

Chef Up - Redefining your cooking experience

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Executive Summary

Since our product is at a very early stage, our team is interested in exploring opportunities in ready-to-cook meals delivering platform. We interviewed 5 adult cooking enthusiasts from different ethnic backgrounds on their needs, pain points, and how they use digital platforms to order ready-to-cook meals.

Key Findings

Cooking enthusiasts take short breaks from work everyday to find and consider new recipes to cook. They use random online platforms like youtube to find new recipes. While, they often prefer to pick their own fresh vegetables from the supermarket, it oftens leads to the problem of buying excessive ingredients which can't be finished. Also, not all the ingredients can be found in the markets so they prefer online platforms for such products.

There aren't many platforms to order ready-to-cook meals. Major platforms in the market may be too complicated to handle in general and also, tend to have complicated recipes. We identified opportunities to build a product with a focus on a range of recipes segregated based on different paradigms to be ordered using a simplistic platform.

What did we want to learn

Our team wanted to explore adult cooking enthusiasts' experiences with existing digital tools for ordering ready-to-cook meals. The goal was to determine what opportunities may exist for creating a new ready-to-cook food delivery app.

Key Research Questions -

[Needs]

- What is essential for engaging them to use an online platform to order ready-to-cook meals?

[Behaviors]

- How do they interact with existing online food ordering platforms? (if at all?)

5 Participants

We recruited our participants from Siedepunkt Lehrwerkstatt5r, a culinary school in Germany

	New recipe trying frequency	Platforms they currently use	Preferred cuisine
Participant 1	Once a week	Amazon Prime	German
Participant 2	3-5 times a week	Honest Bee	Italian, French
Participant 3	3-5 times a week	Redmart	American
Participant 4	Over 7 times a week	Amazon Prime, Redmart	Indian
Participant 5	Over 7 times a week	Honest Bee, Amazon Prime	Chinese

Key Finding #1

Cooking enthusiasts enjoy using online platforms for ingredients for the convenience but freshness of food tends to stay a pain point.

All participants look up recipes over the web but prefer to pick fresh ingredients from the store

Although participants want to buy the ingredients online due to the obvious convenience, the uncertainty of their freshness makes them reluctant.

“I look up a recipe and I really want to try it and with all the ingredients being just a click away, it becomes really hard to stop myself from just ordering online because hygiene is always a priority and you never know if the items delivered are fresh or stale.”

- Participant 3

Recommendation #1

We could market the fact that our food is very hygienic.

Things to consider -

- Food delivered within a set time limit would build a sense of confidence in the users.
- Categorizing the meals on the basis of number of consumers so that the supply of ingredients is neither excessive nor discreet.

Key findings #2

Constant new recipe updates keep the users motivated to order in more often.

Constant updates in the collection of recipes keeps the user interested

Adding new recipes to the list of offered meals would result in more user traffic on the site as well given the interest of cooking enthusiasts in exploring new recipes. This would prove to be a major boost to the sales as well.

“I cook something new almost everyday and order my ingredients online. Almost all the sites offering ready-to-cook meals don’t have too many options, so I need to shop for groceries the hard way and that’s a major pain point for me.”

- Participant 5

Recommendation #2

Building the outlook of our app in a highly informative yet simplistic manner will attract all groups of cooking enthusiasts..

Things to consider -

- Representing the nutritional value of every recipe would interest the fitness-conscious crowd.
- Categorizing maximum number of meals in simple categories like chef's recommendation and Christmas special would attract a lot of homemakers.
- Indicating the important information of food, like the spice level, can help parents choose what's better for the kids.

Next Steps

- Validate findings with surveys
- Conduct foundational studies on how users choose what to cook
- Run a design sprint for brainstorming

I cook my meals at home, because it is cheaper and healthier to do so.

I cook my meals regularly 90% of the time, especially when I was staying in the US(for a year), since it was cheaper to prepare my meals.

I usually prepare Italian or Indian recipes since they have more vegetarian options available.

I like to cook at home because I can control the amount of oil, the fire, the cooking, and ingredients as I like.

I like to cook because I like the process, like chopping the ingredients and stuff.

I will usually cook steaks, at home because it is cheaper and tastier.

I prepare my own meals at home because it is more healthy, costs less. And because I eat vegetarian meals, it is more difficult to get it from outside.

I am comfortable with using groceries app, for the ease of convenience

I get ingredients from apps like Redmart & Honest Bee for its convenience and efficiency. Usually you can get it within 2 hours.

I am comfortable with getting ingredients from the app, because the buyer will usually inform you to substitute ingredients that are not fresh.

I cook with recipes but often I have to alter them according to what ingredients are available.

The fires in Singapore is larger than in the US, since Chinese likes to cook with a larger fire. It is harder to adapt in this case.

I uses the Tasty app for recipes when I have to cook when I was overseas, because the ingredients available are different locally.

I remember making a salad dish where I had to alter the dressings proportion to make the dish. It turns out good.

I have had problems with groceries apps but I am OK with it, as the problems are rare.

I have gotten the wrong ingredients from the groceries app before, but those are rare cases.

I have met with delays indelivery but I was not in a rush to get it.

I prefer to shop for groceries at the supermarket because ingredients are more fresh.

I'll usually shop for ingredients with my wife at the supermarket, because I want my ingredients fresh from the store.

I order groceries from apps like Honest Bee and Redmart only for non-food items, because I want my ingredients fresh.

My mum buys the groceries from the supermarket, NTUC, because it is cheap and convenient.

I do not use groceries apps as I do not trust that other people will get fresh/good ingredients for me.

I often have to substitute ingredients for a recipe when I shop at a supermarket, because it may not be available.

I get my ingredients from the supermarket but some of the ingredients needed for a foreign recipe may not be available at the supermarket.

I often have to substitute items for a recipe, depending on what is available at a supermarket.

I cook, depending on the ingredients I have.

Data Collection and Analysis

Thanks