

We Care.
-Be Healthy

UX Researcher-Mona, July 2021

Executive Summary

Since our product is at a very early stage, I am interested in exploring opportunities in healthy food ordering products. We interviewed 5 adults on their needs, pain points, and how they use digital products to order food.

Key Findings

Adults who have a full-time job often order food in their work breaks, they sometimes directly call the restaurants and sometimes they use the digital applications products. Because they don't have time to prepare food at home or take care of their food and calculate calories.

What did we want to know?

I wanted to explore adults' experiences with existing digital tools for ordering food. The goal was to determine what opportunities may exist for creating new healthy food ordering products.

Key Research Questions

- [Needs] What is essential for healthy food ordering?
- [Behaviors] How do adults currently order food?

5 Participants

We recruited our participants from LinkedIn users.

	How to have lunch at work	Ordering frequency	Type of food
Participant 1	Order directly by phone	Everyday	Junk food
Participant 2	Prepare at home	Never Order	-----
Participant 3	Use apps	3 to 4 times a week	Junk food
Participant 4	Use apps	Everyday	Junk food
Participant 5	Order directly by phone	3 times a week	Junk food

Key finding 1

Employees order junk food because healthy food is not available too much and junk food take no time to reach them.

All participants don't have time to check healthy food applications

Participants don't have time they are always busy , the prefer healthy food but junk food is easier for them to order and cheaper.

Finding

"I like to prepare my food before going to my job or the day before, before sleeping."

- Participant 2

"I don't have time to check other healthy apps so I order junk food every day."

- Participant 4

Recommendation

Our new product could solely focus on Availability in many regions

Things to consider:

- to be available in many locations
- to reach customer fast

Key finding 2

adults care about price, they need the meals to be the same price as the junk meal.

4 of 5 participants say that

They like offers and discount
During using the application

“If there is offers and discounts I don’t mind ordering healthy food instead of preparing it at home , if this will make me save money and time. ”

- Participant 2

Next Steps

- Validate findings with surveys
- Run a design sprint for brainstorming

Appendix

Affinity mapping constructed from the data collected

Data collection and analysis



