

Marketing feedback survey.

We were aiming for 100 responses to this survey. As the probability of error was very low as it is individual opinions and responses. Such a wide target market should be aiming for 100 responses

We had 122 volunteers to complete this survey, ranging from sixth form students to post graduate students. This gave us a wide range of students and opinions. Students undertaking the survey were also from around the country not all situated in the same area.

11% of people find recipes in a app

And 78% of people would consider downloading an app.

Out of the people that said they wouldn't download an app here are some reasons why:

- too much money for ingredients I won't always use
- My phone runs Windows Mobile 6. I have access to books. I am able to remember and make my own recipes. I'd rather not have some company follow what I'm cooking or looking to cook.
- I don't see what an app would bring to my life.
- Can't be arsed, might as well google it
- I don't see why it would be better than finding what I need online. I do not cook new recipes very often.

When asked what recipe apps the participants had heard of, the 2 most common were BBC good food and tasty.

19% of people have an app downloaded

94% are most likely to look a recipe for their dinner

65% of people batch cook

For 73% of people price is a big factor with what they cook

94% of people share recipes and what they have cooked with friends and family.

89% of people said they would find out about a new app on social media

People said they were most likely to find out about a recipe through social media (50.54%) and another (38%) through word of mouth

Findings:

If 78% of people would consider downloading a recipe app why do only 11% of people find recipes in an app. There must be something missing with the current apps on the market.

Our main competitor is tasty and bbc good food. We therefore need to go through these apps and see what people like about them but also what they don't have/ what we can bring that is different.

We can take the reasons people wouldn't download a cookery app into consideration and create our app to try to fill this problem. For example, keeping the recipes simple and not expensive and also making sure privacy is a big factor. We need reasons why downloading our app is better than just googling a recipe. People also seem to think that downloading an app is too much work

compared to googling. I can understand this so we need to emphasize all the things you get ALONG with the recipes

94% of people said they are most likely to use a recipe for their dinner so we need to ensure on first release that the majority of recipes are directed for dinner.

65% of people batch cook and 73% of people care about the price. Therefore these are two factors that must be included in our app.

A huge 94% of people share recipes and what they have cooked with friends and family. This is a huge number. This backs up our ideas of the social media side of the application as being a really important feature. If we can get people to do this on the app really makes us stand apart.

In terms of where we should advertise we had a few different ideas on how to do this. But upon our research the majority of people (89%) said they were likely to find out about a new app through social media so this really has to be our main focus. Our target market is a young audience so really focusing on social media is the way forward. Going to scrap the original idea of campus based advertising as social media is cheaper and we will get some engagement

BBC good food features (200k+ downloads):

- Has adverts

- Create an account on first time

- Has an image, ingredients and method

- Also has a cook mode that prevents the phone going to sleep while on

- Has a 'goes well with'

- You can share to all media as well

- Can save the recipes to my recipes and can put them into a collection if wanted

Tasty features(5M+ downloads):

- Lots of recipes online.

- Has question at the beginning regarding vegetarian

- Has a video, nutritional info, 'Top tips', a step by step presentation mode

- You can vote and then it suggests if you want to suggest a recipe correct/tip/no

- You like recipes and it stores them into different cook books. Like 'sides' 'lunch' 'sweet'

- You can share the ingredient list and the recipe on any social media.

Neither have a meal planner, shopping list, social media side, follow/followers. We stand apart.