

Intro

Welcome dear interviewee and thank you for participating in this helpful interview. My name is (interviewer name) and my goal for this interview is to get a better understanding at how experienced people are with cooking, how they feel about it, and their experience with cooking websites.

All of these questions are of course optional so if you are not willing to answer just say so.

Questions

1. Do you love cooking?
2. How often do you cook on average in one week?
3. How would you rate your cooking skills on a scale from 1 to 10?
4. According to you which is the most important meal of the day and why? (options: breakfast, lunch, dinner)
5. If you use or if you were to use a recipe website, would you use it more for breakfast, lunch or dinner recipes?
6. What is your favorite cuisine? (follow up question -> can you cook it?)
7. Are you interested in becoming a better cook? If yes, how do you try to achieve it? If no, why not?
8. What is your go-to recipe finder method? (options: recipe website, recipe app, asking family member or friends)
9. How important is a nutrition based diet for you?
10. Do you have any specific dietary requirements?
11. Follow up question for the previous question -> if yes, is it easy to find broad recipes for your diet?
12. Would you subscribe to a recipe website for weekly personalized recipes?
13. How likely are you to actually click on those weekly recipes and try them out?
14. Follow up question for the previous question if the answer is less likely -> what would make you be more interested in it?
15. Would you prefer to watch video tutorials on a specific recipe or just read about it or maybe both?
16. What's the maximum time you would spend on reading recipes?
17. What feature on a website would make your cooking process easier?
18. Would you like to buy the ingredients directly from a recipe website? If yes, do you have a favourite supermarket that you would like the website to partner with?
19. And finally is there anything you would like to add, that we failed to ask?

Optional

1. How often do you make recipes with meat?

2. When you do eat meat, what's the proportion compared to the other foods on your plate?

Outro

Thank you very much interviewee for answering these questions. I appreciate the time you took today and wish you a very good day!

Interview conclusion (Knarik)

Conclusion: My interviewee does not love cooking and the reason behind it is her failed cooking attempts, but she enjoys watching people cook and she loves eating. She cooks twice in a week.

She rated her cooking skills as 2, she has never cooked anything complex, she usually cooks breakfasts/side dishes. She is actually interested in becoming a better cook, but so far nothing worked for her.

For her, the most important meal of the day is lunch. And that's because she tries not to have early breakfast and usually eats around 12 o'clock which is lunch time. She said she would use a recipe website mostly for her lunch recipes, because she needs some variety, since it is her biggest meal of the day.

Her go-to recipe finder method is youtube. Nutrition-based diet is very important to her, as for dietary requirements, she does not like chicken, in general greens are more important for her than meat.

She would definitely subscribe for personalized recipes, as long as it is free. Initially she said she would try the suggested recipes once, and if it is easy to make and is delicious, she will try more recipes. She prefers both recipes and video tutorials, so short recipes with tutorials. And finally she would spend maximum 5 minutes on reading recipes.

Interview conclusion (Cleo)

Conclusion: My interviewee does not love cooking. The reason behind it is her lack of time. She cooks 5 days of the week. Her children rate her cooking skills with an 8. Her lack of time is also the reason why she doesn't want to improve her cooking skills.

She thinks breakfast and a nutrition-based diet are very important. Her favorite cuisine is Thai, which she can cook by herself.

She thinks dinner is the most complicated meal of the day and therefore she uses recipe websites. But she would never subscribe to, for example, a newsletter. Because she wants to look for recipes when she wants it, not on one exact day of the week. Therefore it is not likely she will click on a recipe when she receives an email. She makes clear she is really not interested.

If she uses a recipe, she prefers to read it, and she wants to spend at most 10 minutes reading it. She preferred to read it because then she can follow the steps at her own pace.

She would not like to buy ingredients directly from a recipe website, because she needs to do other groceries as well and therefore always need to make a list. She finds the website she is using already user friendly and doesn't want to change anything.

Interview conclusion (Thomas)

Conclusion: My interviewee enjoys cooking. He says that it's not the center of his life but he does enjoy doing it. He cooks about 3 to 4 times per week and therefore he rates his cooking skill at about 5 or 6 out of 10. He doesn't consider himself exceptional but he isn't new to cooking.

He believes that the most important meal of the day is dinner not because of it having more nutrition but because he enjoys making it and eating it the most out of the three meals. He wouldn't go through the effort to look up a recipe if it wasn't for dinner. His favorite cuisine is South American cuisine and he can cook it.

He's interested in becoming a better cook and he thinks that to become a better cook is by cooking often and using recipes to go more in depth. His way of finding a recipe is through family or the internet. He has family members who are good at cooking.

Nutrition for him is his most important point in a meal. He doesn't have a specific dietary requirement but he does like to have a good amount of vegetables. He finds it that most recipes are a bit too meat heavy and they are too focused on having good flavor over being nutritionally balanced.

The interviewee is interested in subscribing to a recipe website if it's free. If there is a price, it would be a consideration because cooking is still only but a hobby for him. He is likely to click on weekly personalized recipes but only use them at convenience. He would prefer to use video tutorials to follow recipes but if he would read a recipe he would be on the website for about 30minutes.

A feature on a website that would make his cooking process easier would be a recipe accompanied by a video and he is open to buying recipes directly from the website if the website is partnered with Plus.

