

[Chef-Up User research plan]

Study 1: Semi-Structured Interview

Background

a. Author: Abhigna Bangalore Shreedhar, UX Researcher, abhigna17@gmail.com

The ongoing Covid-19 crisis has resulted in most of the families across the globe being requested to stay at home to be safe due to which, it's been observed that they've been involving themselves in numerous indoor activities to keep boredom at bay. Cooking enthusiasts, however, have been burdened with the tremendous responsibility of maintaining a balance between boosting immunity and maintaining good hygiene, when it comes to cooking delicious food due to which there's been a drop in the number of ready-made food deliveries done lately. Online grocery shopping, contrarily, has seen remarkable records being set, with people avoiding going out in person. Our platform, **Chef-Up**, tends to combine online groceries delivery with recipes. Users can place an order for ready-to-cook meal boxes and follow a step by step recipe to prepare the meal. Even post the self-quarantine phase, Chef-Up can help people who want to cook a certain meal but can't find the requisite groceries in the nearby stores by availing them the same at their doorstep.

Research Goal

Our team intends to study the approach of cooking enthusiasts in using digital tools to choose and order an appropriate ready-to-cook meal. We also aim to understand the users, who they are, their lifestyle, their food preferences and would they be interested in ordering ready-to-cook meals from Chef-Up.

1. Design a simple, intuitive and functional interface for mobile phones.
2. Learn more about the demand for such meals and discover new ways to create a cleaner, cohesive purchasing experience.

Research Questions

- [Needs] What is essential for the ready-to-cook meals ordering app?
 - What are its features?
- [Behaviors] Do they need a new app for ordering ready-to-cook meals?
 - How do they interact with existing meal ordering platforms?

Method

- 30-minute in-person or video semi-structured interview to gather in-depth qualitative data
- The researcher will use the interview script as a guide and ask follow-up questions based on answers from the users

Recruiting

- 5 participants
 - Students of a culinary school in a student city of Germany

● As participants we recruited the frequent visitors of famous online cooking class websites by choosing them on the basis of the quality of their comments indicating their interest in cooking. They willingly volunteered in the survey for free.

Screening Questions

1. How often would you prefer ready-to-cook meals over ready-to-eat meals?
 - a. Always
 - b. A combination of both is preferable
 - c. Rarely
 - d. Never
2. What type of meal do you like to cook?
 - e. Local recipe
 - f. Healthy meal
 - g. Foreign dish
 - h. Instagram picture worthy looking meal
3. How often do you try a new recipe?
 - i. Multiple times a week
 - j. Over the weekends
 - k. Festivals and family get togethers
 - l. Rarely, like once in six months
4. Where do you prefer to shop for groceries?
 - m. Supermarkets
 - n. Online
 - o. Both
5. Do you always manage to find all the groceries you need for the recipes in your nearby supermarket?
 - p. yes

- q. No
 - r. N/A
6. Is having to buy excessive groceries that you can't finish soon enough, a problem to you?
- s. Yes
 - t. No
 - u. N/A
7. What is the most you would spend on a meal?
- v. Rs.100
 - w. Rs.200
 - x. Rs.500
 - y. Over Rs. 1000
8. Do you use any website/app often to order ready-to-cook meals? What makes them your go to?
9. If you do not buy from the internet, please give a reason.

Timeline

- Design proposal: March 26–29, 2020
- Recruiting: March 30, 2020
- Sessions: March 31 – April-4, 2020
- Readout: April 5, 2020

Script

Notes: [italicized brackets] are used to document what we wish to learn from each question

Introduction

My name is [name]. Thank you very much for participating in this study. I am currently working on a project related to ready to cook meals. I would love to learn more about your experience with online platforms to order ready-to-cook meals. This interview will take about 30 minutes. If you want to leave the session or take a break at any point, please let me know. Do you have any questions before we start?

Do you mind if I record this session for note-taking purposes? The recording won't be shared with anyone outside of our team.

Warm-up Questions [Build rapport. Start with easy questions to get to know the participant]

1. Could you tell us more about yourself?
2. What sort of meals do you like to cook often?
3. Have you ordered ready-to-cook meals online? Which websites do you use often and why?

Probe into needs and behaviors

4. What made you prefer ready-to-cook meals over ready-to-eat meals? [Motivation: what did participants hope to achieve?]

Follow-up questions:

- ☐ When did this happen?
- ☐ What was the trigger?
- ☐ How was your family's reaction to the food?
- ☐ Did you find all the desired recipes in the ready-to-cook section?

5. How long have you been cooking?

- ☐ Where did you learn cooking?
- ☐ Do you often buy your ingredients from the local supermarkets? If not, why did you decide to switch to using an online platform? [Which needs did online platforms meet that the stores and markets failed to meet?]

6. How often do you cook? What motivates you to continue to cook on a daily/weekly/etc. basis? [There might be internal motivation "I want to open my own restaurant, someday" and external motivation "I want to keep my family healthy and happy".]

- ☐ What are your proud moments in cooking? [What makes users feel proud and excited?]
- ☐ How often do you try out new recipes? [Do users care about progress? Do they have a platform to find new recipes?]

7. How do you decide what to cook? Why? [Do participants build their own cooking plan or follow some streak?]

- ☐ Do you set up learning goals? [Do participants set up learning goals in cooking?]

8. What do you use to order ready to cook meals now?

- ☐ Have you used multiple platforms for ordering them?
- ☐ What was the very first platform you were using? Why did you switch to another platform? [Pain points]
- ☐ (If a participant is using more than 1 platform concurrently) What do you use each platform for? [Needs]

9. You mentioned you look up for new recipes online, how often do you look it up? [Does the participant have a daily routine? Is it spontaneous?]

Follow-up questions:

- ☐ Is there someone who motivates you to cook new things often?
- ☐ Is there something you've been meaning to try cooking but didn't? What held you back?

10. When was the last time you ordered a ready to cook meal online?

Could you walk me through how you were using this platform? [How do cooking enthusiasts interact with existing tools? Better to ask participants to show than tell]

Observation & follow-up questions:

- ☐ Observe what features the participant is using and how the participant uses them.
- ☐ Ask what participants like or dislike about each feature, why they like/dislike each feature.
- ☐ Which features do participants not use and why?
- ☐ What's on participants' wishlist for the app?
- ☐ If participants talk about frustrations, ask why and their current workarounds [Unmet needs]

Wrap-up

Thank you so much for sharing your experience and insights. Your answers will help our team build a better product. If you have any additional thoughts and comments, I would love to hear about them at any time. I can be reached at [name@email.com]. Hope you have a wonderful day!

Study 2: Survey

What is expected from a ready-to-cook meal ordering app?

Background

In our previous study, we learned that cooking enthusiasts like to surf the web for new recipes during breaks throughout their work day. This is a promising opportunity we may be able to target with our product, but more data is needed to better understand the needs and whether they generalize to the larger population of cooks.

Research Goal

This study focuses on better understanding users needs related to enriching their culinary skills during work breaks, as well as better measuring the extent to which these needs lead to the consumer's actual ordering of the read-to-cook meal of that recipe online.

Research Questions

- How can digital platforms best support cooking enthusiasts in building culinary skills, particularly during work breaks?
 - ☐ Which features/functions are useful?

Method and Recruiting

- Use surveys to collect data from at least 30 cooking enthusiasts
- Test survey questions with 5 volunteers recruited from our team
- Send surveys to Culinary school X's study group whose answers in our screener meet our recruiting criteria:
 - Order some ready-to-cook meal online at least once a week
 - Have been using online platforms to look for new recipes since at least 3 months

Survey Questions

1. Which cuisine are you currently learning? (If you are learning more than one cuisine, select the one you spend more time on.) [Assumption: people might use different approaches when learning different languages]

- a. French
- b. German
- c. Italian
- d. Chinese
- e. Indian
- f. Russian
- g. Others (specify..)

2. In the past month, how did you order food? (Select all that apply.) [learning method]

- a. Use mobile device(s) [if respondents do not select mobile, survey ends]
- b. Use desktop(s)
- c. Other digital devices (e.g., tablet)
- d. Visited physical substitutes (e.g., restaurants, cafes)

3. In the past month, which types of mobile products did you use to learn cooking? (select all that apply) [current tools]

- a. Mobile app(s)
- b. Podcasts
- c. Video platforms (e.g., YouTube)
- d. E-books
- e. Websites
- f. Physical products (e.g., cookbooks, printouts)
- g. In an instructor-led class
- h. Other (Specify___)

4. In the past week, how often did you use a mobile app to try out a new recipe? [Frequency]

- a. A few times per day
- b. About once per day
- c. 4-6 times per week

- d. 2-3 times per week
- e. Once per week
- f. I didn't try out any recipes last week [survey ends]

5. Which of the following best describes how often you shop for groceries for trying out recipes? [Do participants have a routine?]

- a. I shop when I have a block of time to do so [Spontaneous]
- b. I set aside time for shopping [Has a routine]
- c. My cooking app reminds me to do so [The tool does the planning work]
- d. Other (Specify__)

6. In the past week, how long was your typical cooking session? [How long of cooking time and effort is preferred]

- a. Less than 15 minutes
- b. 15 to 30 minutes
- c. 31 minutes to 1 hour
- d. Longer than 1 hour

7. In the past week, how many new meals did you plan to learn? [Do learners have specific learning goals?]

- a. 1
- b. 2 - 4
- c. 5 - 7
- d. Above 7
- e. I didn't make any plans

8. In the past week, each time when you worked on your culinary skills, approximately how many new meals did you study in each learning session? [What is the amount of new meals learners would need to stay loyal to the app?]

- a. 1
- b. 2 - 4
- c. 5 - 7
- d. Above 7
- e. I didn't learn to cook any new meal last week

9. In the past month, which of the following best describes how would you review the food that you have already learnt to cook? [Review habits]

- a. Every time I cook something new, I make sure to cook it multiple times to master it
- b. I sometimes repeat a recipe to make sure that I've got the hold of it
- c. I never repeat a recipe

10. Based on your experience with the cooking platform(s) you are using, how essential were the following features? [What types of achievements/milestones do cooks care about?]

	Not necessary	Nice to have	Must have	Does not apply
Track the number of new recipes I have tried in the past week				
Show the total number of recipes in my 'Tried Section'				
Show my learning progress against requirements of official culinary skill tests				
Show my competency level (e.g., time taken to finish cooking level)				

Demographic Questions

11. What is your native country? [Assumption: Native country affects how people choose to cook a new cuisine.]

- a. America
- b. Germany
- c. China
- d. France
- e. India
- f. Other (please specify: _____)

12. What is your age? [Assumption: People in different age groups might have different cooking styles.]

- a. Under 18
- b. 18–25
- c. 26–35
- d. 36–65

e. Above 65

13. What is your education level? [Assumption: Education level affects cooking style, e.g, health-consciousness varies.]

- a. Less than a high school degree
- b. High school degree or equivalent
- c. Associate's degree
- d. Bachelor's degree
- e. Graduate degree