

# [Healthy recipes app research plan]

## Study 1: Semi-Structured Interview

### Background

There are many people who need a healthy diet or are interested in following one to maintain their overall health, lose weight, or otherwise achieve this goal. This includes following a balanced, healthy diet, counting calories, and other methods. Our team will focus on providing recipes for a healthy and balanced diet (a mobile application) for people following a healthy diet and anyone who needs to cook healthy food.

### Research Goal

Our team wants to study how people interact with healthy recipes and find out how much chefs and people use our product, and how successful the recipes in it are, whether the product helped them and achieved the goals they were seeking, so that we can use these results to help us shape the direction we take in developing our product.

### Research Questions

- [Needs] What is the need to use healthy recipes?
  - What is user's current pain point?
- [Behaviors] How so users currently cook healthy recipes?
- Do users really need another healthy recipe app?
  - How do users feel about existing products?

### Method & Recruiting

- 30-minute in-person or video semi-structured interview to gather in-depth qualitative data
- The researcher will use the interview script as a guide and ask follow-up questions based on answers from the users
- 2 participants
  - From family, they eat healthy food

Because the participants from my family I don't need to write screening question

# Script

## Introduction

My name is Malak. Thank you very much for participating in this study. I am currently working on a project related to healthy recipe app. I would love to learn more about your experience with digital healthy recipes. This interview will take about 30 minutes. If you want to leave the session or take a break at any point, please let me know. Do you have any questions before we start?

Do you mind if I record this session for note-taking purposes? The recording won't be shared with anyone outside of our team

## Warm-up Questions

1. Can you tell us more about yourself?
2. What healthy foods are you currently making?
3. What apps or websites do you currently use to learn healthy eating recipes? Have you tried other apps before?

Probe into needs and behaviors

4. How did you get started using digital healthy food recipes? (Motivation: what did participants hope to achieve?)
  - When did this happen?
  - What was the trigger?
  - How was your healthy eating experience?
  - What was the cooking outcome? Did you reach your goal?
5. How long have you been cooking healthy food? (What needs do digital recipes meet that other types of recipes do not?)
  - Where did you get your first healthy food recipe?
  - (If not digital), why did you decide to switch to digital recipes?
6. How often do you eat healthy? What motivates you to continue eating healthy daily/weekly/etc.? (Knowing intrinsic and extrinsic motivation)
  - What are your major achievements? [What makes users feel proud and excited?]
  - How do you track your progress? [Do users care about progress? Do existing apps do a good job at celebrating progress?]

7. How do you decide which healthy recipe to use and why? (Do participant build their own cooking plan or follow the app?)

- Do you set goals for cooking healthy food?
- Show me some pictures of you cooking healthy food

8. What do you currently use to cook healthy food? (Knowing competitors' weaknesses)

- Have you used multiple recipes for the same dish?
- What was the first recipe you used? Why did you switch to other recipes?
- (If the participant uses more than one recipe at a time) What is the purpose of each recipe?

## **Wrap-up**

Thank you so much for sharing your experience and insights. Your answers will help me build a better application. If you have any additional thoughts and comments, I would love to hear about them at any time. I can be reached at [malak.g.mustafa@gmail.com](mailto:malak.g.mustafa@gmail.com). Hope you have a wonderful day.

## Study 2: Survey

# How to categorize recipes into main meals?

### Background

In our previous study, we found that healthy recipe users prefer to categorize healthy recipes into main meal categories to make it easier and faster to find the recipes they need. This is a promising opportunity that we may be able to target with our product, but we need more data to better understand the needs and whether they apply to a broader segment of healthy recipe users.

### Research Goal

This study focuses on understanding users' needs regarding how to categorize recipes and develop a simple and easy-to-use design, as well as measuring the ability of the majority of healthy recipe users to better meet these needs.

### Research Questions

- [Needs] What is the need to use healthy recipes?
  - Which features are useful?
- [Behaviors] How do users currently cook healthy recipes?
  - How do they interact with existing digital products?
- Do users really need another healthy recipe app?

### Method & Recruiting

- We use surveys to collect data from at least 10 people cook healthy
- Test survey questions with 5 volunteers recruited from trusted users.

people with jobs( male / female)  
people without jobs( male / female)  
chef working in restaurant

## Survey Questions

### Questions

- 1) Are you a vegetarian who needs meat-free recipes? [Is there a vegetarian people need healthy recipes]
  - A. Yes
  - B. No
- 2) How often do you cook per week? [Frequency]
  - A. Every day
  - B. 3-5 times
  - C. Rarely
- 3) What healthy meal do you usually cook? [Focus and increase the recipes for the most chosen meal]
  - A. Breakfast
  - B. Lunch
  - C. Dinner
  - D. Dessert
- 4) Which classification method do you prefer? [create the people need design]
  - A. By meal type (Breakfast, Lunch, Dinner, Dessert)
  - B. By cooking time (Quick & Easy, 30-Minute Meals, etc.)
  - C. By ingredient type (Vegetables, Protein, Dairy, etc.)
  - D. Other (Specify\_\_\_)
- 5) Do you prefer categorize the recipes? [create easy to use design]
  - A. Yes
  - B. No
- 6) In the past month, where did you get the healthy food recipe that you cooked? [current tools]
  - A. Social media pages
  - B. Mobile app
  - C. Google
  - D. From someone you know
  - E. A previous recipe you know

- 7) In the past week, how long did it take to cook lunch with you? [How much content should be fit into each recipe]
- A. Less than 15 minutes
  - B. 15 to 30 minutes
  - C. 31minutes to 1 hour
  - D. Longer than 1 hour
- 8) Would you prefer a dark mode or other customization options for better readability? [create helpful design]
- A. Yes
  - B. No
- 9) Do you prefer step-by-step cooking instructions or a summarized version? [to know how to write the recipes]
- A. step-by-step cooking instructions
  - B. summarized version
- 10) What do you usually prefer for breakfast? [To increase the recipes included in the top-selected options]
- A. Egg
  - B. Yogurt
  - C. Chia seeds
  - D. Oatmeal
  - E. Other (Specify\_\_\_)
- 11) What do you usually prefer for dessert? [To increase the recipes included in the top-selected options]
- A. Cold desserts
  - B. Hot desserts
  - C. Don't like desserts