Key Questions:
- **What perceived value proposition does our product offer to the customer?**
- **Who are our key customers and what are their habits and values?**
- **What do our potential customers think about us compared to the competition in the market?**

Survey Questions:

A recipe suggesting app recommends the user recipes based on what ingredients the user has in storage. The user scans their groceries into their inventory and scans each item out when the food item is eaten. The recipe suggester uses this data to create a running inventory of the foods the user has. The suggester next finds recipes in which every ingredient of the recipe is in the inventory of the user and proposes these recipes to the user. Premium features for this product include personalized recipe suggestions, increased food inventory space, and meal plans based on the user's diet.

1. Based on the above description of the product, would you consider installing the free app?
   a. Yes
   b. No

2. How much would you be comfortable paying per month for the extended features of the product?
   a. I would not pay for those features
   b. $2.50 per month
   c. $5 per month
   d. $10 per month
   e. $15 or more per month

3. Rank the following features based on how valuable you think the features would be for you:
   a. Recipe recommendation based on available ingredients
   b. Nutrition and health information lookup for recipes and grocery items
   c. Inventory tracking of currently available food item in your house
   d. Ability to scan barcodes to quickly add food items to your inventory list
   e. Reminders to use ingredients and food items that will soon expire
   f. Ability to view user posted recipes and post your own recipes

4. Out of all these options, which one do you consider the most difficult to manage?
   a. generating a shopping list
   b. coming up with recipes everyday or for different diets
   c. remembering to use food that you bought regularly
   d. keeping inventory organized

5. Have you ever considered a diet but were intimidated by a lack of diverse meal options?
    a. Yes
    b. No

6. On average, how much time do you spend organizing your groceries/receipts after shopping?
    a. Don't spend any time, just throw all groceries into the fridge
    b. 0-5 minutes spent organizing
    c. 5-10 minutes spent organizing
    d. 10-20 minutes spent organizing
    e. 20-30 minutes spent organizing
    f. 30 minutes or more

7. How often are you unhappy with a meal at home?
    a. <3 times per month
    b. 4-10 times a month
    c. 10+ times a month

8. When you are unhappy with a home-cooked meal, what are the reasons? (open-ended)

9. Do you purchase groceries on a regular basis (personally; not as a household)?
    a. Yes
    b. No

10. How often do you cook?
    a. Never or less than once a month
    b. Once a month
    c. Once a week
    d. Several times a week
    e. Daily
    f. Multiple meals per day

11. How comfortable do you feel cooking?
    a. Very comfortable
    b. Comfortable
    c. Uncomfortable
    d. Very uncomfortable

12. When cooking, how often do you use a recipe
    a. Never
    b. Rarely
    c. Sometimes
    d. Often

e. Always

13. Where do you find recipes to use?
   a. Cookbook
   b. Television
   c. Online
   d. Friends, family, and acquaintances.
   e. Other (specify)

14. When you research recipes, how much time do you usually spend researching recipes?
   a. <10 minutes daily
   b. <20 minutes daily
   c. <40 minutes daily
   d. 1+ hour daily
   e. I never use recipes

15. How many similar apps/products do you actively use?
   a. None
   b. 1
   c. 2
   d. 3
   e. 4
   f. 5 or more

16. Would you prefer the idea of using our app more than searching up recipes online?
   a. I strongly prefer searching up recipes
   b. I moderately prefer searching up recipes
   c. I have no preference
   d. I moderately prefer using the app
   e. I strongly prefer searching up recipes

17. What is your age?
   a. 13 or younger
   b. 14-18
   c. 19-23
   d. 24 or older