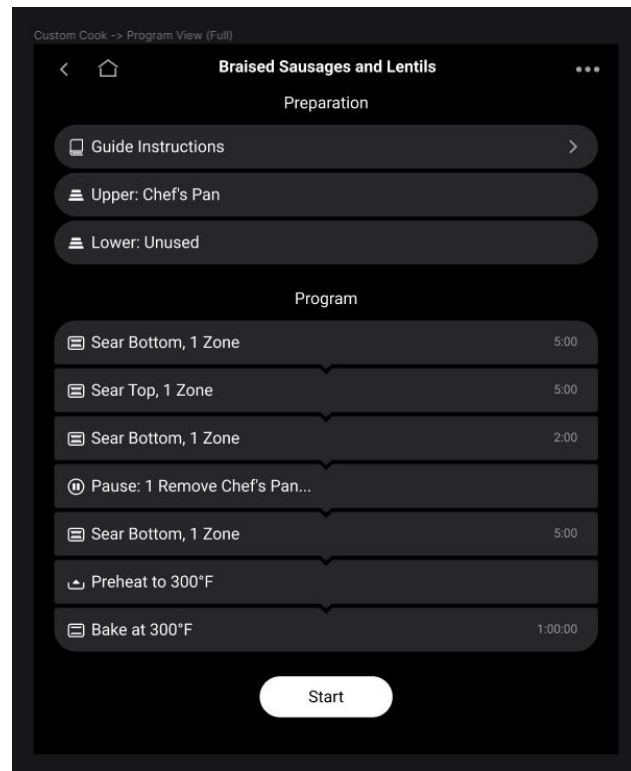
Solution

A "macro"-style system of assembling one or more programmed recipes or functions into a Custom Cook

Team

Myself, culinary team, an engineer, and QA

Process

I developed numerous concepts and prototypes based on discussions with culinary team, engineers, product, and marketing
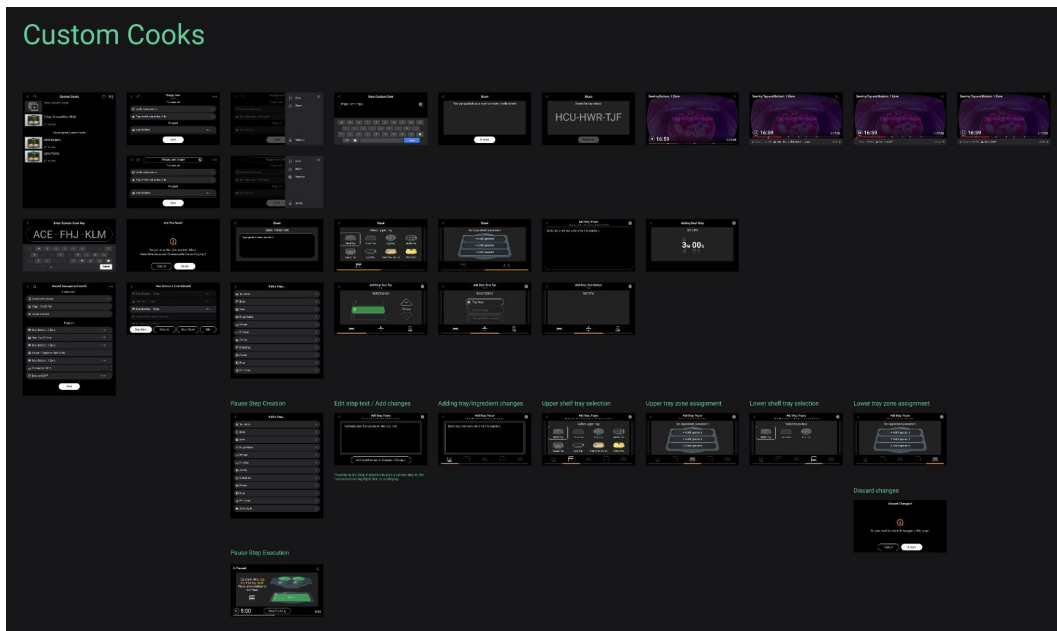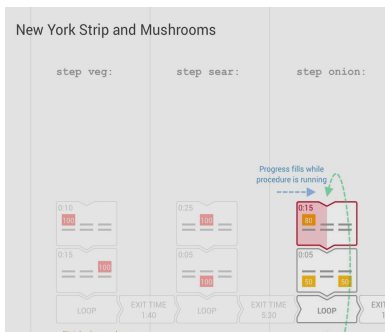
Impact

❖ Over 17,000 Custom Cooks have been made since launch of the feature

❖ Numerous Quality-of-Life improvements made including cross-platform support

❖ We created something tangible that users could easily share, copy, and modify

❖ There are ongoing efforts to improve and refine the feature

Work samples

Work samples, cont.

7. BravaScript (Zoomed Out)

Visual Overlay 1 Copy

Chicken Breasts and Baby Broccoli

CAMERA REGION

155°F

100°F

⏸ 8:59   20:00

Blast   Chicken   Sear   Finish1   Finish2   Rest

Zone 3
Zone 2
Zone 1

⊖   ⊕

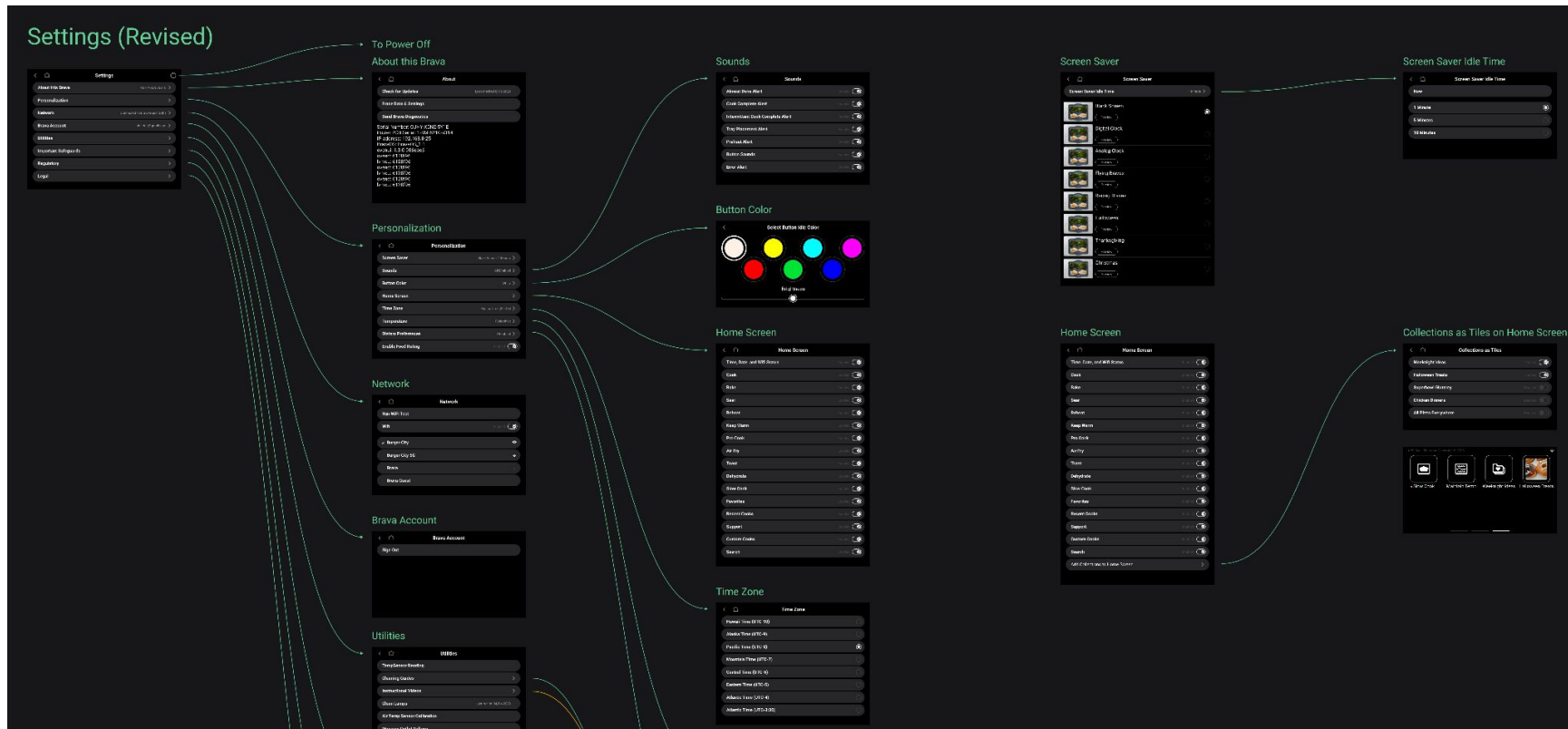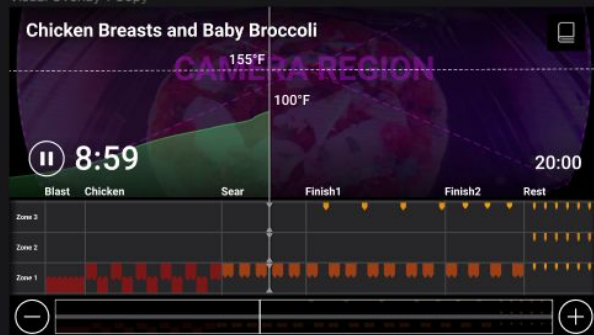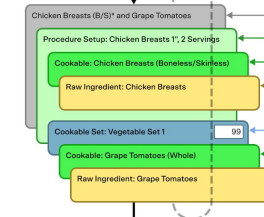Now the BravaScript example is zoomed out showing most of the steps in the procedure from the BravaScript to the left. If the exit conditions on a particular step are determined by temperature instead of time, the timeline will update in real-time to reflect the change. For example, if the time spent on the **rest** step exceeds 3 minutes, the timeline will update to include **rest2**.

V3 Recipe Usage in Current UI Diagram

Actions

Explanation

👤 User: Search / Select Category "Chicken Breast Combinations"

The user has selected Chicken Breasts (Boneless and Skinless) Combinations category from the **Cook** tile or entered Chicken Breasts on the **Search** screen.

▭ Return all recipes containing Chicken Breasts as an Ingredient

The Brava will load all **recipes** containing Chicken Breasts plus at least one other additional **ingredient**. Each **procedure setup**, in this case, contains two or more **cookables**, which are attached to **primary ingredients**. A **procedure setup** contains the immutable parametric data attributed to the BravaScript code. For example, a procedure specifically written for 1" Chicken Breasts (1 zone, 1" thick) with Grape Tomatoes (whole, 2 zones) contains attributes for *thickness, zone quantities/locations, cut/prep type, and doneness*. Recipes are defined by containing matching **primary ingredients**. Parameters such as *zone quantity/location, thickness, and doneness* are included in the **procedure setup** while *cut/prep type* is inherited from its associated **cookables**.

Chicken Breasts (B/S)* and Grape Tomatoes

Procedure Setup: Chicken Breasts 1", 2 Servings

Cookable: Chicken Breasts (Boneless/Skinless)

Raw Ingredient: Chicken Breasts

Cookable Set: Vegetable Set 1   99

Cookable: Grape Tomatoes (Whole)

Raw Ingredient: Grape Tomatoes

V3 Recipe ....→ Contains one or more *Procedure Setups*

Procedure Setup ....→ Contains one or more *Cookables or Cookable Sets*

Cookable ....→ Contains one or more *Raw Ingredients*

Raw Ingredient

Cookable Set

Cookable

Raw Ingredient

*Boneless and Skinless

👤 User: Selects Chicken Breasts (B/S) and Grape Tomatoes

The user has selected Chicken Breasts (Boneless and Skinless) with Grape Tomatoes from either the category or from the returned results in search.

▭ Return recipe and group parameters by type

If the user is on the app or website, each cookable associated with the given **ingredient** (if there is more than one) will be presented as "cuts" in the variant drop down menu. In the case of **recipes** with multiple **ingredients** with multiple **cookables**, it is possible that some groups of specific **cookables** will not be possible. The software will automatically select the first compatible group or the previously selected group. The same is true for quantity parameters (formerly known as Serving Size / Serves #).

If the user is on the Brava, the cuts will be presented on the cut preparation screen as they are for single ingredient recipes. Additional parameters will appear in the standard preparation screens (quantity, thickness, doneness).

Additional random info!

I'm from Indianapolis, Indiana

My passion for design started with HyperCard

I Also Teach Fitness!

❖ Lagree Megaformer, Microformer

❖ Indoor Cycling / Spin

❖ High-Intensity Interval
  Training (HIIT)

LAGREE FITNESS
HIGH INTENSITY / LOW IMPACT
MUSCULAR ENDURANCE TRAINING

Questions?

rory.starks@gmail.com