User Research

Elevator Pitch: An app that helps someone decide on what they want to make for dinner and then provides a recipe along with a list of what's needed. Encourages cooking and not eating out.

Document Assumptions:
- People do not cook because they don't know what they want to eat
- People eat out because they don't know how to cook their favorite foods
- Cooking is inconvenient and it would be easier to have an autogenerated list of ingredients, recipes and directions all in one place to simplify the process

Problem Statement:
- Describe the issues people have with cooking home meals consistently
- Identify if most people can cook or are interested in learning to cook
- Identify if people have issues choosing dinner and if they plan dinner ahead of time

Survey Questions:
1. Do you cook at home or have interest in learning to cook?
2. What prevents you from cooking at home as opposed to eating out?
3. Would you prefer to eat from a restaurant or a home cooked meal?
4. How much do you spend on restaurants each month on average?
5. How much do you spend on food groceries each month on average?
6. What are some of your favorite meals to eat for dinner and can you cook these meals yourself?
7. Do you plan ahead for meals(know what you're going to eat before you get hungry)?
8. How frequently do you or would you use an app that had a list of recipes and ingredients? Never, Occasionally, Sometimes, Often, For every meal!

Key Findings:
- Everybody did cook or had interest in cooking at home, so this is a possible need for everyone I surveyed and that means my customer base is very wide.
- Laziness and time were the biggest issues people had with eating at home. Not necessarily because eating out tasted better. Most people actually prefer home cooked meals over eating out if given the choice.

3. Would you prefer to eat from a restaurant or a home cooked meal?

6 responses
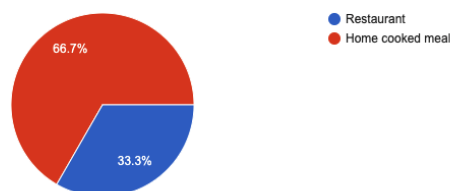
- The cost of Groceries was higher compared to eating out than I thought it would be, but that doesn't mean people can't still save money by eating out less and cooking more.
- The app clearly has a market for most of the people surveyed.

How frequently do you or would you use an app that had a list of recipes and ingredients?

6 responses
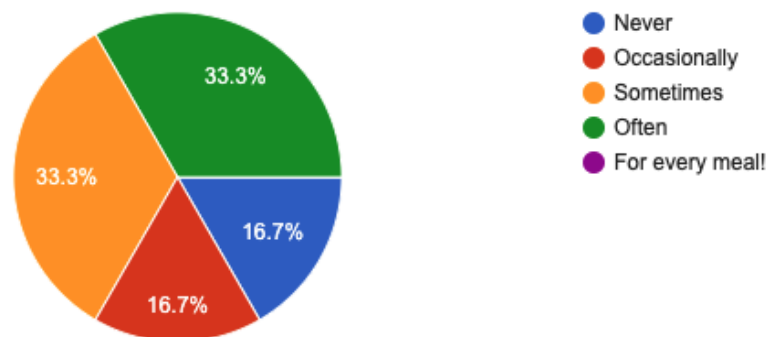
Addressing my Problem Statement:
- I was able to understand why people do not home cook meals consistently and feel confident that I could help address many of the issues they had with "being lazy" and "time".
- I should have seen if their needs for the app were being met already and if not, how better those needs could be addressed.
- More responses would be helpful because I only got 6 and answers could easily change from group to group