Study 1: Semi-Structured Interview

Design food recipes app

Background

Preparing different dishes of food requires different recipes. Therefore, this application is provided for young mothers who are not good at cooking. Also, for young mothers who are interested in cooking and seek professionalism. Whereas, searching for the right recipe on the Internet takes a very long time. Therefore, this application makes it easier for them to search for food recipes, save them, and share their private recipes.

Research Goal

The application aims to help young mothers obtain food recipes with ease and how to prepare them according to the level of gastronomy. We also help them to prepare quick and easy recipes for them. Also helping them to become professional in cooking by teaching them how to prepare using videos and pictures. It aims to create an easier, faster and more modern solution by making viewing, saving, organizing and creating recipes as simple as possible.

Research Questions

Below are research questions that specifically focus on understanding the needs and behaviors of your target users:

User Needs:

1. **Understanding User Needs and Challenges:**

   - What specific challenges do young mothers face in finding and preparing food recipes for their families?

   - How important is ease of understanding gastronomy levels in recipe selection for young mothers?

   - What motivates individuals who are already good at cooking to aspire to

become professionals in the culinary arts?

- How do users currently organize and save their favorite recipes?

- How can the app cater to the specific learning and skill development needs of users with an interest in advancing their cooking skills?

User Behaviors:

4. **Recipe Search and Selection:**

   - How do users currently search for and select recipes online, and what pain points do they encounter in this process?

   - What factors influence users' decisions to save or discard a recipe?

5. **Saving and Organizing Recipes:**

   - What methods do users employ to save and organize recipes currently, and what challenges do they face in managing their recipe collections?

   - How often do users revisit saved recipes, and for what purposes?

6. **Sharing Private Recipes:**

   - To what extent do users currently share their private recipes, and with whom?

   - What barriers or concerns do users have about sharing their recipes, and how can the app address these?

7. **Learning Preferences:**

   - How do users prefer to learn new cooking techniques - through videos, step-by-step images, or a combination of both?

   - Do users seek interactive features such as quizzes or challenges to enhance their learning experience?

8. **App Engagement and Navigation:**

   - How frequently do users engage with cooking apps, and what features contribute to sustained user engagement?

   - What challenges do users face in navigating through cooking apps, and how can the app streamline this process?

9. **Feedback and Improvement:**

   - How likely are users to provide feedback on recipes or the app itself?

   - What kind of features or improvements would users like to see in a recipe app to enhance their overall experience?

These questions aim to uncover the needs and behaviors of your target users, providing valuable insights to design an app that meets their expectations and enhances their cooking experience.

Method

- A semi-structured personal or phone call interview to collect the most important point and to obtain in-depth information about the research topic for a period of 30 minutes.
- The researcher will uses the users' answers and experiences from the interview script as evidence for the research.

Recruiting

- 5 participants

- Who We're Looking For:

  - Young mothers who are passionate about cooking and want hassle-free, quick and easy recipes for their families.

  - For young mothers that are already good at cooking and want to elevate their skills to a professional level.

- To recruit participants, we will send message to young mothers those who are beginners and those who are good at cooking that for now your valuable input.

Screening Questions

As a participant, you'll have the opportunity to explore the app's features, provide feedback on its usability, and share your thoughts on how it can better serve your cooking needs. Whether you're a beginner or an experienced cook, your insights are invaluable to us!

1. Age:

    a. 18-24 (screened out)

    b. 25-34 (screened out)

    c. 35-44 (screened out)

    d. 45-54

    e. 55+

2. How would you describe your cooking experience?

    a. Beginner (screened out)

    b. Intermediate (screened out)

    c. Advanced

3. How often do you cook at home?

    a. Daily (screened out)

    b. 2-3 times a week (screened out)

    c. Once a week (screened out)

    d. Rarely

4. What is your primary motivation for using a food recipe app?

    a. Learn new recipes (screened out)

    b. Improve cooking skills (screened out)

    c. Save and organize favorite recipes (screened out)

    d. Share personal recipes with others

5. What do you hope to achieve with a cooking app?

a. Quick and easy meals (screened out)

   b. Mastering complex dishes

   c. Healthy cooking options (screened out)

   d. All options (screened out)

6. Do you prefer learning cooking techniques through:

   e. Written instructions (screened out)

   f. Video tutorials (screened out)

   g. Both (screened out)

7. On which devices do you prefer accessing cooking apps?

   a. Smartphone (screened out)

   b. Tablet

   c. Computer

8. Would you be interested in sharing your own recipes on a social platform within the app?

   a. Yes

   b. No (screened out)

9. What motivates you to cook at home?

   a. Save money (screened out)

   b. Eat healthier (screened out)

   c. Enjoy the cooking process (screened out)

   d. Impress others with your cooking skills

10. How do you typically search for recipes online?

   a. Specific dish names (screened out)

   b. Ingredients

   c. Cuisine types

Timeline

- Design proposal: December 24—26, 2023

- Recruiting: December 29—31, 2023

- Sessions: January 3—4, 2024

- Readout: January 9, 2024

Script

Introduction

Hello and thank you for participating in our study today. My name is Ghalewa, and I am a UX researcher working on an exciting project that revolves around making cooking an enjoyable and accessible experience. In today's interview will take about 30 minutes, we're particularly interested in understanding your needs, preferences, and challenges related to cooking. Whether you're a seasoned chef or just starting to explore the culinary world, your insights will play a crucial role in shaping an app that caters to a diverse range of users. This app is not just a recipe repository; it's a culinary companion, tailored to meet the needs of those who may not be kitchen experts but aspire to become one.

Would it be alright if I recorded our session for the purpose of taking notes? I want to assure you that the recording will be kept strictly within our team and will not be shared with anyone else. Your privacy is important to us. If you have any reservations about recording, please feel free to let me know, and we can proceed without it.

Warm-up Questions

1. Can you tell me a bit about yourself and your cooking habits?

  ○ What is your level of experience in cooking?

  ○ How often do you cook at home?

User Background

2. What challenges do you face when trying to find and follow recipes online? *[Pain points]*

    ○ Can you share any specific instances where you found it difficult to locate or follow a recipe?

3. What are the main factors that influence your decision when choosing a recipe for your family? *[The main factors that affect]*

    ○ How do you usually organize and plan your meals for the week?

Understanding Current Needs and Behavior

4. How often do you use cooking apps or websites to find recipes?

    ○ What features do you appreciate in the apps or websites you currently use for cooking?

5. Do you prefer using video tutorials or written recipes with images when trying out a new dish? *[Needs]*

    ○ Can you share why you find one format more helpful than the other?

6. Can you describe the process you go through when searching for a food recipe online? *[How the process of searching and how much time spend]*

    ○ How often do searching for new recipes to try?
    ○ How much time do you spend searching?
    ○ What are you the challenges when searching? *[Pain points]*

7. What motivated you to consider using a food recipe app? *[Needs]*

    ○ Have you used any similar apps before?
    ○ What did you like or dislike about them?
    ○ What features do you think?
    ○ How important is user-friendliness to you in a recipe app?

- Are there any specific challenges you face when using recipe apps or cooking in general? *[Pain points]*

8. How do you typically organize your saved recipes?

    - What challenges have you encountered in managing your collection of recipes? *[Pain points]*

9. For those interested in improving their cooking skills, what kind of guidance or content would be most valuable to you? *[Needs]*

    - Are you more inclined towards step-by-step guides, video demonstrations, or interactive cooking lessons? *[Needs]*

10. Can you share your thoughts on the importance of becoming more professional in cooking?

    - What specific skills or techniques do you feel would elevate your cooking to a more professional level? *[What specific skills]*

11. Based on our discussion, is there anything else you would like to add or share regarding your cooking and recipe-finding experience? *[Needs]*

    - What do you wish the app will provide you with?

Wrap-up

Thank you for generously sharing your valuable experiences and insights. Your input is instrumental in enhancing our product. Should you have any further thoughts or comments, please feel free to reach out to me at [ghalewalbadri1@email.com]. Wishing you a fantastic day ahead.

Study 2: Survey

How to enhance cooking skills and professionalism?

Background

In my previous study, insights are invaluable as we embark on the journey to develop a user-friendly food recipe application. In a world where culinary diversity is vast, young mothers often face challenges in finding the right recipes that suit their skill levels and preferences. Our application aims to streamline this process, making it easier for young mothers to access, save, and share recipes effortlessly. But more data is needed to better understand the needs that through this survey.

Research Goal

The primary research goals are:

1. Understand the specific needs and challenges faced by young mothers in preparing meals for their families.

2. Identify quick and easy recipes that appeal to young mothers.

3. Assess the aspirations and learning preferences of young mothers aiming to enhance their cooking skills and professionalism.

4. Create an application that offers a modern and efficient solution for viewing, saving, organizing, and creating recipes.

Research Questions

1. How can the application effectively assist young mothers in accessing and preparing gastronomically diverse food recipes effortlessly?
   - What features/functions prove to be particularly beneficial for this user group?

2. In what ways can the application streamline the process for university young mothers to quickly and easily prepare recipes?
   - Which specific features/functions cater to the needs?
3. How can the application contribute to young mothers proficient in cooking, guiding them towards becoming professionals through instructional videos and images?
   - Which features/functions are instrumental in advancing the cooking skills of this user segment?
4. What strategies can the application implement to simplify the viewing, saving, organizing, and creation of recipes, making the overall user experience easier, faster, and more contemporary?

Method & Recruiting

I will conducting a combination of qualitative and quantitative research methods, including:

- Utilize online platforms such as social media, cooking forums, and community groups to reach the target audience.
- Keep the survey duration reasonable (around 10-15 minutes) to maintain participant engagement.
- Use a combination of quantitative analysis for numerical data and thematic analysis for qualitative insights.
- Use Surveys with young mothers to gather detailed insights into their cooking needs.
- Test survey questions with 5 volunteers with varying cooking expertise.
- Send reminder emails or notifications to boost survey completion rates.
- Send surveys to who study group whose answers in our screener meet our recruiting criteria.

Survey Questions

Demographic Information:

1. What is your age range? (select all that apply)

   a. 18-24

   b. 25-34

     c. 35-44

     d. 45-54

     e. 55 and above

2. Are you a parent? (select all that apply)

     a. Yes

     b. No

5. How would you rate your cooking skills? (How would you rate yourself? Choose your level of experience.)

     a. Beginner

     b. Intermediate

     c. Advanced

6. How often do you cook at home? (How frequently do you find yourself cooking? Evaluate yourself based on this, and identify which category best describes you.)

     a. Daily

     b. 2-3 times a week

     c. Once a week

     d. Rarely

7. What motivates you to cook at home? (Why do you cook at home? Choose the option that best describes your reason.)

     a. Lack of time

     b. Health reasons

     c. Cost savings

     d. Enjoyment of cooking

App Usage:

8. Have you used a recipe app before? (Select all that apply)

a. Yes

b. No

9. What features do you find most valuable in a recipe app? (How to benefit more from the lessons and select the one that best suits your learning style.)

 a. Search functionality

 b. Recipe organization

 c. Video tutorials

 d. Pictures for each step

 e. Social sharing

10. How do you usually search for recipes? (Where do you usually look for recipes?)

 a. Online search engines (e.g., Google or Bing)

 b. Social media

 c. Cookbooks

 d. Other (please specify)

Needs and Preferences:

11. What types of recipes are you most interested in? (Your preference for cooking meals at home is indicated by the frequency with which you do so.)

(e.g., quick meals, desserts, healthy recipes)

12. How important is it for you to have videos or pictures illustrating each step in a recipe?(Your assessment of how important visual aids are to help you)

 a. Very important

 b. Somewhat important

 c. Not important

13. Would you prefer personalized recipe recommendations based on your cooking skill level and preferences? (If you are you like to receive personalized recommendations that take into account your skill level and dietary preferences? select the one you)

    a. Yes

    b. No

14. Would you be willing to pay for a premium version of the app with additional features?

    a. Yes

    b. No