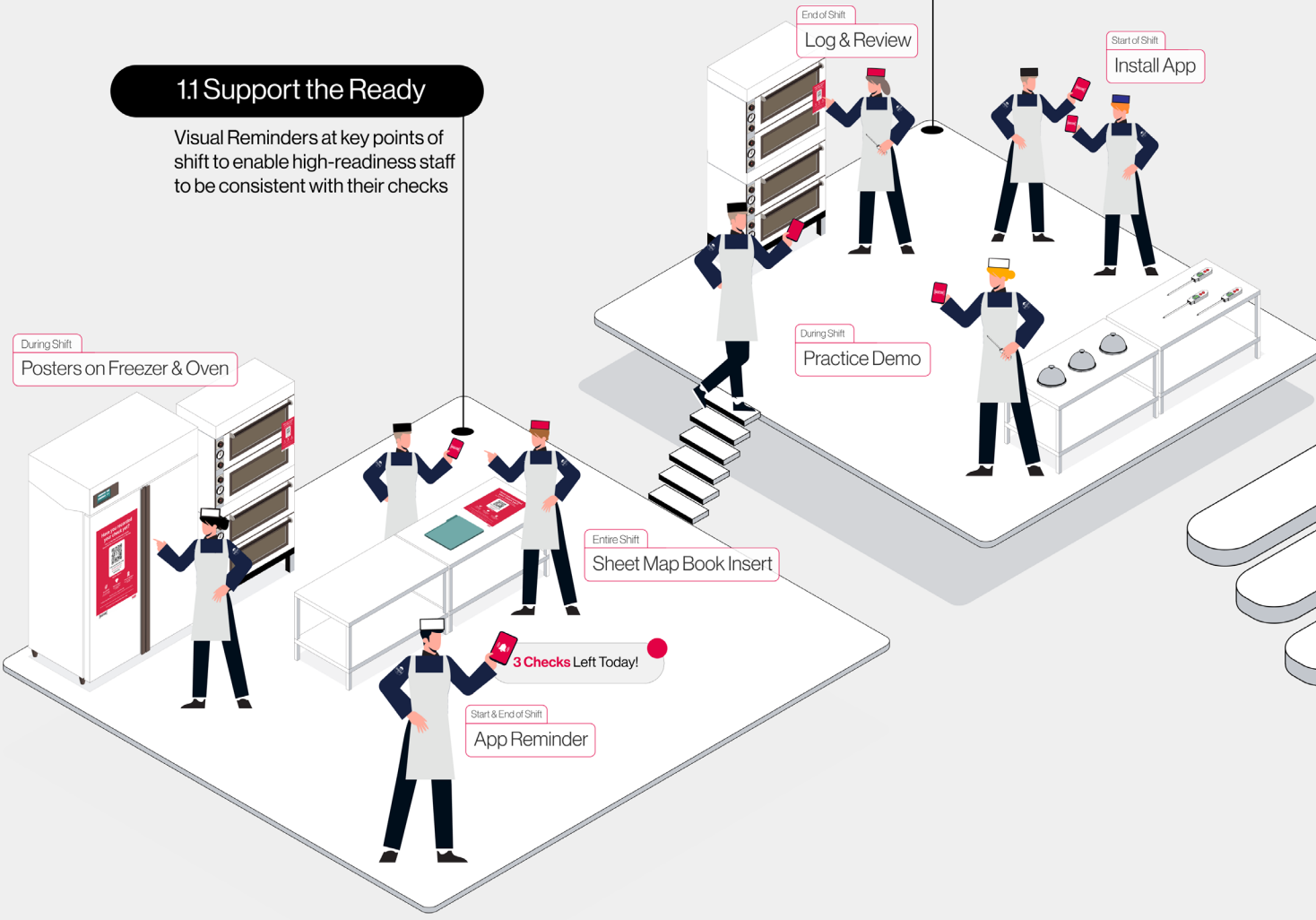


2025

Horizon 1

CUE BASECODE

Bridge compliance risk gap, build capability in order to reduce reliance on few Core staff and widen participation.

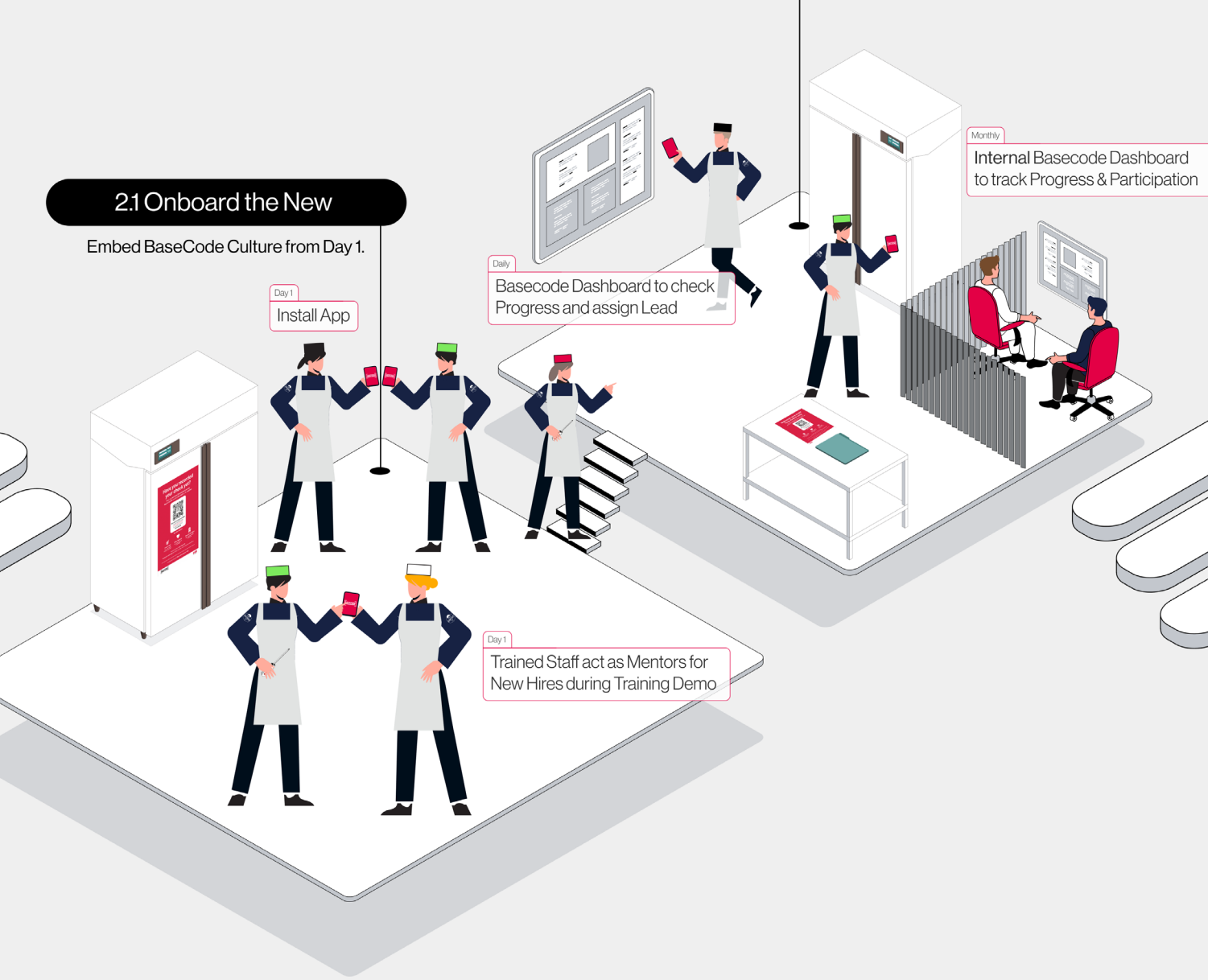


2026

Horizon 2

OWN BASECODE

Distribute responsibility across profiles.



2027

Horizon 3

DELEGATE BASECODE

Bridge compliance risk gap, build capability in order to reduce reliance on few Core staff and widen participation.



2028

Future Vision

EMPOWER BASECODE CULTURE

The Basement Chefs' Kitchen flows with a seamless rhythm, where BaseCode is instinct—as intuitive as adding salt to a recipe. BaseCode Dashboard consistently reports over 90% tracking, driven by shared responsibility across all five staff profiles, with no single group carrying more than 40% of checks.



Context & Problem

Food-safety compliance is vital in hospitality kitchens, protecting guests, staff, and reputation. At RAI Amsterdam's Basement Chefs, checks were always valued, but logging sometimes lagged behind the pace of service.

Opportunity

- Capture good practices already happening
- Make compliance more visible and accessible
- Strengthen teamwork so safety is everyone's pride

Challenge reframed:

How can compliance become a shared cultural practice, rather than just a checklist?

Research & Insights

A design research journey: observing kitchens, applying behavioural theory (COM-B, IBM), co-creating with chefs, and testing interventions in real shifts.

Insights

Chefs valued safety but faced practical hurdles:

- Shared ownership needed: tasks fell on a few
- Tools could fit better: app sometimes slowed flow
- Cues missing: habits didn't always stick
- Flex staff felt less included: opportunity to bring everyone in

Challenge reframed:

Compliance succeeds when tools, roles, and routines support the pride chefs already feel in their work.

Solution & Future Impact

Basecode: A set of tools to turn compliance into culture:

- Roadmap — gradual adoption from cues to ownership to shared identity
- Dashboard — makes contributions visible and balanced
- Profile Cards — adapt support to staff categories
- CODE Framework — Cue · Own · Delegate · Empower for reflection and action

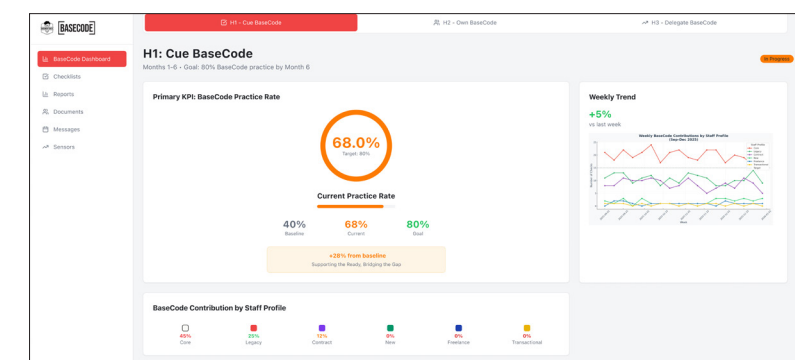
Impact

- Compliance becomes part of the flow of work
- Responsibility is shared across the whole team
- Logging connects to professional pride, not policing

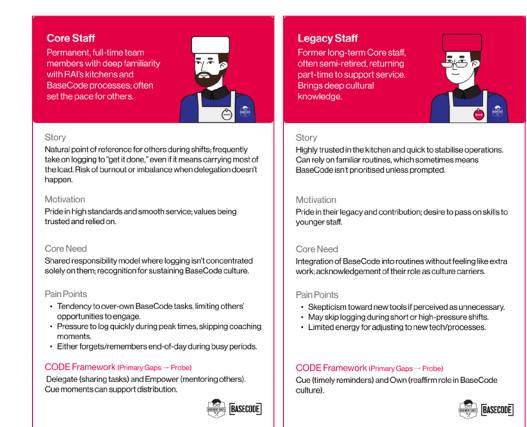
Future vision:

BaseCode as part of the kitchen's identity — as natural as adding salt

Strategy connected to BASECODE System

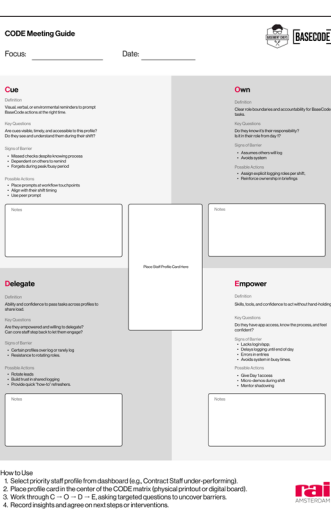


Track progress via BASECODE Dashboard



Staff Behavioural Profile Cards to aid decision making

CODE Meeting Guide as a reflection tool for stakeholder meetings



Gayathri Gopi
Basecode: Reframing Compliance as Culture
29 August 2025
MSc. Strategic Product Design

Committee Ir. Bart Bluemink
Dr. Milad Hajiamiri
Company Rientz Mulder, RAI Amsterdam