

## PROJECT BRIEF FOR TEAM 15

**Background the problem:** Turkish society generally expects women to look after their home. For this reason, it has taken many years for women to enter the working life, and this situation is still not fully accepted in the society. Regardless of the fact that women are also working, there is no division of labor that should be in the house. There is still a perception that daily household chores such as cooking are still women's duties. Even though working women with children come home from work tired, they have to cook for all households.

**Target Audience:** Working mothers who are responsible for their children. Age of 25 - 40.

We want happier mothers which means that you are required to design a system including a physical component that can make their work easier while cooking.

### For your proposals:

1. Storyboard poster: Show your design in use situation in relation to your persona and use context. Show dynamics and sequence of product use.
2. Main visualization poster: Visual information of your final design.
3. Process Board: All previous mock-ups, sketchbook and Miro board for your own project demonstrating the whole process.

\*Technical poster with orthographic drawings and section(s) indicating dimensions may be required according to the process of your design later.

**Schedule:** There will be final presentations at week 10, which means that we are required to construct our models at 8 week ( approx. starting from 28 November).

Further detailed information will be given about material selection and required scale after your design proposals.

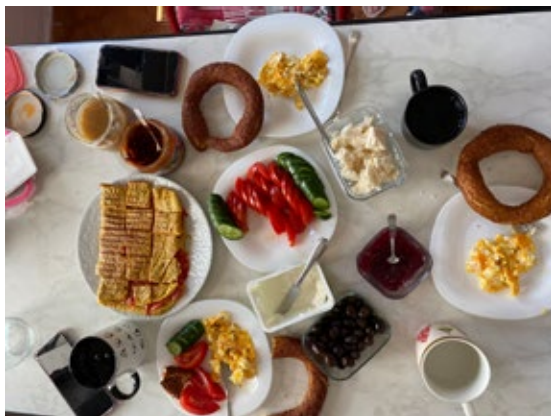


## Answers of Team 15's Questions

### Turkey's Eating Habits

In Turkey, people (most of the time) eat 3 main meals in a day. Other than the main meals, we like to eat snacks when we get hungry between main meals. Even though most people prefer eating 3 meals, there are a lot of people that implement different eating habits.

These 3 main meals that we're talking about are **breakfast, lunch and dinner**. For Turkish people breakfast is very important and we have a very distinct and comprehensive breakfast that includes fresh vegetables and fruits, types of cheeses, green and black olives, eggs, different types of pastry, honey, types of jams and so on. Turkish tea is another important part of the breakfast culture. The breakfasts are delicious but quick and basic during the weekdays. On weekends, however, breakfast is an occasion for the whole family to come together and enjoy many different foods. As a result, weekend breakfasts generally last longer than weekday ones.



Generally, Turkish cuisine consists of vegetables, legumes, meats, spices, grains, nuts, and oils.

**For lunch and dinner,** Turkish people usually prefer pot dishes like stews. We cook fresh vegetables and types of meat usually with onions, tomatoes or tomato paste in a pot as a main dish and eat with some side dishes like rice we cook with butter, bulgur(cracked wheat), types of salads and with turkish yogurt. Some people prefer drinking soup before the main dish. The key ingredients of Turkish meals are meat, vegetables, and legumes. The meals are generally soupy, and thus, bread forms a key part of everyday meals. Turkey's bread consumption is so over-the-top.



**The family structure in Turkey is very diverse.** In this country with a population of 85 million, there are millions of people living alone, as well as many families. In general, it is possible to think of a family as four people consisting of 2 parents and 2 children, but of course, this situation can be very diverse like a family can include multiple children or other people.

**Working hours in Turkey** are also very diverse, but civil servants usually go out of work at around 17.30. This situation is around 18.00-19.00 in the private sector. Women usually come home from work and prepare food in a hurry because dinner is usually consumed at 20.00. Considering these hours, there is actually very short time to prepare the food. This is of course even more difficult for mothers with children.

**Minimum wage in Turkey is 5500 Turkish Liras.** We don't want to give specific examples and affect your design decisions. But we will provide you with links to the most used online shopping websites of Turkey so that you can check the prices.

<https://www.trendyol.com/>

<https://www.amazon.com.tr/>

<https://www.hepsiburada.com/>

## Some of the most used utensils in Turkish Cuisine



## Turkish Lentil Soup

### INGREDIENTS:

- Red Lentils
- Carrot
- Tomato Paste
- Spices



### INSTRUCTIONS:



1. Heat olive oil in a pot and sauté onion until golden.
2. Add in tomato paste and cook for a minute. Add in chopped carrots and cook for a few minutes.
3. Next, add the red lentils and spices. Stir well and add water.
4. Bring to a simmer and cook covered for about 20 minutes. Uncover and cook for another 10 minutes until the lentils are fully cooked.
5. Blend the soup in a blender or use an immersion blender.
6. Serve with some freshly squeezed lemon juice.



## Turkish style beans and rice recipe



### INSTRUCTIONS

1. Cover the beans with at least 3x the volume fresh water and a good amount of salt (I add a couple of teaspoons). Leave to soak for 8 hours or over night.
2. Add the meat, onion and bay leaf to a large pot. Add water to cover with 1-2 cm. Add salt - I add a little less than I would for a soup (the tomato and red pepper pastes will add more salt later) - and a generous helping of freshly ground black pepper. Bring to the boil and let it bubble strongly for a couple of minutes. Skim. Lower the heat to low/medium and leave to simmer until the meat is very nearly perfectly tender, around an hour. Take out and discard the onion bits.
3. Discard the beans' soaking water and rinse them, then add the beans to the meat. Add more water if necessary - there should be enough liquids to easily cover. Turn up the heat and bring to the boil. Let it bubble strongly for a couple of minutes, then skim again, if necessary. Turn the heat down to low and leave to simmer until the beans are soft and creamy, usually 20-30 minutes, though it can sometimes take significantly longer. It all depends on the age and type of your beans.
4. Meanwhile, heat a thick bottomed frying pan over medium heat. Melt the butter in the pan, then add garlic, tomato paste, red pepper paste and sugar. Fry for a couple of minutes, stirring constantly. Add a ladleful of the liquids from the pot with the beans and meat, then mix well. Repeat with a couple more ladlefuls, until the tomato sauce is fairly thin and can be easily mixed into the rest of the stew without having to stir strongly.
5. Add the tomato sauce to the bean stew. Mix carefully. Add lemon juice, salt and pepper to taste. Leave to simmer over a low heat for 5-10 minutes to allow the flavours to settle. Take off the heat and leave for at least 10 minutes.
6. Serve the bean stew warm, topping with a little parsley and some chili flakes, if you like.

## Feedbacks from working mothers that we talked

1. One mother said that she starts cooking right after she comes from work. Because she is already tired and if she stops for rest, she might not have the power to stand again.
2. According to one working mother, she had one family including 2 children and her husband. She prepares meals for three days to stay them up longer. That helps her to save her time for not cooking everyday after work.
3. Another interviewee who is a teacher and mother of a 3 years old said that he wants me to take care of him and play with me when I come home and this makes it even harder for me to cook dinner before my husband comes from work.

**In this project,** we expect you to make this meal preparation experience more fun and easy for mothers. We want to give you as much open-space as possible on this issue so that you can develop solutions from many perspectives, for example you can think of the children, the food preparation process, or the involvement of men in the meal preparation process.