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Kitchen to Kitchen

Elevator Pitch

Kitchen to Kitchen is a culinary tool sharing app for neighbors. It unlocks access to new-to-you gadgets without the upfront cost of purchasing new or finding a place in your kitchen to store all those gadgets. Kitchen to Kitchen allows users to share what they have and gives access to what they don't all in the spirit of helping neighbors explore culinary opportunities.

Assumptions
- Households have more kitchen gadgets then they are using on a daily basis
- Home cooks would like to try new kitchen tools without having to buy them
- People would be okay with sharing out their kitchen gadgets with their neighbors

Problem Statement

Identify the willingness of neighbors to quickly, easily and safely share kitchen tools with each other.

Survey

- Do you like to cook at home? (Y/N)

- How many kitchen gadgets (ie. juicer, instant pot, etc.) do you have that go unused on a weekly basis?
  - 1-3
  - 4-6
  - 6+

- How frequently do you find you don't have a kitchen tool that would be useful for something you'd like to make?
  - Never
  - Daily
  - Occasionally

- Would you share your kitchen gadgets with a neighbor?

- Would you borrow a kitchen gadget from a neighbor?

- What would be your main concerns with borrowing a kitchen gadget?

- On a scale of 1 to 5, one being not worried at all 5 being very worried, How worried are you about how neighborhoods might treat your kitchen gadgets?

- Are there other tools you wish you could borrow in place of owning?
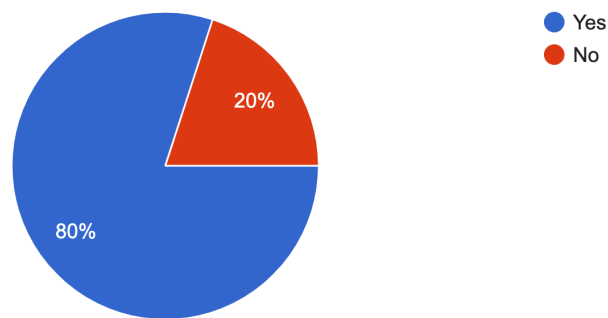
Survey link:https://forms.gle/5bvojuzMAViVDpLZ8

Analysis and Results

Three key findings

1. The majority of survey respondents are interested in both sharing and borrowing kitchen gadgets with neighbors.
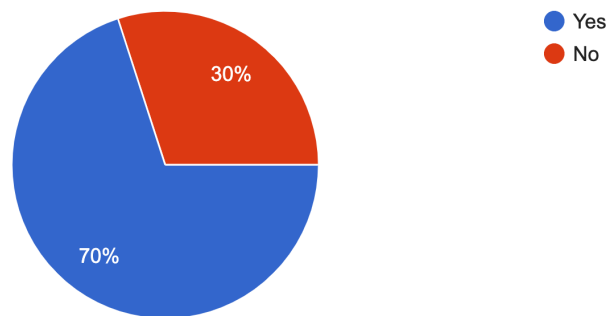
Would you share your kitchen gadgets with a neighbor?
10 responses
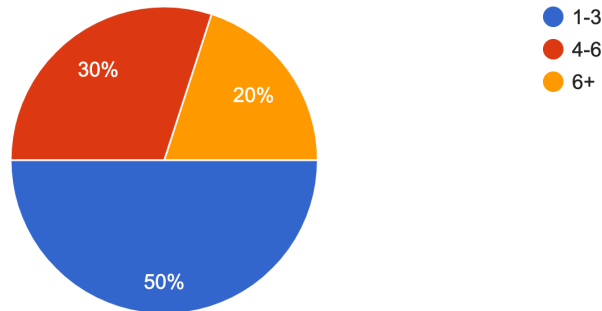

Would you borrow a kitchen gadget from a neighbor?
10 responses

2. All survey respondents have kitchen gadgets that go unused on a weekly basis. This means that there are a lot of unused gadgets sitting around taking up space going unused.

How many kitchen gadgets (ie. juicer, cake tins, instant pot, etc.) do you have that go unused on a weekly basis?
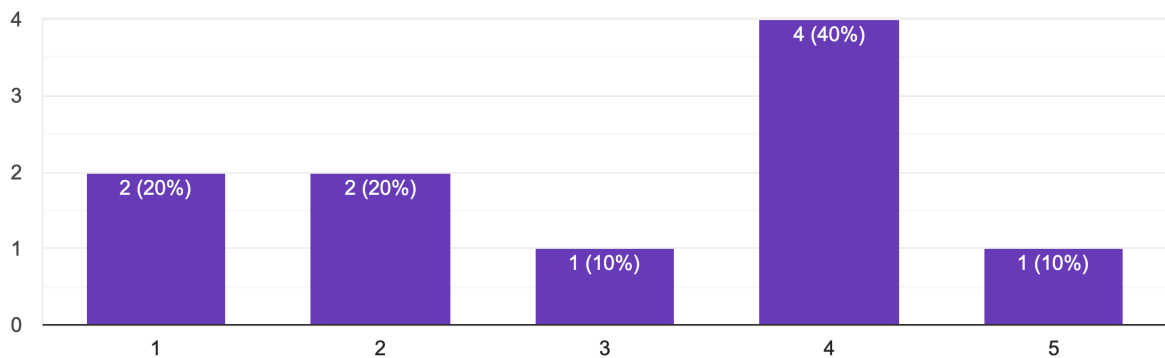10 responses

3. Worry about the treatment of a lent out kitchen gadget is pretty varied across survey respondents, but it does appear that 40% of respondents are worried about the treatment of their items. Common worries expressed were that items would be returned broken or that an item they borrowed would break while they were using it.

On a scale of 1 to 5, how worried are you about how neighborhoods might treat your kitchen gadgets?
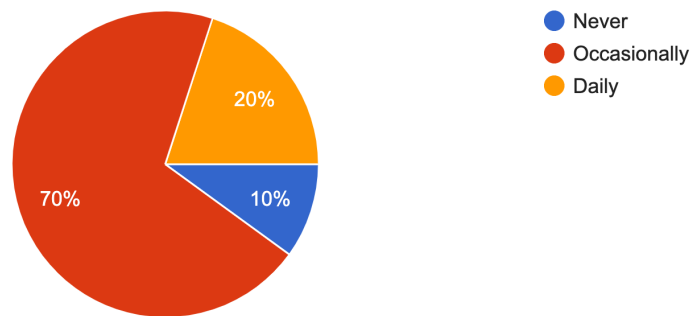10 responses

Surprising findings

In addition to kitchen gadgets, survey participants also have an interest in borrowing other items from neighbors like gardening and camping tools.

How frequently do you find you don't have a kitchen tool that would be useful for something you'd like to make?
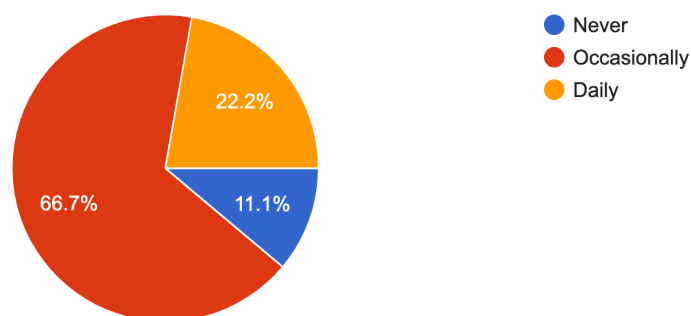10 responses

In addition, 66% of survey respondents occasionally lack an item that would be useful for cooking at home.

How frequently do you find you don't have a kitchen tool that would be useful for something you'd like to make?
9 responses

Problem statement review

Problem statement: Identify the willingness of neighbors to quickly, easily and safely share kitchen tools with each other.

Through the use of a survey, I believe I was able to most specifically address the willingness portion of my problem statement. The survey indicated a willingness of participants to share kitchen gadgets. I do think it would be useful to gather more responses and perhaps even target them to specific neighborhoods to gain a better understanding of how users feel based on their location. My fear is that the results are fairly broad and may not represent the feelings of an entire neighborhood. If I were to modify my survey it would be to gain more specificity on particular kitchen items and also other home tools. It seems there is an interest in sharing items with neighbors outside of the kitchen which could represent future expansion.

Overall, on a potential app scale, I learned that individuals are both willing to share and borrow items with their neighbors and that it's an app worth exploring.

From a software conceptualization learning point, I gained a deeper understanding of the need for specificity when crafting a survey as well as how challenging it can be to steer away from self-referential design when you like the idea you've come up with. In addition, I found it somewhat challenging to craft an accurate problem statement. Further research into user research/experience and research design is something I'm excited to explore and learn more about.