Casey Nord, Steven Phillips, Matthew Insley, Adrian Protzel, Bradley Goodlett

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CS 352

Anita Sarma

Your Users – IPFS Recipe Web App

Research Questions/Goals:

We conducted our research with the goal of gaining insight into what a potential user was looking for in terms of using this type of application. Because we are designing an interface for an app that will be built targeting distributed network technologies (IPFS), it is relevant to investigate how users feel about privacy. An interesting insight we hope to achieve from our research is how much a user is concerned about privacy when it comes to applications where the user data is fairly inconsequential (i.e. a recipe web app). This is important because the level of targeted data (search results, suggestions, etc.) is directly related to the amount of data gathered from the user (through user accounts, browsing habits, habitual querying, etc.). We set up a semi-structured approach that allows for interviews to include an observational period where the person interviewed walks us through finding a recipe on a website they like to use, followed by a short series of questions about what they liked or thought was lacking/bothersome about the site they shared. The interview was then completed with a series of questions regarding privacy and sharing of data. Because the questions about privacy are inherently loaded with presumptions about misuse of data, these questions were reserved for the end of the interview to prevent biasing the observational responses.

Process:

The structure of the interview with questions asked is described below:

1. Observation
   a. Have the user navigate through their recipe app of choice while describing what they are thinking.
2. Follow up questions
   a. How does the user feel about the overall functionality of the website?
   b. What features stand out to them the most?
   c. Is there anything they find bothersome? Broken? Misleading?
   d. Are there any features/options they would like to be implemented?
3. Privacy related questions
   a. Is the user aware of whether they can make an account to save data on their website of choice? Do they have an account?
   b. Is the user concerned with how their personal data might be shared?

      c.   Is the user concerned with how many websites have personal information about them?

      d.   Does the user perceive an acceptable tradeoff between convenience/functionality and how their personal data used?

We performed a combination process where the persons interviewed were observed interacting with a recipe website. They were then asked follow up questions about their experience with the site, and finally a few targeted questions about privacy and sharing of data.

Our first interview was conducted with a dietetics student from the School of Public Health. The interview was conducted in a study nook inside of LINC. The Second Interview was conducted with a parent, mom to be precise. Second interview took place within the interviewee's household, within their kitchen.

The best way we could try to allow for triangulation in this assignment (due to limited time and resources) was to ask the same baseline questions in the same order. Because some of the privacy related questions felt loaded, they were reserved for the final portion of the interview, so as to try not to bias the responses. Some time for discussion and off the collar question was reserved in each interview to allow for exploration. This had the beneficial side effect of allowing some triangulation between some of the more general experiences and feelings between the persons interviewed.

Exhaustive Inventory:

- Both interviews were one on one interactions between the interviewer and person being interviewed.
- The interview with the dietetics student was conducted in a public space, so there were people walking around and environmental distractions that may have had an effect on both the interviewer and interviewee.
- The interview with the mom was held in a private space, inside her house which was conducted in the kitchen. This allowed for a familiar atmosphere, as well as a comfortable allowing for interviewee a relax and unbiased state from their environment setting.

The people in the space:

- Dietetics student interview: Took place in a public space, so there were people walking around, studying, going about their days. The interviewer and interviewee were the only two in the study nook where the interview took place.
- Mom interview: Was in a quite private space. The kitchen had well lit room lighting and there was just the interviewer and interviewee in the space allowing no outside distractions from other people.

The objects in the space:

Functional elements:

- Dietetics student interview: Open table and chairs. Interviewer used iPad for writing notes. Interviewee used laptop for observational portion.
- Mom interview: kitchen counter top and bar chairs. Interviewer used laptop and notepad for notes and interviewee had recipe cook book, as well as access to laptop to search websites and prompted to during the interview during observation stage.

Decorative Elements:

- Dietetics student interview: Not really decorative but there was a white board and a trashcan in the vicinity.
- Mom interview: Casual home decorations. Interview space contained the typical kitchen objects, (stove, fridge,etc) as well as other decorations from interviewee they added to their kitchen environment.

The building:

Building layout:

- Dietetics student interview: Took place in LINC. Study areas are scattered throughout hallways with nooks on far ends of building. Lots of people walking around but not too crowded.
- Mom Interview: Took place in a two-story house. Bottom floor contained family room as well as bedroom, bathroom and laundry room. Top floor contained living room, kitchen and three bedrooms and a bathroom.

How does the building support relevant objects?

- Dietetics student: LINC provides tables and chairs for students to study. Also provides access to Wi-Fi internet as well as power outlets, which were needed to comfortably conduct the interview.
- Mom interview: House provided tables and chairs for household activities. Wi-Fi, well lit lighting, power outlets, as well as other household necessity's provided a good household interview.

Technology:

- Dietetics student interview: The interviewee had a laptop that they used to connect to the internet and search recipe websites during the observational portion of the interview. Although the interviewer was curious about a mobile experience, there was limited time to conduct the interview and trying to huddle around a phone seemed to make the interview less comfortable.

- Mom Interview: The interviewee had access to interviewer's laptop to access any recipe site during observation phase. However, as mentioned in notes, interviewee prefers her physical book over any technology for recipes

Detailed Observations & Interview Responses:

**Results/Insights are made bold and prepended with ("I")

Dietetics Student:

Observation:

- Went to Instagram
- Thought about how to search for something
    - Remembered to navigate to 'saved' folder
        - **("I")Expressed disappointment that it couldn't be organized via browser**
        - **("I")Expressed desire to be able to better categorize content**
- Found saved recipe
- Thought about/investigated ingredients
    - **("I")Gave consideration to health and nutrition of recipe**
- Found ingredients in description
    - **("I")Expressed concern over whether the picture provided was representative of the actual recipe**
- Navigated to profile of person who posted recipe
    - Investigated some of the recipes on this profile
- Used search bar to look for brownie recipes tagged "paleo"
    - **("I")Recipes were organized by 'Most Popular'**
    - Expressed concern that recipes could be inaccurate or misleading
        - **("I")Explained that people tend to lie about hashtags to push their content towards the top**
        - **("I")Explained that many recipes aren't even real, that many are a form of product placement marketing**
- Tried to click on interesting recipe but was requested to navigate to blog site
    - Followed link to blog site
        - Looked like a WordPress site
        - Had ads everywhere
        - Lots of journal style writing (not a lot of just the recipe)
    - Noted that Instagram post advertised recipe as 'paleo' but on blog site it was clearly not.
    - **("I")Expressed happiness that nutrition facts were posted**

At this point the interviewee wrapped up and asked it they should search for another recipe. The interviewer asked if they ever used a more traditional website.

- Expressed that they didn't have a specific website to use for finding recipes
  - **("I")Claimed that used keywords with search engines often yielded the best results**
  - **("I")Expressed that, like Instagram, sites often had misleading hashtags or that if sites had some sort of rating system people would often abuse it for clicks and exposure, and therefore didn't trust them most of the time**
- Searched Google for 'paleo brownie recipe'
  - Clicked top result
  - Recipe was 'fudgy crackly top brownie'
  - Website was another blog side
  - Also looked like WordPress
  - **("I")Expressed annoyance that blog sites always have long, drawn out stories to place ads between paragraphs before getting to actual recipe. The 'jump to recipe' button at the top of the sites during interview were all actually just links to sign up for a newsletter**
  - **("I")Recipe had nutrition facts posted**
    - Noted that recipe was too heavy in calories to be practical
  - Used 'back' button to return to Google search results
  - Explained that they only used a handful of "trusted sites" that are honest and representative of what they advertise
    - Expressed that these sites often didn't have everything they were looking for so some things were still hard to find
  - Navigated to allrecipes.com
    - Noted that if there weren't pictures included with the recipes that they didn't have any interest in making them
    - **("I")Many intrusive popups**
    - **("I")Overall less ad content than other blog sites**
    - **("I")As an aside expressed that it would be cool if basic calorie information was presented on the picture**
    - **("I")Noted that there were many repeated versions of the same recipe**
    - **("I")Noted that were lots of misleading recipes labeled as 'paleo' that really weren't**
    - **("I")INTERVIEWER NOTE: powered by esha was reported on the nutrition labels at allrecipes.com. Investigate what this is**
    - Expressed that they liked that there were reviews by people who had tried to make the recipes
      - Didn't like all of the 'terrible' pictures of the recipe people were posting in these reviews

    Follow-up Questions:

How did you feel about the overall functionality of the website (AllRecipes)?

- "Overall I like their website…"
- "…there's a plethora of recipes to choose from…"
- "…I don't like that most of the recipes were unhealthy…"
- "…I don't like that when I search for things like paleo I have to dig around to figure out which recipes actually are…"

What features stood out to you the most?

- "…I like the pictures…"
- "…I like that it shows how many people have rated the recipe… it makes it feel more legitimate… I like the worst critic/best critic reviews that get pinned to the top…"
  - Noted that they liked that both were posted as it didn't try to make all the recipes look perfect
- "…I like that other people can post pictures of their results when trying the recipes."

Even though you said most of those pictures aren't good?

- **("I")"I mean yeah, it's good to see them but it makes the site look worse"**

Was there anything about the site that you found bothersome or misleading?

- "…didn't like the ads…"
- "…I don't feel like I can trust that the nutrition information is accurate…"

Do you have a place on these sites to store recipes (like an accont/profile)?

- "No…"
- "…for that I mostly use an iPhone app called Paprika"

Is that app only available on iPhone?

- "No…"
- "…I used to have it on my laptop but I had to repurchase it a few times and… didn't want to anymore… the iPhone app still works though but I'm not sure for how long…"
- "…I'd be willing to pay $2 a month if it was structured better and I could use it across my devices"

Would you like a single website to search recipes, a single site to store recipes, or do you need both?

- "I would like a place to store recipes…"
- "…I don't know how I feel about sites that you can search… because they all seem to be inundated with a bunch of crap…"
- **("I")"…it would be cool to have a separate tab away from the recipes to store links to favorite sites…"**
  - This would be something like a launchpad that looked nicer than a list of links

- o   Should be convenient to interact with

In terms of websites 'inundated with crappy recipes', would you be willing to trade public interactivity for an uncluttered experience?

- "Yes…"
- "…I'd really just like Paprika but… that worked on any device"

If it was still possible to share, but you didn't have the ability to search, and you just had to get recipes from people you knew, would you like it?

- "Yes…"
- **("I")"…I think I'd take advantage of personal recipe sharing… I'd definitely trust it more"**
- "…that's kinda how it works with Nintendo… can't communicate directly really unless you know the person"

Are you aware if you can make an account on All Recipes?

- "Yes"

Do you have one or have you considered it?

- "No I haven't considered it before"

How concerned are you about having personal data out there?

- "I don't really mind it with recipe information…"
- "…I would like to be able to make it private if I want…"
- "…I am concerned with security…"
- "…have gotten lazy and have put my information into a lot of websites"
- "…sometimes I wonder why they need to know certain things… like why should some recipe site need my address and phone number?"

Are you aware that online sites often sell your data to third parties for use in things like advertising?

- "Yeah I'm aware but I don't know much about it"

Do you feel that there's a valid tradeoff between privacy and convenience?

- **("I")"I don't think you should have to give up privacy, even if it means that a website has less features"**

Mom Interview:

Observation:

- User began by grabbing a Betty Crocker's cookbook from a shelf and went back to index to search for recipes.

  ("I") User expressed sign of familiarity and comfortableness while going through book.

- Upon finding a recipe, user went to designated page to begin going over recipe ingredients.

Ask interviewee to search for research sites next to progress interview towards more technological observations.

- User typed in a specific recipe "chicken recipes"

  ("I") User showed distress and overwhelming concern with multiple choices of sites to choose from.

- Interviewee then picked first recommended site for "chicken recipes" which brought up multiple chicken recipes that include pictures.

  ("I") Upon scrolling through site there were signs of concerns with how many options there is.

  ("I") User was enjoying the quality of pictures though.

- Clicked on a stuffed chicken recipe and began scrolling through what it had to offer

  ("I") User was intrigued and happy with the amount of details and content they had on the site with the recipe.
  - User was happy to voice that they did enjoy the sites pictures, as well as how each recipe had multiple ways prep and ingredients.

Follow-Up Questions:

	Recipe Book	**Website**
a.) How does the user feel about the overall functionality of the website?	Familiar, has recipes inside the book they are familiar with and trust. - Do you prefer more physical form?	User said it was easy to navigate. Also, had easy learnability and memorability. - Why did you choose the site?

		User answered that they preferred the book, because it easy access, knows where it is and says trying to go online is time consuming and annoying.	User responded with the headline caught them, as well as it was the first one recommended when searching for chicken recipes.
b.)	**What features stand out to them the most?**	The familiarity with the recipe book. The number of categories provided by the index which breaks recipes into Cakes, Pie, etc. This is great because it is easy to find a recipe by category instead of name, one may or may not know.	User said that the pictures made everything "eye candy", as well as offered many other options. Also, website provided prep/cooking time. - What did you find appealing to your eyes? Text on the website was large and had keywords highlighted like "stress-free".
c.)	**Is there anything they find bothersome? Broken? Misleading?**	User said there was no pictures to entice them. Also, food isn't updated to healthier eating habits and no suggestion to recipe changes or allergies.	There wasn't a search bar on the website, just suggestions at the bottom that were vast and vague.
d.)	**Are there any features/options they would like to be implemented?**	User would like the recipe to include pictures, as well as alternative ways to cook/prep food.	The website was nice, but competes for user friendly-ness with the recipe book.

Privacy related questions (all privacy questions deal with website, because book doesn't need privacy):

- **Is the user aware of whether they can make an account to save data on their website of choice? Do they have an account?**
- User was unaware of any data storing or account creation/management until question was prompted.
- User didn't have an account and was aware of a subscribe button but confused since subscribing required account activation.

- **Is the user concerned with how their personal data might be shared?**
- Given if the user made an account, they are very concerned about mass junk emails, being sent to them, or other information on their account being used to pester user with their daily activities.

- User wouldn't sign up for an account if they were forced to, before seeing recipes.

- **Is the user concerned with how many websites have personal information about them?**
  Asked the user if they had a website, they felt safe with?

- User responded with websites that deal with banking, insurance and credit cards. They don't like websites with disclaimers using their information elsewhere, without their permission.

- **Does the user perceive an acceptable tradeoff between convenience/functionality and how their personal data used?**
- User responded with no, that they would not give up more privacy to better a sites functionality/convenience, or to enhance their needs.
- Immediately looks for another website f personal information is needed to look up recipes.