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| **Assumption** | **Questions** |
| Too many ingredients required | What puts you off from eating healthy? |
| People want to eat healthy | What would you like to change about your eating habits? |
| Ingredients in too big a quantity and therefore too expensive / food waste | What do you do with the left over ingredients?  What would put you off following a healthy recipe? |
| Difficult to find healthy recipes | How do you find healthy recipes?  The last time that you found a healthy recipe what was the experience like? |
| People stick to their own routine/meals | What have you done in the past to be healthy and an when you’ve been healthy what stop you from maintaining it? |
| People don’t follow recipes as it’s easier to follow habits | How often do you cook new recipes? |
| People want to eat healthy | What would motivate to eat / shop for healthy food? |
| People don’t know what is healthy eating including quantity | Where would you find out about healthy eating? |
| People shop for ingredient not related to what they want to make. | How do you know what food to buy? |
| People have a shopping list | Tell me about how plan your shopping?  How do you prioritise it? |
| Target market can afford and value healthy eating | How much more would you pay to be confident that you were eating/ feeding your family well? |
| People want to be healthy | What does healthy eating mean to you? |
| People shop online line for food | How do you shop for food? |
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