Research Report: Food Recipes App

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Executive Summary

As our application is in its early stages, our team is actively exploring opportunities in the realm of culinary education, specifically catering to young mothers in search of easy-to-follow food recipes tailored to varying levels of gastronomy. In our research, we conducted interviews with 5 young mothers to understand their needs, pain points, and digital product usage for acquiring cooking skills.

Key Findings

Key findings from interviews with young mothers highlight several challenges and needs in the realm of recipe search, preparation, and skill development. Time constraints and the difficulty in finding suitable recipes are common challenges faced by users. Gastronomy levels play a crucial role, particularly for beginners aspiring to enhance their cooking skills. Users exhibit diverse preferences in saving and organizing recipes, indicating a need for varied app functionalities. Furthermore, sharing recipes is limited, driven by concerns about privacy and relevance. Learning preferences also vary, with some users favoring videos, others preferring step-by-step images, and some desiring a combination of both. App engagement is influenced by features, and navigation challenges may impede sustained use. Additionally, users express varying likelihoods of providing feedback, signaling a need for specific app improvements. In conclusion, these diverse findings underscore the importance of incorporating personalized, user-friendly features into the app to address the distinct needs and behaviors of young mothers in their culinary journey.

What did we want to learn?

In our exploration of young mothers' culinary experiences, our primary goal was to discern the challenges and needs they encounter in the domains of recipe search, preparation, and skill development. We aimed to understand how time constraints impact their ability to find suitable recipes and how gastronomy levels factor into the choices of those looking to enhance their cooking skills, particularly beginners. Additionally, our focus extended to the diverse preferences young mothers have in saving and organizing recipes, shedding light on the necessity for varied app functionalities. Exploring the limited sharing of recipes and the associated concerns about privacy and relevance also constituted a key aspect. Furthermore, we sought insights into the varying learning preferences, ranging from video tutorials to step-by-step images or a combination of both. By uncovering these nuances, we aspired to inform the development of an app that addresses the unique needs and behaviors of young mothers on their culinary journey.

Key Research Questions

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

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

    - o   What motivates individuals who are already good at cooking to aspire to become professionals in the culinary arts?

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

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

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

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

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

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

5 Participants

We recruited our participants from young mothers

	Cooking habits frequency	Primary motivation for using a food recipe app	The digital products they want to provide them	Cooking techniques
Participant 1	Daily	Learn new recipes	Quick and easy meals, mastering complex dishes and healthy cooking options	Written instructions
Participant 2	2-3 times a week	Improve cooking skills	Quick and easy meals	Both of written instructions and video tutorials
Participant 3	Daily	Improve cooking skills	Healthy cooking options	Written instructions
Participant 4	Once a week	Save and organize favorite recipes	Quick and easy meals	Both of written instructions and video tutorials
Participant 5	2-3 times a week	Learn new recipes	Healthy cooking options	Video tutorials

Key finding 1

Digital tools are employed by young mothers for acquiring cooking expertise and honing skills development

All participants want to improve their cooking by providing them with detailed explanations with steps for each recipe.

Design plays a major role in facilitating the steps of recipes through a detailed explanation of each recipe with videos arranged for quick understanding.

"I always do not find recipes with detailed explanations and I guess the way to work in my head, so I wish and want recipes with detailed explanations with videos."

- Participant 5

Recommendations:
Our new app could be dedicated to enhancing cooking skills and professionalism through the curated use of food recipes.

Things to consider:
1. Designing a user-friendly interface that prioritizes accessibility and ease of use for users seeking skill development.
2. Incorporating a diverse range of skill-enhancing recipes, catering to both beginners and those aiming for professional proficiency.
3. Integrating features such as step-by-step tutorials, cooking tips, and interactive elements to facilitate effective learning.
4. Providing personalized learning paths based on user preferences and skill levels.
5. Ensuring a responsive feedback system to gather insights on users' experiences and suggestions for improvement.
6. Implementing a community aspect to encourage users to share their culinary journeys, fostering a supportive environment for skill development.

Key finding 2

Young mothers use digital tools for searching recipes

All participants utilize online search engines as their searching for recipes.

Participants don't used a recipe app previously, resort to searching for recipes through online search engines, such as Google or Bing.

"I spend a significant amount of time scouring the Internet for healthy recipes, encountering varying degrees of accuracy. However, I find the idea of the application to be fantastic, and I would eagerly be an early adopter, as I am always in search of an application that streamlines the recipe search process and increase my skills and professionalism."

- Participant 3

Next Steps:

- Create an easy way to search for recipes.

- Create a comprehensive design proposal utilizing research insights.

- Curate a diverse selection of skill-enhancing recipes for users at different proficiency levels.

- Integrate both of written instructions and Video tutorials, cooking tips, and interactive elements to enhance the learning

experience.

- Develop a system for personalized learning paths based on user preferences and skill levels.

- Implement a responsive feedback system to gather insights on user experiences and areas for improvement.

- Introduce community features to encourage users to share their culinary journeys and create a supportive environment.

- Iterate based on user feedback to improve usability and address any concerns.

Data collection and analysis

What digital tools good and bad for

- **Digital search tools aren't for everyone**
  - **Difficulty getting the right recipes**
    - (P5) I'm having trouble getting detailed recipes
    - (P1) I take a lot of effort into getting the recipes right
- **Food recipes app is a good solution**
  - **Easy way to search for recipes**
    - (P2) It is nice that I can get all kinds of recipes easily
    - (P5) It is nice that I can save it and refer to it easily
    - (P1) Something valuable I will save my time for researching

User Behaviors

- **How save and organize recipes currently**
  - **Currently organize and save their favorite recipes**
    - (P3) I Save recipes in phone studio
    - (P1) I Write the ingredients on the paper
    - (P4) I don't Save it, and when I want to go back to it, I can't
- **How search and select recipes online**
  - **Search engines for food recipes**
    - (P1) I waste my time for searching a correct recipes
    - (P3) I spend a lot of time scouring the Internet for healthy recipes

User Needs

- **The specific learning and skill development**
  - **Written instructions and video tutorials**
    - (P2) I like written instructions and video tutorials
    - (P3) I like written instructions
    - (P5) I prefer video tutorials
  - **User-friendly guidance for new recipes**
    - (P5) I want Ease to understanding recipe with details
    - (P4) I prefer clear explanations for each step
  - **Preferences for specific recipe types vary**
    - (P3) I like healthy cooking options
    - (P1) I love all the recipe types
    - (P4) I prefer quick and easy meals