# Data Points – 01 Categories

**Technology**

**Habits**

Meals per week – varies – half of the meals cooked at home

Mostly take away food – at uni purchasing from the cafeteria, convenience

Tutors meet to eat together, every Tuesday. Both for convenience and social

Cooks with pasta, rice

No structure of cooking, just what ingredients he has at home, no plan, just goes into the supermarket and buys what he can use for that meal

Chooses meals based on convenience and time spent cooking

Growing up household was heavy on meat. Past year or two trying to stay more away from meat, maybe one meat-based meal a week. Less for the environment, more how it affects his lifestyle.

**Motivations**

Convenience

Social

Drink a lot of coffee outside, don’t have his own coffee cup. Feels bad about using a lot of dispensable coffee cups. Looks into investing a good cup, but have postphoned it so far as he has to order a good one online. Coffee twice a day.

Best motivator is time, money is less of an issue. But still these two.

**Pains / Barriers**

Schedule is packed, don’t have time to cook

Go home late, don’t want to cook, don’t have food at home. Convenience thing

Online options, ordering, a lot of meat options, not many vegetarians.

Would like to eat more healthy and sustainable, if needing to spend less time and money on it.

**Knowledge**

No technology, maybe googling. Used to do some research on recipes on minimal time and cost effective, but now knows the general way of going about that.

**Opinions**

Want to eat healthy - reason he does not cook, as he does not have time to make healthy food

Healthy and sustainable – fresh and healthy, cost effective, freshly cooked, not processed. Fresh ingredients not kept in freezer for a long time.

Current eating habits, good in terms of sustainability, not too healthy. (sustainable in terms of economical)

Eat a lot of processed food, bulk cooks at home, eat a lot out. – not healthy

Eat healthy, means that you need to invest time in cooking.

Thing called HelloFresh (food box) haven’t tried, got cupon. Not a lot of vegetarian options, not appealing.

Lot of vegan options coming out, and vegetarian. Don’t taste as good. Easier to cook good vegetarian options at home.

# Themes – 02 Feelings

**Reliability**

No technology, maybe googling. Used to do some research on recipes on minimal time and cost effective, but now knows the general way of going about that.

Eat a lot of processed food, bulk cooks at home, eat a lot out. – not healthy

**Safe**

Would like to eat more healthy and sustainable, if needing to spend less time and money on it.

**Feeling good**

Growing up household was heavy on meat. Past year or two trying to stay more away from meat, maybe one meat-based meal a week. Less for the environment, more how it affects his lifestyle.

**Guilty**

Drink a lot of coffee outside, don’t have his own coffee cup. Feels bad about using a lot of dispensable coffee cups. Looks into investing a good cup, but have postphoned it so far as he has to order a good one online. Coffee twice a day.

**Lazy**

**Comfortable**

Chooses meals based on convenience and time spent cooking

Convenience

**Carefree / Relief**

Meals per week – varies – half of the meals cooked at home

Mostly take away food – at uni purchasing from the cafeteria, convenience

**Annoyance**

Best motivator is time, money is less of an issue. But still these two.

Schedule is packed, don’t have time to cook

Go home late, don’t want to cook, don’t have food at home. Convenience thing

Online options, ordering, a lot of meat options, not many vegetarians.

Want to eat healthy - reason he does not cook, as he does not have time to make healthy food

Eat healthy, means that you need to invest time in cooking.

Thing called HelloFresh (food box) haven’t tried, got cupon. Not a lot of vegetarian options, not appealing.

Lot of vegan options coming out, and vegetarian. Don’t taste as good. Easier to cook good vegetarian options at home.

**Uninspired**

Cooks with pasta, rice

No structure of cooking, just what ingredients he has at home, no plan, just goes into the supermarket and buys what he can use for that meal

**Distaste**

**Avoiding guilt**

**Belonging**

Tutors meet to eat together, every Tuesday. Both for convenience and social

Social

**Other**

Healthy and sustainable – fresh and healthy, cost effective, freshly cooked, not processed. Fresh ingredients not kept in freezer for a long time.

Current eating habits, good in terms of sustainability, not too healthy. (sustainable in terms of economical)