Healthy Food, what do people really need?

Background

Eating junk food is killing people more than smoking, Healthy food has great advantage and everyone needs it to be available with easy ways. I am interested in creating a digital product (desktop or mobile app) for adult people who wants to get it fast, without effort and without wasting time calculating calories. Since adult people usually have a busy schedule, I aim at optimizing study plans for busy adult people.

Research Goal

I want to learn about how individuals use digital tools to get their needs like food specially healthy food, including what goals they try to achieve when using these tools. We want to determine what opportunities and needs might exist for new healthy food ordering products, so that we can use these findings to help us shape the direction we take in developing our product.

Research Questions

- [Needs] What is essential for healthy food ordering?
- ○ What are users' current pain points?
- ○ How do they interact with existing digital products?
- Do users really need another healthy food ordering product?
- ○ How do users feel about existing products?

Method

- 15-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.

Recruiting

- 5 participants
- Adults with a full-time job who:
- ○ Use digital food ordering products at least 3 times a week
- ○ Have been using digital food ordering products for at least 3 months
- To recruit participants, we will send emails to full-time random employees from Linked In.

Screening Questions

1. What is your primary way to order food?
a. Call any restaurant directly
b. Use digital products (screened out)
c. Other
d. Currently, I don't order food

2. How long have you been using digital products to order food?
a. Less than 3 months (screened out)
b. 3 months to a year
c. Over a year

3. When was the most recent time you have used these digital products?
a. Within a week (screened out)
b. Within a month (screened out)
c. Over a month ago

4. How often do you use these food ordering digital products?
a. A few times a week (screened out)
b. About once a week (screened out)
c. 2-3 times a month
d. About once a month
e. Fewer than once a month

5. When you order food, do you check if healthy food is available?
a. Always (screened out)
b. I don't care
c. Healthy food is not available many times

6. If healthy food is available will you order it even if it will be more expensive than the ordinary food?
a. Yes, healthy food is better (screened out)
b. No, price is important

Timeline
- Design proposal: July 1—3, 2021
- Recruiting: July 4—5, 2021
- Sessions: July 6—7, 2021
- Readout: July 9, 2021

Script
Notes: *[italicized brackets]* are used to document what we wish to learn from each question

Introduction
My name is Mona. Thank you very much for participating in this study. I am currently working on a project related to healthy food ordering. I would love to learn more about your experience with healthy food digital products. This interview will take about 15 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
1. Could you tell us more about yourself.

2. How you take your lunch at work?

3.   Which apps or websites are you currently using for order food? Have you tried other apps before?

Probe into needs and behaviors

4.   How did you get started using ordering food digital products? *[Motivation : what did participants hope to achieve?]*

Follow-up questions:

○ When did this happen?

○ What was the trigger?

○ How was the ordering experience?

5.   How long have you been ordering food?

○ (If not digital) Why did you decide to switch to using digital products? *[Which needs did digital products meet those other types of ordering food failed to meet?]*

6.   How often do you order food? What makes you to continue to order food on a daily/weekly/etc. basis?

7.   What do you use to order food now?

○ Have you used other products/tools?

○ What was the very first product you were using? Why did you switch to other products? *[Pain points]*

○ (If participant is using more than 1 product concurrently) What do you use each product for? *[Needs]*

8.   You mentioned you are currently using apps to order ordinary food, Is the healthy food always available in the digital apps you use?

○ if healthy food is available with different great choices, will you order it?

○ what do you prefer junk food with cheap price or healthy food but a little expensive?

9.   When was the last time you used the ordering food app? Could you walk me through how you were using this app?

Observation & follow-up questions:

○ Observe what features the participant is using and how the participant uses them.

○ Ask what participants like or dislike about each feature, why they like/dislike each feature.

○ Which features do participants not use and why?

○ What's on participants' wishlist for the app?

○ If participants talk about frustrations, ask why and their current workarounds

[Unmet needs]

Wrap-up

Thank you so much for sharing your experience and insights. Your answers will help me build a better product. If you have any additional thoughts and comments, I would love to hear about them at any time. I can be reached at Monayaalgharib@gmail.com. Hope you have a wonderful day.

We care. Be Healthy.

Background
In our previous study, we knew that a lot of employees prefer ordering junk food because it's easy to reach and available everywhere, but they can order healthy food if it's available and easy to order with good price. This is a promising opportunity we may be able to target with our product, but more data is needed to better understand the needs of the employees.

Research Goal
This study focuses on better understanding users' needs related to ordering healthy food during work breaks.
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Research Questions
● How can digital products best support individuals with ordering health, particularly during work breaks?
○ Which features/functions are useful?

Method & Recruiting
● Use surveys to collect data from at least 30 random users
● Test survey questions with 5 volunteers
● post surveys to linked in users:
○ Use digital ordering food products at least once a week
○ Have been using digital ordering food products for at least 3 months

Survey Questions
1. How do you order your food? [order method]
   a. by phone
   b. using application
   c. I don't order

2. In the past month, which types of mobile products did you use? (Select all that apply) *[current tools]*
   a. Language-learning app(s) (e.g., Memrise, Duolingo)
   b. Podcasts
   c. Video platforms (e.g., YouTube)
   d. E-books
   e. Websites in my mobile browser
   f. Other (Specify___)

3. Which order way do you prefer? [user preference]
   a. Directly from a restaurant
   b. Using a food ordering application

4. How often do you order food? *[Frequency]*
   a. Every day
   b. Every week
   c. I don't order

5. How many times did you order food in the last month? [How many times the user order usually]
   a. Less than 4 times
   b. More than 5 times
   c. I order every day

6. Which food type do you choose to order? [user preference]
   a. Junk food
   b. Healthy food

7. Do you find any difficulty using the applications? [user knowledge with using digital applications]
   a. Yes
   b. No

8. What are the features that you are looking at in ordering food applications? *[Motivation: what did participants hope to get?]*
   You can write your answer here ……………………………………………………………