

Team Project - D.1 Inception

Introduction

There are a plethora of cooking websites that host a bunch of recipes, but finding something to cook given the random ingredients you have can be difficult, especially for people like me who lack confidence in cooking skills to improvise on the fly. This proposed website will assist these people by allowing the user to input a list of ingredients and to get a list of recipes that can be created with the ingredients you have on hand. In addition to this, it will allow the user to sort recipes by calories and ingredients to further allow specificity in finding recipes.

Initial Value Proposition and Customer Segment

Value Proposition

Enabling customers to make the best and healthiest meal they can with the limited ingredients they have, and to teach them skills on how to cook on the fly.

Customer Segment

This will appeal to everyone who wants to cook with new recipes, but will specifically target beginning cooks without a large repertoire of existing recipes to draw from when cooking.

Interviews Summary

Jasmine

1. On February 6, 2018, I interviewed my roommate, Marissa. Based on the interview, Marissa said she would view herself as a beginner, cooks around twice a week and probably four times maximum throughout the week. She mostly cooks on the weekend when restaurants are closed on campus. Marissa typically grabs her recipes from recipes.com and uses her phone often while cooking to check the time and to ensure she is correctly following the recipe. The bit where she mentioned checking the time gave me insight into the fact that it would be useful to implement a timer for the user while he or she is baking or prepping. I thought she might have not used her phone while cooking and that she was going it freehand but was surprised to learn she follows recipes. I asked at some point what she thought would influence her to cook more, and

she said if there were more recipes to follow and had a good payoff or tasted good. My hypothesis about the app being helpful for people, specifically beginners who want a decent meal, was supported by this and I gathered that Marissa would find this product **nice to have**.

2. On February 6, 2018, I interviewed my friend, Zoe, who is a junior attending ASU. Zoe would not consider herself a beginner and says she cooks her meals 4-5 days out of the week and eats out for the rest. She is a frequent on Japanese recipe app, cookpad. Like Marissa, she is usually checking her phone while cooking to keep track of ingredients and time. Because both interviewees have mentioned this, I hypothesize that this could be a very helpful feature to add. I thought before interviewing that someone who is not a beginner would have no need to check their phone and learned that this is not the case for this interviewee. Our customer segment was supported by the fact that Zoe would be interested in learning new recipes from new sources. She viewed the idea of such a product as **nice to have**.

Maria Granroth

1. February 6, 2018. I interviewed my roommate Nicholas (22 years old, currently searching for jobs). Nicholas was unaware of the premise of the interview beforehand. I learned from the interview that Nicholas has 3-4 meals a day, and typically all are pre-packaged foods (cereal, ramen, hot pockets, etc.). He will occasionally “meal prep” by buying two large pizzas to last him for the next few days. Nicholas says that he enjoys cooking, but doesn’t do it often because he’s usually too hungry to have patience for it. I had hypothesized that he didn’t do it because he didn’t know what to make, but he mentioned that his only problem with cooking was the time it took. His own “nice to have” that was mentioned was a service that sent ingredients proportioned for meals already. He would like to have a meal prep service, but only if the service also had the ingredients ready for him to use. I asked if he would find the service useful if it curated a grocery list for him, but he said he already did that based on recipes. He has no issue finding recipes at all. As a beginner, Nicholas already prefers to do his own thing rather than follow a recipe, because his ideas seem like they’d taste better than the recipe (but he believes that he always turns out to be wrong). After describing the product a bit more, Nicholas said it sounded like it’d be cool to have if you were watching your diet closely. However, based on the overall interview, his body language, and facial expressions, I’d say his attitude towards this product is **don’t care**. He did express excitement for meal planning around low-carb, vegetarian, low-calorie, etc. and talked about how those dietary filters would be useful for some people before I even suggested the idea. My hypothesis about why he doesn’t cook often was completely wrong. After this interview, I would be interested in looking into a meal prep service that provides recipes/ideas/ingredients.

2. February 6, 2018. I interviewed my significant other, Jacob (20 years old, mailman). No information about the product was discussed with him prior to the interview, all he knew is that it's "about food". He eats about 5 times a day, 4 times are at home. 2 of those times are meals, the rest is snacking. He defines "fast food" as "anything not cooked at home", and eats "fast food" about 1 time a day (1 of the 2 meals). He also defines cereal, hot pockets, ramen, etc. as cooking, as they need to be assembled in some way. Most frequent meal is pizza (including made from scratch and frozen). He does enjoy cooking, "because it's fun". He doesn't actually cook often because he's too busy. He thinks that having better tools and a better kitchen (higher quality, specific tools for specific tasks, etc.) would make cooking easier. He gets his recipes online, but gets annoyed at all of the choices. He usually chooses recipes based on the ingredients he has and any reviews the recipe has. He does not care about the nutritional value of a recipe. He expressed excitement in facial expressions, tone, and body language when I described our concept further. Quote: "Are you kidding me? I would use that all the [redacted] time!" exclaimed loudly and accompanied with visible excitement. Based on the interview, I would say his attitude is **nice to have**, but based on his reaction to the idea, his attitude is **must have**. My hypothesis that a lack of cooking was related to recipes was somewhat correct for Jacob, with lack of time being the most prominent concern, equipment the second, and recipe ingredients/recipe quality being third.

Jasque Saydyk

1. I interviewed Lance West on February 5, who is a beginning cook with a limited repertoire of recipes and a limited number of ingredients, our target customer segment. The key insights I got from my interview is that, while Lance orders take-out on a regular basis, this is due to him lacking recipes that require low effort to make meals with the random ingredients he has. I thought that our customers would be concerned with just getting new recipes, but I learnt that we need to take into account the difficulty of the recipes and sort by that as well. Despite this, the hypothesis that Lance would use a website that searches for recipes by ingredients was validated. **Must have:** difficulty level of the recipe, a variety of recipes from different cultures. **Nice to have:** Search by specific amounts of ingredients. **Don't care:** Nothing.
2. I interviewed Kristi Kay on February 6, who is an experienced cooked with a good repertoire of recipes, who is a inside the broad customer segment we are going for, but outside the narrow segment of beginning cooks with a limited repertoire of recipes. The key insight I got from my interview is that there is an interest in finding different kinds of recipes to cook with. I thought that there would be an interest in sharing recipes, but I learned that she never uses the "share to social media" buttons for any website. My general hypothesis was validated in that she would use a website to search for recipes by ingredients. **Must have:** pictures along with recipe with the final result, along with

some pictures for the steps. **Nice to have:** saving of recipes. **Don't care:** comments on recipes.

Nick Reader

1. I interview my friend Jack from Canada on February 5th. My friend is currently working and not in college. He gets home late from work most nights. He said he currently **cooks 2-3 times a week**. He said he doesn't cook more because he doesn't have much time after work so often eats out or orders food. He said the idea was a good one and something he would use. He is not an experienced cook so he would want some easy recipes without any special techniques. Also would want recipes with **low amount of prep+cook time**. He cooks a lot of pasta but when he wants new recipes he asks his mom for ideas so he said our website would be very useful. He said he has a lot meat without spices so he would like to see some basic meals that just spice up or change the meals he already likes.
2. The Second person i interviewed was my friend in New York. He is currently in college and has a part time job. He said that he **never cooks** and almost entirely eats out. He said our website was a really cool idea and he wanted to try it. He said he doesn't cook at home because he's lazy and buying food is easier for him. He said that if he were to cook more it would be nice to have **one-pan recipes**. He eats a lot of pasta and rice based meals. He also said he would want pictures or the product to help him with cooking since he almost never cooks. When he does decide to cook he goes out and buys all the ingredients he needs since he has almost none at home.

Matt Rittenback

1. For my first interview on February 5th, I interviewed my girlfriend Alyssa, whom has moderate cooking experience and is a vegan. Alyssa expressed how frustrating finding alternative recipes for her vegan diet could be, and how recipes that claim to be "vegan" could end up not being vegan at all. She said that having something to pull up only vegan or vegetarian recipes based on her ingredients would be beneficial. Another factor that Alyssa mentioned would be a nice feature of this product would be the time-saving possibilities, as she says finding recipes can be a time consuming process. The main key insight from this interview would be making sure the product could cater to different diets. For Alyssa this product would be nice to have.
2. My second interview, on February 6th, was with my father Aaron who has many years of experience cooking and knows how to create his own recipes. After the first couple of questions about creating a recipe based on ingredients in the kitchen, he said that it's easy enough for him to look up different recipes online and create a dish based off the recipes he looked at. Once he knew about the product we want to create, he immediately commented how it would be useful for college students or beginner cooks.

Then he said having multiple recipes shown to him based on his ingredients would be neat and useful to him in creating new dishes. For Aaron this product would be nice to have.

Final Value Proposition and Customer Segment

Post-interview Observations

As a group, we noticed that our interviewees were mainly concerned about time when cooking, opting to eat out or eat pre-packaged foods because they are usually too busy to spend time at the stove. They did care about having the appropriate ingredients, but they had more active concerns about time, difficulty level, recipe quality, and their available tools. We discussed that it may be beneficial to focus more on those concerns, along with having them indicate one main ingredient they want to incorporate, instead of listing ingredients they already have.

New Value Proposition

Enabling customers to make the most delicious and healthiest meal they can for their needs with the time and tools they have.

New Customer Segment

This will appeal to anyone who wants to consider time, diet, difficulty, tools, recipe quality, etc. when cooking, but will specifically target beginning cooks who don't have the time or energy for a complicated recipe (E.g. college students, young career people).