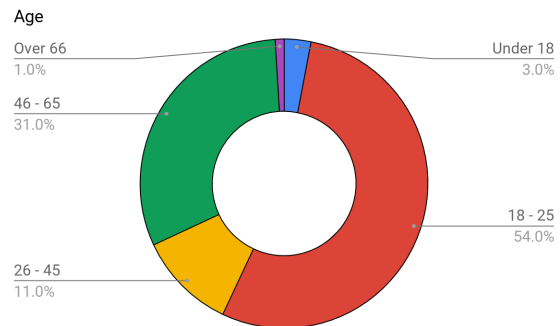


# APPENDICES

## APPENDIX 1: SURVEY TRANSCRIPT

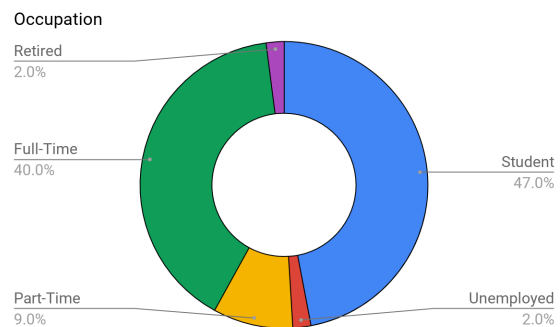
### 1. What is your age?

a. <18	3
b. 18 - 25	54
c. 26 - 40	11
d. 41 - 65	31
e. 66 <	1



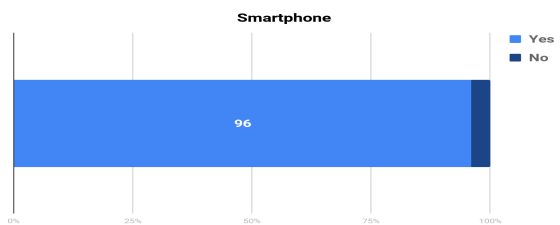
### 2. What is your occupation?

a. Student	47
b. Unemployed	2
c. Part-time	9
d. Full-time	40
e. Retired	2



### 3. Do you own a smartphone?

a. Yes	96
b. No	4



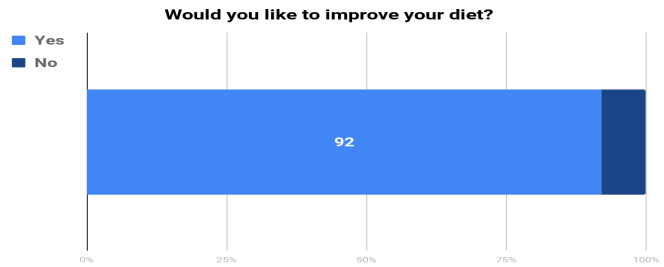
### 4. How concerned are you with the healthiness of diet? (out of 5)

a. Average	4
------------	---



5. Wish to improve healthiness of diet?

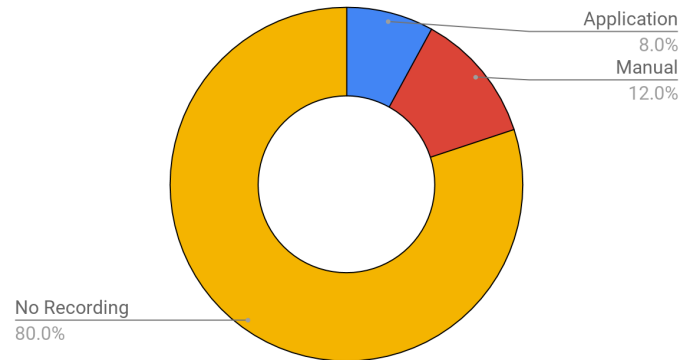
- a. Yes 92%
- b. No 8%



6. What is your current method for tracking food?

- a. Application 8
- b. Manual recording 12
- c. No recording 80

Method of recording food



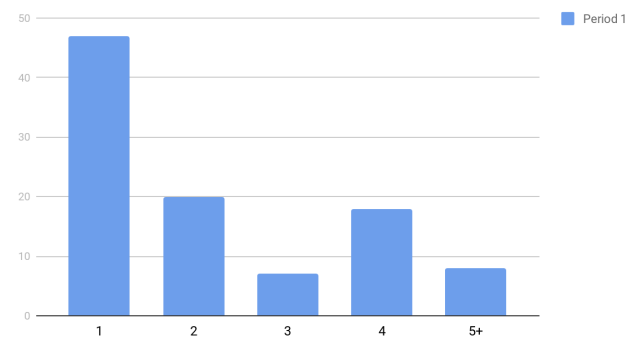
7. If you previously used a method, what is your reason for stopping?

- a. Most responses say that it takes too long to manually enter the data. Missing once or twice and the routine falls apart.

8. What is the number of people you cook for?

- a. 1 47
- b. 2 20
- c. 3 7
- d. 4 18
- e. 5+ 8

Number of people you cook for



9. Out of 21, how many home cooked meals do you eat per week?

- |       |    |
|-------|----|
| a. 7  | 18 |
| b. 14 | 13 |
| c. 18 | 7  |
| d. 20 | 5  |

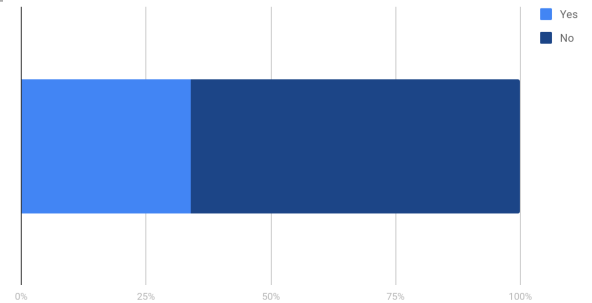
Meals cooked per week



10. Do you prepare a shopping list before shopping?

- |        |     |
|--------|-----|
| a. Yes | 66% |
| b. No  | 34% |

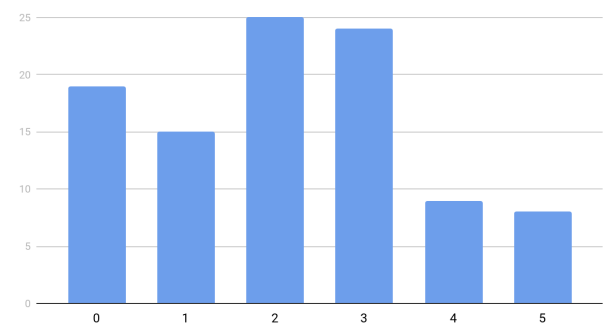
Do you use a shopping list?



11. How often do you plan your meals ahead of time (out of 5)

- |            |
|------------|
| a. Avg 2-3 |
|------------|

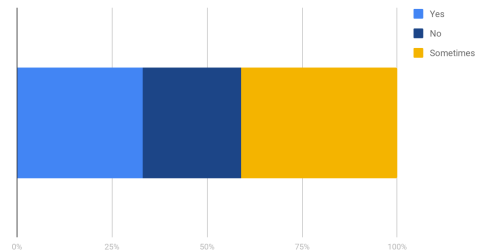
How often do you plan meals ahead of time



12. Do you do any meal prep (prepare food on one day to be consumed on another day)?

- |              |     |
|--------------|-----|
| a. Yes       | 33% |
| b. No        | 26% |
| c. Sometimes | 41% |

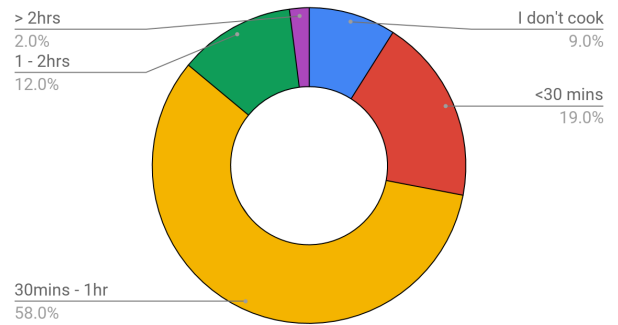
DO you do any meal prep?



**13. What is the average cook time for your meals**

- a. I don't cook 9%
- b. <30mins 19%
- c. 30mins - 1hr 58%
- d. 1 - 2hrs 12%
- e. >2hrs 2%

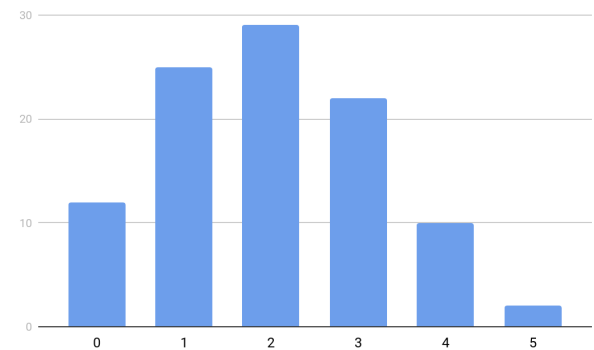
Average cooking time



**14. When cooking, how often do you follow recipes (out of 5)**

- a. Avg 2.5

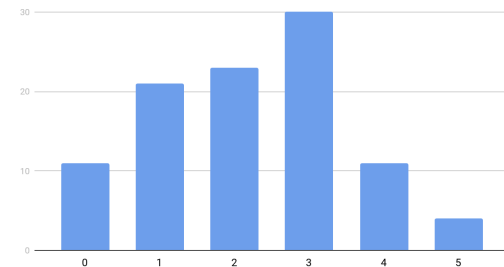
How often do you follow recipes for meals



**15. How often do you look for new recipes (out of 5)**

- a. Avg 3

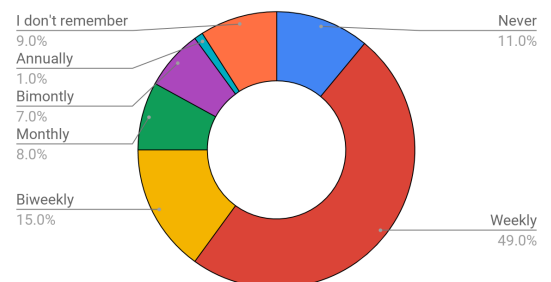
How often do you look for new recipes to try



**16. How often do you check for expired food**

- a. Weekly 49%
- b. Less often than weekly 51%

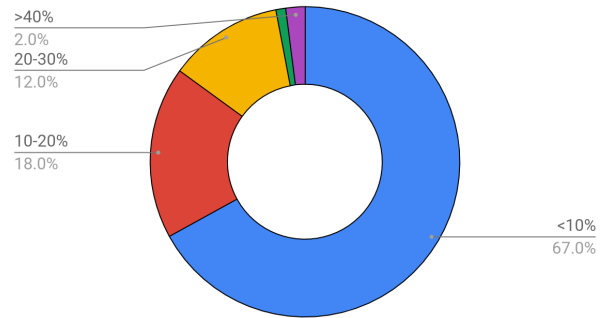
How often do you check for expired food



**17. On average how much food purchased do you find yourself throwing away?**

- |                 |    |
|-----------------|----|
| a. <10% waste   | 67 |
| b. 10-20% waste | 18 |
| c. 20%< waste   | 15 |

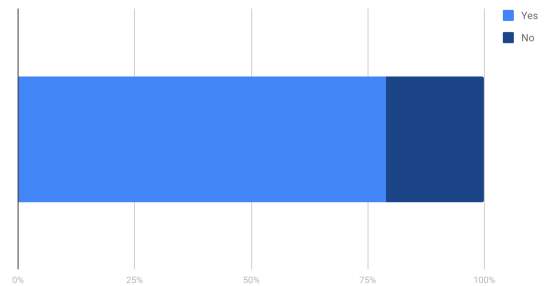
Percentage of food waste weekly



**18. Would you use our application?**

- |        |    |
|--------|----|
| a. Yes | 79 |
| b. No  | 21 |

Would you use our application?



**19. Additional comments**

- Avoid manual entry
- Awards/Goals for each week/month. (Awards if you stuck to your meals and didn't eat out.

## APPENDIX 2: PERSONAS

### HUBBERT LOST

**NAME:** Hubbert Lost // Stubborn hedonist //

**AGE:** 62

**SEX:** Male

**PROFESSION:** Mall security guard

**ADDRESS:** 17 Birch Hill Dv, Charlottetown, PEI, Canada.

He lives across the street from Charlottetown's mall with his mom and goldfish.



### **BACKGROUND:**

Hubbert is a lonely, obese and lazy man that lives with his elderly mother and is a security guard that works for the Charlottetown mall since he was 23 years old. Before that and right after finishing High School, he tried to pass the cut of the exam to enter the Police Academy 3 times but was unable to get in because of his psyche (he didn't try to improve it since he was in perfect shape in his view). He now believes himself to be the police of the mall when he just does a couple of rounds in his segway around it and eats donuts all day when he is monitoring the security cameras.

His income is dedicated to repair the segway (somehow the suspension is a problem in that particular model he says) to buy donuts and to buy PS4 games (the only thing he's really good at).

He always liked the easy life of getting up from bed, jumping into his segway and driving it to the security monitor room (he doesn't know how to use the Lime app for scooters but he is too heavy to use one anyway). The best part of his day is when he sits and reviews the monitors while he eats a couple of donuts. In his routine he has to do four rounds around the mall to make sure everything is alright and he does them "dancing" with his segway while he listens to his referent singer: Israel Kamakawiwo.

### **TECHNOLOGY EXPERTISE:**

He communicates with his mother with a walkie-talkie. He knows how to perfectly drive a segway and how to use his PS4 but never used a smartphone since he only communicates with his mom.

### **MUST DO/MUST NEVER:**

**DO:** "You only share the center in a donut"

**DON'T:** "Don't walk when you can ride"

"Don't try, we all die someday"

### **USER EXPERIENCE GOALS:**

Find discounts on donuts via the app.

**USED DEVICE & PLATFORMS:**

Segway, Walkie-talkie & PS4.

**BRAND & PRODUCT RELATIONSHIPS:**

The main focus of this person is to get discounts on junk food.

**VALERIE GREEN**

**NAME:** Valerie Green // Strong faster //

**AGE:** 24

**SEX:** Female

**PROFESSION:** Personal Trainer

**ADDRESS:** 1809 Salsbury Drive, Vancouver, BC, Canada



**BACKGROUND:**

Valerie is a hard working, motivated, and independent recent university graduate who has started her own personal training program. She lives on her own but has a boyfriend that she will see on the weekends and some weekdays. She loves to wake up early for a morning run followed by her daily meditation. Valerie usually walks to Eternal Abundance Organic Cafe and Market™ for her breakfast which she manually records in MyFitnessPal™. She then walks to the gym to meet her first client of the day.

When Valerie is done coaching her clients for the day at 2 pm she walks home and starts preparing her second and last meal of the day. After her second meal of the day, which she also manually enters into MyFitnessPal™, she begins her daily fast until breakfast the next morning. Valerie gets all her groceries from the organic sections of supermarkets and makes sure to by no junk food. She keeps a very detailed record of everything she consumes.

**MUST DO/MUST NEVER**

**DO:** "Be water my friend, ebb and flow"

**DON'T:** "Don't be a sack of potatoes, get off your ass and do something!"

**USER EXPERIENCE GOALS**

Valerie wants to spend less time recording her healthy lifestyle.

**USED DEVICE & PLATFORMS**

Group 32

iPhoneX, MacBook Air, AppleWatch, MyFitnessPal, [www.myfridgefood.com](http://www.myfridgefood.com), SmartGym, WaterMinder, AutoSleep, MyRealFood, Yuka...

#### **BRAND & PRODUCT RELATIONSHIPS**

Valerie wants to centralize all her apps to record her eating habits saving her time and effort.



## APPENDIX 3: EXTREME USER INTERVIEW TRANSCRIPT

### 1.- Give us some background about who you are

V.G.: I am 24 years old... I recently finished my degree to become a personal trainer and am always looking for ways to improve my wellbeing. I love to exercise, meditate, and always look for ways to improve my lifestyle.

*H.L.: I've been a security guard since I was 23... I like driving my segway and eating donuts... Yeah, I suppose that's it...*

### 2.- Do you have a smartphone?

V.G.: Yes! How would I keep track of everything if not. I also need one for my work, I do most of my communications from my smartphone.

*H.L.: Nope! I communicate with my beautiful mother with my last generation walkie-talkie.*

### 3.- We are developing an app to be a healthier person and waste less food. Would you like to improve the healthiness of your diet by using our app?

V.G.: My diet is already as healthy as it can be but if your app makes my life easier I would be all for it!

*H.L.: Would I need to stop eating donuts? **Probably...** Nah then. My health is perfect the way it is.*

### 4.- Our app can notify you when there is a discount for your food preferences. Do you like this feature?

V.G.: Yes! That sounds like a great feature... organic items are usually more expensive so discounts would be great!

*H.L.: Donuts too? **Sure...** Now we are talking! How does it work!?*

### 5.- Do you currently use any method or applications to track your diet?

V.G.: Yes! I use my AppleWatch, MyFitnessPal, [www.myfridgefood.com](http://www.myfridgefood.com), SmartGym, WaterMinder, AutoSleep, MyRealFood, and Yuka. All of these have different pros and cons which is why I use a large variety of apps.

*H.L.: I spend all my reward points in donuts! [...] Oh, you are speaking about tracking my diet, well, the only thing I know is that there is a box of donuts in it every day, one of the big ones eh!*

**6.- Are you interested in a specific functionality of the app?**

V.G.: I would love if this app could combine everything I use. Also it's important to me that I wouldn't have to manually enter everything I consume, it would save lots of time and energy.

*H.L.: That the supermarket brings the food to my doorstep without me stopping to play to the PS4. And of course... the discounts in donuts!*

**7.- Do you find yourself wasting food because it goes bad?**

V.G.: Occasionally I will have to throw out old fruits or vegetables because they go bad so quickly! Also I only eat two meals a day so sometimes I buy too much food. It's hard to not waste healthy food as they lack preservatives that lets junk food sit in your house for ages!

*H.L.: I only waste the center of the donuts.*

**8(For H.L.)- Do you find it would be helpful if an application that can provide a list of stores that you can buy your donuts from?**

*H.L.: YEP! The closer the shop the better you know! The segway doesn't get too far...I can't wait to taste all those different icings...*

**8(For V.G.)- Do you find it would be helpful if an application that can notify you that your food will go bad in a short time?**

V.G.: Yes! That would be very helpful... sometimes I will buy new groceries and forget that there was some old vegetables in my fridge about to go bad.

**9.- Do you plan your meal before shopping? Will it be helpful if the application can help you to build your meal plan and shopping list or order your food?**

V.G.: Yes! I will often be thinking about my next meal or two when I go to buy groceries. If I can plan out my weeks meals in the app and have a shopping list prepared for me or even the food ordered for me that would be amazing! It would save so much time and effort.

*H.L.: Nah. Next question.*

10.- Are you willing to use this application? *Is there any functionality missing for this application?*  
(optional)

*V.G.: Yes, I would use this app! An app that can combine all the useful features of the apps I already use would be very helpful and I love that the app will suggest recipes that use up food that is about to expire. The feature that orders the food for you for the week is a very good idea.*

*H.L.: Only for the discounts.*