

⊕ Non-elder
recipos.

Steven Phillips "interview" 1/26/2020

Observation:

- Users uses Betty Crocker Cook book.

- Previous recipes, common knowledge.

- Find Recipe.

Middle

• Uses index, to look for specific

- pretty efficient, due to break down of
categories (color, pics)

- "Idiot Proof"

- has many options/selections.

- Ask user to pick recipe? & describe what enters them

⊕ Ask user to navigate to recipe website

- User looks for specific recipe (new ways to cook)

- Scrolls thru. lots of possible sites (under where to go).

pick 80+ easy recipes (likes simple & easy)

(likes possible letters)

- enter website.

- likes p.r (looks good), breaks down (Serving, Prep, Cook)
(ing, Step-by-Step)

- Options for (healthier options).

- Reviews

(p.r)

- hard to navigate without search options

~~Possible~~

2.) a.) Book
familiar (many years)
has certain recipes they can trust.

* do prefer more physical?

- yes, hands on & know
where it is in kitchen
for quick access,
Online: too time consuming
Phone (Shut off)

b.) - familiar
- easy to use / navigate

c.) - don't have pictures to
enter,
- not updated to healthier
dietary, way l.
- no suggestions of recipe
Allergies, or habits.

d.) - more pictures
- Alternative ways to
prepare food.

Website
a.) - easy navigation
- entering pictures
- broken down
- Learn / memory oblige

② Why did you choose site?
- headline caught attention
- at top when searched

b.) - Colorful pics (eye candy)
- offer many options

③ Appealing to eyes?
- text good (large, keywords)
"Strawberry" different color

~~Not ... ?~~

c.) - No misreadness.
- other options (no search bar)
Just prompts. (Vague)

d.) - Competes with book for
user friendly

Website

- 3) a.) - Was only aware
after being asked question
- No concern.
- b.) - ~~didn't~~ ^{didn't} concern
- given it was made aware
- they are concerned about mass junk emails, etc.
④ don't want to sign up to find features

c.) is there a website ^{you're} safe with? disclosure
- account ~~to~~ info, (Bank, insurance, CC)

Yes, if personal info, address, etc.

d.) No, would not give up more privacy
to improve better features/functionality

④ immediately looks for another
Website if too much personal
information is needed