

Question Analysis

The aim of this analysis is to evaluate a set of questions that could aid in the creation of a diet-conscious shopping system. The questions were designed to gather information on consumers grocery shopping behaviours, dietary preferences and restrictions, and approach towards nutrition, sustainability, and affordability. The analysis involved examining the responses to each question and categorizing them into different themes. The analysis focused on the following areas:

- Frequency and factors of grocery shopping
- Dietary preferences and restrictions
- Significance of nutritional content, sustainability, and affordability
- Attitudes towards processed and high-calorie foods
- Interest in a diet-aware shopping system
- Desired features of a diet-aware shopping system

Regarding the frequency and factors of grocery shopping, most respondents reported going grocery shopping once or twice a week, with some shopping more frequently or less often. The factors that influenced their food purchasing decisions included price, quality, taste, convenience, and nutritional content.

Concerning dietary preferences and restrictions, many respondents followed specific diets or eating plans, such as vegetarian, vegan, paleo, keto, or low carb. Some also had dietary restrictions or food allergies, such as gluten-free, dairy-free, or nut-free.

The majority of respondents considered the nutritional content of the foods they purchased to be important, with sustainability also being a concern for many. Affordability was also a factor, with many seeking ways to save money on groceries. Many respondents preferred to purchase minimally processed foods and avoid artificial flavours, colours, and preservatives. However, some also reported purchasing foods that were high in sugar, salt, or saturated fat.

Most respondents expressed interest in a diet-aware shopping system that could suggest foods based on their dietary needs and preferences.

Desired features included healthy swaps, discounted products, ways to save money on groceries, options for different dietary restrictions and preferences, the ability to scan product barcodes for nutritional information, and sharing grocery lists and meal plans with friends and family.

In conclusion, the analysis revealed that a diet-aware shopping system could benefit consumers with specific dietary needs and preferences. The system should be designed to provide suggestions based on nutritional content, sustainability, and affordability, with the ability to customize based on individual dietary restrictions and preferences. Additionally, the system should include features such as healthy swaps, discounts, and meal planning tools to help users make informed and healthy food choices.