Milestone 2: User-Centered Activities Report and Presentation

Team Blue

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Introduction

Understanding users, their behavior, their needs, and their preferences are all key aspects into designing an application that is tailored for them. In order for us to visualize the target users of our meal planning application, Team Blue took action in understanding our potential users by conducting user interviews, creating personas based on the interview analysis, and forming use case scenarios that would help us understand how to improve our application.

User Interviews

Objective

The goal of the user interviews is to better understand users' needs and preferences regarding a meal planning app. Based on feedback from Milestone 1, we decided to reduce the number of features we initially considered. One of our main objectives for these interviews was to gather feedback on the features we intend to include and gain participants' opinions. These interviews are essential for refining the app's design.

Methodology

In total, our team conducted 15 structured interviews, divided among all team members. We focused on finding individuals who are likely to use a meal planning application. To do so, we visited locations such as grocery stores and gyms to interview people who are both health-conscious and likely to cook regularly. Additionally, we interviewed colleagues and co-workers to gather insights from individuals with busy schedules. All interviews were conducted with participants' consent, and for convenience, a portion were carried out electronically.
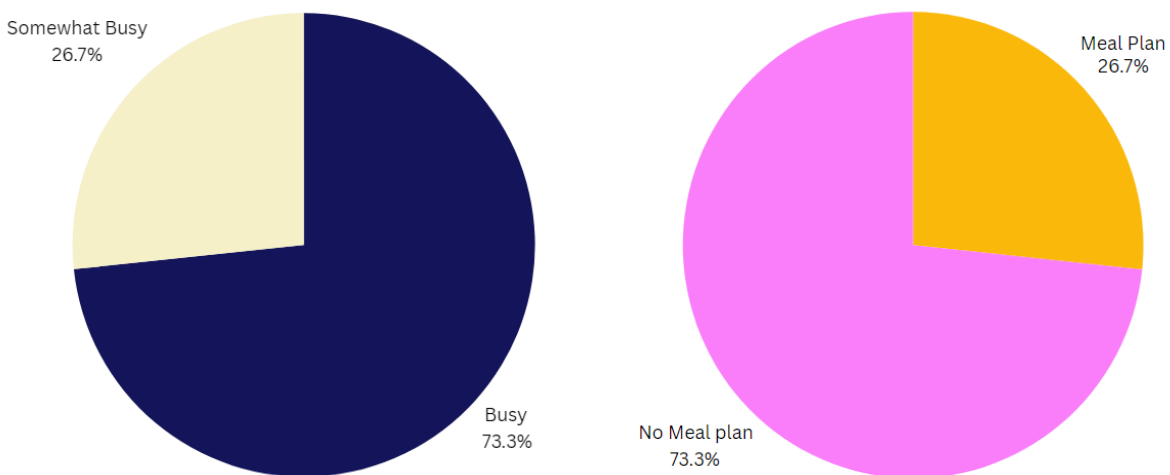
Participants

To give some insight into who the people we interviewed are, here are some statistics that we found was common amongst them.

| 66%	In their 20's
46 %	Has multiple commitments
26%	Has dependents
26%	Restricted meal plans

Analysis and Insights

Personal Information

In the beginning of the interviews, we asked users about their personal information, including questions asking about their age, their occupation, how their schedule looks, and if they have ever done meal planning before. After gathering our interview results, we discovered that out of our 15 interviewees, about 73% of them have a busy schedule and only about 27% of them have done meal planning at least once.

Meal Planning Goals and Challenges
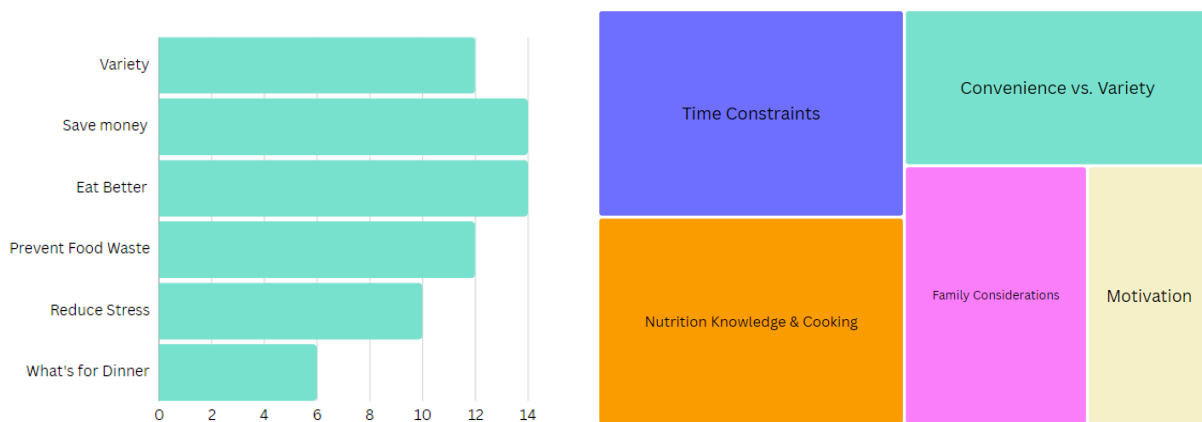
In the next part, we ask about their goals and challenges while making a meal plan. The findings highlight key goals and challenges individuals face in meal planning. The data indicates a strong desire for variety, saving money, eating better, and reducing food waste.

- 80% of participants prefer variety which emphasizes the importance of variety in meal plans. Participants want to avoid repetition, ensuring meals are both diverse and enjoyable.

- Nearly all participants (93%) view meal planning as a strategy to save money, focusing on reducing grocery costs and avoiding unnecessary spending on takeout or last-minute purchases.

- 93% of respondents aim to eat healthier through meal planning, with a focus on balanced, nutritious meals to improve their overall health and well-being.

- 80% of participants aim to prevent food waste by planning meals that use ingredients efficiently. This goal aligns with both saving money and reducing environmental impact.

- 67% of respondents want meal planning to reduce the stress of deciding what to cook. They seek structure and predictability in their meals to make daily life easier.

- 40% of participants want quick answers to the "What's for dinner?" question. While some plan ahead, others find it stressful to make last-minute meal decisions.

Besides, we found challenges such as time constraints, balancing convenience with variety, and lack of nutritional knowledge impede success in meal planning. Understanding these insights will guide the development of more user-friendly meal planning solutions that align with diverse needs and lifestyles.

App Feature Preferences
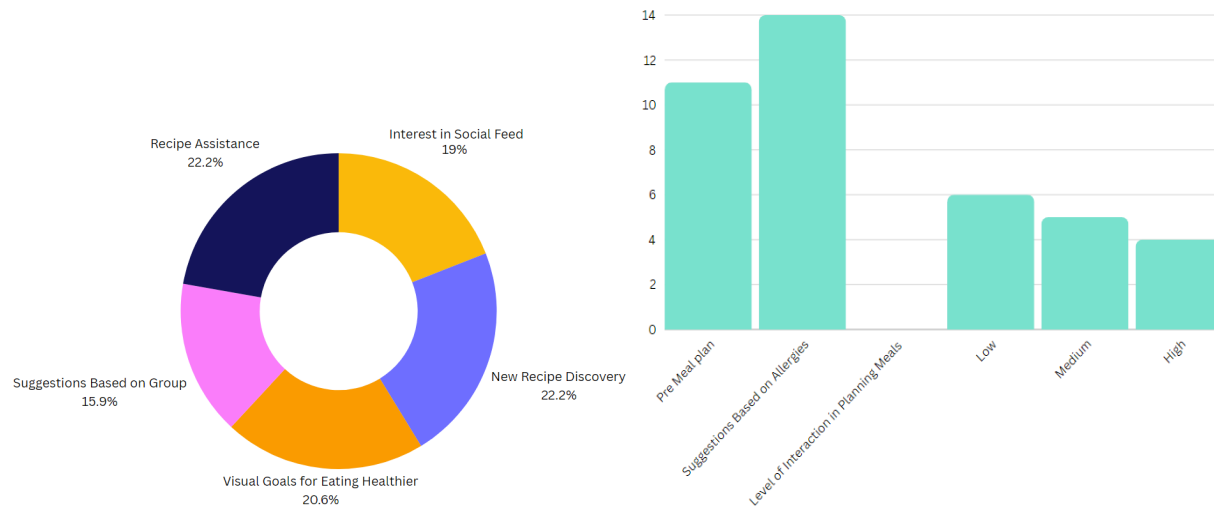
For our app features, we gathered valuable insights regarding preferences for meal planning app features. These insights reveal diverse priorities, including recipe assistance, new recipe discovery, and tools for achieving healthier eating habits. Additionally, there is strong interest in pre-made meal plans and allergy-based suggestions, while preferences for user interaction levels in meal planning vary:

High Demand for Pre-Made Plans and Allergy-Based Features:

- The majority of users (86.7%) want pre-made meal plans, and an even higher percentage (93.3%) want allergy-based suggestions. These two features are critical to the app's success and should be prioritized in development.

- Offering a variety of pre-made plans tailored to dietary restrictions, allergies, or specific goals (e.g., weight loss, family-friendly) will meet the needs of most users.

Popular Feature: Recipe Assistance and New Recipe Discovery (22.2% each)

- Recipe assistance and new recipe discovery are tied in popularity, with both requested by 22.2% of participants. This suggests a strong interest in features that help users cook and find new meals, especially for those looking to expand their cooking repertoire or learn new techniques.

- Combining these features with pre-made plans will enhance the app's value, as users can not only follow existing plans but also explore and try new recipes.

Visual Goals for Healthier Eating (20.6%)

- Over 20% of participants want visual aids to track their progress toward healthier eating habits. This feature could be integrated into the app to help users stay motivated, such as a dashboard that shows improvements in nutritional balance, meal variety, or reductions in processed foods.

Social and Group-Based Features (19% and 15.9%)

- While less of a priority compared to other features, social feed and group-based suggestions still hold value for a segment of users. These features can appeal to those who enjoy a community aspect in meal planning or need assistance planning for multiple people, such as families or friends.

**Insights on User Interest in Features**

These results were very surprising to us as what they reveal is that the more social and group related features were the least desired. We initially believed that the social aspect would be helpful for users as planning around many people's preferences could be cumbersome. So an in-app solution which helps with this problem was something we expected could really help people. The same goes for the social feed where users could post recently completed meals that they planned, some encouragement towards others on their meal plans, or to ask for and offer tips. We found when speaking to people interested in meal planning that they were primarily interested in more personalized meal plans Not being as interested in the social aspect features. While we knew that potential users would find the individual meal planning to be helpful we believed that it would be as equally helpful as social features.

Due to this insight we have gathered from our helpful potential users we have decided to pivot to focus more on meal plans for individuals and to also not develop the social feed. We do this for multiple reasons. Importantly, we still believe that the features currently planned for implementation will lead to a well fleshed-out product that can satisfy user's needs. By focusing

more on individuals we can ensure that development time is appropriately allocated to offer the

most accurate meal plans possible. We will focus on aspects such as affordability, ease of use,

and taking into account user dietary restrictions. The plan is to make cooking easier and to make

a meal plan without getting a headache. Secondly, we believe that our initial vision for this

application was too complex and involved too many features. Professor Albinali recommended

us to look into cutting back on some features following the first presentation that we completed.

We previously planned to implement a chatting feature as part of the social features, but we

moved away from that due to the complexity involved. By reducing the number of features

planned we will be better able to complete the project.

This pivot does not mean that groups of people, such as families, will not benefit from

our application. We still believe them to be a very important group. However, there will be less

features in-app that are specifically for groups. Families will still be able to verbally coordinate a

meal plan that everyone can love, without needing an in-app feature to offer assistance.

Health Consciousness and Cooking
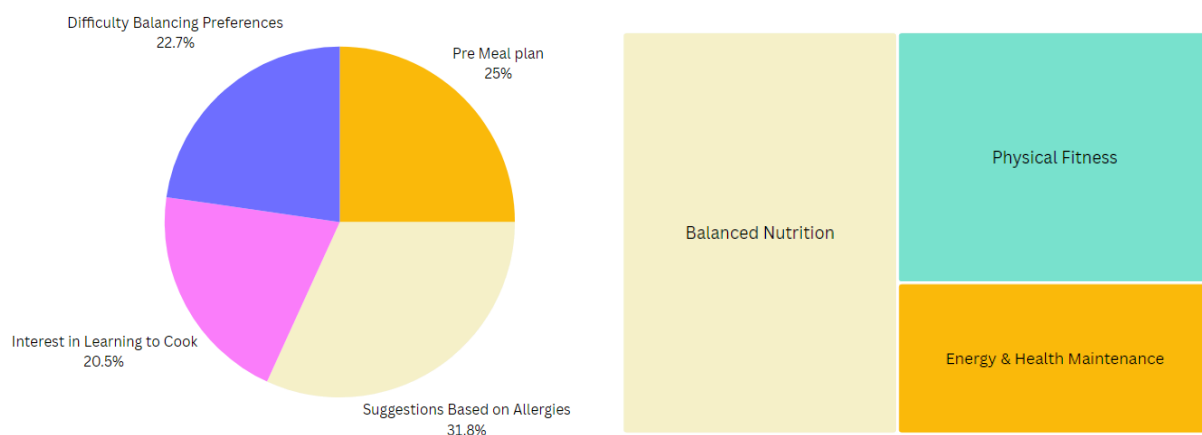
With our main focus for the app is customer's health, by examining insights from interviews regarding their health consciousness and cooking habits, specifically how these aspects impact their meal planning behaviors, we found that the main areas of interest include balancing meal preferences, pre-planned meals, cooking skills, and personalized suggestions based on allergies, all within the broader context of promoting balanced nutrition, physical fitness, and overall health maintenance:

Difficulty Balancing Preferences (22.7%)

- 22.7% of participants struggle with accommodating different dietary preferences within their household. This challenge often leads to stress when planning meals that satisfy everyone.

Pre-Meal Planning (25%)

- Only 25% of participants already engage in pre-meal planning to align with their health and dietary goals. They find it helpful to organize meals ahead of time to avoid unhealthy, spontaneous food choices.

**Interest in Learning to Cook (20.5%)**

- 20.5% of respondents are interested in improving their cooking skills to better manage their health. They believe learning to cook will give them more control over the quality and nutrition of their meals.

Suggestions Based on Allergies and health condition (31.8%)

- 31.8% of participants expressed a need for meal suggestions that cater to food allergies or sensitivities. This indicates a demand for personalized meal planning that ensures safety and meets individual health requirements.

The data indicates that health consciousness is a significant factor in how participants approach meal planning. Users want to address various health concerns such as balancing nutrition, managing allergies, and improving their cooking skills to better support their overall well-being. We find that in the same way that certain meals can be filtered due to dietary restrictions, such as being diabetic, meals can also be filtered based on dislikes. Some users may dislike onions for example and would not want to have a meal that contains it, or an alternative instead.

Pricing Model
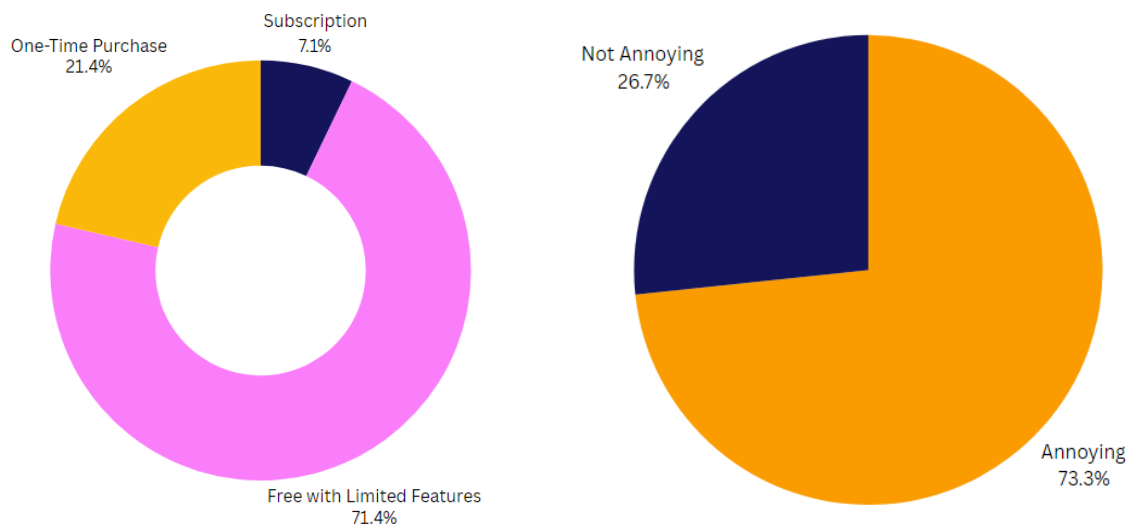
The data shows that 71.4% of participants prefer a free version with limited features, while 73.3% find ads to be annoying. This outcome aligns with our expectations, as it indicates a clear

preference for ad-free experiences even in free models. To meet user preferences, it's important

for us to design the free version by offering valuable core features without users becoming upset

with the manner in which ads are displayed. We think that a balanced approach will enhance user

satisfaction while encouraging upgrades to premium models for full access to additional features.

Similar Apps Used
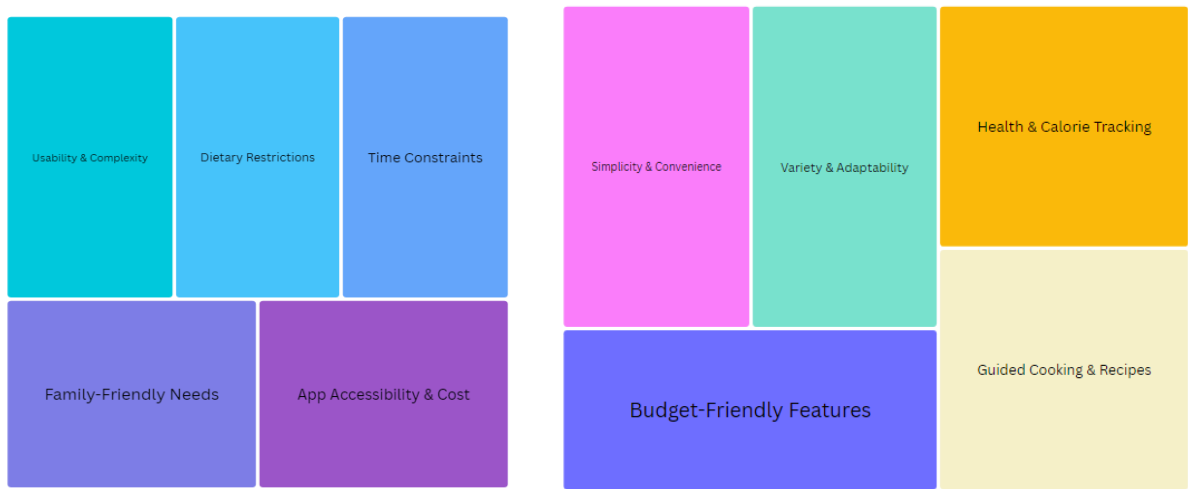
Meal planning pain points when they used another app	What they wanted in a meal planning app when they used it
● Usability & Complexity ● Dietary Restrictions ● Family-Friendly Needs ● Time Constraints ● App Accessibility & Cost	● Simplicity & Convenience ● Variety & Adaptability ● Budget-Friendly Features ● Health & Calorie Tracking ● Guided Cooking & Recipes

Persona Development

After thoroughly analyzing the results and feedback from our interviews, we formed and

created personas who were tailored to fit the key behaviors, preferences, and needs of our

interviewees and would turn to a meal planning application as a solution for their problem.

Caleb Harris

"I'm looking for quick, efficient meals after work and more variety on weekends."

AGE: 31

OCCUPATION: Office Worker

STATUS: Single

LOCATION: Long Beach, CA

Efficient

Practical

Time-conscious

Friendly

Bio
Caleb is an office worker who works a 9 to 5 job during weekdays and spends his weekends resting or socializing with friends. After a long day of work, he prefers heating up frozen meals or buying takeout to save time. On weekends, however, Caleb enjoys cooking for himself and trying out different meals.

Goals
Trying a variety of meals
Creating quick and efficient meals after work
Learning new recipes for the weekends

Pain Points
No time to cook after work
Relies too much on frozen meals and takeout during the weekdays
Limited energy after a long workday

Motivations
Price:

Comfort:

Convenience:

Variety:

Megan Lee

"I need to maintain my health while managing a busy schedule, but it's hard with such limited time."

AGE: 53

OCCUPATION: Product Manager (full-time), Waitress (part-time)

STATUS: Married, Mother

LOCATION: Long Beach, CA

Hardworking

Health-conscious

Resilient

Organized

Bio
Megan is a hardworking mother with a full-time job as a product manager and a part-time job as a waitress. She manages a packed schedule, leaving her with little time or energy to cook for her family. Megan is also diabetic, which adds to her daily challenges as she needs to monitor her diet carefully. Finding healthy meals that fit into her busy lifestyle is crucial.

Goals
Maintaining a healthy diet to manage her diabetes
Keeping her sugar levels in check
Ensuring her family has balanced meals despite time constraints

Pain Points
Lack of time and energy to cook after long workdays
Fatigue from balancing two jobs and family responsibilities
Managing different dietary preferences and nutritional needs

Motivations
Health:

Convenience:

Family Well-being:

Energy Efficiency:

Miriam Taylor

"I'm looking for some cheap, healthy, and easy to make meals."

AGE: 20

OCCUPATION: College Student

STATUS: Single

LOCATION: Long Beach, CA

Organized

Practical

Protective

Hardworking

Bio

Miriam is a college student majoring in Health Administration. Her busy schedule consists of going to classes and performing club activities. She often doesn't have much free time when she gets home, so she relies on her family for home-cooked food, orders fast food, or eats out for her meals.

Goals

Trying a variety of meals
Saving money
Eating three meals a day

Frustrations

No time to cook
Not experienced with cooking
Low disposable income

Motivations

Price:

Comfort:

Convenience:

Preferences:

Ruby Mitchel

"I want to make sure my family eats balanced meals, but it's hard to keep up with their preferences and work full-time."

AGE: 43

OCCUPATION: Full-time Worker

STATUS: Married, Mother of 2

LOCATION: Long Beach, CA

Hardworking

Caring

Family-oriented

Resilient

Bio

Ruby is a wife and mother of two children. Both she and her husband have full-time jobs, and after a long day at work, Ruby still cooks dinner for the family. Despite her dedication to ensuring her family has a home-cooked meal every night, she often finds herself completely exhausted by the end of the day.

Goals

Ensuring that her family has balanced, nutritious meals
Making sure there's dinner on the table every day
Finding ways to make cooking easier after work

Pain Points

Energy drained from work, making cooking a challenge
Keeping up with everyone's preferences and dietary needs
Juggling family time and meal preparation

Motivations

Health:

Convenience:

Family Happiness:

Energy Efficiency:

<div align="center">**Use Cases**</div>

Our team designed scenarios in how a user or our personas would use our app to help

achieve their goals. We have the following categories and use cases listed below:

Create a Weekly Meal Plan

1. Select meals for each day of the week
2. Option to customize meals based on preferences or restrictions
3. Receive meal suggestions based on user preferences
4. Set dietary restriction
5. Track nutritional goals
6. Plan meals for multiple people, taking into account different preferences or dietary needs. (kids)
7. Search for meals that fit within a specific time frame
8. "Prep once, eat all week" suggestions, where one prep session can cover multiple meals.
9. Include a pantry-check feature to avoid buying unnecessary items by marking what's already on hand.
10. Include a "Leftover Day" option, reminding users to consume leftovers before they expire.
11. Suggest recipes based on logged leftovers, minimizing waste and maximizing meal variety.

Recipes

1. Access detailed recipe instructions
2. Access to ingredients
3. Procedure to cook the dish
4. Able to see nutrition information
5. Add favorite recipes for future use
6. Adjust Serving size
7. Generate grocery list
8. Search for recipes
9. Share recipes with friends and family
10. View cost estimation
11. Keep track of what ingredients are already available in your pantry and use this data to suggest meals based on what you have.
12. Users can "clone" recipes to personalize and save custom versions (e.g., reducing spices, swapping ingredients).
13. Users create profiles that save dietary restrictions, allergies, and food dislikes (e.g., "no onions, gluten-free").

14. Alert users if meals lack essential nutrients (e.g., low in fiber or protein), with suggestions for improvement.
15. Filter recipes that require minimal cookware and are designed for easy clean-up after cooking.
16. Suggest recipes that are suitable for freezing, with defrosting and reheating instructions.

Customization and Preferences

1. Users can set preferences for specific diets (e.g., vegetarian, vegan, keto) and receive meal suggestions accordingly.
2. Users can input allergies or intolerances, and the app will filter out unsuitable recipes.
3. Special meal suggestions tailored for children's tastes and nutritional needs.
4. Users can receive alternatives for ingredients they might not have or cannot eat.
5. Users can swap meals in their plan based on availability or cravings.
6. Users can change their preferences if they want to.

Nutritional Tracking and Goals

1. Display calorie counts and macronutrient breakdowns for each meal.
2. Users can track their nutritional goals over time (e.g., weight loss, muscle gain) and adjust meal plans accordingly.
3. Sync with fitness trackers to balance caloric intake with physical activity levels
4. Users can set personalized nutritional goals
5. Suggest low-calorie or high-calorie meal options based on the user's specific nutritional needs.

Time Management and Efficiency

1. Users can filter meals that take less than a certain amount of time to prepare.
2. Suggestions for meals that can be prepared in batches and stored for future use.
3. Users can set themes for each day

Educational Features

1. Offer articles or videos on nutrition and healthy eating habits.
2. Share tips for efficient meal prep and cooking techniques.
3. Highlight seasonal ingredients and recipes to promote fresh eating.
4. "Cooking Mode" that provides step-by-step cooking instructions and tips in an easy-to-follow format.

Price Model

1. Users can access the price model list.
2. Users can choose to use the free version or buy the paid version.
3. Users are able to read the listed features of all price models.
4. (If subscription model) Users have the option to cancel their subscription.

Application Settings

1. Users can view their settings.
2. Users can change their username.
3. Users can change their password.
4. Users can change their profile picture.
5. Users can access their preferences.
6. Users can log out of their account.
7. Users can change their notification settings.
8. Users can change the theme of their app.

Miscellaneous

1. Allow users to order ingredients directly from the app through grocery delivery services.
2. Users can set a budget for groceries and receive meal suggestions that fit within their financial limits.
3. Provide video tutorials for complex recipes or cooking techniques.
4. Explore and suggest meals from various cultures to diversify the meal plan.
5. Users can log in to their account.

Conclusion

Through our user interviews and research, we've gained valuable insights into what users truly want from a meal planning app. While initial feedback in Milestone 1 led us to consider a broad range of features, user feedback in this phase helped refine our focus. Users expressed a strong preference for personalized meal plans, healthy options, detailed recipes, and support for dietary restrictions.

As a result, we have decided to pivot away from social features, such as group-based suggestions and a social feed, due to low interest in these areas. Instead, we will focus on creating a more tailored experience that caters to individual health goals, dietary needs, and budgeting preferences.

Moving forward, we plan to conduct further market research and design low-fidelity prototypes to fine-tune user flow, layout, and overall structure. This will ensure the product's user experience aligns with user expectations before transitioning into full development. By gathering deeper insights into user preferences and pain points we can better ensure that our design choices are user-centered. In that way, the low-fidelity designs will allow us to iterate on different design choices so that we can choose the path that best aligns with user expectations.

Transcripts and Thorough Notes

Jorge Interview (1) Renne

Alright. I'm here with Renee. And he agreed on this interview, and I'm gonna ask him some questions for our meal planning application that we're gonna do. So, Renee, how old are you? I'm 60 years old.

Okay. Do you work? Yes. I do. Okay.

Well, you say you have a busy schedule? Yes. I do. Can you, like, describe, like, what does it consist of? Workwise or Yeah.

Workwise. Or, like, you can go on with other things. What, like, makes it a busy schedule? Well, I have my work schedule, then I have my home schedule. So I work for 8 hours at work, and then when I get home, I consider it another job where I, you know, I get home and there's always something to do around the house.

So pretty much busy from the time I get up to the time I go to sleep. Oh, really? No no time No no downtime. Relax. No downtime until I go to sleep, pretty much.

But it's good, though. I mean, you okay. We'll go on to the next one. Do you have any dependents? Well, my my kids are they're grown adults already.

Oh, okay. So they don't live with you? Only one. My my son still lives with us. Okay.

And I will say, do you have a meal plan, like, throughout the week or, like, do you make meal plans for your family, for your Usually, my wife, she's the one she makes she makes the meal plan. Okay. And then so then you will say you do have a meal plan? Or She'll come up with a meal well, not a meal plan for the whole week, but she'll come up with a meal plan for for the day. For the day?

Yeah. And, is it, like, consistent? Like, she would do it every time, like, every week, or, like, just She'll she'll do it every day. Be there? Every day, she'll come up with a meal plan.

Okay. Okay. And then, I will say out of you, you have any goals, any, like, challenges while meal planning, I guess? Like, do you want, like, different variety? Do you wanna, like, save money, not waste a lot of money?

Pretty much. Yeah. I like to do, like, variety. And, as far as doing the grocery shopping, that's that's she does the grocery shopping, and she pretty much at wherever she tries to find the best deals Yeah. For, you know, for the to for the grocery shopping.

So she will do she will look at all the different markets to see what's on sale, and then then she'll take it from there and go grocery shopping. Okay. Okay. Well, you have, like, a goal in mind? Like, you wanna eat healthy?

You wanna just have a balanced meal plan? Both. Eat healthy and have a balanced meal. Okay. Okay.

Then and then for your kids or the one that's still growing, you like, do you want them to also have, like, a balanced meal plan or, like Well, actually, he's because he's he's into working out and and staying in shape. So he pretty much he pretty much cooks for himself. So, yeah, he he has he actually does have a strict diet. He has a strict diet. Yeah.

He's really particular on, like, you know, on, like, the ground beef, how much, percentage of fat, you know, it contains. So he's pretty he is health conscious. Does he, like, waste a lot of money while getting those groceries? Actually, as far as grocery, yeah, he'd rather he'll pay for quality, so he's not Mhmm. He's not that's the one thing he doesn't hold back on because, yeah, he'd rather buy quality instead of quantity.

Okay. So, yeah, he's not he's not he doesn't think twice about spending money if it's quality Okay. Quality food. And then does he, like, eat the same meal every day? Like or, like, he No.

He switches it up. I mean, for breakfast, it's pretty much the same. You know? Either oatmeal or, you know, or have a shake or something. But as far as lunch and dinner, he he changes it up.

Okay. So for our Mealplenty app, right, we decided to, like, add features. So I'm gonna ask you about the features that we want to create, and then give us feedback if you like them. Okay. So do you think that a social feed where you share meals and recipes would be something that, like, interests you or, like, something that you would use?

Well, for me, not so much for my like, for my wife. She she would like that feature because, actually, she does that now. She'll go online to get recipes and, you know, come up with different dishes. So, yeah, my wife would like that feature. And, like, is it, like, for your wife far to find those recipes?

Like, does she, like, have to do, like, a log? No. Not really. She always I don't know how she finds it, but she's always looking at like I said, she's always looking online to get new recipes and dishes, and and she likes to and she actually likes to make them too. Oh, I see.

You know, she isn't just, like, at the recipe show, actually. If it's something that she likes and she knows that we'll like it, she'll prepare it. Okay. Yeah. That's really good.

That's really good. Yeah. So, like, for that, we decided to, like, for that feature, like, have, like, recipes that you will like or your family will like and put it in there. So we show the recipes and everything. So That's a good feature.

Yes. Mhmm. Would Visual goals encourage you to eat healthier with the application that you're doing? Yes. Mhmm.

And I would say, like, why kind of like, what kinds of videos like? Like, a character said you're doing good or you know? Well, yeah, something that would motivate you to continue eating healthy. Okay. Would it be helpful if you were asked for your preference, allergies by the app, to help conjure meals and recipes for you?

Yes. Mhmm. Because nowadays, a lot of people have allergies. So, yeah, I think that's a good, safe safe health feature. Mhmm.

I will say, do you have any allergies? Or No. I don't. Well, I don't. Not allergies, but I am really, like, lactose intolerant now, so I can't really drink milk.

But as far as allergies, no. I'm not allergic to any kind of food. And then from the app, you you would like to, like, remove that, like, like, put in, like you don't want, like, lactose to anything from that? No. I mean, you have to remove it, but I know that I can't take it.

Take it. Yeah. Like, for, like, the recipes, I would say, like, it will not, like, involve that. Like, if you don't I guess a feature would be, like, you don't want that, but you want something else. I I mean, if the feature has, like yeah.

If it gives you alternatives to instead of using milk to use something else, yeah, that'd be a good feature. Okay. That'd be a good feature. And then you already said that the recipes would be helpful for Mhmm. These, like, pictures and deep like, details and stuff.

Uh-huh. Pictures. I I'm more yeah. I I because I'm more visual than just, you know, reading a recipe. I I like, I'm visual.

Yeah. Mhmm. I am too. Mhmm. So both would be good.

So you said that you want to eat healthy meals. Have you ever, like, thought about, like, meal planning for yourself? Is that really? Not really because I mean, really, that's my wife's thing. She likes to cook, and I've I've tried it, but it's cooking is just not for me.

So meal plan would be even harder because now I have to plan for 5 days versus just for one day. Mhmm. So, we really haven't tried meal planning. We just go day by day. Yeah.

Because we want to, like because for you know how you said one day? You don't want it like, you have to cook every single day. Right. So you would To better plan it out for the week so that you don't have to, like, you know, keep doing it. And as you say, you have a busy schedule.

Right. Yeah. So, like, we're trying to think of, like, ways to, like, I guess, fit it in into your busy schedule so that you don't have to worry about it. Right. I mean, we really like I said, we haven't tried it, but but actually okay.

My son, he he will prepare his meals for the week. But since it's just my wife and I, really, they that she cooks for us. And since she's semi retired, she really has a time that she can come home and cook. Whereas I I can see when we if you were both working and we have busy schedules, I think meal planning would work would would be a better way to go. But since she and she's only cooking for 2 versus 4, so it's not really that much.

It's not that hard for her to cut something just for the 2 of us. But I can see for a family where the 2, both husband and wife work, yeah, I can see meal planning being the way to go because, yeah, like you said, you you come home and all you really have to do is just warm it up and your meal is ready. So yeah. Ready to go. Ready to go.

Yeah. So I can see for families nowadays, I think meal planning is is the way to go. And as you say, you don't cook for yourself. Like, does it is it because your is your schedule packed where you don't like cooking? Like I said, I've tried I've tried to cook, but it's just yeah.

Cooking is not for me. Would you be interested in learning how to cook for yourself? I've tried that too. Mhmm. Copy that.

Yes. Thank you. Is that on the desk or Oh, on the desk is fine. Thanks. Alright.

Thank you. I I tried it, you know, and it just I don't know. It's just it's just not my I can't yeah. It's not my thing. Okay.

But will you give it, like, a little shot if it's if it's something like a recipe that you like? If it's something that, yeah, if it's something that I like and I really wanna you know, I would try to make it. Yes. I would. But I like to do the cooking every day.

I just yeah. I don't see myself. And then how your schedule is busy. Uh-huh. Speak to your chef.

Yeah. We take I mean, if I was to cook, when I got home, we'd be eating at 10 o'clock every night. Well, my wife, she's I mean, she's she's she's fast and she's good, but then she's been

cooking all. So she was, like, young because her dad was a who was a cook in the navy. So he she learned from him.

So she's really good. She's fast and quick and and, you know, catches on with recipes or, like, she can she knows how to substitute a certain ingredient for something else. So she's yeah. She has a gift for that. Yeah.

It is. Unless we have to begin with I am. That's no complaints for me, really. So on the feature, would the price of items in the recipe be helpful? Price.

Yes. Mhmm. And, like, you know, some people, you know, won't want, like, expensive Right. Things. So I'm trying to, like, make it, like, for some people, less, like, like, pricey.

Mhmm. More affordable. Yeah. I think the price yeah. If they know the price, that's a good feature too.

Is balancing the preference and dieting people you cook food. Difficult? Well, you don't cut. Yeah. You know, But I'll say, like, would you would it be difficult to have, like, cooked for, like, your other families that are, like, you think it would be, like, you will consider, like, their preference of dying diet?

If I was to cook for Yes. Your Her your son or your wife, like, you would, like, consider their preference in their diet? If I yeah. I would take their their their preferences into, yeah, into consideration. Like, finding or, like, balance it where Balance it to where yeah.

It's everybody will, you know, enjoy enjoy it. Yeah. Mhmm. So then, you know, from the feature is, we're talking about, like, the pricing with the apps. Will you prefer, like, a subscription model?

Like, a year subscription, you mean, or a month to month? Yeah. Or a month, like, year. I would do the month to month. Month to month?

Mhmm. You can also so it's a little bit, like, a whole bunch. Like, will you prefer, like, a free version, but, like, limited, like, features? You can also Probably start with the free version. Yes.

Mhmm. And then from that, we can also, like, you can pay for the full version and they have more, like, features. And then it's only, like, a one time purchase. I just Or would you want more ads? Just like a lot of ads in the app instead of, like, subscription models or, like, the free version with limited ads?

Free version with limited ads. So that would be better Mhmm. Than ads because I don't know you. Yeah. Mhmm.

Okay. And I'll say, do you have, like, any experience with, like, similar apps? We've talked about trying, you know, the ones that are out there now, but we have we've never really signed up for any any meal plan. Is it because, like, is it, like, too difficult or is it, like, maybe not a lot of time for it to, like, get used to it. I don't know.

We just never really we've never really committed to doing it. But we, I mean, we we talk about it often. We just never really have committed to actually doing it. But we've thought about it, though. Oh, yeah.

Mhmm. No. So you've never used, like, a meal planning application? No. I'll say what caused you to stop.

Is it just, like, the schedule like that? Or What no. We like to say we just never, like that? Or What no. We like to we just never we never really picked one that we really thought would be nice to try.

The last question was, was there anything you found that was difficult or you wish in that? On the subscription? Yeah. Or, like On the meal plan? Yeah.

With, like, other apps, like, with the the free version with limited features, what what have you found, like, difficult or, like, wish it had better? Modern upgrades because we never really tried them. That would be all of your names, all the questions. Thank you. Alright.

You're welcome, and good luck on your project.

Jorge Interview (2) Sam

Work. It would be, like, some basic questions and then, you know, we'll go more. So, you know Perfect. So, hello. I'm interviewing Sam.

Hello. And I'm, you know, I'm gonna ask you about the meal planning application that we're going to, like, implement later on, but we want to get, like, more feedback. Okay. So I'm gonna start with, like, basic questions. So, like, how old are you?

I am that's a good question. I'm, 34. You look much younger. I thought you were, like, a work study too. Everyone.

I I usually have baby face. And then do you work? Yes. I do at Cal State Long Beach. Okay.

Okay. When you say that you have a busy schedule, do you have, like, a busy schedule? Yes. Okay. And, like, what does it consist of?

So I have a 4 year old son. So usually and my so usually just getting up in the morning, getting him ready, getting him over to school, getting to work, coming home, all of his stuff. So I would say it just keeps me busy between work and taking care of him and pets and all of that. And you only have one? Yeah.

I just got my one. So but both my husband and I work. So Oh, that is a busy schedule. No free time or anything? Exactly.

And I would say, do you have a meal plan already? So we've done so usually, I'll do some meal planning throughout the week. I'll do some meal prep and kind of figure things out, but the busier I get, the harder it is to stick to that schedule or planning. And then for, like, the meal, were you trying to, like, save money, eat better, prevent waste? All of them.

So eating better, especially making sure having a lot of fruits and vegetables, and then, wanted something also easy to have. And then, food waste is a big thing because I hate having food and then wanting to prep and then getting tired and going with easy meals and then having a bunch of food waste. So And then, with like, as you said, you had a plan before, like, what was your goal? Or, like, what was it just like, you just said right now? It's my goal before, honestly, was just having, easy, quick, healthy meals, that I can get ready quickly.

Mhmm. That's basically my overall eating goals. And then what made me start with? Just challenges? Budget time.

I've done pretty good with some of the stuff, but, honestly, mental bandwidth would be another one. Because most of the stuff when I did meal planning, it was all me just kinda figuring out, like, what we like, what we wanna do, and then also getting bored with the same old, same old. So Yeah. Okay. Okay.

Now I'm a go more about, like, our features that we're trying to, like, make, and then you can give us, like, feedback. Okay. So our first feature where you'd like do you think that a social feed where, like, you share meals and recipes would be something that might interest you? So, normally, I would say yes. And I would say a lot of the ideas that I get with meal planning and stuff have been social media driven.

Like, having things like TikTok easy meals Yeah. Makes it really fun. But I've been trying to reduce my social media time. So I was like so I would say yes. Having those things to interact and see getting ideas on social media helps.

Okay. But, you know, it's always the perpetual balance of, like, too much social media. Yeah. And then and then with visual goals encourage you to eat healthier? So, like, if they give you, like, message or, like, a little, like, ball tells you to Yes.

Notifications. Mhmm. Notifications. Help. Yeah.

Noticate push notifications or reminders, especially with building the habits. That's okay. And then let's see. Would it be helpful if you were asked for your preference allergies by the app to help you curb curb meals and recipes for you? Yes.

I don't have any too many, like I don't really have any food restrictions, but sometimes I'll be, like, I'll be sick of eating something, and I wanna just be able to customize or have those options available. Okay. Okay. And then, like, I will say for, like, your other admin, like, they they might not want the same preference. Exactly.

So, with the 4 year old, he will all of a sudden quesadilla will be life, and then the next week, quesadillas are disgusting, and, frozen blueberries are in. So it'll it'll consistently change. Uh-huh. So being able to put in some preferences or having other ideas would really help because sometimes he'll just all of a sudden decide, like, I don't wanna eat chicken or I don't wanna eat pasta. And I if I can have other options that work better fast.

Alright. And then I think I already said it, but you think recipe would be helpful for your infant? Yes. And, like, for those recipes, would you like pictures, detail instructions? Like I usually like a good picture at the beginning.

I'm just a bit I'm I like visual. And then I would say just basic instructions for me. I'm pretty familiar with cooking. So a lot of the times, if I just know what the ingredients are and kinda like the steps, I'm good with a rough outline, but I know a lot of people like detailed. Mhmm.

I just hate when you go to food blogs and you get, like, 4 pages of life story, And then you finally get at the very bottom, and then you get the recipe. So, like, quick and easy. Yeah. Quick and easy. Like, it's as accessible as possible.

It's like something I can basically just glance at and be like, okay. I got this. I want to be like, yeah. It's good. Mhmm.

Like picture. Click the picture that looks good. These are the items. These are the instructions. Sweet.

Okay. Okay. For the recipes, it would, like would it be better for you like, it would be, like, suggested, like, the recipes on your preference? Yeah. Like Like, what do you mean?

Like So, like, if you, like, like, like something and give suggestions about that, or would you like, like, new things that you haven't tried? Or I think, like, if I had some things that I liked and then it was kind of like, you might also like these things, that would be something. But, like, would you want to, like, get out of that or no? I always like having different options. Like, do you mean sorry.

I just wanna make sure you under like, I understand. So do you mean, like, it would I want it to have other options or something I could opt in or out of if I could opt in? Yeah. I don't think you would need to opt in or out of having other options. I think always having other options would be a good thing because I kinda feel like sometimes you see stuff and you're like it's kinda like scrolling through Netflix or Hulu, and you're like, okay.

I've seen this. I've seen this. I've seen this. And then it's like, oh, this might be good when it has, like, little, like, if you like this, you might like that. Oh, okay.

So you said you already had like, you tried to do meal planning. Mhmm. Was it, like, just to eat healthy meals or, like, just to have, like, dinner dinner? So a lot of it had to do just with, time and prep. So just coming home at the end of the day and being tired.

So a lot of my meal planning was kind of figuring out what I wanted to do for the week and then prepping the stuff ahead of time so that it would reduce the amount of time and labor that I had to do throughout the week. So I would, like, pick, like, a fruit or like, some veg, get everything kind of prepped and ready to go. And then once it was planned out, a lot of times, it would just be able to throw everything into a pan, heat it up, and save a lot of time that way. Yeah. Because it's, like, doing it, like, day by day.

Yeah. I find that just we kinda do we've kind of adapted it recently where we it's like a almost like a 3 day. Like, every 3 days, we kinda do, like, a little bit of prep just to, like, add or top off on those things. That's what worked for us. So And then is it still working now, or do you want to, like, switch it over?

It's getting a lot better now the more that, like, we get into the rhythm and the habit of it. But one of the problems we end up running into is, trying to find other options or new ideas for food, I would say, is one of the things. Like, it starts to get stagnant, and then it's just like, you know, there's really good tacos on the corner. We could go and do that. So something that kind of gave other alternatives or other ideas would be probably a really good thing with keeping us on track with meal planning to, like, not be tempted by takeout, which is hard when everyone wants to set up taco stands right near my apartment, and I'm like Maybe another day.

Yeah. No. I I was like, the Ralph's parking lot even has it. So it's like go to the grocery store and then you're like, well, I guess I'm having tacos tonight. If you can't tell, I've had a lot of tacos in the last week or 2.

I mean, there are good tacos. And then do you think time would be, like, concern, like, if you on your 3 day, it was, like, time, like, concerning? Like, you don't have, like, enough time? Like, do you mean, like, enough time to prep? Or I say, enough time to prep every I think time is always a concern just with energy levels too in getting home, because you get home and you're tired, you don't wanna do anything, let alone, like, cook and do other stuff.

So anything I would say time's always a concern, and it's anything I can do to make it as easy as possible definitely helps. And then as you said, you cook. Mhmm. And, I'll say, like, does your husband, like, cook or, like Yeah. He likes he prefers to bake, so, that's what he likes to do.

I do a lot of cooking. He'll do usually, he'll do baking is what it ends up being. So he got, like in the pandemic, he got really into, like, bread and, like, cookies and every delicious thing that you can have. But he also cooks, a decent amount, so we alternate with who cooks. And then, like, the future, like, would it be like it tells you, like, how to, like, cut these things?

Would that be, like, something that you want to see? I will say it's always been something really helpful. I like instructions. There is this really good website called the kitchen with it's spelled like the kitchen, but without an e, that did a lot of really great basic recipes, and it's kind of helped me start to be able to cook more and learn a lot of stuff. And it's a resource I definitely use a lot in my twenties in making sure, for helping with meal plan and kind of getting better at it.

So I would say instructional ones and easy ones are definitely good because I know a lot of people, instructional ones and easy ones are definitely good because I know a lot of people when they move out or maybe they weren't shown how to cook or they were brought up with a mom like mine who just wanted to cook and not and would just take over. Anytime I would try to teach myself or she would try to teach me. Yeah. So having those instructional videos from someone who could actually show me how to do something versus, yeah, I just add this and this and here, move over. I'm gonna I'll I'll it's not looking right.

Let me take care of it. So I feel like a lot of moms kind of taught people how to taught people how to cook that way. So I find that instructional videos or instructional parts are super helpful. Would the price of items in the recipe be helpful once you do, Emile? I wanna say yes, but I'd probably say no because I feel like having lived in a lot of different areas, prices vary so much that it's kind of hard to have that as being a factor.

Because a lot of the times, it just depends when you go to the store and what they have available. What's on sale? Yeah. What's on sale, what's not. Because I mean, like, sometimes I can go and I can get, like, a chuck roast, like, meat for really, really cheap because it's on sale, and then other times, it's super expensive.

And the same thing with, like, fruits and vegetables and seasonality, it could just really change. So I feel like a lot of the times, at least when I see stuff, I look at the recipes and then I have a couple in my mind. And then when I go to the store, I try to match it with whatever's on sale. And we're gonna move on to the pricing of the app. Mhmm.

So would you prefer a subscription model, a free version with limited features, or, like, pay the full version, but, like, a onetime purchase? Free and then subscription, I would say. And then I think having the honestly, having all 3 options is really handy. The reason being is I don't like trying anything by paying it unless I've had enough buzz Right. Like, enough friends or people who have recommended, like, word-of-mouth.

I like subscription based, but because then you can cancel at any time, and you can kind of work with your own schedule. But if it was something I really, really liked and I was able to just pay one flat fee and have it be less than the subscription Mhmm. I would that would be, like, basically, it would be kind of like my that's, like, kind of how I would work towards liking it. Like, free to test it out, subscription to give it a longer trial to see if I'll use it. And then if I really liked it, I'd be like, okay.

I'll pay the fee. I'll pay, like, an annual fee if it ended up being less in the long run. Okay. And how about ads? Would it annoy you if you just have, like, a bunch of ads on it?

Or I too many ads, Yes. I feel like everybody now knows how to use ad blocker too, so that's also tricky. Mhmm. For me, I don't mind if I go on something and it has, like, one ad that pops up or whatever, and then you can look at it or exit it out or the occasional or, like, the advertisement was on the side, like, the targeted ones. But when it affects your viewing experience or your ability to actually use the app, that's when it becomes a problem.

So I was like, I feel like ads are kind of just, like, a part of life now. Mhmm. But if you I mean, probably played those games before where, like, all of a sudden, all you end up doing is if you touch the wrong thing, you get ads popping up and they kept the videos before you can exit out. And then, like, you're trying to scroll and instead you hit the ad and it pops up again. Those are the annoying ones.

So you say you will have Google Walmart user freedom. So, like, where do you were able to, like, I guess, like, choose and not, like, have to, like not the AI do, like Exactly. And then have you experienced, like, similar apps before? Yeah. I had, one of my friends, he started an app.

That was one of the first ones I used back in college, and it was really popular on Reddit. And I can't remember the name, but if I do, I'll let you know. Oh, yeah. Yeah. Yeah.

But it was really big, and I know he sold it. And it did something. I've also done, like I've used, like, my fitness planner before. I've also done some of the meal apps like, Gobble or Hello Fresh, those kind of style ones as well. Some of them better than others.

So I've done similar ones in the past. And are you still using it or have you stopped? I've stopped. And if so, like, what made you Budget. Yeah.

Budget? And budget, and I would say just after a while, I got to a point where I was really comfortable doing a lot of this stuff myself. Mhmm. I would say especially in my twenties or anytime I'm getting really bored with my food, I'll end up kinda going back to some of them. But a lot of the stuff I ended up building the habits on my own and then didn't need anymore, but I am forever thankful.

And then what when, like, using those apps, what did you find difficult, or what do you need to wish it had? I think the easiest thing for me would just be, like, it would be cool if you could just be, like, this is what I have in the fridge or, like, these are the kind of ingredients, like, I have. Like, do you have any ideas of meals or, like, things I could get? Like, if I was to go and get 1 or 2 more ingredients or if, like, I would one thing we'd be cool is if I ever, like it was, like, my dry ingredients. If I was like, okay.

I got pasta. I have this thing this thing. What could I make? That would be kinda cool. If not, otherwise, just being, like yeah.

I think if I was just able to, like, even put in ingredients and it would or I think or even if I just put in, like, preferences of foods that I liked, if it was able to, like, generate a meal plan or prep, like, hey. You can put these together these days or this together this day, that would be really easy. And then that will be all for the questions. Okay. Thank you, Sam.

You're welcome. Good luck with your project. Thank you. What class is it for? For my senior project.

Jorge Interview (3) Jacob

Alright. I'm here with Jacob, and I'm gonna interview him about the meal planning app that we decided to do. So what's up, Jacob? What's up? So first off, how old are you?

I am 27. 27. Do you work? Yes. Okay.

Would you say you have a busy schedule? At the moment, I have a lighter schedule. Okay. Probably a part time style schedule. Yeah.

What does it consist of? Like, what do you do? Like I do essentially part time, schooling with about 9 units of university classes, and I have federal work study that's also part time. Yeah. You're you don't have a busy schedule then?

Sound busy, man. That's fine. Do you have any dependents? No. Okay.

Do you have a meal plan? I don't have a meal plan. I try to count calories or at least be aware, but I don't have a meal meal plan. And why not? Are you, like, too busy?

You've never done it before? Or it doesn't suit your need? I just haven't found a way to make it easy. Mhmm. And if it's not easy, I'm not gonna bother, at least for some stuff.

You know? Yeah. And then, I mean, like, if you do decide to make one, are you, like, trying to, like, save money, eat better, electrolyte, or, like, food waste prevention? Probably eat better. If like, with meal plans, I feel like it it has to depend on, like, is the food, like, healthy enough and and, like, good enough to, like, warrant doing that instead of just, I don't know, like, buy out or or, I don't know, scrounge the the fridge for leftovers.

Okay. So now I wanna ask you more about our feature that we're trying to, like, going to make or, like, we decide to, like, you know on feedback, let's see, like, what's your future? So do you think that a social feed where you share meals and recipe would be something that interests you? A social feed to share experiences, I don't really care about, I'll be honest. But to share, recipes could be cool.

And, I mean, would it be like something that you would use? Or Well, I wouldn't go out of my way for it is the thing. Like, some like, with a lot of, like, apps and stuff, it's the first thing they show you. And then, I might see 1 or 2 posts, and then I'll move on. Mhmm.

But unless it's, like, already there, I usually don't go out of my way. Okay. And then for other feature, what do you think, like, visual goals encourage you to eat healthier? So, like, notification or, like, a little bot shows you, like, you're doing good, keep it up. Notifications, maybe, maybe not.

They can be annoying. Visual, like, if I open the app and it gives me, like, a nice little graph of how my progress has been, that's good. I like that. Okay. Wonderful.

Would it be helpful if you were asked for your preference and allergies by the app to help you conjure your meals and recipes free. Well, I mean, I feel like allergies would be a a necessity. Like, absolutely. Preferences could be nice. I mean, I don't know.

Let's say, like, I don't like, like, cooked tomato or something. Like, that it would be nice to know that, like, whatever, like, recipes I'm gonna get aren't just gonna have that plastered in there.

Okay. Mhmm. And then I think you said it before, but you think recipes would be helpful for, like, meal planning?

Yeah. I mean, like, especially if they're, like, easier recipes. Because, I mean okay. Like, let's be real. Like, even if I, like, have a lighter schedule, if I come home after, like, a day of work, I'm not gonna I'm not gonna cook for, like, an hour.

Yeah. I'm gonna put throw in the hot pocket for 30 seconds and call it a day. Understandable. I'm so so if, like, for example, if you do decide to, like, like, put in a recipe, do you think pictures or, like, detail, like, production would be useful? Pictures?

Yeah. It's I don't know if you've ever seen a recipe without pictures. It's kinda hard. You don't know what to expect. But, I mean, the detailed recipes, I guess, it depends.

Mhmm. If if there was, like, maybe, like, a difficulty, like, marker or something, that'd be cool. But, like, let's say like, I mean, because I'm not gonna start a hard recipe at, like, 9 PM, you know. And then, do you, like, often, like, find new recipes? Or I don't always go out of my way for new recipes.

Usually, whenever, like, I actually get a new recipe that I, like, remember, it it happens to be, like, I needed macaroni and cheese for a thing, and then turns out it only took me, like, 30 minutes to make, and then I do it over and over. You know? Mhmm. Usually, there's, like, an like, I see them as a means to an end. But then if it turned out to be useful, then I usually keep it.

Okay. Okay. And then, like, where where do you, like, find these recipes? Like, online, TikTok? I mean, a lot of the times it's through searches.

And then I find the website and then immediately press print because I don't wanna hear the full, like, lifetime story of whatever cook decided to to make the recipe. Alright. Alright. Alright. Have you seen that?

Dude, it's ridiculous. Yeah. I think It's like 3 pages of life story before you actually get to the thing. Yeah. You're you, Sam actually told me about that too.

Like, they would just, like, tell about the story and then at the end it shows the recipes. Yeah. And it's like, I don't I don't believe you. Your your aunt did not make this shit. You just figured it out and you're like, oh, I wonder what'll make it look better.

This is I mean, that's, I guess, today's life. You know, I guess, you know, like, how about your life and then All that ad space too. Let's see. Would you rather follow set meal plans? Or any made it follows those examples?

If that if there was a set meal plan with relatively easy, like, meals, I would give it a shot. But I'm not gonna go out of my way and pick individual days and see what I'm gonna make that day. So, like, look, I I don't know. Like, if it if it says, like, okay. Your meal plan this week is and then it tells me, make sure you have, like, £3 of chicken for the week or something.

That sounds like a great idea. Mhmm. Because otherwise, I'm not gonna do it. I'm not gonna check the day of, see what I need, and then go get it. You know?

Mhmm. Mhmm. And then we call it Yeah. Find Yeah. I think that's the biggest thing, actually.

The biggest thing? Yeah. Like, I mean, because you you know those mailboxes they send you? Yeah. They send you, like, one portion of chicken.

Oh, really? Right? Or, like like, I mean, they only send you enough to make that recipe Mhmm. And then you don't have leftovers. But, like, if there is, like, a meal plan that actually use, like, those leftovers appropriately Mhmm.

Then that would make more sense. Because, I mean, nobody goes out and buys half a pound of chicken. Yeah. That's true. Especially if they're, like, already prepackaged or whatever.

Yeah. Yeah. Okay. Let me just have you ever, like, thought about meal planning or, like, want to eat healthier meals? I thought about meal planning.

Whether or not I I do it, that's something else. So probably not. Like, I've per meal, I've I've I've, like, been aware of what I needed to, like, eat or what I needed to avoid. Uh-huh. But as far as meal planning for, like, several days, I no.

No. I mean, would it be like because of your time, you're, like, too concerned. It'd be wasted. It's not well, it's time to plan Mhmm. And time to, like, actually do it.

Like, I mean, it's, like, similar to, like, meal prep. Because, I mean, I guess meal meal prep is meal planning. Yeah. But with, like, at least, like, meal planning, it's like, well, you don't have to commit if, like, if you're not able to cook whatever the heck you were gonna cook. With meal prep, I mean, you commit heavy and early.

So I don't know. And do you cook for yourself or others? For myself and sometimes my girlfriend. I mean, for your, like, girlfriend, would, like, she be interested in learning how to cook for her? Yeah.

So, like So she she's shown interest, but it's always sim I mean, similar to me where it's like, well, I mean, when when are you gonna make the time? And even if you have the time, is that

the thing you wanna be doing right now? Okay. But, like, let's say, like, if there's, like, a new recipes you would like to learn, I guess. Or like If there was a recipe that looked good Mhmm.

I would it would be in the back of my head. You know? But again, if, like, the you know, if the recipe takes, like, 2 hours to make, I'm not gonna bother. You know? I'll I'll look at it, see the picture.

It'll say 2 hours, and I'm like, nah. Alright. Would the price of items in a recipe be helpful when choosing a meal? It's not the first thing I think of, but, yeah. It's probably like, at least for me, it's more convenient.

Mhmm. But if it did say it'll this item will take 30 minutes to make and it'll cost, like, something something proportion, that would be really cool. Okay. And then is balancing the preference and regarding the needs of people you put forward difficult? For me, it's not.

I I don't have allergies food wise, and then she doesn't have allergies food wise. So we're we're kinda set. I guess I'm trying to be healthier, maybe. Yeah. Okay.

And I guess, like, a feature, like, you would want, like, if you do have allergies, like like Yeah. I mean, if you have allergies and, like, and you keep getting I'm I'm sure, like, if you keep getting, like, recipes for, I don't know, peanut butter, you're I bet you're gonna, like, just uninstall. Yeah. Alright. Moving on.

So I'm gonna ask you about the pricing of the apps, and we're, like, thinking of different, like, ways. Mhmm. So would you prefer a subscription model or a free version with limited features, pay the full version with only, like, a one time purchase, or you would, like, you just wanna see a whole bunch of ads? Any sort of intrusive ad might mean me an insult. Like like, I don't like, what's crazy is, like, I don't even mind ads too much.

It's just that if they literally get in the way of, like, whatever I need to make, it's it's bad. Basically, like, prevent you from using the ad. Yeah. What I preferred is limited use with a one time purchase because there's so many subscriptions you can forget about, and then now you're losing money for no reason. Sure.

So that's that's my preferred model, I think. Just limited use, one time purchase, even if it's a little more expensive. And have you had, like, any experience with similar apps? The I mean, I I don't have a meal planning app. I use the the Net Diary one, and that's just to track calories.

Like, I mean, I have it has bars for, like, nutrients and stuff, but I don't even bother. So did you are you still using them now, or did you stop? Alright. And then I I'll say, like, what made you stay on the app? Well, see well, like, you can set, like, how much weight loss you want, and then it'll let you know how many calories you need to lose.

Yeah. Or, like like, what your, like, calorie limit is. Mhmm. I guess one thing that I do like is that it's pretty visual. So, like, I mean, first thing you see front and center is calorie count, because it tells you how many calories you have left.

Mhmm. Kinda splits up how you've been eating throughout the day. That's cool. I mean, sometimes all I need to see is that number. Like, how many calories are left.

Mhmm. You know? Just like at the beginning. Like Just at the immediate because I mean, that's what I use it for. Mhmm.

I use it for calorie counting, and if the calories aren't front and center when I open the app, like, it's gonna be annoying. Alright. Okay. Was there, like, anything you found that was difficult or you wish it had on the app? See, the the app has a recipe thing that is locked behind a paid subscription.

Oh, okay. I just haven't bothered. Okay. But you wish, like, you could use that? To an extent.

Mhmm. And then it also has, like, an auto, like, calorie tracker thing where, like, if you overeat, it'll, like, kinda, like, lower the amount of calories for every other day. You know? Just so you kinda, like, balance out. That's something that I've I've been that has almost made me want to to actually get the subscription.

I think it's, like, $5 or something. Mhmm. But it hasn't been bad enough that I've wanted to go out of my way. Okay. And, yeah, we're done with all the questions.

Thank you, Jacob, for your time. Yeah. No problem. I'm your time. Yeah.

No problem.

Diego Interview 1 Transcript - Hallel Hall
0:02 okay hello uh thank you for helping me 0:04 complete this interview for our meal 0:06 planning application uh what is your 0:07 name of course it's pleasure to be here 0:10 uh my name is H Hall and how old are you 0:14 26 and do you work yes I do uh would you 0:19 say that you have a busy 0:20 schedule I'd like to say so yeah uh like 0:24 what would it consist 0:25 of um my day by day is probably going to 0:28 work for around 8 hours 0:30 uh working out the evenings for around 0:33 an hour hour and a half uh making dinner 0:35 for myself and meal plans for the next 0:37 day um and also having some time to 0:40 myself to really enjoy the things that I 0:42 like to do outside of my work in my uh 0:46 self-improvement okay that's good to 0:48 hear uh do you have any dependence uh no 0:50 I do not and you said you have a meal 0:53 plan 0:54 right uh I do but it's kind of shaky um 0:57 I just try to make whatever I have the 1:00 at the time and see where I go from 1:02 there okay so when it comes to meal 1:05

planning like what are some of the 1:06 things that you look forward to maybe 1:07 like variety saving money eating better 1:10 things like 1:12 that I think I definitely do like to 1:15 have a variety I don't really like to 1:17 have the same meal over and over again 1:20 um and I think saving money would also 1:21 be a pretty important thing for me when 1:23 making meal 1:25 plant okay um so for our application 1:30 we're looking to find out what sort of 1:32 features that people would be interested 1:34 in using that would most suit their 1:35 needs when it comes to meal planning so 1:37 considering that you already meal plan 1:39 um for example like do you think that a 1:41 social feed where you share meals and 1:43 rep recipes would be something that 1:45 interest you or something that you'd 1:48 use uh me personally I don't think so uh 1:51 mainly because I think that getting my 1:56 uh ideas and kind of the social aspect I 2:00 don't think I'd really be able to 2:01 participate that much I don't really 2:02 find that really 2:03 amusing um or helpful for that 2:07 matter okay or you could use it to 2:10 discover new recipes uh or um I guess 2:13 you could also just use you think maybe 2:15 using other established social media 2:17 aspects could already cover something 2:19 like that I think so I think it might be 2:21 a little bit redundant to try and bring 2:24 in a social aspect into such a uh 2:28 already kind of set in stone space so 2:29 such as you know meal recipe sharing um 2:33 so yeah I don't think it that helpful 2:35 yeah I understand that uh would you 2:37 think that objectives or visual goals 2:39 would encourage you to eat 2:42 healthier uh I think so I think it's 2:44 always nice to have another form of 2:47 keeping yourself on track and another 2:49 form of being able to make sure that 2:52 you're staying on the same Pace that you 2:54 want to be um even if it's not just 2:56 yourself and your own motivations want 2:59 to to be healthy and to eat the way that 3:01 you want to eat but also having that 3:03 little reminder every now and then can 3:05 really get you into a right head space 3:06 like oh I need to start do my me PLS 3:09 now okay so like for this little 3:12 reminder like what type of form do you 3:14 think would be most helpful for you or 3:16 how would it 3:18 look uh I think that just having a 3:21 notification in the app that also would 3:23 translate onto my mobile device might be 3:25 nice um just because if it's just on the 3:28 app uh I'm not going to be on it 247 but 3:31 it could if it could also be uh put onto 3:34 my mobile device whenever I'm using it 3:37 that would be pretty helpful okay yeah I 3:39 understand that um so do you think when 3:42 it comes to planning meals do you think 3:45 it would be helpful if our application 3:47 would ask you for your preferences and 3:49 allergies uh to help you conjure meals 3:52 and recipes for you U me personally I 3:55 don't think the allergy part would play 3:57 a role because I'm not allergic but I 3:58 can't see the benefit of that for a lot 4:00 of people a lot of people do have 4:01 allergies to certain things and if 4:03 they're maybe trying a new recipe that 4:05 has ingredients that they've never used 4:07 before it would be nice to know that or 4:09 at least it would be nice for them to 4:10 know that it would have something that 4:11 could be detrimental to their health 4:13 yeah that makes 4:15 sense so for these types of preferences 4:17 do you think that something like I guess 4:19 maybe you're fine with eating meat or 4:22 you're a vegetarian maybe for you're 4:24 religious like there are certain types 4:25 of meat that people don't want to eat so 4:27 like these are types of preferences that 4:28 you're looking for or other types of 4:30 preferences as well oh of course um I 4:33 think especially from the religion 4:35 standpoint a lot of people would 4:36 appreciate that um and me personally I'm 4:38 not really a religious man but I 4:40 definitely

don't like the taste of 4:41 onions so if I could say like if there 4:42 was a filter maybe a drop down minu that 4:44 I can click on a certain ingredient that 4:47 I wish not to be in the meals that'd be 4:48 perfect well that's right 4:51 um we also think that maybe some medical 4:54 conditions can also work like from what 4:55 I understand some diabetic people have 4:57 troubles finding certain 5:00 uh meals that can fit their dietary 5:02 needs um maybe those types of things do 5:04 you think would be helpful I'm not sure 5:06 if you have other or or some type of 5:08 medical need that could be suited better 5:10 suited than what you deal with now with 5:11 your meal 5:13 plans I personally don't but once again 5:15 I think this is an amazing idea um just 5:17 because it makes the app a lot more 5:20 diverse and it kind of reaches more 5:21 demographics to people um and it kind of 5:24 just helps others really get into meal 5:26 planning that might not be able to uh 5:28 because of their health need 5:30 and their health restrictions so I think 5:32 it would be an amazing idea to have 5:33 something like that integr into the app 5:35 yeah I totally agree that's one of the 5:36 reasons that we're trying to work on 5:38 something like this we think that it 5:39 could help people uh both uh people that 5:42 struggle with meal planning because of 5:43 reasons like this uh maybe existing mual 5:46 apps or meal planning applications uh 5:49 don't really help when it comes to 5:51 certain dietary restrictions like that 5:54 and so we're hoping that we can try to 5:56 make it easy for people to plan meals 5:58 around uh their 6:00 needs right and so when it comes to 6:04 planning meals do you think that recipes 6:06 would be helpful for meal planning like 6:09 it shows you some type of recipes that 6:11 you can meal 6:13 plan uh again for me I think I already 6:15 have those bases kind of covered but I 6:17 do think that it could be very helpful 6:19 for others having everything in one spot 6:21 uh that being recipes for meal planning 6:23 and they actually and their actual meal 6:25 planner all being on one app that kind 6:26 of helps stop from having to click over 6:29 to different apps maybe even having to 6:31 look up a website to find some meal 6:33 plans or or not meal plans but to find 6:35 recipes I think it'd be really helpful 6:36 to have those all centralized in one 6:39 nice clean 6:40 application okay so I guess you already 6:43 have like other sources where you get 6:45 your recipes from 6:48 yes 6:50 okay okay so let's say that you were 6:52 interested in I guess trying out a new 6:54 recipe you know meal planning maybe you 6:56 can get a bit boring EA know the same 6:58 meal for a few different days 7:00 so do you think if you were to follow a 7:03 recipe like what type of things that 7:05 should be included to be useful for you 7:07 so maybe things like pictures or 7:08 detailed instructions things like 7:11 that I think both of those are very 7:13 important uh I'm kind of a guy who does 7:15 judge a book by its cover so a picture 7:18 of a meal would be very helpful to see 7:20 ah this does actually look really 7:22 appealing to me or maybe it's not the 7:24 right thing for me um especially having 7:27 detailed instructions uh I do have a 7:29 problem with a few of my 7:32 um recipe websites that I use some of 7:35 them aren't as detailed as they possibly 7:37 could be um whether that be having 7:39 arbitrary um measurements like putting a 7:43 dash of something in or maybe they don't 7:47 have specific timings for when I should 7:49 put things onto the oven or into the 7:51 oven um so I think specifics uh times 7:54 and uh measurements would be great when 7:56 we're doing recipes um but yeah I think 7:59 those the big things that I'd be looking 8:00 for okay that makes a lot of sense to me 8:03 I think those would probably be really 8:04 helpful too uh do you think that

maybe 8:07 uh for the instructions like I guess 8:10 intermediary photos would be taken you 8:12 know as you're progressing along it 8:14 would show you um in the instructions 8:17 also photos that's similar to what 8:18 you're 8:19 doing oh yeah that's perfect um because 8:23 there are a lot of times where I feel 8:24 like I'm doing the right thing in a 8:26 recipe but at the end of the at the end 8:28 of the recipe I'm not really reaching 8:31 what's been shown on the uh on the 8:35 beginning picture um so if I could have 8:37 like a step by during the step by-step 8:40 process if I could see a picture that's 8:41 like oh I it should look like this when 8:43 I'm at this step and then kind of have 8:45 that as I'm going through I think it can 8:47 keep me on track with actually getting 8:49 to the meal that I you know was 8:51 advertised yeah that makes total sense 8:54 so I guess going back a bit we were 8:56 talking a bit earlier about uh 8:58 preferences 9:00 so if you were to just ever look at a 9:03 recipe um to try something new uh would 9:08 you prefer it if those recipes were 9:10 given to you based on your 9:13 preferences I think so um I definitely 9:16 think that that's why we have 9:18 preferences right um to make sure that 9:19 we get something that we know we'd like 9:21 and we wouldn't be wasting our time on a 9:23 recipe that might not be for us um 9:25 however I do see the importance of 9:26 trying to step out of your uh out of 9:29 your your balance a little bit try to 9:30 get out of your comfort zone and try 9:32 something new that maybe as a kid you 9:33 didn't like a certain flavor um like me 9:35 I as I said I don't like onions I 9:37 haven't liked onion since I was a kid um 9:39 so maybe a few years down the line I 9:40 might want to try a recipe that has 9:42 onion in it um so I could see the 9:44 benefit of both going off of your 9:47 preferences and also maybe trying to get 9:50 away deviate from your pref preferences 9:52 a little bit to get you a recipe that 9:55 you might like even though it has a 9:57 taste or a certain type of ingredient 10:00 that you didn't really find suitable to 10:02 yourself yeah okay um so I guess moving 10:06 in or expanding on that do you ever cook 10:09 for other people or do you just mostly 10:10 cook for 10:11 yourself I mostly cook for myself 10:17 okay okay so when it comes to meal plans 10:21 uh would rather 10:24 follow set meal plans uh already made 10:28 and follow those examples exles or would 10:31 you rather be more involved uh with your 10:33 meal plan so like a a set meal plan 10:36 could I guess be like veggie meals or 10:39 pescatarian or things like that maybe 10:42 you're you're like more meat in your 10:44 meals things like 10:45 that I think a set meal plan would be 10:48 more beneficial to me uh I am still 10:51 trying to find my way in this meal prep 10:54 uh lifestyle so I think maybe at first 10:57 I'd like to you know have a template to 10:59 go through and really help 11:02 me understand you know what foods I 11:04 should be eating on what days if that's 11:05 you know if that even makes a difference 11:07 um or you know if I if it's a template 11:10 that has a cheat day uh that would be 11:12 kind of nice okay but I think as as I'm 11:14 going on right uh as I'm getting more 11:16 well versed I'm understanding what makes 11:19 a meal plan a meal plan I think I would 11:21 like to get more involved in it um but 11:24 to answer your question I think I would 11:25 like to have one that kind of was Set uh 11:28 to start off 11:30 okay so would you say that you don't 11:32 want to have to be I guess too much in 11:33 the specifics with your meal plan at 11:35 first uh just hopefully uh we will 11:38 provide a good meal for meal plan for 11:40 you that can uh is easy to follow that 11:43 you can understand well 11:46 yes okay so next I'm going to ask you 11:49 some questions uh about your 11:51 perspectives on health um would you 11:56

care would you happen to care about your 11:58 diet 12:00 uh yes I think I think I do care about 12:03 my diet uh so like what are some of your 12:05 health goals that you have for 12:08 yourself uh this is a little 12:10 embarrassing but I am trying to slm down 12:11 a little bit no I completely understand 12:13 that yeah I've been working a lot and 12:15 you know as I said I have been going on 12:17 to the gym but lately I I don't think 12:19 I've been eating as well so I think 12:21 that's a main issue I'm in what's kind 12:23 of stopping me from reaching the the 12:27 physical goals I've set for myself 12:30 okay so maybe like a meal plan that 12:32 would be focused on providing healthy 12:34 meals that help you um do well while 12:37 exercising that are healthy help you 12:39 build a good body are those the type of 12:41 things that you're looking for yeah yeah 12:44 like low fat um high protein uh meal 12:47 plans would be pretty good for me um or 12:51 or honestly any kind of meal plant that 12:53 would just help me reach that goal of 12:55 mine I I'm not really saying that it has 12:57 to be low fat high protein maybe there 12:59 you know maybe you guys know something 13:00 that I don't about health right right 13:02 right um but anything that is you know 13:04 advertised as helping people reach their 13:07 body goals in the sense that it helps 13:09 them maybe slip down lose a few pounds 13:12 um that is something that I would be 13:13 looking for so do you think that's I 13:15 guess going back to the set meal plans 13:17 that's something that would maybe should 13:19 be included in the options for people 13:22 like yourself that are health conscious 13:24 oh yeah of 13:25 course okay so um thank you for those 13:29 answers um I'm going to ask you now 13:31 about the pricing about the app 13:35 so we we're still deciding how we should 13:38 of course uh monetize this so would you 13:41 prefer a subscription model where uh to 13:44 get access to this app you of course 13:46 have to uh pay a monthly fee and you 13:49 know it can be variable we haven't quite 13:50 decided that yet uh or maybe you prefer 13:53 a free version with some limited 13:55 features and then you could pay a 13:57 subscription fee which would give you 13:59 access to all the uh sorry all the 14:01 features in a full 14:04 version uh as you listening those I was 14:06 also thinking uh would there also be an 14:09 ability to have a free version with 14:11 advertisements here and there which 14:12 could unlock a few not all but a few of 14:16 the features that are locked behind the 14:18 monthly subscription pay wall okay or 14:20 was that already integrated into the uh 14:22 free version that didn't have all the 14:25 features uh that's interesting I guess 14:27 so yeah we're still on that so uh 14:31 providing ads for the free version but 14:33 that is interesting that if users want 14:35 to they could um watch or engage with 14:37 some advertisements and then get uh I 14:41 guess as a as a reward some of the more 14:43 advanced 14:44 features right um but to answer your 14:47 initial question I think I would um I 14:50 think I would be fine with having a a 14:54 paid subscription um just you know add 14:56 another one to the the many that already 14:59 pay for tell me about 15:02 it but um yeah know I I think both ways 15:06 would be fine I think a lot of uh apps 15:08 in the space already do a type of 15:11 payment method or a type of subscription 15:13 method where you can either have full 15:15 access to the site with a small monthly 15:18 fee or you can have a limited amount 15:21 with a free uh app so I think I think 15:24 both of those would be perfectly fine um 15:26 but I think depending on how much is 15:28 being 15:29 uh hidden behind the pay wall or how 15:31 much content is being hidden behind the 15:32 payall um I would be inclined to pay for 15:35 the uh paid version I think it just 15:39 would depend on

what I'm being kept from 15:42 if I'm only using the free version of 15:44 the app okay that makes 15:47 sense um so would you say that you have 15:50 experience with similar apps 15:52 before uh yes yes I 15:54 do um do you still currently use those 15:57 or have you stopped 16:00 I do currently use them I think they 16:02 work for 16:04 me um but hey I'm always looking for 16:06 something better 16:08 so count on you guys okay so like what 16:11 are some of the things that make you 16:12 stay U with the current apps that you 16:14 use um I think the main thing is just 16:17 that I don't have any real qualms with 16:19 the app I mean it gives me what I needed 16:21 to give me it gives me scheduling for 16:23 the most part for my meals as I said I 16:26 do get my uh actual recipes from 16:30 different places um but at the end of 16:33 the day I think my meal prep app at its 16:35 base at its core as a meal prep up it 16:37 does it sh PR well okay um was there 16:42 anything that you found that was 16:43 different or you wish that it 16:45 had uh as I said before I do kind of get 16:49 my um my recipes from other places and 16:52 then I just put those recipes in my meal 16:54 prep app right however as I said before 16:57 it would be kind of nice if it were 16:58 Consolidated all into one app so if your 17:00 guys's recipes are just as good as the 17:02 ones that I have currently I think it 17:04 would be nice to save myself that extra 17:05 click uh off to another uh window on my 17:09 computer or on my mobile device 17:11 depending on what I'm using um so I 17:14 think it I think it would be nice for 17:17 that uh to be prevalent in the app uh 17:20 but that I think it be all right okay uh 17:23 so I guess if you if there is a recipe 17:26 where the prices of the items in that 17:27 recipe be helpful when choosing a meal 17:30 just so you know like if this is 17:32 something that you can afford to eat 17:35 well that is that's an interesting 17:38 question 17:42 uh I think that for me personally again 17:45 I don't think it 17:47 would make that much of a difference as 17:49 long as like the average pricing of 17:51 those items like in my area then I don't 17:53 think that any kind of meal should be 17:56 that expensive um how however I do think 17:59 it would be a nice little quality of 18:00 life thing to have for those who might 18:02 not have um the funds available to 18:06 really pay for a higher end meal right 18:09 so I think it would be a very good thing 18:11 to add so did you say that your 18:13 disposable income allows you to just uh 18:17 eat any meal that you think would be 18:18 good for you uh yes I work very hard for 18:22 things I have so I'd like to say that 18:25 okay that's great yeah I think I I think 18:27 I would be able to as long as it's you 18:29 know not a four star meal every night 18:31 right right um but no I do think that at 18:34 least from my experience with my own uh 18:37 recipes whenever I go out for to buy 18:40 groceries it's usually in within my 18:43 budget 18:45 okay okay so thank you for helping me uh 18:50 understand what type of uh needs or what 18:53 implementation of this app would suit 18:54 your needs uh you've been really helpful 18:56 so I just want to thank you for helping 18:57 me with this interview 18:59 hey anytime man I'm always happy to 19:01 share my opinions on things and thank 19:03 you for coming to me I I'm very honored 19:05 to that you think that my opinion is 19:07 necessary enough to help you with the 19:10 making of this incredible app it'll be 19:12 incredibly help you helpful seriously 19:13 thank you so much for helping me with 19:15 this interview and our my team by 19:18 extension because we're hoping that we 19:20 can create a great product to help 19:21

Diego Interview 2 Transcript - David Yule
0:01 uh okay so thank you I want to thank you 0:03 first starting off with this interview 0:04 for uh accepting to help us uh we hope 0:07 that we can uh make some good decisions 0:11 based off of our conversation yeah no 0:14 problem so first I want to like ask a 0:16 few questions about you so uh like 0:19 what's your name uh my name is David y 0:22 okay so how old are you I'm 21 okay and 0:27 do you work uh no I'm a full fulltime 0:30 student okay so uh being like a 0:34 full-time student would you say that you 0:35 have a busy 0:36 schedule uh yeah most of my days 0:39 comprise me going to class and then when 0:42 I get home I do my work and then if I 0:45 have free time then I'll do something 0:47 after 0:48 that oh okay okay so do you have like a 0:52 meal plan that you use or do you know 0:54 what a meal plan is uh I know what a 0:56 meal plan is I don't personally use one 1:00 okay so like for I guess what we're 1:04 working on is of course as I mentioned 1:06 before we started is a meal planning 1:07 application so our goal is to help 1:10 people plan meals and so we think like 1:13 for a meal plan it's you know it's like 1:15 asking what's for dinner uh that 1:17 question but once for the whole week so 1:19 every night and so uh I guess do you 1:23 think that a meal plan would be 1:25 something that help for you or like what 1:26 are some barriers right now that keep 1:27 you from uh getting a meal plan 1:31 uh I think a meal plan well a big 1:33 problem for me is like timing which I 1:35 think a meal plan would help for that 1:37 but since I tend to like end up doing 1:40 something every day and then I end up 1:41 eating like really late like by the time 1:44 it hits like 11 or midnight right so 1:46 that's just like the big problem for me 1:49 I guess is just like I don't have the 1:51 timing for it but I feel like if I had 1:53 something that would like the meal plan 1:56 which would have a timer a set timer 1:59 when I should that would probably be 2:00 pretty useful okay so have you ever done 2:02 it before or is 2:04 this uh I've done it a little bit for 2:07 like meal planning but like when I was 2:11 working 2:12 out High 2:14 School yeah that's so yeah it's one of 2:16 the things that we hope or we want to 2:19 find more info about it's uh meal plans 2:22 for healthc conscious people so if that 2:24 interests you or does that interest you 2:26 yeah 2:28 okay okay okay so now I'm going to ask 2:31 you I guess some of the features uh that 2:33 we were looking to implement in our me 2:35 application and just going to ask you do 2:37 you think that these types of features 2:38 would be helpful for you so do you think 2:42 that a social feed where you share meals 2:43 and recipes would be something that 2:44 interests you or something that you'd 2:47 use how did 2:54 I yeah I think a social feed would be 2:57 pretty good because you can see what 2:59 other people are eating and then if it 3:01 interests you of like oh man I want to 3:03 try that out then you could and like 3:05 that's just an easier way to discover 3:07 more meals for 3:09 yourself okay so yeah I guess uh yeah 3:13 our goal with the social feed is to let 3:15 people know uh or I guess for people to 3:18 show others what they've done and maybe 3:19 that would encourage them to try out the 3:21 same thing or to um just encourage them 3:26 in general to keep with their meal plan 3:27 you think that would be something that 3:29 could track with you 3:31 yeah I think that would be really nice 3:33 okay so moving on to another feature 3:36 would I guess would objective objectives 3:38 or visual goals encourage you to eat 3:41 healthier uh I think having a goal is 3:44 would definitely help because I mean not 3:46 when it just comes to eating but for 3:47 like for most things if you set like a 3:49 goal of what you're trying to hit then 3:52 it makes the process uh a bit easier 3:54

since like you have something to strive 3:56 for so when it comes to healthy eating I 3:58 think stri for like being eating like a 4:01 specific amount or like hitting a 4:03 certain amount of calories or something 4:04 like that would be really useful to keep 4:06 you on track right and so uh not just 4:10 that like do you think something like a 4:11 weight goal maybe could help you track 4:13 something like that or just other types 4:16 of things yeah cuz a lot of people like 4:19 to like they put eating with like their 4:21 weight as well like they go hand in hand 4:24 so I with 4:26 legal okay um so move on to another 4:30 feature would it be helpful if you were 4:32 asked your for your preferences and 4:34 allergies by the app to help conjure 4:36 meals and recipes for you oh yeah that' 4:39 be super 4:40 useful so like do you have like any 4:43 types of like allergies do you think 4:45 that would prohibit you from eating 4:47 certain types of foods and therefore you 4:49 know like you absolutely must uh have 4:52 whatever recipes are given to you not 4:54 include that certain like item uh I 4:58 personally don't have any food allergies 5:00 I think like my only allergy is like 5:02 some specific type of chemical medicine 5:06 but I know like my cousin he's allergic 5:09 to peanuts so like if he was to use 5:11 something like that he' definitely not 5:13 want to get recipes peanuts in that 5:16 makes total sense um so I guess for the 5:18 pref the for the preference inside of 5:20 that question um so I guess there could 5:22 be like two sides to that right so like 5:25 there are some people that don't like 5:27 onion for for example me I don't like 5:28 cilantro I really hate it um I don't 5:32 know if you're like that as well for 5:34 like a certain thing or like something 5:35 that you won't it's not that you can't e 5:37 it but you just won't yeah um so like 5:40 maybe including certain like opt outs 5:43 for those ingredients do you think would 5:45 be helpful yeah that that would be 5:47 pretty helpful because that's also 5:48 another I think another thing that 5:50 really uh deters people away from doing 5:53 things like this like eating specific 5:55 healthy foods it's like the taste right 5:58 right and having just like being able to 6:00 choose what you want St stuff you still 6:03 like but then also it's still healthy 6:05 would be very useful yeah so that's one 6:08 of our goals like trying to help people 6:10 uh meal plan and to ensure that the the 6:13 meals that they're planning would 6:14 actually suit their needs and so cuz you 6:17 know some people uh if you're like 6:20 cooking a whole meal for the week and 6:21 it's not something that you really like 6:22 it might be something like you like drop 6:23 out of so we're hoping that we can help 6:25 people really uh pick meals uh pick meal 6:28 plans that would suit their needs as 6:29 much as possible so they don't get 6:33 bored 6:35 okay all right and so the other half of 6:37 that would be not just for preferences 6:39 that are like optional maybe like uh you 6:44 could set meals that are like more so on 6:46 like more so meat heavy or maybe you're 6:49 vegetarian is there anything uh or 6:52 pescatarian you know things like this 6:54 that would um limit the types of foods 6:56 that you can eat more so from uh you 6:59 know like Health uh 7:01 scenario uh yeah I think that' be great 7:04 I think a lot of people um also think 7:08 like eating healthy means you can only 7:09 eat vegetables which is not true right 7:12 because you need a balance of like 7:13 everything so like if you do if you're 7:17 like a vegetarian that would be very 7:18 useful to not get information about meat 7:22 yeah I agree um but you can also still 7:24 have like food with meat in it so I 7:27 think the option to like choose if if 7:29 you need a specific category it be very 7:31 helpful yeah I agree uh do you have like 7:34 any certain medical conditions that 7:36 maybe would need to accounted for so for 7:38 example I know

that diabetic people um 7:41 are really like constricted in ter the 7:43 terms of food that they can eat so is 7:45 there anything like that which would you 7:47 think um would help you in planning 7:49 meals uh as an option I don't have any 7:53 medical conditions okay that would I 7:56 would need to look at okay 8:00 so and when it comes to meal planning 8:03 right do you think that if uh our 8:04 application would suggest you recipes uh 8:07 do you think that that would be helpful 8:08 for meal planning or you know like do 8:10 you have some other source uh where you 8:12 could get them 8:15 already I think the only other source 8:17 would just be the internet right right 8:19 because that's all I really have so I 8:21 think an app just an app having it all 8:25 it makes it more convenient than just 8:26 having to search the internet Okay so I 8:29 get that so it'd be like more convenient 8:31 to just have the our app show you some 8:34 recipes that you could try out while 8:35 you're meal planning right yeah so when 8:38 it comes to these recipes like what are 8:39 some types of things that should be 8:41 included with them so they can be more 8:43 useful for you do you think something 8:44 like pictures or detailed 8:47 instructions uh pictures definitely you 8:50 most likely want to see what you're 8:52 eating I think what's what's the saying 8:53 it's like your eyes are bigger than your 8:55 stomach right right yeah so pictures 8:58 would definitely be useful uh the recipe 9:00 of how to cook it yeah 9:06 um so uh would you like it if recipes 9:09 that were suggested to you were based on 9:11 your 9:13 preferences 9:16 yeah so right so do you cook for 9:19 multiple people or are you usually 9:21 cooking for 9:22 yourself uh usually cook for myself but 9:24 if I make something that's like big 9:26 enough that I'm not going to be eating 9:28 the whole thing for my myself unless it 9:30 would take me multiple days then I'll 9:33 give it to like some of my roomates okay 9:36 so like if you're ever I guess cooking 9:38 with people do you find it difficult to 9:40 like I guess suit everyone's needs or 9:43 preferences or is that just like nothing 9:45 that you really engage with too much 9:47 just usually for yourself um I mean when 9:50 cooking with other people I think it the 9:54 process is like before you start cooking 9:57 of figuring out what everyone wants 9:59 right 10:00 so I think that is when like it's the 10:03 hardest part it's not too difficult but 10:05 like you definitely have to talk and 10:07 communicate of like what people want but 10:10 then once you're actually cooking it 10:12 since you've already like laid out the 10:13 plan of what you want it becomes easier 10:16 the cooking process is 10:17 easier yeah that makes sense um so I 10:22 guess there's a couple ways we're 10:24 looking at uh handling this so like some 10:26 people I don't know about yourself some 10:28 people are like maybe they don't want to 10:29 like be too interactive uh with setting 10:33 a meal plan so like or others might be 10:35 want to be like really hands in so would 10:37 you rather follow like a s meal plan 10:39 that's already made and follow those 10:40 examples or like would you rather have 10:42 more 10:44 interaction uh I would rather have more 10:48 on the side of more interaction okay 10:50 like I think having set plans is cool 10:53 but if there's something that I don't 10:55 like I think I would like to be able to 10:57 go in and tweak it to make a plan that 10:59 would be more suitable for my needs okay 11:02 so that was like guess a little bit of 11:03 both sorry no a little bit of both so I 11:07 guess I would like um include some of 11:09 the things that we talked about before 11:11 uh rather than having it more so like 11:12 already set for you you can like take 11:14 some of those preferences yourself yeah 11:17 so um would you happen to care about 11:20 your 11:21 diet oh yeah I I do uh what are some 11:26 ghouls that you have for

11:28 yourself uh so I used to drink a lot of 11:31 soda uh but I've cut down a lot on it 11:35 now I do still have soda in my house and 11:36 I love it but it's like I don't nearly 11:39 drink as many as I used to okay um and 11:43 then it kind of just sits there for a 11:44 long time and whenever I want one I can 11:48 have one but uh and then another thing 11:51 is I don't really eat too many sweets 11:54 not that I don't like them it's just 11:56 okay I don't do it as often which I 11:59 think is pretty good for me since sweets 12:01 don't really give a whole lot of 12:03 nutritional value to 12:05 you so for this meal plan would are you 12:07 looking for it to be more so like a 12:09 healthy meal plan that helps you uh stay 12:12 with any health goals that you 12:14 have uh in the meal plan I would like 12:18 for it to have like meals that are like 12:22 well-rounded I think because I think 12:25 that's a big problem especially also for 12:29 me when I cook like sometimes cuz the 12:31 process of cooking kind of takes a bit 12:33 right and when it's super late I kind of 12:35 don't feel like doing the whole 12:38 everything so sometimes I'll just do 12:40 like the main thing 12:42 like you know rice and then like some 12:45 meat or something like that I but I 12:47 think I think a meal plan that has like 12:49 everything well rounded out you have the 12:51 protein you have the carbs vegetables 12:55 fruit maybe like I think the plate right 12:58 this is you should be eating fruits as 13:00 well which is a little strange a lot a 13:02 lot of people eat fruits with their food 13:06 but not very much of a fruit guy I like 13:09 fruits but it's just I don't know I I 13:11 don't want to eat fruits when I'm also 13:13 eating like chicken yeah that makes 13:15 sense um so now I'm going to ask you 13:18 some questions about the pricing of the 13:20 app this is still something that we're 13:21 like narrowing down we don't really have 13:23 that much of a of it nailed down so um 13:27 like what would you think about a 13:28 subscription model as to have access to 13:30 this application you would have to pay 13:32 like some sort of monthly fee so let's 13:34 say like maybe $10 a month or you know 13:36 if it's like you pay for a year could be 13:38 like half the 13:40 price I think that would be very 13:41 reasonable $10 especially now but like 13:45 most subscription plans are like 15 or 13:48 higher so tend to be pretty well 13:50 especially for something that's like 13:52 useful like eating healthy uh yeah so 13:57 like that's just one of the options like 13:59 do you think that a free version uh 14:02 would be more interesting to you more 14:05 accessible um and like this version 14:07 because it's free would had 14:08 advertisements uh that are served 14:10 instead instead of having no 14:12 advertisements like the subscription 14:13 model like the the version is free 14:16 entirely or is it like a yeah what is it 14:20 like a monthly like free for a month and 14:23 then you pay uh it'll be free entirely 14:26 and you can use all the applications 14:29 that we implement or all the features 14:30 that we Implement I mean sorry and you 14:33 can do it free of charge uh it's just 14:35 that you're you will be served ads as 14:37 you are just browsing the page you know 14:39 like any any other uh application you 14:42 might use like Instagram or Tik Tok or 14:44 whatever right um it would show you ads 14:48 as you're using G yeah I think a free 14:50 one would be fun and I don't think the 14:52 ads would be that much of a problem 14:55 since like the app is still functioning 14:58 in the way that it's intended to be 15:01 used right so do you think um would you 15:04 prefer a free version that has ads or 15:06 like just paying a 15:08 subscription um 15:11 model um I think free would be better so 15:14 it doesn't deter anybody away from 15:16 trying to eat healthier all right d 15:19 which one would you prefer yourself I 15:21 would I would like the free

one yeah I 15:24 mean that makes sense I don't blame you 15:27 um so have you just move on to the last 15:30 set of questions have you had any 15:31 experience with similars before any meal 15:33 planning 15:34 applications uh no I've never actually 15:36 used a meal planning application okay 15:39 just did it 15:40 myself um so was there anything that you 15:43 found meal planning on your own that's 15:45 difficult that maybe wasn't covered in 15:47 our conversation that you think could be 15:50 helpful um like reminders I think that 15:54 would be a huge thing so like people 15:57 don't forget because when you're doing 15:59 it by yourself you kind of just have to 16:00 like be aware of like what you're 16:03 consuming and then adding everything up 16:05 that's also another thing like if you're 16:07 looking for calories you kind of have to 16:09 take the food that you've been eating 16:11 then read the information add it up and 16:13 then all right is this going over so I 16:16 think having like a reminder would be 16:19 very useful and then also like if it is 16:22 like you're looking for a set amount of 16:24 caloric intake having like a automatic 16:27 calculator that okay adds it up for you 16:30 okay so you don't go over or under yeah 16:33 that makes perfect sense uh I want to 16:35 thank you for helping me in this 16:36 interview would be really helpful for us 16:38 for me and my team when it comes to 16:40 developing this application so thank you 16:42

Diego Interview 3 Thorough Notes: Lilly Evans

Diego: Okay, so first off, thank you so much for agreeing to this interview. We really appreciate your time for helping us.

Lilly: No problem. Happy to help.

Diego:Awesome. So, to get started, could you tell me your name?

Lilly: Sure, my name is Lilly, and I'm 24 years old.

Diego: Do you currently work?

Lilly: Yes, I have two jobs.

Diego: That sounds intense. Could you tell me a bit more about your schedule?

Lilly: Definitely. I work long shifts during the day at my first job, and then I usually head to my second job afterward. It's a lot, and it's hard to find time for much else.

Diego: Yeah that sounds hard. Would you say your schedule is hectic?

Lilly: For sure. My days are packed, and I feel like I don't have enough time to do what I need to.

Diego: Do you have any dependents or people you care for?

Lilly: No, I don't have any dependents right now.

Diego: How do you usually handle meals?

Lilly: I don't have time to cook or plan meals, so, not very well. I just end up grabbing fast food or snacks because I don't have time to cook or plan meals.

Diego: Do you currently have any sort of meal plan or use any meal planning methods?

Lilly: No, I don't have one currently.

Diego: To clarify, meal planning is asking the "what's for dinner" question once for the whole week instead of every night, and then shopping for and preparing the ingredients before cooking.

Lilly: I think that that actually sounds pretty helpful. It could save me a lot of stress and time.

Diego: What are your main motivations when it comes to your interest in meal planning? Are you looking for variety, to save money, eat better, prevent food waste, or maybe preserve your sanity?

Lilly: Saving money is a priority for me since I'm working two jobs and trying to spend less. I'd also like to eat healthier too. Preventing food waste is important too, so I don't want to waste any. And yeah, preserving my sanity would be a good one too.

Diego: What challenges have prevented you from meal planning so far?

Lilly: I'm just too busy, and I've never used a meal planning app before. Also aids seem too complicated to learn when i don't have time.

Diego: Would it encourage you to use a meal planning app If there were features tailored to your needs?

Lilly: Yes absolutely. If it was easy and fit into my schedule. I think that would be cool.

Diego: Let me ask you about some specific features. Would a social feed for sharing meals and recipes interest you?

Lilly: Not really. I don't think I'd use a social feed. I'm not really interested in sharing or discovering new meals through social media.

Diego: Would objectives or visual goals encourage you to eat healthier?

Lilly: Yea, I think that could be helpful. Having something visual to track my progress without much effort on my part would be motivating.

Diego: Would it be helpful if the app asked for your preferences and allergies to suggest meals?

Lilly: For sure. If the app could take my preferences into account, like helping me make quick healthy meals it would save me so much time.

Diego: Would you like recipes for meal planning?

Lilly: Yes, having recipes would definitely help. Sometimes I don't know what to cook.

Diego: What should be included in the recipes to be useful for you?

Lilly: Pictures are really important because it's easier to decide if I can see what the final result looks like. Detailed instructions would be really helpful also since I don't want to guess what to do, especially if I'm in a rush.

Diego: Would you like if recipes were based on your preferences?

Lilly: Yes, that would be great.

Diego: What about suggestions based on multiple people's preferences?

Lilly: Maybe in the future if I'm cooking for others, but for now, I don't need it.

Diego: Would you prefer set meal plans, like vegetarian or pescetarian options?

Lilly: Yes, that sounds good. I'd like to pick a plan like healthy on the go meals and just follow that without having to tweak it much myself.

Diego: How much interaction do you want to have with planning your meals?

Lilly: As little as possible. I don't really have time to make custom plans, so something quick and ready made would be great.

Diego: Do you have any dietary restrictions or specific preferences? It could be used to affect the recipes shown.

Lilly: No major restrictions, but I would prefer meals that are quick to prepare and healthy, but not too healthy.

Diego: Would you be interested in meal prep options that allow you to prepare meals in advance for the week?

Lilly: Maybe. If it doesn't take too much time upfront, it could be helpful to have meals ready to go.

Diego: Great. Do you care about your diet in terms of nutritional content?

Lilly: Yes, I care but find it hard to stay consistent because of my schedule. I know I should be eating better.

Diego: What are your dietary goals?

Lilly: I want to eat more balanced meals with proper nutrients and stop relying on fast food or snacks because I'm busy.

Diego: Do you have any fitness or health goals tied to your diet?

Lilly: Not specifically, but I do want to feel better overall and just have more energy.

Diego: Do you cook for yourself or others?

Lilly: I cook for myself when I have time.

Diego: Would you be interested in quick recipes that can be prepared in under 30 minutes?

Lilly: Yes, the quicker, the better.

Diego: Would you like the app to suggest cost-effective meal options

Lilly: That would be great. Anything to help save money is a plus.

Diego: Is balancing the preferences and dietary needs of others you cook for difficult?

Lilly: No, since I'm only cooking for myself right now.

Diego: Regarding pricing models for an app, would you prefer a subscription model?

Lilly: No, I'd prefer not to have a subscription because I don't think I'd use it then.

Diego: Would you prefer a free version with limited features?

Lilly: Yeah, I'd start with a free version to see if it works for me.

Diego: Would you consider paying for the full version with a one-time purchase?

Lilly: A one-time purchase sounds better than a subscription.

Diego: But still no?

Lilly: Yeah haha.

Diego: Would ads annoy you?

Lilly: Yes, ads are annoying sometimes, especially if they interrupt my experience.

Diego: Have you used a meal planning app or any similar apps before?

Lilly: No, I haven't used one before.

Diego: What might cause you to stop using a meal planning app?

Lilly: If it's too complicated or time-consuming to use, or if the meals don't fit my busy schedule, I'd probably stop using it.

Diego: What would you find difficult about a meal planning app?

Lilly: Inputting too much data. I don't have time for that. Recipes that are too hard, and if it didn't take into account my schedule and need for quick meals.

Diego: Would you prefer an app that learns your habits over time and makes suggestions accordingly?

Lilly: That sounds like it could be useful, as long as it doesn't require too much input from me.

Diego: Would push notifications or reminders be helpful for you, or would they be annoying?

Lilly: Reminders might be helpful, but I wouldn't want too many notifications. Maybe just a daily reminder at a set time.

Diego: Would you be interested in trying out a meal planning app that addresses these needs we've talked about so far?"

Lilly: Yes, I'd be willing to give it a try.

Diego: Is there anything else you'd like to add or any features you think would be particularly helpful for someone in your situation?

Lilly: Maybe if the app could provide tips on meal prepping. Also, if it could suggest meals based on ingredients I already have, that would help reduce waste.

Diego: Those are great suggestions. Especially the second one. Well, thank you so much for your time, Lilly. You have been really helpful.

Lilly: You're welcome. Glad I could help.

John
- Demographic:
  - Age: 26
  - Gender: Male
  - Busy: BUSY / lazy
- Behaviors:
  - Habits: Poor dieting scheduling and planning, no set schedule for cooking/preparing meals
  - Preferences: Variety of proteins, eats out at various times, simplistic meals
- Goals and Motivations: Balanced diet and better calorie/nutritional accounting
- Pain points: Cost of healthy food, time required to plan, buy, and cook variety of meals

Brian: Hi John, thanks for agreeing to this interview. Let's start with some basic information. How old are you?

John: I'm 26.

Brian: Do you work?

John: Yeah, I work full-time, and my schedule is pretty hectic.

Brian: Would you say you have a busy schedule? What does it typically consist of?

John: Definitely. I'm always on the go, with work meetings, travel, and some days I barely have time to sit down for a proper meal.

Brian: Do you have any dependents?

John: No, it's just me.

Brian: Do you have a meal plan?

John: Not really. I just kind of wing it most days.

Brian: Meal planning is essentially deciding what to eat for the entire week, buying all the ingredients, and preparing meals ahead of time. Have you ever tried something like that?

John: I've thought about it, but I've never done it consistently. It seems like it takes a lot of effort.

Brian: Why haven't you tried meal planning? Is it because you're too busy, or maybe current meal planning aids don't suit your needs?

John: Mostly because I'm too busy, but also I've never found something simple that works for me. I want variety, but I don't have time to plan. And that I am a bit lazy, when I do have free time I'd rather enjoy myself a little.

Brian: What are your main goals when it comes to your diet? Are you looking for variety, saving money, eating better, or maybe preventing food waste?

John: I'd like to eat better, get a balanced diet, and have better control over calories. I also want to avoid food waste, but healthy food can be expensive.

Brian: Got it. So, when it comes to features, do you think a social feed where you could share meals and recipes would be interesting to you?

John: I'm not really into that kind of thing. I'd rather just get the recipes I need and move on.

Brian: Would objectives or visual goals encourage you to eat healthier, like hitting certain nutritional targets?

John: Yeah, I think visual goals could motivate me. Seeing progress in real-time would help.

Brian: Would it be helpful if the app asked for your preferences and allergies to conjure up meals and recipes for you?

John: Definitely. I like a variety of proteins, so it'd be great if the app suggested meals based on that. I don't have allergies, though.

Brian: Do you think recipes would be useful for you? If so, what kinds of things should be included?

John: Yeah, I'd need recipes. They should have clear pictures and detailed instructions. Simplicity is key for me since I don't have time to make anything complex.

Brian: Would you like recipes to be suggested based on multiple people's preferences, in case you're cooking for others?

John: That's not a priority for me, but it could be useful if I were cooking for friends or family.

Brian: Would you prefer to follow pre-made meal plans, like vegetarian or pescetarian, or would you rather have control over planning your meals?

John: Honestly, I'd prefer a pre-made plan. I don't want to spend too much time thinking about what to eat.

Brian: Do you consider yourself health-conscious? Have you thought about meal planning to eat healthier?

John: Yeah, I care about my diet. I'm trying to balance protein and calories, but my busy schedule makes it tough.

Brian: Do you cook for yourself?

John: I try, but I end up eating out a lot because I don't have time.

Brian: Would you find it helpful if the app included the prices of the ingredients in recipes?

John: Definitely! Healthy food is expensive, so knowing the cost upfront would help me stick to a budget.

Brian: Would you prefer a subscription model for an app like this, or maybe a free version with limited features?

John: I'd probably go for a free version with limited features. I don't like subscriptions unless it's really worth it.

Brian: Would ads annoy you if the app had them?

John: I could deal with ads as long as they're not too intrusive.

Brian: Have you used a meal planning app before?

John: I tried one a while back, but I stopped using it.

Brian: Why did you stop?

John: It was too complicated and didn't fit my schedule. I'd need something way simpler and more flexible.

Brian: Thanks, John, that's really helpful! Any other thoughts on what a meal planning app should have?

John: Just keep it simple, quick, and budget-friendly, and I'm in.

Mary

- Demographic**:**
  - Age: 50~
  - Gender: Female
  - Busy: Really busy
- Behaviors**:**
  - Habits: Prioritizes her children's meals, often cooks larger portions to save time during the week, but struggles with meal variety and finding time for herself.
  - Preferences: Healthy meals that her kids will enjoy, tends to cook kid-friendly recipes with hidden vegetables, enjoys family meals but finds it challenging to balance everyone's preferences.
- Goals and Motivations: Ensure her family eats healthy, balanced meals. Wants to teach her kids good eating habits while juggling work and family life.
- Pain Points: Picky eaters, finding meals everyone in the family likes. Struggles with balancing healthy options with affordability. Time is a major constraint between work, school activities, and family responsibilities.

Brian: How old are you?
Mary: I'm 35.

Brian: Do you work?
Mary: Yes, I work full-time in a nail salon.

Brian: Would you say you have a busy schedule?
Mary: Absolutely! Between work, school pickups, and extracurriculars for the kids, it feels like there's never enough time.

Brian: What does it consist of?
Mary: I usually work from home during the day, but once the kids get home, it's non-stop with homework, after-school activities, and trying to get dinner on the table.

Brian: Do you have any dependents?
Mary: Yes, I have two kids.

Brian: Do you have a meal plan?
Mary: I try to, but it's hard to stick to one. Sometimes I plan ahead, but it's tough when everyone has different preferences.

Brian: Meal planning is asking the "what's for dinner" question once for the whole week, instead of every night, and then shopping for and preparing the ingredients before cooking. Would you say you do that or is it more day-to-day planning?

Mary: I try to plan the week ahead, but we often end up adjusting based on what the kids want, or if I run out of time.

Brian: Are you looking for variety?
Mary: Definitely. My kids can be picky, and I'd love to introduce new meals, but finding something everyone likes is a challenge.

Brian: To save money?
Mary: Yes, that's a big one for us. We try to keep things affordable, especially with how expensive groceries are nowadays.

Brian: Eat better?
Mary: Yes, I want my kids to eat healthy, and I also try to sneak in vegetables wherever I can.

Brian: Prevent food waste?
Mary: Absolutely, we hate throwing out food. I'd love to better manage portions and leftovers.

Brian: Preserve your sanity?
Mary: Oh, for sure! Trying to decide what's for dinner every night is exhausting.

Brian: Do you think that a social feed where you share meals and recipes would be something that interests you? Something you'd use?
Mary: That sounds great. I'm always looking for inspiration, especially from other parents who get the struggle.

Brian: Would objectives or visual goals encourage you to eat healthier?
Mary: Yeah, something like that could help, especially for tracking healthy meals for the kids.

Brian: Would it be helpful if the app asked for your preferences and allergies to help suggest meals and recipes?
Mary: Definitely, that would save so much time. My daughter is allergic to peanuts, so that would be really helpful.

Brian: Do you think recipes would be helpful for meal planning?
Mary: Yes, especially if they're quick and easy to follow.

Brian: What types of things should be included in the recipes to be useful for you?
Mary: Pictures are always helpful, especially for getting the kids excited about the meal. Step-by-step instructions would also make things easier.

Brian: Would you like it if recipes were suggested based on your preferences?
Mary: Yes, and it would be even better if they considered everyone's preferences in the family!

Brian: Would you rather follow set meal plans already made, like vegetarian or pescatarian plans?
Mary: I think having a plan to follow would be nice, but I'd like some flexibility to switch things up if needed.

Brian: Would you say you're health-conscious when it comes to meals?
Mary: Yes, I try to be. It's important for me to make sure the kids get balanced meals.

Brian: Do you cook for yourself and others?
Mary: Yes, I do most of the cooking for the family.

Brian: Would the prices of items in a recipe be helpful when choosing a meal?
Mary: Yes, that would be great! It'd help me stick to a budget while meal planning.

Brian: Is balancing the preferences and dietary needs of people you cook for difficult?
Mary: Yes, especially with picky eaters. It's hard to find meals that everyone enjoys.

Brian: Would you prefer a subscription model, or a free version with limited features?
Mary: I think I'd prefer a free version to try it out first, but I wouldn't mind paying a one-time fee for extra features if the app is really useful.

Brian: Would ads happen to annoy you?
Mary: A little bit, but as long as they're not intrusive, I can live with them.

Brian: Have you used a meal planning app before?
Mary: Yes, I tried one before, but I stopped using it.

Brian: What caused you to stop?
Mary: It was too complicated and didn't really consider my family's needs, so it felt like more work.

Brian: What are your main goals when using a meal planning app?
Mary: I want something that makes planning meals easier, helps me stay on budget, and offers meal options my kids will actually eat.

Brian: What challenges do you currently face when planning your meals?
Mary: The hardest part is balancing variety with things my kids will actually eat, while also keeping costs down and finding time to cook.

Justin
- Demographic:
    - Age: 23
    - Gender: Male
    - Occupation: Engineer College student

- Behaviors:
  - Habits: Cooks at home regularly due to allergies but often eats the same meals due to fear of trying new ingredients. She's constantly checking labels and recipes to ensure meals are safe for his to eat.
  - Preferences: Prefers simple, safe meals that are allergy-friendly. Avoids eating out unless the restaurant can accommodate her allergies.
- Goals and Motivations: Wants more variety in his meals while staying safe with his allergies. Aims to avoid cross-contamination and find recipes tailored to his dietary restrictions.
- Pain points: Limited options due to allergies, spends a lot of time checking ingredient lists, worried about cross-contamination, and gets bored of eating the same meals. He often finds apps and meal plans aren't customizable enough for his chaneeds.

Brian: How old are you?
Justin: I'm 23.

Brian: Do you work?
Justin: Nah, I'm a college student studying mechanical engineering.

Brian: Would you say you have a busy schedule?
Justin: It can get hectic sometimes, especially when juggling multiple classes, but most classes are at home, so I have a bit of flexibility now.

Brian: Do you have any dependents?
Justin: No, it's just mostly me.

Brian: Do you have a meal plan?
Justin: Not a strict one, but I usually stick to a set of safe meals that I rotate throughout the week.

Brian: Meal planning is asking the "what's for dinner" question once for the whole week and then shopping for and preparing the ingredients before cooking. Does that sound like something you would be interested in?
Justin: Definitely. It would save me the hassle of always worrying about what's safe to eat, especially with my allergies.

Brian: Are you looking for variety in your meals?
Justin: Yes, variety is something I struggle with. I eat the same things over and over because it's safe, but I'd love more options.

Brian: Would saving money or eating better also be goals for you?
Justin: Both, really. Eating out is tricky, so I mostly cook at home, but healthy, allergy-friendly ingredients can get expensive.

Brian: What about preventing food waste or making sure you have a ready answer for "what's for dinner"?
Justin: Yes, I hate wasting food, especially when I buy something and then realize I can't use it because of cross-contamination risks.

Brian: What are your main goals when using a meal planning app?
Justin: I'd want it to help me find safe recipes that cater to my allergies but are still tasty and varied. It would be great if it could also help me avoid ingredients I can't have and suggest substitutes.

Brian: Do you think a social feed where you could share meals and recipes would interest you?
Justin: I like the idea, especially if it's focused on people with similar dietary restrictions. It would be helpful to get ideas from others who understand my challenges.

Brian: Would objectives or visual goals encourage you to eat healthier?
Justin: Yeah, visual goals could be a great way to keep track of what I'm eating and make sure I'm balancing my nutrition despite my limitations.

Brian: Would it be helpful if the app asked for your allergies and preferences to tailor meals and recipes for you?
Justin: Absolutely. That would make my life so much easier. I have multiple allergies, so something that can cater to those would be ideal.

Brian: Do you think having recipes would be helpful for meal planning?
Justin: Yes, but they need to be clear about ingredients and instructions, especially when it comes to allergens. A lot of recipes don't account for that.

Brian: Would it help if the recipes were suggested based on your preferences and allergies?
Justin: Yes, and I'd love it if they included alternative suggestions for ingredients I can't have.

Brian: Do you cook for yourself or others?
Justin: Just myself.

Brian: Would the prices of items in a recipe be helpful when choosing meals?
Justin: Definitely. Some allergy-friendly substitutes can be expensive, so knowing upfront would help me budget better.

Brian: Have you used a meal planning app before?
Justin: I've tried a few, but none really worked for my specific needs. They didn't have enough customization for allergies.

Brian: What caused you to stop using them?
Justin: Mostly because they weren't flexible enough. I couldn't easily filter out all the allergens I needed to avoid.

Brian: Would you prefer a subscription model for an app, or would you rather pay for the full version with a one-time purchase?
Justin: I'd probably prefer a one-time purchase if it has all the features I need. Subscriptions can add up over time.

Brian: Would ads in the app bother you?
Justin: Yes, ads would be annoying, especially if they interrupt while I'm trying to plan meals.

Trung's first interview (Amy)
Trung: Hey Amy, thanks for taking the time to chat with me today about your meal planning habits. To start off, can you tell me a bit about your current situation?
Amy: Sure! I'm a full-time student and I also work part-time as a waitress, so my schedule is pretty busy. I usually struggle to balance everything.

Trung: Sounds like you've got a lot on your plate! Do you have any dependents you're taking care of?
Amy: No, it's just me.

Trung: Got it. So, do you currently have any kind of meal plan that you're following?
Amy: Not at the moment. I haven't set anything up.

Trung: Okay. Let me ask—when it comes to your meals, are you looking to add variety, or do you tend to stick to the same kinds of foods?
Amy: No, I don't really have much variety. It's kind of the same stuff most of the time.

Trung: Understood. And would you say saving money is a priority for you when it comes to meal planning?
Amy: Definitely, yes. I really want to cut down on costs.

Trung: How about eating healthier? Is that something you're focused on?
Amy: Yes, I'd like to eat better and make healthier choices.

Trung: And preventing food waste—how important is that for you?

Amy: That's actually really important. I hate throwing food away.

Trung: I can see how that would be frustrating. What about reducing the stress of meal planning and answering that eternal question, "What's for dinner?"
Amy: Oh, yes! I would love for it to be less stressful, and it would be nice not to think about dinner every day.

Trung: I hear you. What would you say are your biggest challenges when it comes to meal planning?
Amy: Between classes, my jobs, and everything else, I just don't have time to plan meals, go grocery shopping, and cook. Plus, I'm not great at cooking, so it takes me forever. I also don't know much about nutrition or calories, so I get overwhelmed trying to plan something healthy.

Trung: That makes sense. Would you be interested in using a social feed to get meal ideas from other people?
Amy: Yeah, I'd definitely like that. It would be cool to see what others are doing.

Trung: How about discovering new recipes? Would you be interested in that too?
Amy: Yes, for sure. I'd like to try new things but don't know where to start.

Trung: That's good to know. What about visual goals to help you track healthier eating habits—would that appeal to you?
Amy: Not really something I'm focused on right now.

Trung: Understood. Would you like suggestions based on allergies or any specific dietary preferences?
Amy: No, I don't have any allergies or particular preferences.

Trung: And if a recipe app could guide you through cooking, is that something you'd find helpful?
Amy: Yes, I need all the help I can get! Laughs

Trung: How would you like those recipes to be presented—do you prefer pictures, detailed instructions, or both?
Amy: Both would be great, especially pictures.

Trung: Do you have any current go-to recipe sources?
Amy: No, I don't really use any right now.

Trung: Alright. What about suggestions based on group preferences—would that be useful to you?
Amy: No, I'm mostly just cooking for myself, so I don't need that.

Trung: How do you feel about pre-made meal plans? Would you be interested in using something like that?
Amy: Yes, that would save me so much time.

Trung: And how involved would you like to be in planning your meals? Would you prefer high or low interaction?
Amy: Definitely low. I don't have much time to get too involved.

Trung: That's helpful to know. Now, when it comes to your diet, would you say you're concerned about it?
Amy: Yeah, I do worry about whether I'm eating enough healthy meals, especially because I want to have three proper meals a day and cut out fast food.

Trung: That's a great goal. So you're cooking for yourself most of the time, right?
Amy: Yes, I cook just for myself.
Trung: What would you say is the main reason you don't cook more often—schedule, lack of interest, or something else?
Amy: It's mostly because I'm busy and don't have much experience cooking.

Trung: Would you be interested in learning how to cook more?
Amy: Absolutely, I'd love to learn!

Trung: Awesome. Do you find it difficult to balance preferences or dietary needs?
Amy: Yeah, sometimes it's hard to figure out what I should be eating to meet my goals.

Trung: Let's talk about pricing for a meal planning app. Would you prefer a subscription model, a one-time purchase, or something free with limited features?
Amy: I'd go for free with limited features, if possible.

Trung: And how do you feel about ads in apps—do they bother you?
Amy: I find them pretty annoying, to be honest.

Trung: Fair enough. Have you ever used a meal planning app before?
Amy: No, I haven't.

Trung: So you're not currently using one, either?
Amy: Nope, not yet.

Trung: What kind of features would make you want to use a meal planning app?
Amy: It should be user-friendly, and it has to help me save money.

Trung: Great insight. Have you had any difficulties using apps like these in the past?
Amy: Not really, since I haven't tried any, but I'd want it to be easy to use.

Trung: That makes sense. Thanks so much for your time, Amy! This has been really helpful.
Amy: No problem! Happy to help.

Trung's second interview (Megan)
Trung: Hey Megan, I appreciate you taking the time to chat with me. Could you start by telling me a little about your schedule?
Megan: Sure! I work full-time and have family commitments, so it's a pretty hectic routine. Most days I'm really drained by the end.

Trung: Sounds like you're juggling a lot. Are you currently managing meal planning on top of everything else?
Megan: Honestly, no. I don't have a set meal plan in place right now.

Trung: I see. Do you typically try to add variety to your meals, or do you stick to the same things?
Megan: I do like to keep things varied when I can, but it's tough with my schedule.

Trung: And is saving money something you focus on when it comes to meals?
Megan: Yes, it's a big priority. Groceries can get expensive, especially with a family.

Trung: Definitely understandable. How about eating healthier—are you trying to focus on that too?
Megan: Yes, especially with my diabetes. I try to make sure I'm eating well and keeping my sugar levels in check.

Trung: That makes a lot of sense. Would you say avoiding food waste is something you're mindful of as well?
Megan: Absolutely. I hate seeing food go to waste, so I try to be conscious of how much I'm buying and cooking.
Trung: Ok. And, does the whole process of planning and cooking meals feel stressful for you?
Megan: It does, especially after long days. By the time I'm done with work, it's hard to even think about what to cook, let alone plan ahead.

Trung: What would you say are the biggest challenges you face with meal planning?
Megan: Time and energy. Between work and family, I'm often too tired to plan or cook. Plus, accommodating different dietary needs makes it even harder.

Trung: I can imagine. How do you feel about discovering new recipes? Would that interest you?
Megan: Yes, I love trying new things when I have the time for it.

Trung: What about tracking your progress toward eating healthier—would something like that help you?

Megan: Definitely. Being able to visualize it might keep me more motivated to be honest.

Trung: That's cool, Ok, Do you have any specific dietary preferences you follow?

Megan: No specific preferences, I just focusing on balance for health reasons only.

Trung: Got it. Would you find step-by-step recipe assistance helpful when cooking?

Megan: Yes, that would make things a lot easier, especially on days when I'm too tired to think clearly.

Trung: And when it comes to recipes, do you prefer having pictures, detailed instructions, or both?

Megan: I would say both. Pictures help me get an idea of what I'm actually doing, and clear instructions are always helpful, especially when it comes to seasoning.

Trung: Do you currently use any recipe sources regularly?

Megan: No, I don't. Mostly I look it up from youtube, sometimes google.

Trung: Would pre-made meal plans be something you'd be interested in?

Megan: Yes, that would save me a lot of time and take some pressure off for sure.

Trung: That makes sense. Are you concerned about your diet overall?

Megan: Yes, especially with my diabetes. I have to be careful about what I eat all the time. That's annoying.

Trung: Do you usually cook for yourself, or for others as well?

Megan: yeah, me and my husband.

Trung: What usually gets in the way of cooking more often—your busy schedule?

Megan: Exactly. It's mainly just how busy I am.

Trung: Would you be interested in learning new cooking skills if you had the time?

Megan: Yes, I'd love to improve, but finding the time is the tricky part.

Trung: I get that. How do you manage balancing everyone's dietary needs?

Megan: It's challenging. Everyone has different preferences, and I want to make sure the meals are balanced.

Trung: When it comes to meal planning apps, what pricing model do you prefer—subscription or one-time purchase?

Megan: I'd prefer a one-time purchase, but I wouldn't mind a subscription if the features are worth it.

Trung: How about ads—are they something you can deal with, or would you rather avoid them?
Megan: I find them pretty annoying, to be honest.

Trung: Have you ever used a meal planning app before?
Megan: No, I haven't tried one yet.

Trung: What features would make you consider using one?
Megan: It should have a good variety of meal options, adapt to health conditions like mine, and provide clear, detailed recipes.

Trung: That sounds like a great fit. Have you had any difficulties using apps like this before?
Megan: I haven't used any kind of meal planning before.

Trung: That's really helpful feedback. Thanks for sharing all this, Megan—I appreciate your time.

Trung's third interview (Henry)
Trung: Hey Henry, thanks for your time with me. I'd love to hear a bit about your meal planning habits. Can you start by telling me what your schedule looks like these days?
Henry: Sure! I'm a full-time student, and I work part-time as a waiter, but honestly, I'm not super busy. I have a bit of free time.

Trung: Got it, that's nice! Do you have anyone else depending on you for meals, or are you cooking just for yourself?
Henry: It's just me, no dependents.

Trung: Do you currently follow any meal plan?
Henry: No, I don't have anything like that right now.

Trung: Okay. When you do cook, do you like having variety in your meals, or do you stick to the same dishes?
Henry: I actually like mixing things up, trying different foods.

Trung: That's cool! How about saving money—would you say that's important for you when meal planning?

Henry: Yeah, saving money is definitely something that I always keep in mind.

Trung: And is eating healthier a goal for you?
Henry: Absolutely. I want to eat better and make healthier choices. But of course, that's only what I want, what I really eat is a whole lot different

Trung: Got it. The next question is how do you feel about food waste? Is that something you try to avoid?
Henry: For sure, I don't like wasting food if I can help it. Actually, I hate wasting food and feeling a bit uncomfortable if my friends or family wasting food in front of me.

Trung: Oh yeah, same to me. How about meal planning helps reduce stress?—do you feel like you need that, or is it not a big concern for you?
Henry: Eh, stress isn't really an issue for me when it comes to meals I think.
Trung: Got it. Do you ever find yourself wondering, "What's for dinner?" or is that not a problem?
Henry: Not really. I don't think about it much in advance, so I just figure it out when I'm hungry.
Trung: I see. What would you say are your biggest challenges when it comes to meal planning?
Henry: Honestly, it's my lack of cooking experience. I don't really know what's good for my health, especially for building muscle. And if I'm being honest, I get a bit lazy when it comes to planning and doing research.
Trung: I hear you. Would you be interested in seeing a social feed where people share their meal plans and recipes?
Henry: Yeah, I'd like that. It would be cool to see what others are making. That's creative by the way.
Trung: I know right. And how about discovering new recipes—would that interest you?
Henry: Definitely, I'd love to find new things to try out. Koregan, Japanese, Vietnamese,.. Etc I would love to try them all.
Trung: Would it help you to have visual goals that track your progress in eating healthier?
Henry: Yeah, I think that would be motivating, especially since I want to stay on track with my fitness goals.
Trung: Do you have any dietary restrictions or allergies we should keep in mind?
Henry: Nope, no allergies or specific preferences.
Trung: Great. Would you appreciate having step-by-step recipe assistance to guide you while cooking?
Henry: Oh, yes, that would be really helpful for me.
Trung: How do you like your recipes presented—would you prefer just written instructions, or do you like having pictures or even videos to guide you?
Henry: I'm a visual learner, so I'd love to have both pictures and videos. That makes it so much easier. So much easy I would say.
Trung: Cool cool! And, do you have any go-to sources for recipes, or are you just starting out?
Henry: No, I'm just starting out, really.

Trung: And would you want the app to make suggestions based on other people's preferences, or are you more focused on your own meals?

Henry: I'm just cooking for myself, so I don't need group suggestions.

Trung: Would pre-made meal plans be useful for you, or do you prefer more flexibility?

Henry: Pre-made plans would be awesome. It would save me a lot of time and hassle. It's always been a headache for me when it comes to making meal plans. Big headache.

Trung: Got it. And when it comes to preparing your meals, do you like having control over the process or would you rather the app just handle most of it for you?

Henry: I'd actually prefer if the app just took care of most of it—maybe even automatically schedule meals for me with different options.

Trung: That's really helpful. Are you concerned about your diet and fitness right now?

Henry: Yeah, for sure. My main goal is to build muscle and stay in shape, so I try to focus on that when thinking about food.

Trung: And are you cooking mostly for yourself?

Henry: Yep, just for myself.

Trung: What's the biggest reason you don't cook more often? Is it time, interest, or something else?

Henry: It's mostly because I don't have much experience cooking. I'm still learning.

Trung: Would you want to learn more cooking skills?

Henry: Definitely. I'd like to get better at it.

Trung: That's great. Do you have any issues balancing your preferences or needs when it comes to food?

Henry: Not really, I'm pretty flexible.

Trung: Let's talk about pricing for a meal planning app. What kind of model would work best for you?

Henry: I'd prefer something free, even if it has limited features. But you know, everybody likes free stuff right.

Trung: Right, me too actually. And how do you feel about ads—do they bother you?

Henry: I don't mind them too much. As long as they're not in the way, it's fine.

Trung: Have you used any meal planning apps before?

Henry: No, I haven't.

Trung: And what kind of features would make you want to use one?

Henry: I'd love an app that could automatically schedule meals for me and give me a variety of options, with recipe videos showing how to cook the dishes.

Trung: That sounds like a great feature. Alright, that's it. Thanks so much for your time, Henry! I'm really appreciate that. Those are really helpful information. Thanks again.

Valerie Interview 1 - Ashley —-------------------------

Valerie: This is the start of the interview. I will be asking for your information. How old are you?

Ashley: I am 21.

Valerie: Do you work?

Ashley: I do but I I kind of don't right now since I'm working on a show but I do I am employed

Valerie: Okay, what is your occupation?

Ashley: um I work as a food vendor at Downtown Disney

Valerie: okay um would you say you have a busy schedule and if you do what is it consist of?

Ashley: yes I do have a busy schedule, um I mostly at school Monday through Thursday um basically until 5: um really depending on what time like my classes really start. But on Tuesdays, it depends on what time I want to get there, um, because I do still have to go into the costume shop to take care of things for the show that I'm in, um, but I'm supposed to technically be available to work the weekends; but then now lately my weekends have been filled with prioritizing homework, and the plans that I have made lately fall has been full of plans, so I've just been going out nonstop

Valerie: okay thank you um do you have any dependents?

Ashley: does that mean like people are dependent on me

Valerie: yes

Ashley: no I do not

Valerie: yes I thought so. Do you meal plan?

Ashley: no I do not

Valerie: okay so is the reason why you've never done it was because you're not interested or ..?

Ashley: um is meal planning where it's like a repetitive like food thing throughout the week

Valerie: Yes, basically um honestly I don't know too much about it either but I'm pretty sure– it's just– you have a routine you see the same thing right like same thing or just a variety of things but you're eating healthy healthily I see I think that's what it is um some people put constraints like on how much calories they'll eat in a day yeah they measure things yeah and they plan they probably will plan it for like the whole week so they cook everything like the week on put it in a fridge and then heat it yeah basically

Ashley: um no uh I don't meal plan because I'm so picky so it really like depends on my mood what I would want to eat that day or the day before or like if I had to like prepare food for the next day mhm but it's also I cannot repeat food because I'll get sick of it so it's like I I grew up like my mom had to deal with the case that she can't feed me the same thing again or else it's just going to be subtracted from what I actually like to eat and that would mean there would be less things to feed me so I literally I can't I can't repeat food because then that that's how I don't I stopped eating fish because she kept feeding me like um Simon oh too much I started hating it so now I don't eat it period. So that's why I don't meal plan. It's inconvenience for me

Valerie: okay thank you okay now we'll move on to features of the meal planning app that we're planning to make so we're just going to ask about some features we basically thought up of like a bunch of different features but we're just not sure if people will actually use those features or like those features so we're just asking for your input on if you would like it if you were to use a meal planning apps. So first question: do you think a social feed where you share meals and recipes would be something that interests you or something that you use so for example like Instagram?

Ashley: oh that's cool yeah I like I like this community aspect of things because that's how you feel like you're actually more connected to it rather than like it feeling like text is telling you what to do

Valerie: mhm yeah so just be like like where people can post pictures of their meals and then other people will be like "oh my God that looks good" and then probably have the recipe listed on or something

Ashley: it's something that it's like if you get if you see that people are doing it too and you see that they're enjoying it I feel like you're more in tune to actually want to do it rather than seeing someone comment that they like it because if they if you read a comments you're not really going to think much of it there's something about seeing visuals that make such a huge

difference

Valerie: OK we're also thinking about adding a social feed because yes it makes people connect with each other about the recipes and stuff like a hashtag yeah. Okay next question would objectives or visual goals encourage you to eat healthier? So for example like like imagine like Duolingo–I know you use Duolingo– do and they have you know they probably have a goal right like the gold or something I haven't used that they we they we have ranks

Ashley: uhhuh yeah

Valerie: so if there was something very similar to like that in a meal planning app like for for example you get like ranks or medals or just like some visual text or goal in like one screen they'll be like oh this is your goal for today like eat um less than a thousand calories a day I don't know, but if it was something like that would that be something that would encourage you to eat?

Ashley: yes cuz I'm competitive that's how I've been being able to learn so much of my stuff in Korean because I would be like oh my gosh I'm going to get demoted I have to keep learning like if it if I was just against myself right it's not really much I don't really you don't care too much about yourself like there's a reason why you're putting yourself to this but you don't really have that motivation unless you're comparing yourself sadly to others um and that's normally what motivates competitive people

Valerie: okay okay next question um would it be helpful if you were asked for your preferences and allergies by the app to conjure?

Ashley: yes oh my gosh

Valerie: yeah or I was just thinking like before you like you click on the app for the first time right before you get into it or like you log in for stuff whatever and then before you actually get into all the the good stuff in the app yeah just you know give out questions questionnaires and yeah just like just like those apps that talk about like what's your interest like those music apps or any kind of advice apps. good okay um do you think recipes would be helpful for people to meal plan? like for example people can post their recipes online do you think that would

Ashley: yeah I think that'd be helpful because instead of limiting it to whatever's offered on there because I I I mean I don't expect all of you guys to be like five star chefs making this app you know I I'd love to see if more people that have experience in different kinds of recipes like maybe from different cultures or something can give you an idea of the type of like meals that you can make instead of like yourself to what is known or in that community that is created like maybe some somebody can bring something else that you didn't even think you could eat as a meal like for a meal plan so yes

Valerie: um okay so because you said yes what type of things should be included with people's recipes to help? like for example pictures or detailed instructions

Ashley: I mean that's basically just a recipe bro but that would help yeah yeah pictures ingredients um sub ingredients would be helpful like maybe like cuz some people might not be able to get certain ingredients like another person can um um and um it should be optional to do a video if if wanted um because sometimes videos are just more helpful than following a recipe because you you start to see the technique that they might do it um and what do you call it and they should also know um the type of like what is contained in it for allergies oh yeah yeah and all that stuff yeah um but I think I think it should be very verified by people though um by professionals instead of like verified by them like there should be a thing where it's like verified recipe or something or like verified by the other people that like actually make that recipe and they be like oh yeah no this is this is good

Valerie: okay yeah so do you think because you mentioned professionals do you think there should be like like a tab where it's just like recipes from the professionals themselves yeah that'd be cool so that you so it' be like um Community recipes and then there's like the actual recipes like some people might not trust the people and that and that there's nothing wrong with that so

Ashley: uhuh yeah

Valerie: yes everything sounds good okay next question would you like it if recipes were suggested to you based on your preference that's yeah kind of self-explanatory

Ashley: yeah I'd say so

Valerie: and cuz you answered yes, how about if they were suggested to you based on multiple people's preferences? so finding new recipes is easier with the group I don't know who wrote this question um or I guess like maybe you would want to try for example like cuz we're bringing a social aspect in this application I'm guessing what this person is meaning to ask is like if you're interested in trying out your friends recipes would you also wantest like a friend thing yeah so like for I was like oh your friend tried out this recipe would you like to try it too

Ashley: mhm that'd be cool I think another thing would would be cool I think I think notifications for new recipes that come out would be cool um or at least it pops up when you open the apph or um I think like do you mean like new recipes that are suited to your preference or yeah to new new as suited to to preference um but I also think um I lost my train of thought wait sorry sorry no no no no I didn't I was like where was I going with this um I think I think could be cool if shoot new new recip new recipes suggested oh I think it'd be cool where it's like do you want to try something new and you have the option on that um cuz some people are not really open to trying new things and I was like would you like to try something different even though like maybe you might not prefer this or would you like to be adventurous. that would be that one would be um very like I feel like there should be an adventurous tab where it sorts based on things that aren't you're not really like like you don't really prefer but you didn't consider you know because some people might not they're like oh wait I didn't actually think of that that actually looks good because don't you don't you go to a party sometimes and you're like wait that food looks so good I never thought I'd ever eat that you know uh you know and that's how you try new foods so I mean like that's how I that's how I started trying like started eating kimchi and um all that

[…]

Valerie: okay next question okay so this is basically for like people who are not really decisive about a meal plan and all they're too busy and lazy. Um the question is would you rather follow set meal plans already made and follow those examples like for example there would be meal plans for vegetarians or there would be meal plans for pescatarians or any other diet

Ashley: um personally for me no because I can't repeat food but if there was a way to make it easier without repeating the food then yes

Valerie: okay on to the next section section my gosh so this is about your health consciousness: have you ever thought about it, have you do you want to eat healthy meal. so first question is would you happen to care about your diet?

Ashley: I kind of do um I try not to eat junk food that much so I also like to save money so I tend to eat a lot of home-cooked meals um which normally contain rice and meat for me at least um but I try to avoid eating like take out too much um to save money but also because I know it's unhealthy and also it makes me kind of feel sick to eat that much MH in general but that's like the bare minimum that I do really um but it's like sometimes when I eat out I get like elel and chipotle so it's like I try to when I eat out I try to at least do some sort of healthy alternative when I do that but it's not very effective exactly

Valerie: mhm so you tried to eat healthy but you're not serious serious about it

Ashley: yeah I'm not serious about it I'm not I'm not I'm like it's it's the end of the world if I don't eat this salad today like it I like I'm not like that but it's like you don't care about your calorie intake you're not no no I'm not like my boyfriend no when I saw him measuring stuff I was like oh my gosh oh my gosh what the heck um but no I in my case it's like I need to at least eat apples a day type of thing I like to eat carrots and vegetables with my food that my mom packs for me um like so if I eat like just some like drun food alone I feel imbalanced that's for sure like I have to have some sort of like vegetable or fruit with me um to balance the meal but other than that it's just the case of as long as I eat something you know because my problem is that sometimes I don't have anything to eat

Valerie: mhm so yeah okay um because you said yes what are your goals with your diet?

Ashley: I mean you didn't really say yes you kind of but just like anything you probably think about my goals is to eat three meals a day I I really try my best that's not to I don't like those people that are like I don't eat breakfast or something and I'm like well you got to eat something cuz you're not going to have energy in the day like I don't know how you're functioning CU you breakfast is supposed to give you some sort of starter energy to have throughout the day until you have lunch um so I just I really try to do three meals a day and I think I've been really achieving that because I actually wake up early enough to actually have a proper breakfast and and have a lunch that isn't late you know so what wow okay I'm not like I'm not built like I used to be used to be I was a night owl I mean I still am but like I'm defin I've definitely improved more

Valerie: okay because you said no I wrote this question why not all you kind of gave the answer already so I'll just say do you think there's a time when you'll be concerned?

Ashley: um yes I am actually very much concerned for my future but I have that mindset where I'm like eh oh well you'll worry about it later yeah I I'll worry about it later my My Future Self will be like why would you do that and I'll be like I was having fun and I didn't want to worry about that there's just so many things in my head that are happening I can't even focus on like that

food like I'm just trying to do the bare minimum of at least eating you know um my my my mom she at least checks up on me and actually tries to feed me properly if I was living alone oh my gosh if I was dorming it's so over it's so over I would not be eating as well as I am right now eating one meal a day well I would end up being the no breakfast person like I cannot I cannot oh she's I'm very I'm very I am very aware well aware of my privilege because my mom um prepares my food for me for for school um actually just prepares my food for me period but I think like the only way ever I ever like the only part where I ever have to like provide for my own food is when I actually eat out and that's really rare because eating out is so expensive so yeah also just eating out sometimes some food just don't feel worth buying I know it's like I think a lot of times now recently when I eat out sometimes there's just so much oil and stuff yeah I genuinely I eat it and I feel depressed oh my God I'm like oh good food but this is making me really sad oh my gosh d uh CU cuz like I would just look at it and be like I could be eating so much healthier right now but this was the Convenient Food For Me damn so yeah cuz sometimes my mom's like my mom's like I didn't cook today guys oh so go buy something I'm like oh okay it's like at that moment you felt abandoned yeah my my wallet feels pain actually though all about saving money

Valerie: okay next question do you cook for yourself or others?

Ashley: no, my boyfriend cooks for me sometimes um but it's because honestly I don't have time for it and I'm honestly scared like in homech we learned how to cook right yeah but that's cuz we were we had the opportunity to cook yeah with the ingredients already I had the time and then it's the it's the I just find it so inconvenient because we don't have the ingredients there for us like we did before right I feel like I am able to cook I feel like I know how to cook as long as there's a recipe or a video to follow right uh but it's just the case of preparing to cook that is so overwhelming like going out of your way for an hour or so to go get that stuff feels like and then along with that you get ingredients like it's so different from baking because baking baking normally contains all of the same ingredients right so it's kind of like easy to just like go and bake something if you as long as you have the basic ingredients M and just get a few extra things when you want to actually make something specific but the thing is with cooking there's so many things I feel like you could only cook one thing based on the groceries you get unless you really prepared to cook for multiple meals but with how I am I wouldn't know what to cook right so I wouldn't know how many ingredients to get and then it goes into a spiral where I'm just like fine then I just won't buy anything at all you know so then I just never cook

Valerie: okay um because you said that would you be interested in I mean you'll probably say yes but would you be interested in learning how to cook for yourself or others?

Ashley: yeah for my boyfriend I should cook for him one day

Valerie: um okay would the prices of items in a recipe be helpful when choosing a meal? so for example all the ingredients are in a recipe yeah but they have like prices listed ooh o yeah you know how budget so you know how much yeah

Ashley: I don't know if this this is too complicated but it really depends on like where you buy buy it too so if like suggestion by stores but like that's that's really complicated I'd say like at that point like if when it comes to ingredients right there should be like um a separate section where it's like suggested by like the community on where to buy those ingredients like I was like oh this

is where like the best carrots are at you know and it's a really good appropriate PR like you know like there was like you should go to Trader Jo or something right and it's like oh but like if if you're just starting out you should just go to Target like that kind of stuff I feel like a like a little section for that per ingredient would be nice so like it would tell you and it's like oh where can I get this and then and then it would have that section for people to like instead of the app suggesting it it should be the people suggesting it especially especially if if this thing tracks your location um it'd be cool if you could base it on the people around you that are commenting like that so they're at the top of the comments um so it's like this person lives like not lives but it's like near is nearby to you instead of somebody that's like in Virginia you know because they'll be they'll say a store that does not exist in California for instance and then you'll just be like what I feel like there should be also a local thing to it um for sure or like say where they they're from type of thing but yeah that'd be cool

Valerie: yeah honestly this would be really nice to add in as a future it's just so complicated because it is complicated there's just so many different prices depending on the like in California oh my yeah everything yeah everything's going to be priced up literally like like what if you lived in La too oh shoot oh my God it's like even worse like like like talk about California but then you go into a deeper City yeah heck no and then like when you're in the country who know you could get stuff for free at that point you're probably farming your recipes yeah but but I feel like prices of items really vary based on the community that you're in so I guess so so it just be like so what you're saying is just community community shares like their opinions and like their experience type of thing yeah so like how much yeah these items cost based on the they to yeah so it'd be like oh you need this and this and that and like you could kind of click on those ingredients and it would be like people have found this here and stuff and everything like it would be like a whole like it brings you to another page on the app or something M so maybe like a question question answer kind of thing maybe mhm okay very cool

Valerie: okay um I would have asked this question but you don't cook so and you're not really

Ashley: um I can answer for my mom yes it is she always has to cook separate meals for me sometimes like I literally my dinner right now I had a separate meal because I don't like the what they're eating uhuh cuz it contains fish so she had to prepare spam musubi for me wow I love

Valerie: okay than going on to the next section um this is about the pricing of the app um first question would you prefer a subscription model?

Ashley: uh no I feel like because the problem is that you don't know where to start and to start based on like just completely paying for something and putting your full trust in it is really scary MH like I know free trials exist but it's like what can you do in two weeks you know so is that in the case for like busy people yeah

Valerie: okay next question would you prefer a free version with limited features?

Ashley: yes yes I would I feel like that's a great way to start so you just start with like maybe it's like I don't know if it would be like you could only look at this many recipes or like unlock this many recipes um so like maybe there's like a level there could be levels to the cooking I don't know um like you're kind of like yeah like The Limited thing but I think that would be a great way to start because curiosity is what gets people to actually pay you know like you're you're not going to pay for something you don't want or you don't think you want um so if you realize that

the app is for you and that it actually helps you and you want to Adventure more into more recipes I think that's at that point you should pay for more like in app purchases like type of thing and at that point that's when you could start a subscription um but I think it should start out like free in general just to limited things just like Duolingo maybe maybe it's like you limit the amount of professional recipes to only like a few simple recipes um that are provided or something like that

Valerie: MH um next question, would you rather pay the full version with a one-time purchase?

Ashley: see yeah okay that's the reason why I got super dinga because I I was like I use it very often enough that I the ad started to annoy me like ads in general are okay like I understand you have to make money somehow to support report the app and and keep it running um the only times ads really annoy me is when they just like pop out of nowhere like you're you're like using the app in the middle of something I feel like the only time ads should happen is when you're exiting or finishing a recipe or something like that or like before you check out a recipe you know I feel like that's the only times like ads should happen other than that if ads are like popping up in the middle of you trying to scroll through the app that is annoying like or maybe like it could be an ad that shows up as you're scrolling but not the ones that pop up and stop your whole thing you know um but I definitely think that that would be such a plus when you do a subscription is having no ads so

Valerie: okay that makes sense maybe it just been like an option where if you're in the free model and then you want to watch the video for the recipe it'll be like watch an ad to watch the video or something like that I don't know would that be yeah it's like watch this ad to unlock a recipe

Valerie: okay we're done with that section next and last so we're going to ask um I doubt you can answer these but have you used a meal planning application before? have you used anything like similar to it like um Yelp

Ashley: no not really

Valerie: okay okay I think that's everything nice

Valerie Interview 2 - Michael ⸻---------------------------
Valerie: okay so this is the beginning of the interview [...] okay so the first question is um how old are you?
Michael: 22
Valerie: okay uh do you work ?
Michael: technically but not really what is I'm building I'm building my job
Valerie: the social media influencer
Michael: yeah pretty much more of a online educator let's not use influencer
Valerie: okay um next question would you say you have a busy schedule
Michael: like work schedule or life schedule?
Valerie: just life or work or anything like is it packed is it busy ?
Michael: I would say it's it's decent
Valerie: like what is it what is it made of ?

Michael: morning I go to the gym and I have some school that I do I create content and I'm also working on launching a program a fitness program so that's pretty much what my days consist of

Valerie: nice okay do you have any dependents?

Michael: no

Valerie: uh okay obvious but do you have do you meal plan ?

Michael: Yes

Valerie: okay perfect so um what are your goals in meal planning?

Michael: goals um at the moment: eat in a calorie surplus to gain muscle with ample amounts of protein to build muscle there you go

Valerie: that's Oh okay that's cool um did did you have any challenges or is there any challenges that you have right now ?

Michael: no everything's pretty consistent not challenging at all I've been doing it for a while so I'm used to it

Valerie: nice okay the next section is going to be about like features that we're trying to add into our application but we just don't know so we're trying to ask like multiple people what they think about what we thought about it

Michael: okay let's do it

Valerie: okay so first question is do you think that a social feed where you share meals and recipes would be something that interests you? so for example like Instagram with all the posts in this

Michael: I already do that I literally share I share my meals with my following

[...]

Valerie: um would objectives or visual goals encourage you to eat healthier?

[...]

Valerie: um I was kind of thinking like have you ever used like Duolingo?

Michael: no I haven't

Valerie: I have a picture do you see (i sent him a picture of Duolingo's goal interface)

Michael: yeah yeah yeah like I get that

Valerie: yeah so do you think like if there was something like that in the app would that be like helpful to you or no?

Michael: yes it would would makes it um makes it easier to visualize and know what you are know exactly how much uh how far you've gone for ich go in the day and uh ah how do I how do I explain I explain do you get what I'm saying

Valerie: yeah I get it

Michael: yeah it would help though

Valerie: okay that's good okay next question um would it be helpful if you were asked your preferences and allergies by the app to help like conjure like make meals and recipes for you?

Michael: yes it would

Valerie: okay um do you think recipes would be helpful for meal planning? like for example there might be like a tab where it shows like people's different recipes of their meal from their meal plans

[...]

Michael: it like that's I don't think I don't think anything else it's just pictures and like instructions on how to make it how how much time should be boiling all that stuff so do you think like videos of the recipes would be helpful too like a people making it yes like follow along videos yeah

Valerie: yeah cuz I think yesterday when I was talking with my friend we were talking about because like you're you'd be able to share recipes there maybe be like one tab where it's full of community posts where it's just from different people but then there's another tab that actually comes from like recipes from professionals okay so do you think that'd be kind of cool where like if people don't trust the community tabs that much then they trust it from the professional tabs

Michael: yeah okay honestly like the more options the merrier because uh you yeah it's going to fit everybody's like reference so if people want the Community Food the community recipes they'll do it and if they want professional recipes they'll do it but the more the merrier

Valerie: mhm okay okay so the next question is would you like it if recipes were suggested to you based on your preference?

Michael: yeah yes

Valerie: How about if they suggested to you based on multiple people's preference? I think this question was like kind of more about like if you wanted to try like more different things like for example like because we're bringing a social aspect then maybe you could have friends in the app and then maybe you'd want to try out what your friends are eating for their meal plans so would you want like to have an option where you could get suggested um your friends meals too based on their preferences

Michael: no no it's gonna make it too confusing I only care about my own meal plans my preference okay sounds mean when you write it down huh

Valerie: that was fine I like your honesty

Michael: yeah that's what I'm here for

Valerie: okay next question is um would you rather follow set meal plans already made and follow those examples? this question is more for like people who might be like way too busy to actually create a meal plan for themselves so they'll just follow examples like vegetarian set meal plan or pescatarian

Michael: yeah it could I would say sometimes for you yeah you get lazy sometimes yeah understandable sometimes I mean I've pretty much created like a meal plan and I have like I eat almost the same things every single day and I only have like one different thing two different things if anything so you don't you don't go sick of it not really well the thing is like I like the food I have and like on the days where it's like I get to like add something new in that I'm more excited for that

Valerie: what do you usually eat every day?

Michael: I eat rice and bulgogi, protein bar, protein shake I eat rice chicken and Chinese sausage and then that's pretty much the Staples and then like tonight I'm about to eat some in and out so so like I always throw some in you know something fun every day every other day

Valerie: that's nice okay the next section is just asking if you're health conscious do you care about like your diet so first question is would you care about your would you happen to care about your diet?

Michael:yes

Valerie: and what are your goals? I mean that's kind of similar to like what I asked earlier about the meal planning but yeah

Michael: building muscle

Valerie: okay that's the main objective right now; do you have any like secondary goals or uh is that just the main one ?

Michael:I like foods that give me more energy okay I guess that's healthy

Valerie: uh do you cook for yourself or others

Michael: just myself

Valerie: okay so in an app do you think having the prices of the items in a recipe if they're like listed out would it be helpful when you're choosing a meal so you know how to like budget and stuff too?

Michael: yeah

Valerie: I'd want to add that in but that sounds just like really complicated

Michael:yeah it does sound complicated it sounds very tedious to do yeah because like different regions like California is so expensive and then probably like I don't know other states are like way cheaper yeah it's it's so tedious

Valerie: yeah so I don't know how we're going to do it but um um when I was interviewing my friend yesterday we were just basically talking about how maybe they would just be like a place where the community kind of talks about like where to find like these foods for like these prices okay the best deals yeah so having like a community Q&A tab or something like that I don't know if that helps though do you think that would help Q&A Community

Michael: yeah for sure it's like a it's like a Quora yeah it's like a Quora or Reddit people ask questions and people answer them I think it's that's what people go for they need help when they need help they use those [Music] apps

Valerie: okay the next question is oh wait you don't cook for people never mind okay next section um this is about the pricing of the app because we need to make money so would you prefer a subscription model or no?

Michael: it'd be smart for y'all to make money but I wouldn't personally

Valerie: okay I wouldn't either. um or would you rather like have a free version with limited features?

Michael: yes every every time and then you could like pay for the Full Features I would do that if you wanted to absolutely when you give a little bit of value the people that are um invested or like that actually enjoy that free version will pay for it for sure we'll pay for like more think it's better than subscription based

Valerie: okay the next question is uh would ads happen to annoy you?

Michael: um ads are always annoying so if you if you could cancel it and skip it right away then I wouldn't be annoyed or like anything less than 5 seconds is fine

Valerie: what do you think about like ads where for example like because for like imagine we're giving out the free version but with limited features right MH and let's say that the recipes in the app like you we agreed that um there could be videos of the recipes on the app right yeah but would you be okay like for example if those videos in the free version were limited and for example like you'd have to watch an ad to watch the video do you think that's fine or no?

Michael: yeah that's fine it's free so you can't you can't really complain you know it's pretty much expected yeah apps there's going to be ads

Valerie: yep okay the last last section is just if you had experience with other apps like meal planning or with meal planning apps so have you ever used a meal planning application before?

Michael: yes I've used an app before um and I do not currently use it

Valerie: so was there when you use that app was there like stuff that you didn't like about it or stuff that you actually did like ?

Michael: about my my main goal is to track calories and protein um and sometimes there wasn't specific Foods on the app so it just made everything too complicated so I just use my notes app and I Google all everything

Valerie: was there anything else you found difficult?

Michael: no that's it just not finding the specific Foods

Valerie: okay okay what what was the app's name?

Michael: My Fitness Pal

Valerie: um was that the only thing that made you stop using the app

Michael: yeah

Valerie: okay we're done we're done we did it yay

Valerie Interview 3 - Ervin ——--------------------------

Valerie: okay this is the beginning of the interview so okay I'm just going to ask for your personal information first so uh first question is how old are you?

Ervin: I am 40 years old

Valerie: uh do you work

Ervin: Yes

Valerie: what do you work as

Ervin: uh operations manager

Valerie: um would you you say you have a busy schedule?

Ervin: Yes

Valerie: what is it what is it full, what does it consist of ?

Ervin: uh my daily work responsibilities uh taking care of my two children uh household chores, cooking, cleaning, personal time. I'm also a husband so I do take care of my wife do you need me to get more in depth with my work responsibilities?

Valerie: uh no I think that's good yes okay thank you okay next question um you kind already mentioned it but do you have any dependents?

Ervin: yes three

Valerie: yes okay um the question next question is do you meal plan?

Ervin: no

Valerie: okay um since you said no uh could I ask why like are you too busy or you never done it before or are you just not really interested ?

Ervin: no, it's on and off so I wouldn't say it's a consistent meal plan but having kids it's like a different season where for me it if we have too many activities in the afternoon we can't really meal plan so we end up ordering or buying food instead or we visit a lot of family or we have a lot of family events and it's hard to meal plan U we had meal planned before we go grocery shopping once or twice a week but because of all these extracurricular activities we don't meal plan as thorough because we end up wasting a lot of food

Valerie: okay so that's over with the next section section is basically about the features so go for yes first question is do you think that a social feed where you share meals and recipes would be something that interests you ? like for example posts on Instagram and stuff

Ervin: yes most people like that anyway because it's so everything is social media driven these days

Valerie: yes for sure okay next question is would objectives or visual goals encourage you to eat healthier? so for example like you have an app open like have you used Duolingo before?

Ervin: yeah

Valerie: so you know how Duolingo has some of those like goals where it's just like oh if you do this you'll get this award or something like that

Ervin: yeah yeah it's like a game like a medal yes you think that would probably help or no uh it depends on the personality that's the thing if someone is really into that sort of stuff yes if that doesn't motivate people then unfortunately that's a no so it really depends on the person's personality and what they value hopefully that made sense

Valerie: yes it did

Ervin: does Duolingo motivate you with their stuff

Valerie: oh well I don't use Duolingo but um probably not because I deleted the app a long time ago

Ervin: well there you go

Valerie: but yeah thank you okay next question go for it would it be helpful if you were asked for your preferences and allergies by the app like before using all the features and stuff so it could help make meals and recipes for you?

Ervin: yeah because at the end of the day if you can't eat it it's always good to be personalized

Valerie: yes okay next question um do you think recipes would be helpful for meal planning? like for example

Ervin: yeah

Valerie: yeah okay so what my group was thinking was that we're going to have you know those that social feed post Tab and then if you open up someone's post it would have like the recipe under their post or something like that

Ervin: yeah I think that'd be very important I mean that's basically what Instagram influencers do now hey click here click like and I'll send you my or DM yes and I will send you my recipes

Valerie: Yeah and then this these are just sub questions but OB it's kind of obvious but um the recipe the sorry the what types of things should be included in the recipe so like just asking would pictures and detailed instructions be helpful

Ervin: I think it instructions are great I think just like little short clips video to keep people entertained that really helped because that's why all these Instagram people do so well they look at their reels and they follow the recipe

Valerie: yeah for real I always look at Instagram recipes M all the reals always look so good. okay next question M um so would you like it if recipes were suggested to you based on your preferences? so like-

Ervin: yes yeah yes to a certain degree but I think it's also fun for people to explore different foods because if they only stick to what they like they'll never kind of Branch out so I would say stick to preferences but hey try something new this week here's a recommendation from the team

Valerie: yes that was going to lead to our next question which was How about if they were suggested to you based on like other people's preferences? so for example since we're going to have a social aspect in this application maybe then obviously there' be friends and stuff right so you could be like oh I want to look at or I want to look into like my friends' preferences and I want to try their recipes that would be good?

Ervin: right that's what you mean okay yeah like your friends top recipes of the week

Valerie: yes yes yes okay next question um we did we asked this question like for concern of busy people so the question was would you or would you rather follow a set meal plan that's already made and follow those examples so for example we already have like set meal plans for vegetarians or pescatarians or like even maybe meal plans from like professionals

Ervin: I think that's always needed because it's like an algorithm right yeah if someone wants to explore something new then they can look at themselves but if they're like hey this week I'm really busy help me meal plan for the rest of the week and then you guys can plug in your preferences and it's like oh based on what you want this week here's here's what we're shooting out for you

Valerie: for sure okay so we're going to move on to the next section um this is asking if you're like health conscious and you care about your diet so first question is would you happen to care about your diet?

Ervin: mhm

Valerie: and and what would be your goals in like looking over your diet and stuff

Ervin: I think it depends on the people right are you wanting to lose weight or you want to maintain calories or if you just want really good food I think at the end of the day for me personally it's a balance so it' be very nice if you guys again have the choice in the user experience; this week I want to be balanced this week I want want vegetarian food only this week I want Indulgence

Valerie: I like the idea okay so the next question is obvious but do you cook for yourself or others

Ervin: yes

Valerie: Okay and next question is would the prices of items in a recipe be helpful when choosing a meal? so this would be for people who want to budget and stuff

Ervin: yes but how are you guys going to judge that is it real time prices that would be very interesting if you can because say and that's the thing cuz meat cost differently at different

stores so if you can give averages or if you have realtime prices where you extract from like three different stores

Valerie: yeah I'm gonna be a bit honest I don't know how we're going to do that part

Ervin: okay but um for the budget friendly yes having estimated prices help because especially for big families or estimated prices help

Valerie: yes um I think when I was interviewing a friend about this question she kind of mentioned how because it's kind of hard to grab prices in real time since there's so many different regions and so many different the market is like just fluctuating like crazy y um she was thinking of like maybe the app can kind of like have your location so for example there just be like a community tab where it's just like oh like someone can post oh you can can get this item for like this price at this store and no that would be great yeah okay like that person would probably be in the same area as you like for example you could probably toggle like people in your location or something like that

Ervin: yeah what would also help if you guys had hyperlinks based on location of the major supermarkets in the area because you know the markets you could pull the prices or you can link them to the weekly ads because you know how like they send us ads in in the email I mean in the mail with all the weekly specials that might be something kind of um useful right like you just press like a button for like an ad and then it'll just send you over to the the browser website okay yeah so say the recipe calls for chicken click here if you want to see the prices at X store a store B

Valerie: mhm nice okay next question is balancing the preferences and dietary needs of the people you cook for difficult

Ervin:yes

Valerie: do you think maybe there should be like or do you think this would help like the app would like have your preferences like already like your preferences but also you could probably add like maybe other members under you or something like family members and then enter and cater the meal

Ervin:yeah I think that'd be important especially for families with say either a spouse or children that have certain diet car needs or allergies

Valerie: okay the next section is just about the pricing of the app because we need to make money somehow

Ervin: yeah makes sense

Valerie: yeah so first question is would you personally prefer a subscription model?

Ervin: if it's a subscription model it definitely has to be very robust to make people want it because recipes are literally free all the time um I think if you guys can have Partnerships with local um grocery stores to allow for special pricing that might also incentivize people for doing memberships like coupons and whatever you know what I mean but I think also for people who literally don't cook and want to learn how to cook a meal plan me prep yeah I think they'll pay for it but again it comes down to what you guys can offer that they can't just search for themselves

Valerie: Yeah okay so next question is would you rather or would you rather prefer like a free version with limited features?

Ervin: depends on how limited it is at the end of the day you guys have to get paid for developing ads I mean apps unless you allow ads and that's your Revenue Source

Valerie: yeah that was going to lead into our next question which was what ads happen to annoy you?

Ervin: always unless they're targeted if it's like an app that works well for food but then you get ads on video games I'm like that's dumb

Valerie: yeah I think one idea I had was you know how you mentioned that VI there can be videos under recipes and stuff right so maybe in a free version with limited features one of the limited features would be a being able to view like videos freely so maybe we'll say something like oh you want to watch like the video for this recipe then watch an ad would that work?

Ervin: I think people would rather pay than not have to watch ads because again people people who meal prep and meal plan are those that are already busy they don't want to get stuck having to watch and waste their time again but this is how you can probably do it h um for the free version there's only one video but for the premium version there's multiple videos that people can look for the same recipe or the free version contains ads and hey if you feel like you don't want to support us by going premium

Valerie: okay okay um when I was interviewing Michael um he said that ads are everywhere but he would probably not um he wait how I word this um I think he said he wouldn't be annoyed by it if it wasn't more than 5 seconds or if there was like a option to immediately X out of the ad

Ervin: oh like you watch it for 10 seconds and then you can X out of it

Valerie: yes yeah it's

Ervin: I hate those I'd rather do you know what I mean sometimes the x is really small and you really have to pay attention I'd rather just watch but anyway I I get what he's saying

Valerie: okay I like your honesty um the last section is just asking if you had experience with similar apps so

Ervin: Never

Valerie: okay that's all my questions

Consent Forms

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Participant's E-Signature: John Meyers
Researcher's E-Signature: Brian Phan
Date: 10/07/2024

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Participant's E-Signature: Mary Hoang
Researcher's E-Signature: Brian Phan
Date: 10/09/2024

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Participant's E-Signature: Justin Dang
Researcher's E-Signature: Brian Phan
Date: 10/10/2024

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Participant's E-Signature: Amy Huynh
Researcher's E-Signature: Trung Le
Date: 10/08/2024

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Participant's E-Signature: Megan Lee
Researcher's E-Signature: Trung Le
Date: 10/09/2024

Consent to Record and Use of Recording for Senior Project

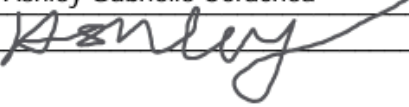**Project Title:** Meal Planning App

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Participant's E-Signature: Henry Lam
Researcher's E-Signature: Trung Le
Date: 10/09/2024

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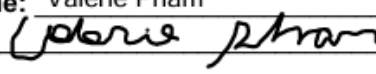
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Participant's Printed Name: Ashley Gabrielle Corachea
Participant's Signature: Ashley
Date: 10/7/24

Researcher's Printed Name: Valerie Pham
Researcher's Signature: Valerie Pham
Date: 10/7/24

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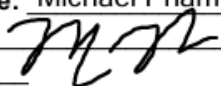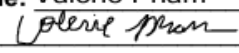**Project Title:** Meal Planning App

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Participant's Printed Name: Michael Pham
Participant's Signature:
Date: 10/8/24

Researcher's Printed Name: Valerie Pham
Researcher's Signature:
Date: 10/8/24

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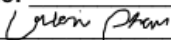**Project Title:** Meal Planning App

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Participant's Printed Name: Ervin Dinh
Participant's Signature: Ervin Dinh
Date: 10/9/24

Researcher's Printed Name: Valerie Pham
Researcher's Signature: Valerie Pham
Date: 10/9/24

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Participant's Printed Name: Lily Evans
Participant's Signature: _Lilly Evans_
Date: 10-11-24

Researcher's Printed Name: Diego Perez
Researcher's Signature: _Diego Perez_
Date: 10-11-24

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Participant's Printed Name: Hallel Hall
Participant's Signature: Hallel Hall
Date: 10/08/24

Researcher's Printed Name: Diego Perez
Researcher's Signature: Diego Perez
Date: 10-08-24

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Participant's Printed Name: David Yule
Participant's Signature: David Yule
Date: 10-08-2024

Researcher's Printed Name: Diego Perez
Researcher's Signature: Diego Perez
Date: 10-08-24

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Participant's Printed Name: _Jacob Vallecillo_
Participant's Signature: _____
Date: _10/9/24_

Researcher's Printed Name: _Jorge Mejia_
Researcher's Signature: _Jorge Mejia_
Date: _10/9/24_

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Participant's Printed Name: _Rene' Pedraja_
Participant's Signature: _____
Date: _10-07-24_

Researcher's Printed Name: _Jorge Mejia_
Researcher's Signature: _Jorge Mejia_
Date: _10-07-24_

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Participant's Printed Name: Sam Connely
Participant's Signature:
Date: 10/8/24

Researcher's Printed Name: Jorge Mejia
Researcher's Signature: Jorge Mejia
Date: 10/8/24