

## Recipes should be listed by ingredients to avoid food waste

Name _____	Age group
City _____	<input type="radio"/> 18-24
Occupation _____	<input type="radio"/> 25-39
Hobbies _____	<input type="radio"/> 40-50
	<input type="radio"/> 50+

1. Do you like to cook by your own? When yes, why?
2. Where are you looking for recipes and why?
3. When did you last need a recipe app and why?
4. Do you follow a specific diet that should be selectable in a recipe app?
5. What do you like about recipe apps?
6. What is an improvement you would like to see in a current recipe app?
7. What futures do you think would be most useful to throw away less food?

# Conducting User Research through the RESEARCH LEARNING SPIRAL

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## STEP 1: OBJECTIVES

**Instructions:** Think about the questions in the table below and write out your answers for them in the right column.

<b>Who</b> are you designing for?	For all users who like to cook and eat mindfully. In addition, for users who also care about the ingredients.
<b>What</b> kinds of tasks and goals will your audience be accomplishing as they use your website or app?	For all users who are looking for special recipes. Also users who want to avoid throwing away food and get recipes from existing ingredients.
<b>When</b> will your audience be engaging with your product?	When you need new recipe ideas for left over ingredients. Only recipes for a special diet form.
<b>Where</b> will your audience be using what you're designing?	While cooking at home or with friends / colleagues. Also on the way to search for recipes they can cook later.
<b>Why</b> is your audience choosing to use what you've designed and what drives this behavior?	The app I will design provides ingredient suggestions that come from sustainable production. It also has recipe suggestions that are based on existing ingredients.
<b>How</b> will your user accomplish their goals?	Users can achieve their goals by setting their diet form. Also, the ingredients can be listed to view suitable recipes.

## STEP 2: HYPOTHESIS

**Instructions:** Based on your questions from Step 1: Objectives, formulate a hypothesis to use as the foundation of your research.

Your hypothesis

Recipes should be listed by ingredients  
to avoid food waste.

## STEP 3: METHOD

**Instructions:** For this Task, you'll conduct interviews. Fill out the information below to share a clear image of who you recruited and how. Remember: if you plan to record the session, be sure to get signed consent forms from each of your participants. You can find a basic template here ([Pages](#), [Word](#)).

Recruitment message	<p>Dear [name],</p> <p>As part of a design project, I am conducting interviews to get a better sense of potential users of my future app. Would you be available to sit down with me for a 30-minute interview [by phone/in person/over Skype] so I can ask you a few questions? The questions will be related to your wants and needs, and not at all a measurement of your ability.</p> <p>If so, would either of the following dates/times work for you?</p> <p>Proposed date and time #1</p> <p>Proposed date and time #2</p> <p>I plan to [audio/video] record the interview to use as a note-taking aid, but will not share it with anyone else. Please let me know if this is okay for you.</p> <p>Thank you so much for your time in advance and I hope to hear from you soon!</p> <p>Sincerely,</p> <p>Your Name</p>
Participant #1	<p>Daniele Hudson. Hamburg, Germany</p> <p>Graphic Artist</p> <p>September 13<sup>th</sup>, 10:30am</p> <p>In person at the office</p>
Participant #2	<p>Kevin Westermann. Hamburg, Germany</p> <p>Engineer</p> <p>September 13<sup>th</sup>, 20:30pm</p> <p>WhatsApp Call</p>
Participant #3	<p>Miriam Micke. Hamburg, Germany</p> <p>Category Managerin</p> <p>September 14<sup>th</sup>, 08.45am</p> <p>In person at home</p>

## STEP 3: METHOD

**Instructions:** For this Task, you'll conduct interviews. List out 5-7 questions you'll ask in the column on the right.

Question #1	Do you like to cook by your own? When yes, why?
Question #2	Where are you looking for recipes and why?
Question #3	When did you last need a recipe app and why?
Question #4	Do you follow a specific diet that should be selectable in a recipe app?
Question #5	What do you like about recipe apps?
Question #6	What is an improvement you would like to see in a current recipe app?
Question #7	What futures do you think would be most useful to throw away less food?

## STEP 4: CONDUCT

**Instructions:** Fill out the answers in the right column.

Participant #1	Daniela Hudson 55 years old Graphic Artist Hamburg, Germany Like sewing, woodworking and Netflix
Question #1	Daniela loves to for herself and for friends cook by her own. It's healthier and cheaper. The ingredients are very important. She knows what's in the dish. She also makes the stock by herself. She gets creative when she cooks. To cook gives her new ideas.
Question #2	Cooking books/ Handwriting recipes with traditional family recipes. Internet, YouTube, Chefkoch, Jamie Oliver. Looking for clever ideas to add.
Question #3	For Birthday and special events, when something must turn good. Sometimes just for the ingredients to be reminded, what belongs in the dish.
Question #4	Just separate carbs from proteins. For family and friends, however, it's important to search for specific dishes. Some eat only vegetarian/vegan, but the others eat fish etc.
Question #5	How long the dish needs, instructions are clearly structured, what I need to buy.
Question #6	Messed up structure. The choice to select vegan/vegetarian and which ingredients make the dish vegan/vegetarian
Question #7	Good cow's milk doesn't go bad, only sour. More information on products that turns "bad". How to prepare raw food, so that it lasts longer. Community to gather knowledge and get new ideas. Selecting the number of persons and how much they eat (good or poor eaters).

## STEP 4: CONDUCT

**Instructions:** Fill out the answers in the right column.

Participant #2	Kevin Westermann 30 years old Engineer Hamburg, Germany Like climbing, swimming
Question #1	Yes, love cooking by my own and with friends and family. Cooking creates a better awareness of nutrition (seasonal fruits and vegetables) especially through own kids. You know the ingredients, it's cheaper than going out to eat and buying instant products. You try out more , cooking becomes a creative process.
Question #2	In apps like Eatsmarter. Or in Google Keyword+Eatsmarter, because I made good experiences. Recipes always taste good. Great preparation instructions and you get more information about the dish. Like nutrition score and how healthy the dish is.
Question #3	Use recipes apps for vegan and vegetarian dishes. I love the storytelling in foodblogs and the cooking-lifehacks. I'm looking in Apps for more inspiration.
Question #4	We mainly eat vegetarian and vegan. I don't want to deal with irrelevant products, so a choice is very important to us.
Question #5	When text are well structured and accompanied by beautiful images. Keep it simple e.g. with icons that show nutrition score. Similar recipes, if it's not the right one yet.
Question #6	Advertising, endless scrolling to the recipe, no suggestions in the search bar for spelling wrong and then the result has no matches.
Question #7	Recipes from available ingredients, home-grown vegetables and fruits are more valued, cook stock from leftover vegetables.



## STEP 4: CONDUCT

**Instructions:** Fill out the answers in the right column.

Participant #3	Miriam Micke 40 years old Category Manager Hamburg, Germany Yoga, running, cooking
Question #1	I love cooking. It helps me to relax and I know what's in it. Ingredients are important to me.
Question #2	I search for recipes when I want to use up leftover ingredients in the fridge before they expire. For special events I also look in apps, otherwise I like to cook free-style.
Question #3	I got a fish as a present last week and didn't know if our vegetables would go well with it. I had to get some inspiration in app.
Question #4	I don't follow a specific diet, but my boyfriend and other friends. Some eat vegetarian, but the others also eat fish. Then I look for suitable dishes for them.
Question #5	With some, I know that recipes will not disappoint me. Good photography and simple recipes are also important. I love apps that also give tips and where I learn something.
Question #6	Where you can search for vegetarian recipes that still include fish. Set different levels. A search function in which I can enter existing ingredients and then recipes are suggested.
Question #7	Amounts of whole packages so that no leftovers are wasted. Suggestions for available ingredients.

## STEP 5: SYNTHESIS

**Instructions:** Compile meaningful insights and describe the significance and how it might impact your app. Make note of any interesting details, patterns, or comments that you'll want to keep in mind as you design.

Were there any patterns that emerged from the answers?	<ul style="list-style-type: none"><li>- Everyone repeated that they wanted recipe suggestions from existing ingredients.</li><li>- Ingredients are very important.</li><li>- Recipe apps need to be well structured and use appealing images.</li></ul>
Was there anything that surprised you/was an outlier in the answers?	There were a lot of ideas on how to avoid wasting food. For example, how our grandparents used food when food had a much higher value. Everyone has the problem that they don't get enough inspiration for the ingredients they have. It is often difficult to judge food according to if it is still eatable or usable.
Noteworthy quote(s)	<ul style="list-style-type: none"><li>- "Cooking yourself creates awareness."</li><li>- "Food photography is an art."</li><li>- "I cook stock from leftover vegetables."</li></ul>
Were there any frustrations mentioned?	Too much advertising, If the recipes aren't well structured, vegetarian recipes can't select with fish, no selectable levels, no search bar for leftover ingredients
Were there any needs or goals the participants mentioned?	A search bar for leftover ingredients, suggestions for "bad" ingredients, amounts for whole packages, not so much/ different kind of advertising, adding friends to share recipes, which ingredients make a dish vegetarian/vegan