

Brava Oven Macros Documentation

About This Document

This is the specification document for the Oven Macros concept, which is a means for users to create and save their own recipes with the Brava Oven. The document covers the user experience aspects of the feature as well as the underlying technical requirements.

Macros v1

A macro, which is not necessarily the user-facing term, is a recorded sequence of functions executed on the oven. The sequence can include one or more basic functions such as Bake, Sear, Keep Warm, and Pro Cook.

User Stories

Example A

I bake a lot of cookies and always use the same settings on my Brava Oven. I would like to run this procedure with everything set how I like it.

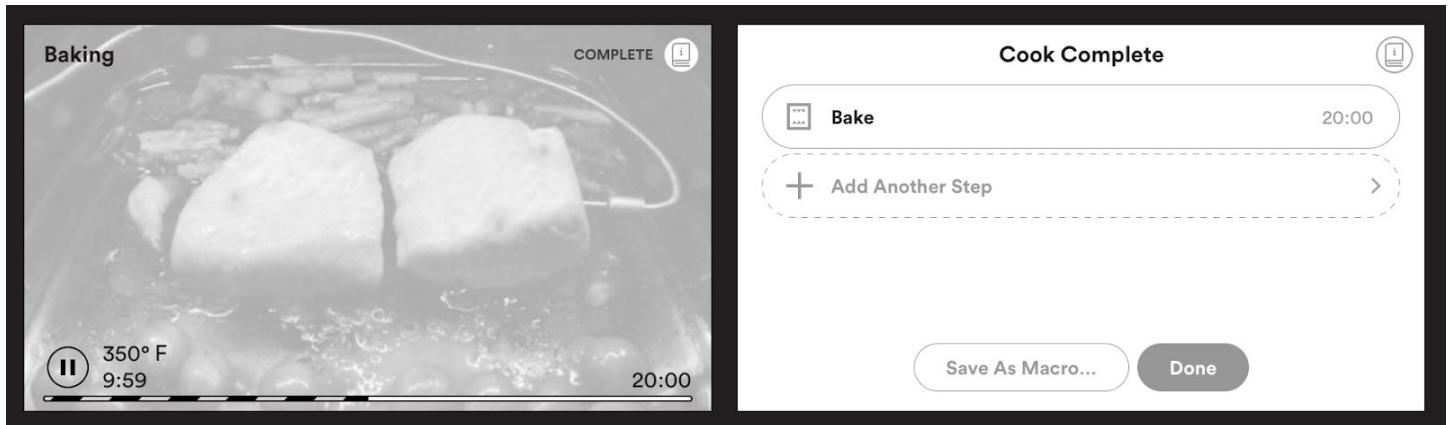
Example B

The Brava app has a great recipe for macaroni and cheese using the bake function, but I added a breadcrumb crust on top and then toasted it with sear. I wrote down everything I did but it would be nice to save this all somewhere so that I or members of my family can easily run it again.

Example C

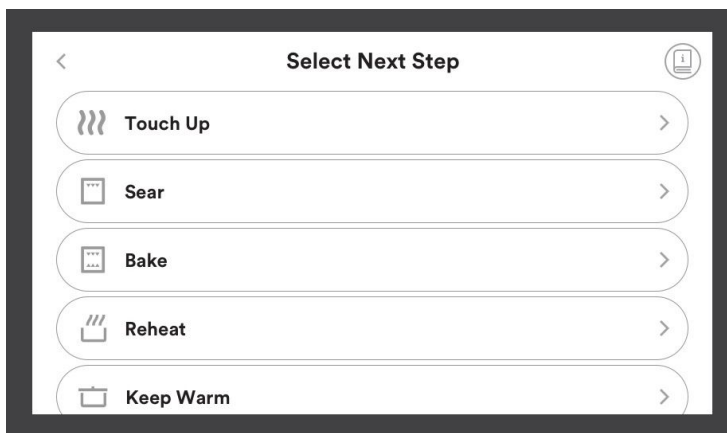
I have been experimenting using the Pro Cook beta and would like to share some of my creations. I would also like to run some of my custom recipes like the Brava recipes on the oven.

Macro Creation User Experience



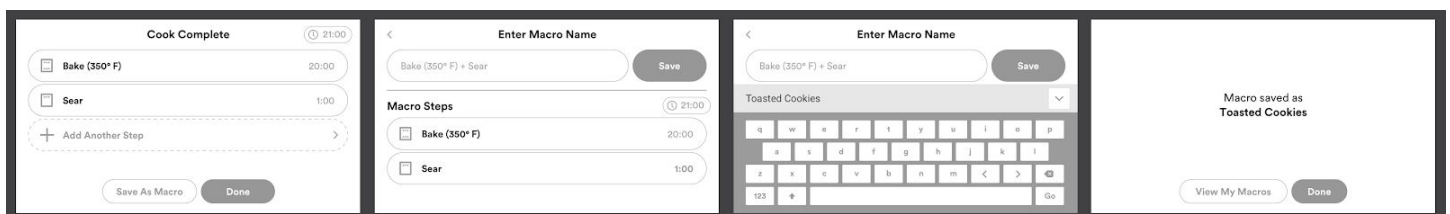
The main entry point for creating macros will be on the cook completion screen. On this screen, users are typically presented with two options: **Touch Up** and **Done**. With macros, there will be three options: **+ Add a New Step**, **Save As Macro...**, and **Done**.

+ Add a New Step



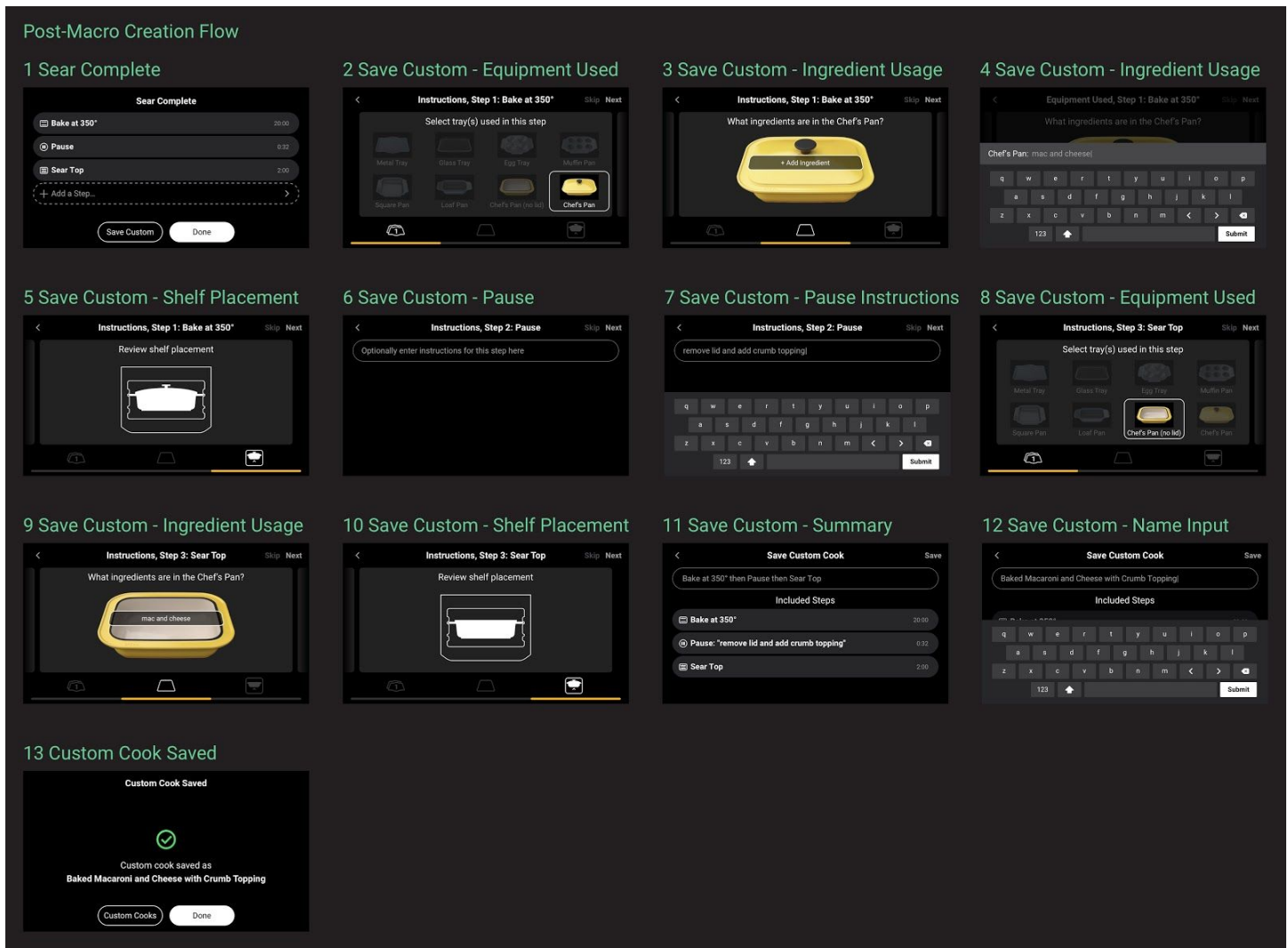
This button will take the user to a screen where they can follow up the previous procedure with something else. This is no different than our current **Touch Up** flow except that the user will have a few additional options available. An additional step will be called **Adjust Food** that will allow users to record things like flipping an ingredient, adding a sauce, removing an item, etc. These steps will be recorded within the macro and executed in order when it is run again.

Save As Macro...



This button will take the user to a screen where they can save the previous procedure(s) as a recorded macro. At this time the user is presented with the on-screen keyboard where they can type in a custom name or use an auto-generated name derived from the included procedures (e.g. “Bake + Sear”). The macro object itself includes the procedures run in addition to any user-defined parameters (*temperature, time, sear direction, lamp intensity, etc.*) as a complete stack. The oven compiles the recorded procedures into code which can be run again as a standalone procedure.

Save Custom Cook... (Updated Flow)



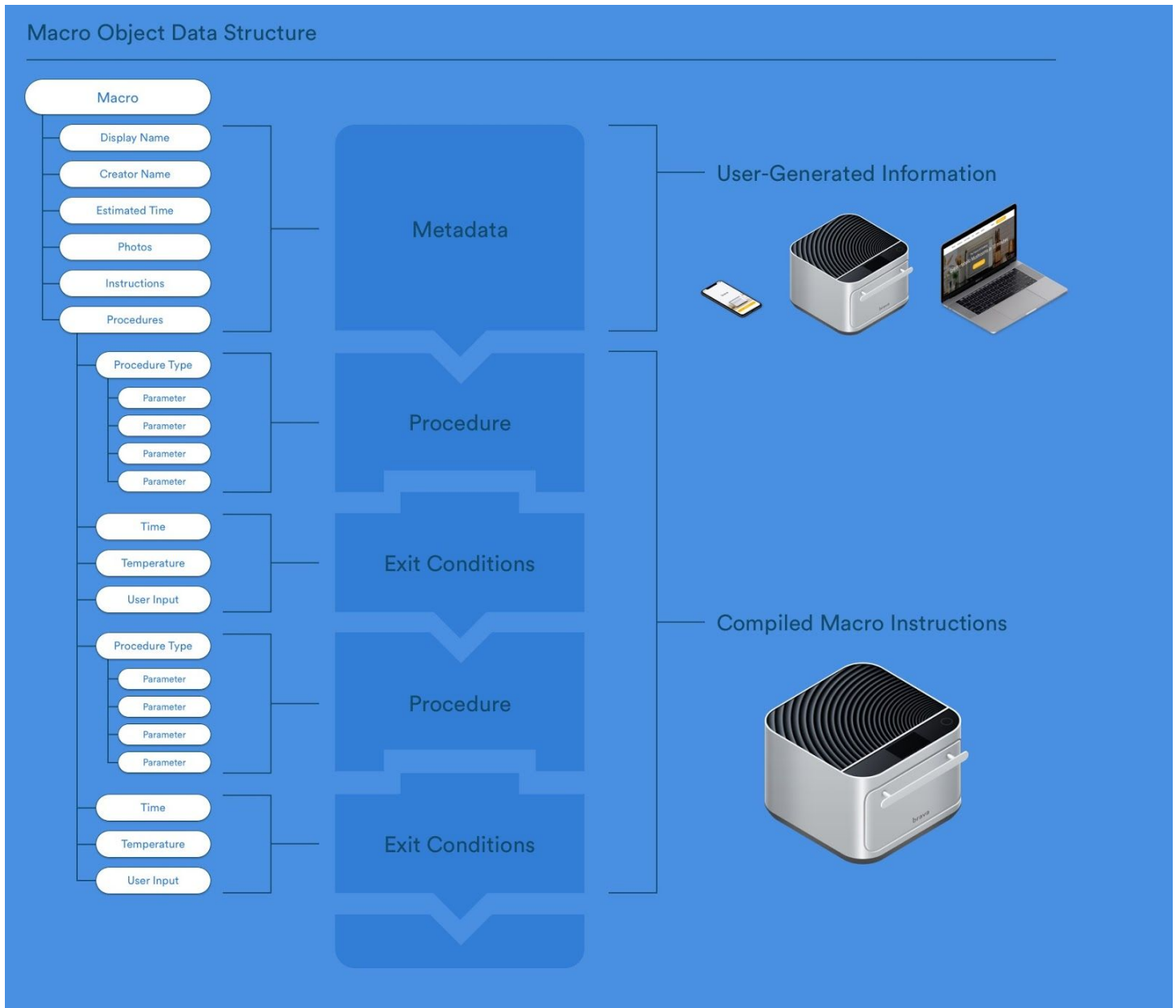
1. This is the screen shown after a user has completed the third step of their custom cook, which in this example is a Sear Top step.
2. Immediately the user is given the option to select the tray(s) used in the first step of their custom cook (Bake at 350 degrees).
3. Once selected, the user has the option of adding what ingredients were used in the tray via the on-screen keyboard. Note that the user is never required to enter any of this information and can simply skip these screens entirely.
4. The user enters “mac and cheese” with the on-screen keyboard.
5. This screen shows the shelf placement of the specified tray(s). If the user had selected a tray or trays that could use either shelf, they would indicate the shelf assignment on this screen.

6. Tapping “Next” in the upper right corner, the user is given the option to enter instructions for their Pause step, which is the second step of the custom cook. Again, this is optional and just a way for the user to give brief instructions for anything done at this time.
7. The user has entered “remove lid and add crumb topping” for the Pause step.
8. Now the user is on the third and final step of the custom cook. They have selected the Chef’s Pan with the lid off.
9. Because the tray is essentially the same, the text from the previous cooking step was carried over, but the user does have the option to change it here should they choose to do so.
10. Review shelf placement.
11. Now the user is shown a summary screen again with all of their steps and an option to enter a name for this custom cook. Note that the text field is pre-filled with an outline of the steps involved.
12. The user has entered “Baked Macaroni and Cheese with Crumb Topping” as the name of their custom cook.
13. The custom cook has been saved.

Done

The Done button completes the procedure and returns the user to the **Home Screen**. If the user has run two or more procedures using **+ Add a New Step**, they will be shown a confirmation screen asking if they would like to save their creation as a macro.

Macro Objects



A recorded macro is a sequence of one or more recipe procedures. The metadata portion of the macro is not unlike information currently stored in the publisher CMS, which contains information like ingredients, estimated times, instructions, and photos. This is the information that can be viewed on all platforms: the oven, web, mobile web, and the app. The compiled macro instructions are what is processed by the oven software and used to drive the included procedure(s).

Example Combined BravaScript Procedures

The following examples demonstrate how multiple procedures could be combined to generate a single macro recipe. The intention of **this example** is *not* to define explicit syntax of the feature, but rather give a sense to those familiar with BravaScript how the macros are intended to function.

20-minute Bake BravaScript

```
step heat1:
  heater 100 0 0 0 0 0 for 4s
  heater 0 100 0 0 0 0 for 4s
  heater 0 0 100 0 0 0 for 4s
  heater 0 0 0 100 0 0 for 4s
  heater 0 0 0 0 100 0 for 4s
  heater 0 0 0 0 0 100 for 4s
  when airTemp >= 311F then heat2

step heat2:
  heater 47 0 0 0 0 0 for 3s
  heater 0 47 0 0 0 0 for 3s
  heater 0 0 47 0 0 0 for 3s
  heater 0 0 0 55 0 0 for 3s
  heater 0 0 0 0 55 0 for 3s
  heater 0 0 0 0 0 55 for 3s
  when timeSinceStart(heat1) >= 20m then done
```

In this example, we have a 20 minute bake procedure taken directly from the cooking CMS. In the first step, which is called *heat1*, each lamp operates at full power (100) for four seconds before switch to the next. This goes from front to back on top (lamps 1-3) and then front to back on the bottom (lamps 4-6). Once the air temperature reaches greater than or equal to 311°F, the oven goes to the second step, *heat2*. In *heat2*, lamps 1-3 are set to 47 power for three seconds each, and then lamps 4-6 are set to 55 power for three seconds each. When the time since starting the first step (`timeSinceStart(heat1)`) is greater than or equal to 20 minutes, the procedure is complete.

Zone 1 Touch Up Sear BravaScript

```
step touchup:
  when timeSpent(touchup) >= 30s then done
  heater 100 0 0 0 0 0
```

In the above example we have a simple zone 1 “touch up” procedure. Lamp 1, which is above zone 1, operates at full power for 30 seconds (`timeSpent(touchup)`) and then the procedure is finished.

Combined As Macro

```
step heat1:
  heater 100 0 0 0 0 0 for 4s
  heater 0 100 0 0 0 0 for 4s
  heater 0 0 100 0 0 0 for 4s
  heater 0 0 0 100 0 0 for 4s
  heater 0 0 0 0 100 0 for 4s
  heater 0 0 0 0 0 100 for 4s
  when airTemp >= 311F then heat2

step heat2:
  heater 47 0 0 0 0 0 for 3s
  heater 0 47 0 0 0 0 for 3s
  heater 0 0 47 0 0 0 for 3s
  heater 0 0 0 55 0 0 for 3s
  heater 0 0 0 0 55 0 for 3s
```

```

heater 0 0 0 0 0 55 for 3s
when timeSinceStart(heat1) >= 20m then touchup

step touchup:
  when timeSpent(touchup) >= 30s then done
  heater 100 0 0 0 0 0

```

The combined BravaScript for the bake and touch up procedures might resemble the above code. The “done” exit condition in the Bake procedure is connected to the first step of the Touch Up procedure. More complex scenarios involving pauses would halt for user action, which would typically mean pressing the green button to resume the cook in progress.

Example of a Macro with a User Action

```

step heat1:
  heater 100 0 0 0 0 0 for 4s
  heater 0 100 0 0 0 0 for 4s
  heater 0 0 100 0 0 0 for 4s
  heater 0 0 0 100 0 0 for 4s
  heater 0 0 0 0 100 0 for 4s
  heater 0 0 0 0 0 100 for 4s
  when airTemp >= 311F then heat2

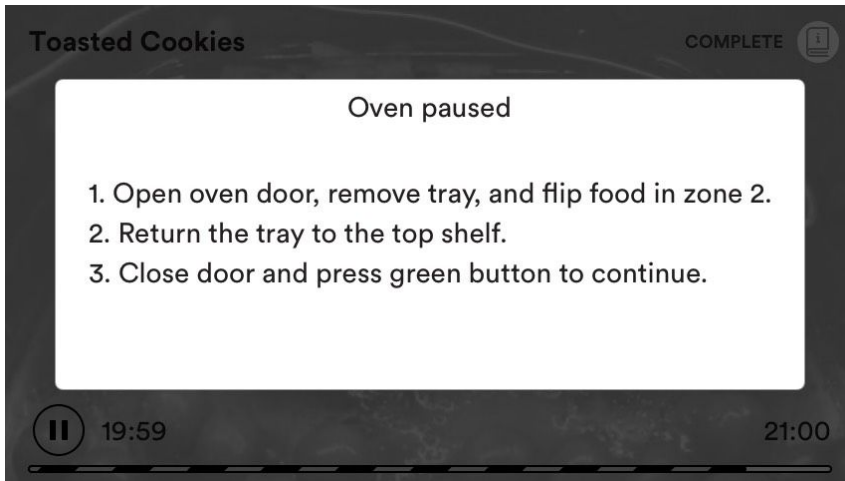
step heat2:
  heater 47 0 0 0 0 0 for 3s
  heater 0 47 0 0 0 0 for 3s
  heater 0 0 47 0 0 0 for 3s
  heater 0 0 0 55 0 0 for 3s
  heater 0 0 0 0 55 0 for 3s
  heater 0 0 0 0 0 55 for 3s
  when timeSinceStart(heat1) >= 20m then flip

step flip:
  when greenButtonPressed then touchup

step touchup:
  when timeSpent(touchup) >= 30s then done
  heater 100 0 0 0 0 0

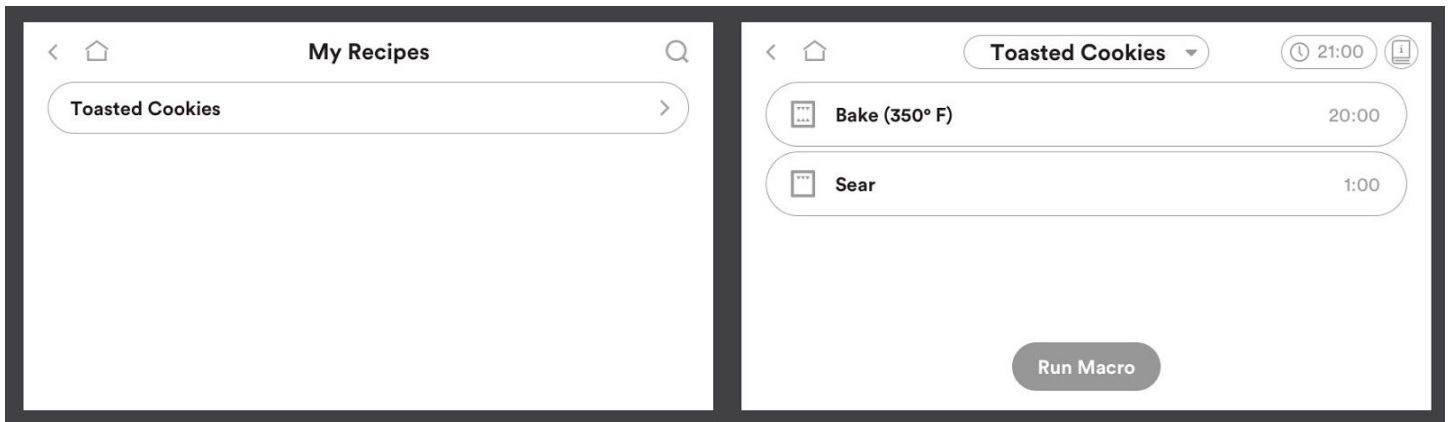
```

In this variation on the previous example, the macro includes a “pause” step where the user is going to flip an ingredient before resuming the cook.



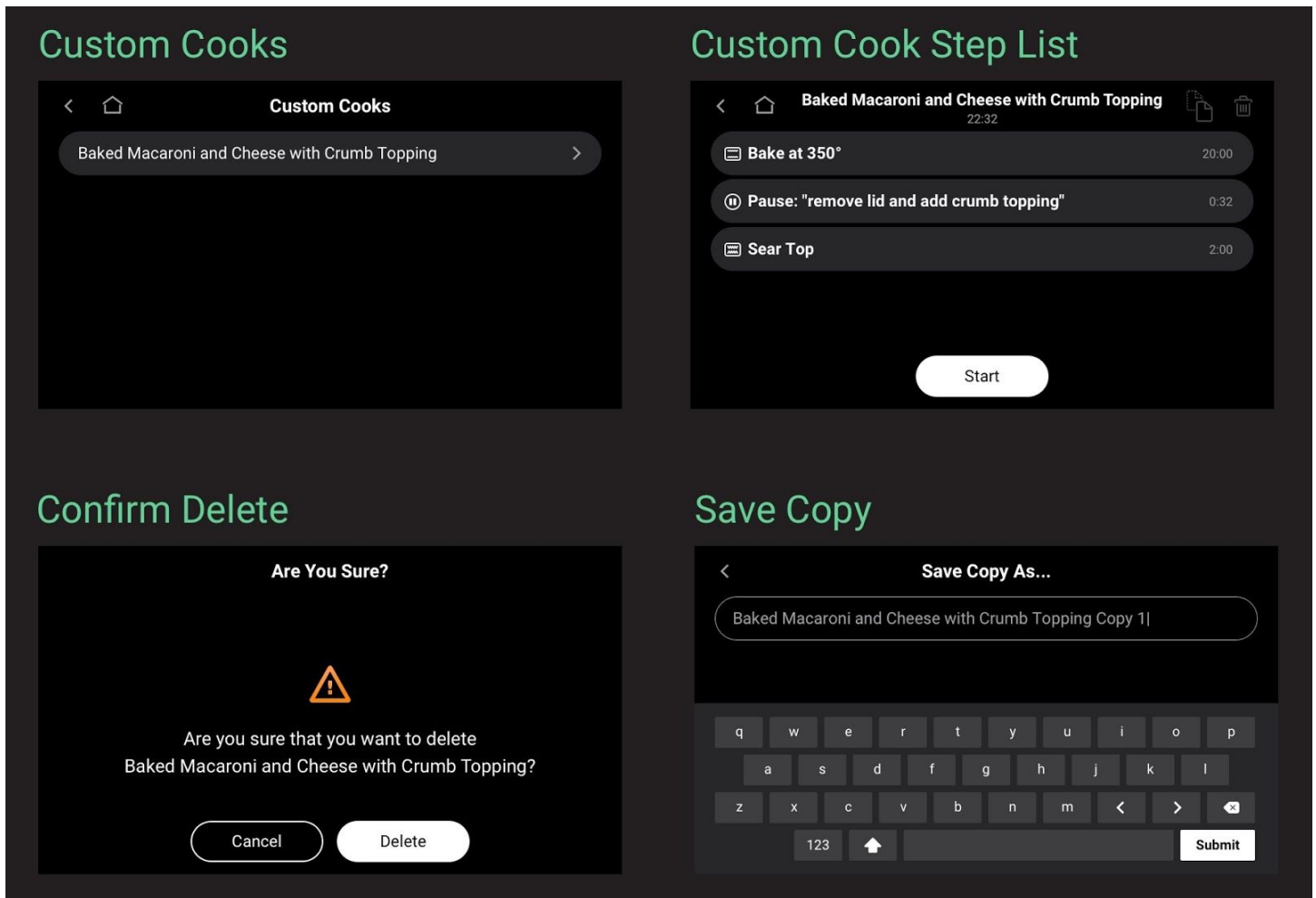
The script will wait for the `greenButtonPressed` boolean to equal true before going to the touchup step.

Macro Execution Experience



The main entry point for running a recorded or saved macro will be in the “My Recipes” tile on the home screen (*name pending*). From this screen, users can see the name, estimated time range, and steps associated with a particular macro. Additionally, if it has been supplied, users will also see meta information in the form of the instructions or guide.

Macro Options



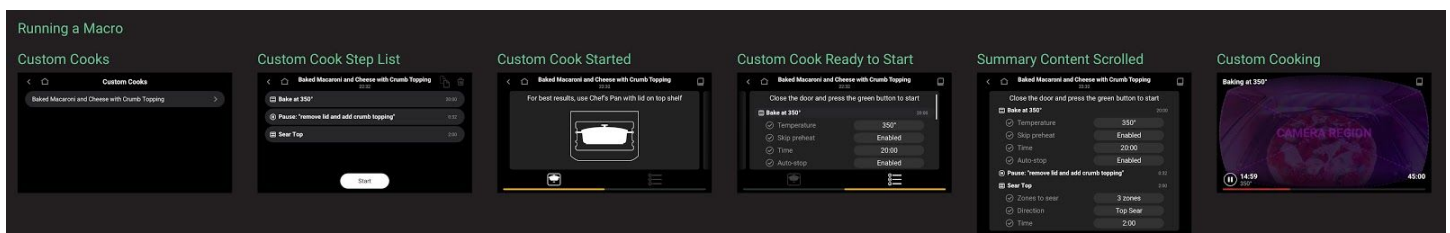
Save Copy As... (Copy Icon)

This saves a copy of the macro with + "copy" after it as the pre-filled macro name (or "copy 2", "copy 3", etc.). The user can edit this name and save it.

Delete (Trash Can Icon)

The user is shown an "Are you sure..." confirmation screen and then given the option to delete the macro.

Start (Run the Macro)



The **Start** button starts the recipe process. The process is meant to be as similar to the normal cook flow as possible.

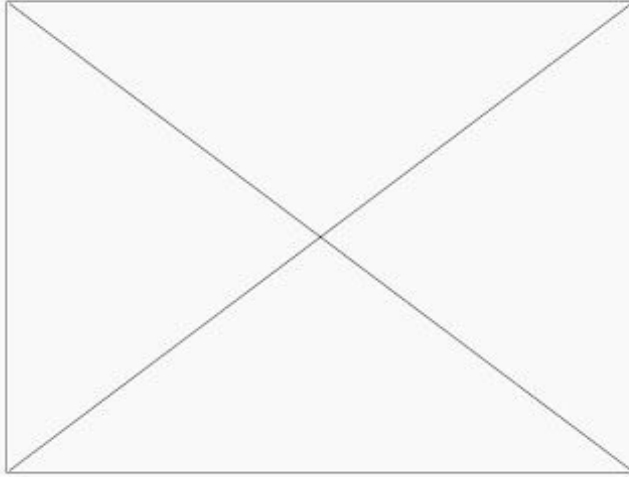
Editing a Macro

By expanding a step (a single tap on it), a user can see all of the embedded parameters included in that step. The list includes options such as *time*, *temperature*, *lamp intensity*, *sear direction*, etc. By tapping on any **user-defined** parameters, the user is taken to a screen where they can adjust that parameter. This follows the same pattern as tapping on a parameter to jump to its associated screen during the normal cook flow. The screen is identical to whatever is typically shown in the cook flow but without the icons across the bottom. They can make changes and commit them by tapping **Done** or discard by tapping the back button.

Viewing Macros on Web and App

Once a macro has been made public, a link is generated that can be viewed by any Brava user on the web or within the Brava companion app. The web page associated with the macro uses the format of Brava's own Marketplace and Recipe items.

Macro Recipe Page Wireframe

[Community Test Kitchen](#) > [User Name](#) > [User Name's Recipes](#)

Recipe Primary Name

Recipe Secondary Name

User Name

★★★★★ 1,138

Serves 2

Share

Add to My Recipes

Active Time: ~10min

Total Time: ~15min

About this Recipe

This dish really highlights Brava's multi-zone feature. Ora King salmon from New Zealand is the best sustainably farmed salmon in the world, used by some of the world's leading chefs. Bet you haven't had salmon this juicy or salmon skin this crispy before!

Ingredients

4 oz baby leeks
8 oz organic fingerling potatoes
5 oz blue lake beans
1 pat butter
2 ora king salmon fillets (5 oz each)
¼ oz fresh thyme
¼ oz fresh parsley
1 tablespoon champagne vinegar
1 tablespoon whole grain dijon mustard

From Your Pantry

extra virgin olive oil
grapeseed (or vegetable) oil
kosher salt and black pepper

Equipment

Brava glass tray
TempSensor
mixing bowls

Nutrition Information

500 calories per serving

Allergens: fish, milk

Nutrition Facts

1 Prepare potatoes

- Remove and discard green leek tops and root. Cut the leek into 1-inch pieces. Wash leeks, drain and pat dry.
- Halve the fingerling potatoes lengthwise.
- In a medium bowl, toss potatoes and leeks with a pinch of salt and 1 teaspoon cooking oil.
- Arrange potatoes and leeks in Zone 3 of the glass tray.



2 Prepare green beans

- Remove stems of the Blue Lake beans.
- In the same bowl, toss the beans with 1/2 teaspoon of cooking oil and a pinch of salt.
- Arrange green beans in Zone 2.

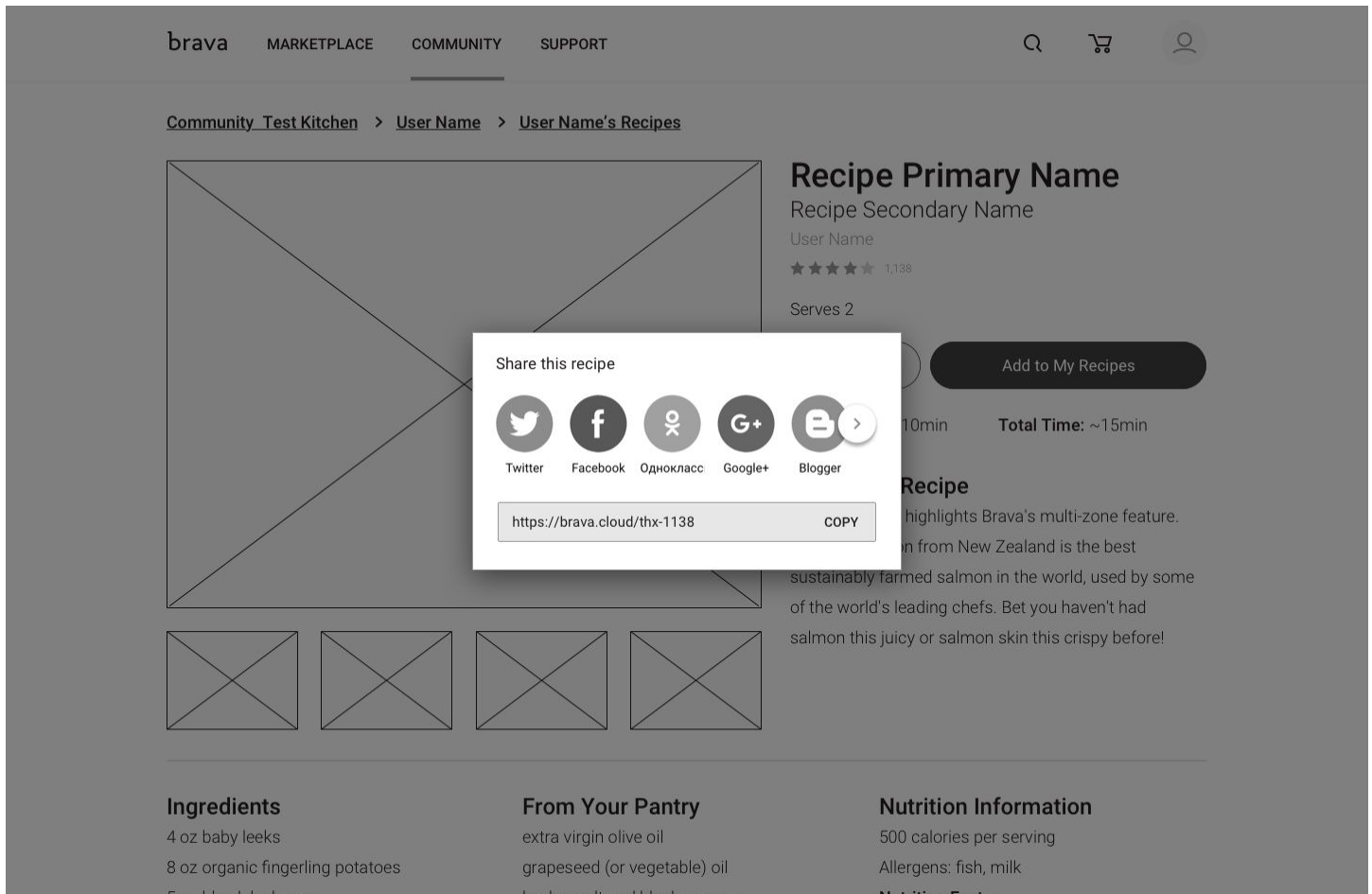


3 Prepare fish

- Spread butter on Zone 1 of the glass tray - about the same area as the fish. Any uncovered butter may burn so be sure to only spread enough for the fish to cover it.
- Pat the salmon dry and season each side with a pinch of salt.
- Lay the salmon skin side down on top of the butter.
- Top each fillet with a few thyme leaves.

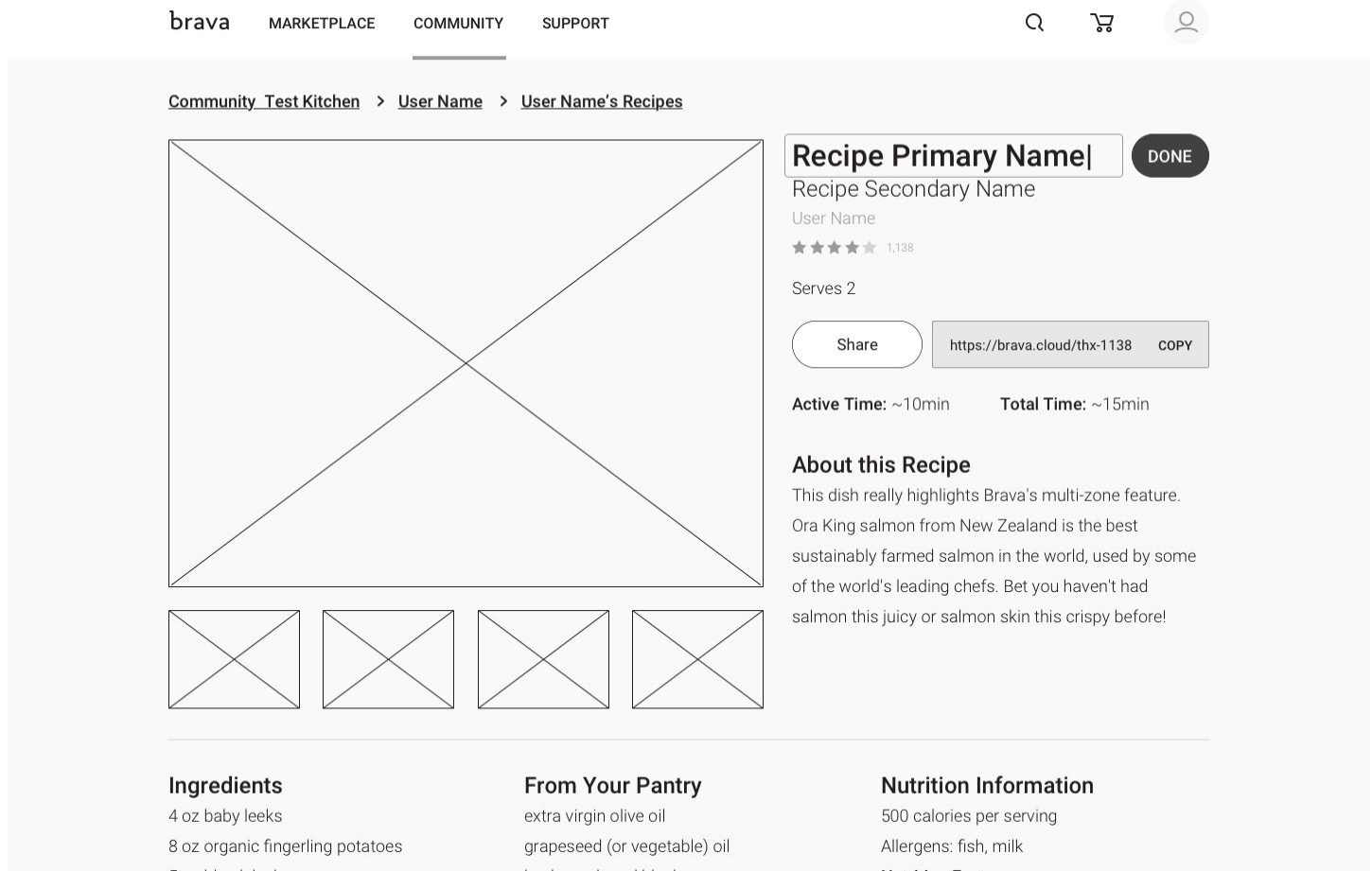


Macro Recipe Share Popup Wireframe



An example of the share popup that a user might see where they can share recipes of their own or others on various social networks.

Macro Recipe Page Inline Editing



An example of inline editing on a user's own macro recipe page. Any of the static text fields displayed here can be easily edited by the user from the convenience of a computer or portable device. Clicking or tapping on a field makes it editable so that a user can make quick changes as necessary.

Macros / User-Generated Content User Journey Map

Goals

The goal of the product is to build a platform for users to be able to create and share their own recipes and recipe programs with other Brava users.

Current Custom Recipe Process

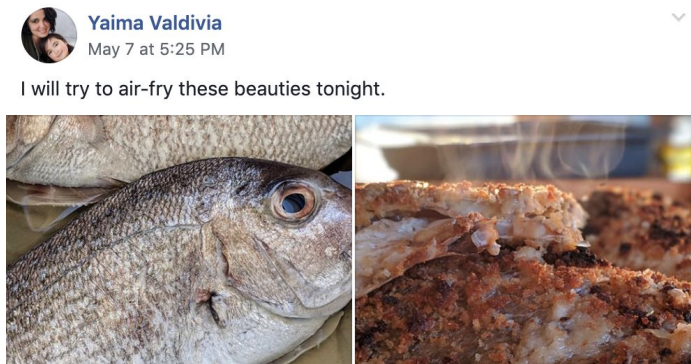
1. User plans to use the oven to cook an altered version of one of the directed recipe programs or to cook something entirely of their own creation.
2. The user prepares the ingredients for their creation.
3. The user interacts with the oven to make their dish.
4. The user takes photos of what they made.

5. The user posts photos and text of what they created to the Facebook group to share with the Brava Community.

User Research

Users are already creating and sharing their own recipes by using basic functions of the oven but also their experimentation and substitutions with the existing recipe programs. Common elements among these posts include:

Photo(s)



The user posts a photo of what they made or intend to make along with sometimes posting photos of the process.

Instructions



The user describes their process, including which recipe programs were utilized or the basic functions of the oven that were used. They will additionally indicate which Brava accessories were used. If it is a multi-step process, what order each item was prepared.

Teamwork



Other users will sometimes comment and share their versions, either following the same directions or a different method.

Discussion



Users will discuss pros/cons of different methods and how the results can vary.

Facebook Community Posts

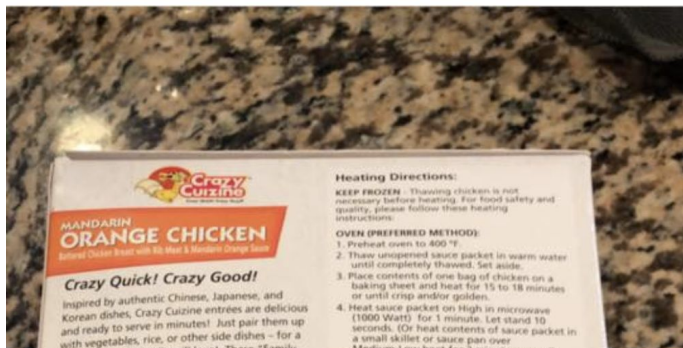
The following screenshots are from users sharing or requesting information about custom recipes. They are typically using a combination of recipe programs and basic functions to make these meals. There are over 30 posts here from only a three week period. This type of content covers a substantial portion of the posts in the internal Facebook community, indicating strong interest in users creating, sharing, and consuming custom recipes. Not only do the recipes allow users to expand and explore new capabilities of their oven, they also give them a source of inspiration and creativity with their cooking endeavors.



JD Conley

Founding Member · May 16 at 3:06 PM

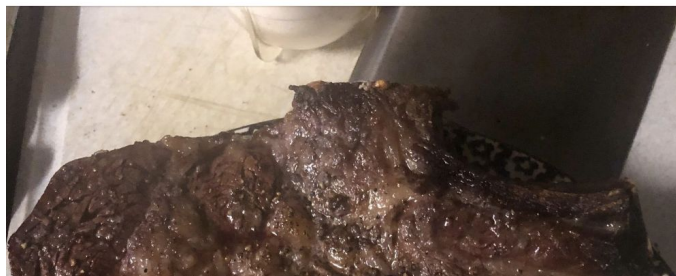
Going to cook this in Brava tonight. How would you do it? Looking for ideas....



Michael Rooney

Rising Star · May 17 at 9:23 PM

Oh my goodness....I aged a prime rib for 55 days. I sous vide it for a couple hours and baked a couple potatoes. I then threw the steak in the Brava for a 4 minute sear.....wow! Best steak ever! The aged flavor was delicious and the Brava didn't dry out the steak. Instead it kept in moist and juicy in the middle which is the way I like with a nice sear top/bottom. I'm having a blast finding new ways of using my Brava!



Jan Molina

15 hrs

Made Tollhouse pie and Margherita pizza this evening in Brava, inspired by others' posts! Happy Saturday!



Clarissa Weir

17 mins

I perfected white grilled cheese. I used the regular setting and then when done flip it over and sear the bottom for 30 seconds.



Sean Holden

May 17 at 7:19 PM

Full tray of Brava buffalo wings on a Friday night! Just mixed some Frank's Red Hot with melted butter and tossed these hot and crispy bad boys in it. Served with some home made coleslaw and some celery sticks on the side. So good!



Bill Morrow shared his first post.

New Member · May 17 at 9:54 PM

I'm going to try to make stuffed tomatoes
The old way was to cut the tomato in half add x cheese. Breadcrumbs and a bit of olive oil pack on top of tomato put a pad of butter and bake till the bread crumbs brown and the tomatoes get soft
Help he doing it in my brava

1 Comment

Like

Comment



Michael Rooney ★ That sounds like a delicious dish! How did you do it the old way? If it was in an oven you use the Bake feature and follow the save recipe. And if you need a sear at the end, the Brava's "sear" functions works fantastic!!!!

Like · Reply · 1d





Phyllis Hardin Shaw shared her first post.

New Member · May 17 at 2:41 PM

I JUST opened my new BRAVA 😊 and I have a question.... already! 🙄
So, I have "precooked" shrimp skewers and seasoned tuna steaks.
1) is there a setting for cooked shrimp?
2) any ideas on searing tuna steaks
thank you in advance.

5 Comments



Christopher Urban Phyllis Hardin Shaw Welcome! I'm fairly new as well! So, I'm just figuring things out as you are. However, if you haven't downloaded the Brava app to your phone, you should! It's MUCH easier to search for an ingredient (like shrimp) than on the website... [See More](#)



Tami Donoghue

May 13 at 1:05 PM

Hi! I'm planning on baking a toll house cookie pie in a pre made frozen pie shell tonight. I plan on following the baking instructions on the recipe but wonder if I use the glass tray or metal and what shelf? Any pie bakers out there?



6 Comments



View 2 more comments



Tami Donoghue



Michael Faretta

Visual Storyteller · May 13 at 4:36 PM

A simple pizza on Boboli crust. Publix brand sauce, chopped onions, canned drained mushrooms, salt, pepper, garlic salt and mozzarella cheese. Cooked on Margareta Pizza setting. OMG!



Theresa Koehler Bush

Visual Storyteller · May 17 at 7:51 AM

Here's my sausage, egg, and cheese breakfast sandwich hack. Directions under each picture.



Dhananjay Ragade

★ Rising Star · May 12 at 12:00 PM

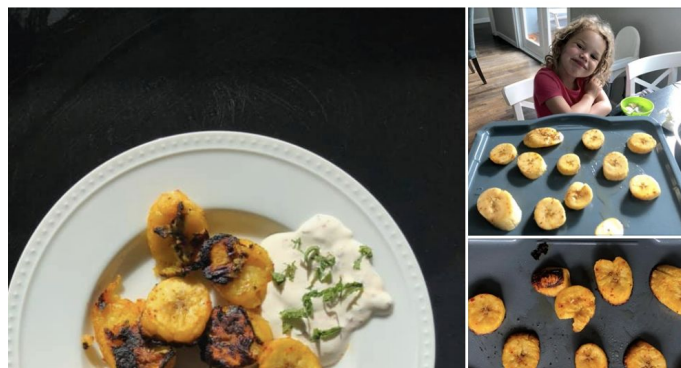
Easy frittatas. Arugula, cheese, eggs, milk, cayenne pepper, salt.



Zac Selmon

May 4 at 9:11 AM

Air fryer plantains with lime crema! 400 for about 8 minutes... just a little oil and salt.





Christopher Urban

May 10 at 10:32 AM

I'm a runner so one of the reasons I wanted my Brava was for clean, healthy eating. I present to you a Brown Sugar rubbed salmon chopped kale salad. OMG!!! This was my first REAL cook with the door fixed. This salmon is AMAZING!! Med rare 117.



Travis Best

December 8, 2018

Perfect seared scallops.



JD Conley shared a post.

👤 Founding Member · May 11 at 3:42 PM

Someone Bravatize this please. kthx



Tammy Turner-Vorbeck

May 8 at 2:45 PM

Has anyone tried Brava-ing (yes, Brava is now used as a verb in our house 😂) apples?

👍👍 Anthony Abraham, Taylor Adams and 6 others

4 Comments

👍 Like

💬 Comment

[View 2 more comments](#)



JD Conley 🙌 Yeah we're about to Brava some pizza over here.



Like · Reply · 1w

👍❤️ 3



Jenny Meyer Feix

May 10 at 8:35 AM

Grain free peanut butter chocolate chip banana bread muffins - easy with brava! Recipe -hungry-blonde.com



Dhananjay Ragade

★ Rising Star · May 2 at 7:51 PM

First attempt air frying picanha.

Just salt. 370 for 14 minutes.

Had to disconnect the temp sensor though 😞... [See More](#)





Susie Campbell

Conversation Starter · May 5 at 10:39 AM

Brava Brownies!!!! 20 minutes bake at 325 degrees. Preheat, then bake. Crispy edges, but perfectly chewy inside.



Connie Larios

May 8 at 5:43 PM

Air fried chicken schnitzel 😊



Yaima Valdivia

May 7 at 5:25 PM

I will try to air-fry these beauties tonight.



Brooke Morris Palmer

May 6 at 1:34 PM

Got my Brava yesterday and LOVE. I made roasted chick peas but there is no setting for it. I made it on the carrots setting but had to keep adding on time.....is there a way to add it to the veggies tab?

👍 2

8 Comments

👍 Like

💬 Comment

View 1 more comment



Brooke Morris Palmer thank u!!

Like · Reply · 1w

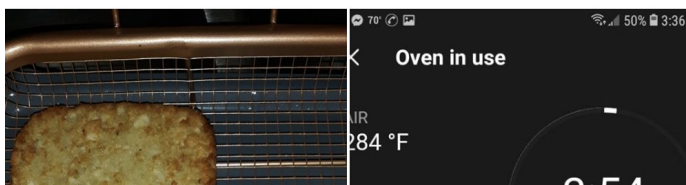
👍 2



Bill Chico

May 5 at 2:04 AM

Ok, huge thank you to Phoebe Undernehr. She showed me an air fry basket that fits in this machine. It's the Copper Chef Copper Crisper. It fits perfect in the Brava on top of the glass tray. Anything bigger will NOT fit so buy this exact brand if you want such. I just got it today for 19.99 free shipping from Amazon. I decided to cook what I had available at the time which were pre made hash browns. I wanted to be conservative as to how I did this so I placed the oven ... [See More](#)



Connie Larios

May 6 at 4:59 PM

Apple cake. Made in springform pan placed on Brava baking pan and baked 35 minutes at 325. As you see there is a piece missing 😊 it is delicious.





Jennifer Foley Pleasants

May 4 at 11:50 AM

Paleo dream! I made these grain free flat breads in the brava today.. only took 1/4 the time it says to cook on the stove! only 8 min (just cooked as if they were fried eggs) . The recipe said 15 min ea side and flip but in the brava just put it in and took it out 8 min later! shout out to [Well+Good](#) cookbook! LOVE it and my brava!



Zac Selmon

May 5 at 8:55 AM

Bbq chicken egg and cheese breakfast sandos!



Lissa Menge Cook

Visual Storyteller · May 1 at 9:21 PM

I am not sure I should post this given the controversy surrounding the yellow chefs pan 🤔 However, I pulled off a rare trifecta of THREE dinners in a row that were mostly plant based, with lots of added veggies, AND loved by my teen daughter. Two of them relied on the Brava for easy and quick results. Tonight I made up a version of a chicken enchilada casserole. I made one layer entirely of sauteed zucchini and diced orange pepper and one layer with chicken and black beans. Chicken cooked in the Brava of course. I did not have any due to dairy and meat - but as mentioned above even with the added veggies it was well received. Brava cooked it at 350 for 30 minutes perfectly. I was in a cooking rut even though I really enjoy it - I am loving being able to spend about an hour, have some fun and make sometimes picky eaters happy.



Kristine Bilyeau Lange

May 2 at 10:29 PM

It's late and I was super hungry. Just ate an entire metal tray of roasted veggies. Cauliflower, broccoli, leeks, kale, red pepper, grape tomatoes, olive oil, salt on mixed roasted veggie setting and BAM! Thank you [Margaret Tew Romero](#) for introducing me to the Brava. I've never snacked on such delicious goodness at 10pm!!! 🙏

JD Conley, Jocelyn Woolsey and 18 others

8 Comments

Like

Comment



JD Conley 🙏🏻 Guilty of late night veggies snacks too. It's so good!

Like · Reply · 2w

2



Ernie Puebla

Visual Storyteller · April 30 at 4:52 PM

Continued adventures with Brava air frying! Found a recipe on Pinterest to make air fried doughnuts. Used a can of Pillsbury Grand biscuits. Cut a 1" hole in the center and saved for doughnut holes too. Set the air fry for 350 and 3 mins to start. I sprayed coconut oil on the tray and the top of the doughnuts before frying. This is an experiment so keep adding more time and flipping until golden brown. After you are happy with the results, toss in 1/2 cup of sugar and tablespoon of cinnamon. Make sure you have volunteers to try them or you will eat them all yourself!



Stephen Garland

April 28 at 8:07 PM

Wanted to try this for a while - Loco Moco, with a Beyond Burger. [#Putaneggonit](#) [#Bravalife](#)





Maddie Summa

May 1 at 2:37 PM

Brava may have just helped me conquer my love-hate relationship with salads and desk lunches 🥰 Here's a recipe for one of my new favorite salads that I can make while I'm getting ready for work in the mornings:

Croutons: Roasted 3 cloves of garlic (used the yellow onion setting but may try a sear with the egg pan next time for easier cleanup) that I blended into 1/2 cup of unfiltered olive oil and 1/8 cup of shaved parm. I tossed that with sourdough that was a few days old an... [See More](#)



Zac Selmon

April 27 at 11:20 AM

Dried chili lime mango with the dehydrate function!



Adriana Flores

Visual Storyteller · April 27 at 10:31 AM

Experimenting with cooked ground turkey and eggs...



Dhananjay Ragade ★ what's the recipe? (couldnt find in the app) ...

Like · Reply · 4w



Zac Selmon Dhananjay Ragade I just cut up flour tortillas, stirred them in a bowl with some oil, then air fry at 390 for 4-5 minutes. Then drizzled with honey and cinnamon. Super good!

Like · Reply · 3w



Dhananjay Ragade ★ Zac Selmon haven't tried the air fry mode yet!

Like · Reply · 3w

Community Survey

To gather information about the importance of various aspects of the custom recipe feature(s), we should send a survey to users. These questions can be streamlined to focus more on the inevitability of such a feature, describing it in simple terms, then asking users to rate its components.

1. How often do you use your Brava?

- a. More than once a day
- b. Once a day
- c. A few times a week

2. Which features of your oven do you use the most?

- a. Recipe programs or Presets (items in the Cook tile)
- b. Basic functions like Bake, Sear, Reheat, etc.
- c. A mix of A and B

3. Do you ever plan or intend to cook items or recipes that are not available on the oven as recipe programs or presets?

- a. Yes
- b. No

4. Have you tried to cook items that were not available on the oven as recipe programs or presets? This includes substitutions in existing recipe programs.

- a. Yes (with followup questions)

- i. Did you document or record your steps so that you could repeat them later?
 - 1. Yes
 - 2. No
 - ii. Did you share this information with other Brava users or the Facebook community?
 - 1. Yes
 - 2. No
- b. No
- 5. How helpful would you find the ability to share custom recipes (items not available in Cook) with other Brava users?
 - a. Very helpful
 - b. Somewhat helpful
 - c. No preference
 - d. Not helpful
 - e. Very unhelpful
- 6. How important would it be for you to include written instructions with these shared recipes?
 - a. Very important
 - b. Somewhat Important
 - c. No preference
 - d. Not important
 - e. Very unimportant
- 7. How important would it be for you to include one or more photos with these shared recipes?
 - a. Very important
 - b. Somewhat Important
 - c. No preference
 - d. Not important
 - e. Very unimportant
- 8. How important would it be for you to include a custom recipe program or preset with these shared recipes that users can send to their ovens?
 - a. Very important
 - b. Somewhat Important
 - c. No preference
 - d. Not important
 - e. Very unimportant
- 9. How important would it be for you to be able to send other users' recipe programs or presets to your oven?
 - a. Very important
 - b. Somewhat Important
 - c. No preference
 - d. Not important
 - e. Very unimportant

10. Questions, comments, or additional feedback

Customer Touchpoints

Stage	Planning	Shopping	Preparation	Cooking	Post-Cook	Sharing
Channels						
Website	Recipe programs Recipe posts	Brava marketplace				
Companion App	Recipe programs Recipe posts Articles	Brava marketplace Articles	Articles	Oven in use Notifications		Oven in use screenshots
Brava Oven	Cook tile (recipe programs) Basic functions	Cook tile	Cook tile Basic functions	Recipe programs Basic functions Camera TempSensor	Touch up Basic functions	
Facebook Group	Community posts Shared photos User requests	Community posts Links to online stores Photos of products				Community posts Shared photos User requests
Social Media	Community posts Shared photos YouTube videos	Links to online stores Photos of products	Community posts			Community posts Shared photos YouTube videos
Customer Success	E-mail Chat Phoneline Videos Knowledgebase	E-mail Chat Phoneline	Chat Phoneline	Chat Phoneline	Chat E-mail Phoneline Knowledgebase	Chat E-mail Phoneline Knowledgebase
Culinary Team	YouTube videos Facebook Live Instagram Live		Chat Phonecall	Chat Phonecall	Chat Phonecall	Facebook Live Instagram Live



Most channels are time
restrictions



Linear process



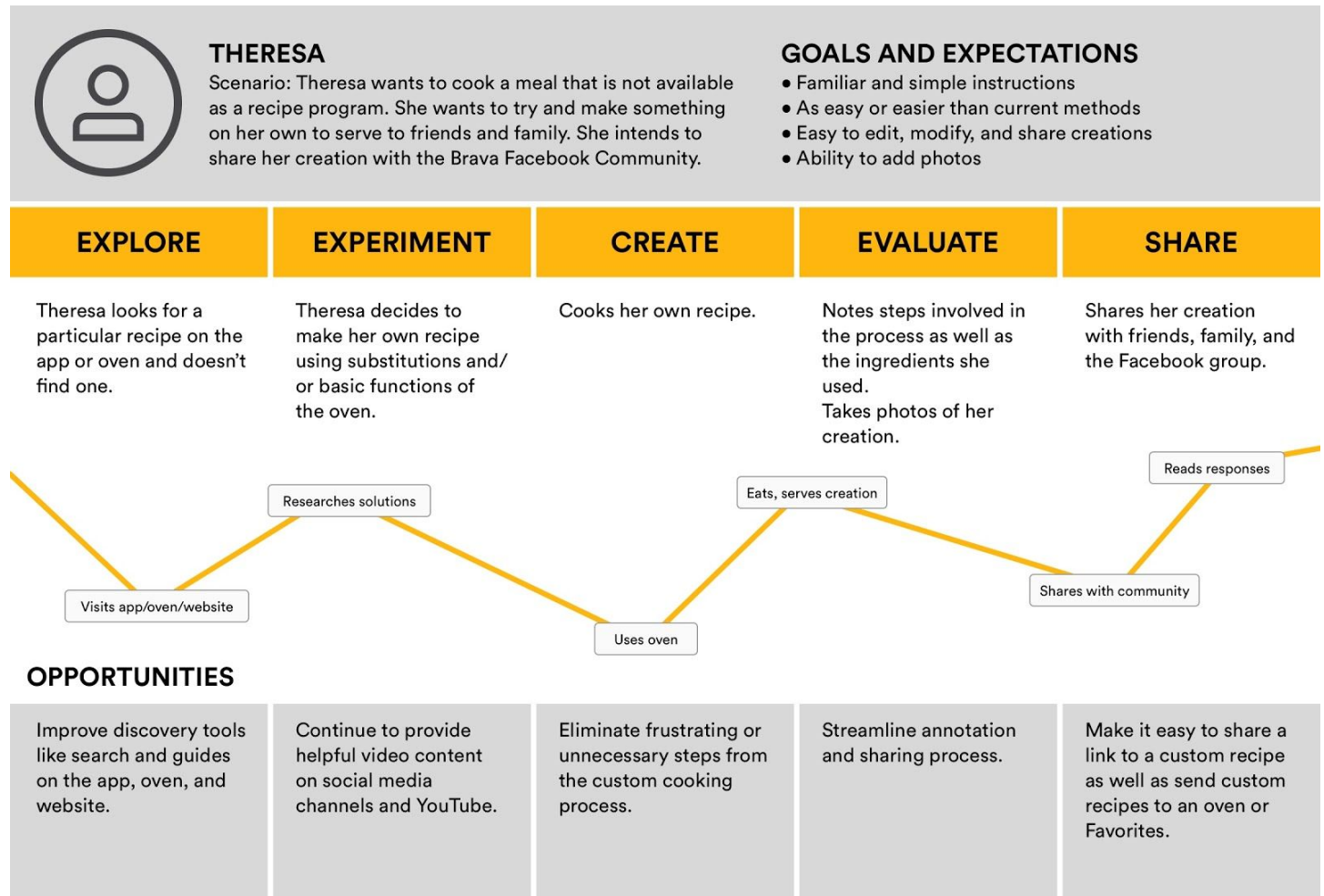
Most channels are
time based

Empathy Map

Making a Custom Recipe

What should I do? How can I make this? I don't know where to start Does anyone know how to make this? Is there a recipe for this?	Why is there not a recipe program available for this? How would I make it myself? I want to impress friends and family I'll try to make this myself What ingredients will I need? What recipe program should I use? What basic functions should I use?
SAYS	THINKS
DOES	FEELS
Checks website Makes grocery list Checks the Facebook Community Asks community members, friends Contacts Customer Success Contacts Culinary team	Lost Unsure what to do Confused Overwhelmed Creative Anxious

User Journey Map



Macros v2 (included in v1 with locked parameters)

(Will be in v1 as of 5/19/2019)

Version 2 of macros would allow users to also use Cook tile recipes as part of a sequence. In doing so, typical user-facing parameters would be locked as the recipe is a single procedure. Parameters like height adjustment, doneness levels, and serving sizes introduce a lot of complications not only for implementation but also for the user experience. By limiting this variability we reduce complexity and remain as close as possible to the intent of the macro's author.