

# Eat Healthy, Live Healthy: A Digital Approach to Healthy Living

UX Researcher:MM / March.2025

# Executive Summary

Since our product is still in its early stages, our team is interested in exploring new, healthy, and balanced recipes. We interviewed two family members and friends about their needs, pain points, and how they use digital products to cook healthy meals.

## **Key Findings**

Users cook healthy food most of the day to maintain their health and well-being. They also use their mobile phones to find new and unconventional healthy recipes.

Recipes on the market may be traditional and haphazard, and we identified opportunities to develop an app that includes all meals in an organized manner and with new recipes.

# What did we want to learn?

Our team wanted to explore people's experiences with digital tools available for cooking healthy food. The goal was to identify opportunities for creating new ideas and applications for healthy food.

## **Key Research Questions**

- [Needs] What's the need for healthy recipes?
- [Behaviors] How are users currently cooking healthy recipes?

# Participants

We recruited our participants from family and friends who are interested in healthy food.

	Cook frequency	Digital products they currently use	The meals they are currently eating healthy
Participant 1	Every day	Youtube videos	Lunch and sweets
Participant 2	3-5 times a week	Videos and pages	Breakfast and sweets

## Key finding 1

# Users use digital tools for searching a new creative recipes

## Finding

Most participants cook every day, but  
They don't have many times to cook.

Participants do not allocate enough time for  
cooking, but they cook because they need  
to, such as lunches.

*“In the morning, I only have 10 minutes to  
prepare breakfast before going to work, but  
sometimes when I'm happy or have time, I  
take a long time to cook”*

- Participant 1

## Recommendation #1

Our new product could solely focus on healthy recipes for the three main meals and desserts

Things to consider:

- Recipes should be simple and uncomplicated.
- Each recipe should fall under its own main category.
- There should be recipes for both beginners and experienced cooks.

## Key finding #2

Seeing encouraging phrases and cooking food properly and deliciously motivates users to continue maintaining their health

All participants said little encouraging phrases from the app encourage them to continue to be healthy

Emotional design plays a key role in making learning fun. animations, badges, and simple “good job” s made participants feel motivated

# Next Steps

- Validate results through surveys
- Conduct baseline studies on how users apply the recipes
- Organize a design sprint to brainstorm



# Appendix

# Data collection and analysis

