# Qualitative Research – Team Pacman

To explore the wants and needs of our future user group, we conducted a small qualitative survey. Since our user group mainly refers to younger users who own a smartphone and frequently use it, we interviewed 4 people in the 20-35 age group.

The interviews started with a few demographic questions about age, occupation, and life status. The subjects mostly reported living alone or in a shared apartment, usually cooking for 1-2 people. All of them cooked dinner regularly (almost every day or every other day), and less often lunch or breakfast. Since the interviewees like to cook, they frequently search for inspiration from various apps, such as Chefkoch, KptnCook, FoodWithLove or different websites, as well as cookbooks. When choosing recipes, most of them pay particular attention to good user ratings, the ingredients, and the time required. An appealing picture is also an advantage. For them, it is also important not to always cook the same dishes, but to have suitable new dishes recommended. Additionally, they wish to receive professional tips and tricks on how to make the dish even more delicious. Most of the interview questions were formulated in an open-ended manner and aimed to find out about the respondents' own experiences in cooking, in order to find out about their underlying needs and problems.

Towards the end of the interview, more specific questions regarding our app-idea were asked in order to get insights about the interviewees' opinion of the idea. Due to the large quantities in which some ingredients are only sold, there is often food left over that cannot be utilized. All our interviewees would download an app that would solve this issue and at the same time suggest quick, time-saving dishes. In addition, they mentioned suggesting alternative ingredients (such as using milk instead of cream) would be helpful, as they often got frustrated when exactly one ingredient was not available. A feature that allows you to see all ingredients at a glance without having to scroll with dirty fingers while cooking would also be beneficial.

The audio of the interview was recorded in order to subsequently create a shared empathy map based on the transcripts, in which the thoughts, feelings and actions of the interviewees were recorded. We used this to generate the personas with their personal wishes and needs, as well as fears. We also created a typical user scenario in which our app could be used.

Finally, as part of the user-centered development, we worked out 3 USPs of the app:

- ❖ quick and easy recipes.
- ❖ recipe recommendations based on existing ingredients that can be easily added
- ❖ vivid videos that describe the cooking process and give helpful advice

Based on these findings, we were able to start creating initial sketches of our app prototype.