

## Observation

- Went to Instagram
- Thought about how to search
  - remembered to nav to saved folder
    - can't organize on browser
    - mixed w/ other stuff (Tattoo pics)
- Found saved recipe
- Thought about ingredients
  - considered health and nutrition
- found ingredients in description
  - was really wondering whether the pic was representative of the actual product
- Navigated to profile of person who posted recipe
  - Investigated recipes
- Used search bar to look for tagged recipes
  - recipes were organized by most popular
  - expressed concern that recipes were inaccurate or misleading
    - explained that people lie and use hashtags to push theirs up
    - Sometimes recipes aren't real products
- Tried to click recipe but it requested to go to blog site
  - Navigated to site
    - Looked like wordpress
    - Ads everywhere
    - Lots of writing
  - Noted that Insta advertised as Paleo — misleading
    - but on site recipe was not
  - Expressed that was happy nutrition facts were posted

Found this first place through search results  
\* seemed to be inconsistencies in links  
(same links went to different things depending on location)

1 requested we go to a more traditional recipe website...

- Expressed they didn't use a specific site for finding recipes
  - Said keywords & search engines give better results
  - Didn't like that Insta had misleading hashtags
- Searched Google for 'paleo brownie recipe'
  - Clicked top result
    - was advertised as 'fudgy crackly top'
    - was another Wordpress blog site
  - Expressed annoyance in bloggers writing story before recipe
  - Also jump to recipe button (was link to signup)
    - checkboxes next to recipe couldn't click
    - felt they were visually misleading
  - Also had nutrition facts posted
    - Recipe was being in cells, didn't want to make
- Used Google to get back to search results

- Only uses a handful of "trusted sites" that are honest and representative
    - they often didn't have what they were looking for
  - Navigated to AllRecipes.com
    - noted has to see pics or won't make
    - Intrusive popups
    - Fairly light on ads
      - wanted calories per serving on pic
    - There were many many versions of the same recipe
      - Again, misleading (non Paleo when searched for Paleo)
      - Ads between ingredients
  - \* Powered by esha on nutrition label
  - Did like that there were reviews
  - Didn't like people's "terrible" picture
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## Followup Questions

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

- Overall liked the website
- There's a lot to choose from ('Plethora of recipes')
  - Didn't like that most recipes were unhealthy
  - Searching things like (Paleo brownies came up w/ non paleo)
    - have to dig for what you're looking for

What features stood out the most?

- Pictures
- How many people rated it (more legitimate)
  - worst critic/best critic
- Likes that other people post pics of same recipe

Anything bothersome, broken, misleading?

- Ads
  - Can't trust nutrition
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## Off the cellar

Do you have a place on these sites to store recipes?

- No
- Use app called "Paprika"
  - cannot use it on computer (phone only)

- App is good
- would keep using if didn't have to buy over and over
- would be willing to pay \$2.00 a month if structured better (use across devices)

Would you like a single website to search recipes, or are you looking to store recipes?

- would like a place to store recipes
- wouldn't trust a single search site because it would be inundated with crap (like AllRecipes)
- would want a separate tab away from recipes that linked to favorites
  - launched for recipe sites that looked nice
  - convenient to interact with

In terms of websites inundated w/ recipes, would you trade public interaction for a uncluttered experience?

- Yes
- would really just like PopItz, but browser based (X Platform)

If it was still possible to share, but you didn't search, and had to get them from people would you like it?

- Yes
- would take advantage of personal recipe exchange
  - would trust more
- feels like it w/ wii with Nintendo
  - more intimate/personal connection

## Privacy Questions

Are you aware if you can make an account on AllRecipes? Have you considered it?

- knows you need to
- haven't considered it

How concerned are you about having personal data out there?  
(email, phone, address, etc)

- Don't mind recipe information out there
  - would like to keep it private
- is concerned with security
- has gotten lazy w/ these websites
  - inputs a lot of data
  - sometimes even if it doesn't seem necessary (why does recipe site need home address and phone?)

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

- Is aware
- Doesn't know much

Do you feel there's a valid tradeoff between privacy/convenience

- don't think you should give up privacy
- even if it means website has less features

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## Final Comments

We are trying to design a recipe app as a replacement for traditional applications. By making a website it can work on any platform. What do you think of using this over apps like 'Paprika'?

- I would definitely be interested. Would I still be able to share my data?
- Yes, of course. The interface for this app is being designed as part of a course but the idea comes from some emerging technologies that could give the user more control over their data.
- That sounds interesting. How hard is it to explain?
- It's complicated if you're not comfortable with CS. But I'd hope to make this as transparent as possible if it were to become a real application.
- Does that have to do with those questions you asked about sharing in person and not really being able to search?
- Basically... the idea was that you'd hold a sort of key for each recipe, and you could share it, and other people could access it too.
- And they wouldn't be able to search for it?
- Not directly, at least through that website because it wouldn't be stored in a database.
- Hmm that sounds interesting but I don't really understand...
- Conversation trailed off from here

End of interview