# Research

We were looking to address the cooking needs of everyday people; more specifically, we wanted to look at what issues individuals were having when trying to make decisions about what to cook and what do with leftover ingredients in their fridge.

We chose to address this issue because each of us in our team had the issue of leftover food not used in previous recipes going to waste. Our problems in the cooking department varied, and we understood that different individuals have different cooking wants, needs, and desires; thus, we decided to put together a list of questions to ask different possible users in order to find out what each of their needs were. Our aim was to make this app as accessible as possible to anyone who was interested in cooking at home, and so we were aiming to target individuals with low and high incomes and less and more time to spend on cooking.

Based on this idea, we came up with a few user personas to encompass users with low time and high income (e.g. working professionals), high time and low income (e.g. some freelancers), and low time and low income (e.g. students).

## Round 1

We came up with a series of questions to pose to an anonymous set of individuals to further develop insight into user needs, wants, and desires.

What we found was that almost all the interviewees like to cook new recipes which they have never tried before. The majority of them prefer to use the internet or mobile apps to find new recipes. They are interested in having an app that provides them with more options about what to make with the ingredients they have available in their fridge. Most of them prefer to have detailed steps as well as video.

We plan to do a second round of questions with a new sample set of participants in which we analyze their non-verbal (i.e. emotional and physical) reactions to the questions (e.g. frowns, smiles, gestures, facial movements, etc.) as well as their verbal responses.

## Round 2

In Round 2 we got feedback from few users that our app is not giving that interesting look al though it has that new features but not enough content to attract users to spend time on this application.

After hours of brain storming we decided to add more content on the page like news feed, make recipe page more interactive for users so they can add comments on recipes and give recipes ratings from 1 star to 5 stars.

Also On main page with news feed user can see the recipes from the users they’re following and also we added search bar so they can find recipes and users from the main page.

With all these new updates we also gave it new fresh look and responsive layout so if use is using it on mobile or PC it will change its design layout based on the device.

## Market Research

After researching thoroughly about market, we came to know that the new functionality we are going to add has been never used by any other application before, which makes our application unique from all other application available out there.

To promote our application on market, we will use advertisements on social media like YouTube, Facebook, Twitter. Which also going to increase initial cost but to balance that cost; we will also show ads in our application and gain revenue from it. Our target audience will be all the users out there who is going through cooking problems in daily life.

# Feedback from Users

After adding News Feed to our main page, all the users who were complaining about website not having anything interesting design have like the website after adding News Feed to their main page.

One of the feedbacks was “Now it can hold me on this website for around 30mins to 1 hour”. 3rd August 2019.

Other feedback was “It is good to have News Feed on main page which shows new postings and Updates”. 4th August 2019.

# Customer Engagement Strategy

We will engage with the users using following methods:

* Radio
* Social Media (Facebook, Twitter, YouTube)
* News Paper
* Other Famous application
* Ads
* Website

And Using the customer movements on the website we will improve design of those pages where customer stays on for least time.

# Metrics

**Goals and Objectives**

• 1,000 users in 3 months

• Create Community base for user

• Provide seamless user experience

• Focus and attract big crowd using different advertising methods

**Data Collections**

• We collected data from different websites and applications (e.g. Facebook, Twitter, YouTube, Play Store, Apple Store)

• By analysing user activity on different websites, engage them with our ads

• Analysing user heat maps provided their daily activity on different websites and application.

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# What are we looking to learn?

We are looking to learn how to create successful community where people can share their ideas and learn something new to cook. And how can we expand it by collaborating with other applications and websites out in the market.

# Insights

Based on the analysis of results 7 out of the 10 people are going through decision-making problem for cooking.

And all these people use Youtube or other websites and application to find recipes but left unsatisfied even after.

# Opportunities and Gaps

• New Community based app will attract more users

• New cook pad function will attract more users

• News Feed page will keep the user activity alive on the website for a longer time

• High Start-up Cost

• Attracting high crowd of a user in the initial phase will be challenging.

**To Overcome these Gaps**

• To balance the high initial cost, we will show ads on News Feed page to make profit

• To attract high numbers of users, we will do advertisements and promotions on social websites

• Also creating events will attract more customers.

# Research methods Used

We have used AB testing research method to learn about customers attitude and behavioral approach to our website.

So, we can learn what they are looking for when it comes to cooking tutorials.