**CIS 2170 - Lab 3**

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**Lab Section 1**

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**Part 1**

**Primary Users**

Busy workers

* People who don’t have time for meal planning and grocery shopping.
* Convenient meal planning, quick meal prep, fresh ingredients delivered to their door.

People with Dietary Restrictions (allergies etc.)

* People who require specialized meal plans (gluten-free, vegetarian or people with allergies).
* Variety of meals to cater to multiple dietary restrictions, easy-to-follow recipes.

**Secondary Users**

Personal Trainers

* Professionals who might recommend the meal subscription service to clients.

**Negative Users**

Non Health Conscious Individuals

* Customers who are not particularly focused on health and prefer more traditional meal planning.

**Part 2 : Group Work**

* All the members are present

**Negative Persona**

Name: John Krasinski

Age: 35

Occupation: Full-time office worker

Location: Urban area

Lifestyle: Busy, reliant on fast food and takeout

Tech knowledge: Average

Device Preference: Primarily uses a smartphone and occasionally a laptop

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| --- | --- | --- |
| What You Want to Know | Main Approach to Collect Information | Specific Examples of Materials |
| Age, occupation, location, etc. | Formal Data Collection: Analyze surveys, census data, and user profiles. | - Census data on eating habits and household food spending  - Survey results on meal delivery preferences (UberEats) |
| Why do they avoid cooking? | User Interviews: Conduct in-depth interviews with individuals who rely on delivery services. | - Interview questions about cooking habits, barriers to meal prep, and their ideal food delivery service. |
| What do they use instead of cooking? | Observation: Track user behavior through apps and platforms to see food selection. | - Data from food delivery services and review sites like DoorDash or Postmates. |
| What problems do they face with cooking or meal prep? | Experiment: Compare users' behavior when given both meal kit and delivery service options. | - A/B testing to compare satisfaction with meal kits vs. traditional takeout. |
| When do they use food services, and how often? | Formal Data Collection: Collect data on frequency of meal kit vs. food delivery usage. | - Mobile app analytics showing frequency of app engagement or meal plan selection. |
| Which devices do they use to interact with food services? | Formal Data Collection: Analyze app usage data for mobile and tablet preferences. | - Mobile analytics tools to track which devices are most used for food-related apps. |
| What app features are most important to them? | Survey/Questionnaire: Distribute surveys to current users asking about preferred app features. | - Survey questions about essential features such as "skip weeks", "meal variety", "nutrition info", etc. |
| How do they expect the app design to be? | Observation: Review competitor apps and customer feedback on design preferences. | - Review of app store ratings and feedback about the design of popular apps like HelloFresh and Blue Apron. |
| How do they want the service to evolve? | User Feedback: Monitor and analyze user reviews on various platforms. | - Customer feedback from social media, app store reviews, and post-purchase surveys. |

Comments -  
Noah : Demographics row could be added to

Cornor : Information looks really good and asked a lot of good questions.

Dyllan : Good questions that you asked specifically for negative users