

Research Method

To execute my user research, I decided to use a research survey consisting of 19 questions to assess how often people eat out and/or cook for themselves.

Executive Summary

I created a research survey and passed it out to people. I received 6 responses from the people I sent it to. From the results of the survey, all participants indicated that they like to eat out and the majority of them (5 participants) indicated that they eat out 2-3 times a week and one participant said they eat out once a week.

Another interesting thing is that participants normally do a mixture of pickup, delivery, and sit down when they get food from a restaurant. There is one participant who indicated that they only normally sit down at a restaurant, meaning that they normally cook at home otherwise.

One of the most interesting findings from this study is that a majority (over 66%) of participants order food from a restaurant when they feel stressed or are too busy and do not want to sacrifice their time to make food. Additionally, over 66% of participants indicate that they find eating healthily and that spending less time cooking food during the workweek is important to them. These results can indicate a need for the BusyCooker app. In the next stages of my design process, it is important to keep the user in mind, especially when there are people who feel too stressed to cook for themselves.

66.7% of participants indicate that they have a hard time figuring out what to cook and the remaining 33.3% of participants sometimes find it difficult to figure out what to cook. This is good to consider in the design process because there can be some recommender system implemented to recommend similar recipes to the ones that the user has tried and to make sure that there are a variety of recipes on the app.

Every participant additionally indicated that they like simple recipes that are quick to prepare and cook. All participants indicated that they cook simple meals during the workweek and also eat meal-prepped foods. Some of them additionally heat frozen food. With BusyCooker focusing on recipes for the busy person, this is good to note even though the sample size of participants is small. The cook time and recipe simplicity are good to consider when designing pages for individual recipes. It is good to keep in mind that the recipes we put on our platform do not take too much time.

Another thing to consider when designing pages for individual recipes is the format in which we want to display the recipes. All participants noted that they typically

follow a recipe through a website. 3 participants indicated that they followed a recipe from a video. Therefore, a design decision to consider is to possibly add videos along with the written recipe so that if a person is too busy to watch the video, they can read the written instructions or vice versa.

One thing that was ambiguous during the design stages of the app is if I should integrate some sort of grocery delivery service in the app for users wanting to create a recipe. Because the target audience is busy people, I initially expected that people would use a grocery delivery service. The survey results indicated that all participants go to the grocery store in person when shopping for groceries and do not use a grocery delivery service. For the minimum viable product, I think that leaving out the grocery delivery service integration is fine as all of the participants shop at a grocery store in person.

Personas



Grace is a 23 year old woman who just graduated college and is early in her career. She lives in a major city in an apartment with two roommates to save costs on rent. She goes to the grocery store that is within walking distance from her apartment once a week, but has a hard time using up all of her groceries because of how busy she is from work. She wants to save money, but is finding it difficult during the work week when she doesn't have time to cook meals with the groceries she bought. As a result, she often picks up food from a restaurant 2-3 times a week so that she can have more time to work or do personal chores.



Jim is 27 years old and is well-established in his career. He has time to cook for himself during the workweek and typically cooks for himself during the workweek and eats out at restaurants with friends on the weekends. He is into fitness and health. As a result, he tends to cook healthy meals. Most of the meals he cooks for himself are low effort and less time consuming. He is on the keto diet.



Jenny is 24 years old and has just switched to a new job. To impress her co-workers and manager, she puts in a lot of effort at work so that she can keep climbing the ladder. As such, she tends to work long hours and works after 5PM. Because she is a career-driven person, she neglects her health and often orders delivery or pickup at a restaurant or heats up frozen food. She finds herself too busy to cook for herself and can find recipe instructions to be too convoluted. She is a terrible cook and does not know where to start when cooking recipes.

Scenarios / Task Models

Jenny is a career-oriented person who does not have the healthiest habits. She knows she needs to find the time to budget, learn how to cook, and eat healthier, but does not have the time to do so because she has a lot of work to do with her job. She tries out an app called MyFitnessPal to track her calories and what she eats, but makes no conscious effort to eat healthier or cut down on using UberEats. She ultimately quits using MyFitnessPal because it took too much effort to track everything she ate everyday.

Copies of Research Instruments

Here is the link to my survey: <https://forms.gle/B8FQ3SExBuFKnHJp9>

The screenshots below are the questions I used in my survey.

Do you like to eat out?

- Yes
- No
- Other: _____

How often do you eat out (takeout, dine in, delivery, pickup) in a week on average?

- Less than once a week
- 1 time a week
- 2-3 times a week
- 4-5 times a week
- Everyday

When you eat from a restaurant, do you normally get takeout, sit down, or get delivery from the restaurant?

- Pickup
- Sit Down
- Delivery
- A mixture of some of the above

To what extent do you agree or disagree with this statement: "I find myself ordering out from a restaurant whenever I am too busy or stressed. I don't have the extra time to make food."

- Strongly Disagree
- Disagree
- Neither Agree or Disagree
- Agree
- Strongly Agree
- Other: _____

How often do you find yourself getting food from a restaurant (via pickup, a delivery app, etc.) because you are busy?

- Never
- Rarely
- Occasionally
- Regularly
- Don't know

Do you have a hard time finding a work-life balance?

- Yes
- No
- Sometimes

Do you have a hard time trying to figure out what to cook?

- Yes
- No
- Sometimes

How important is spending less time cooking food during the work week for you?
(1 = not important, 5 = very important)

1 2 3 4 5

-
-
-
-
-

How important is eating healthy for you? (1 = not important, 5 = very important)

1 2 3 4 5

-
-
-
-
-

Before trying out a new recipe, what are some things you look out for?

- Dietary accomodations
- Quick prep and cook time
- Simplicity of the recipe
- Length of the recipe description and steps
- Other: _____

Do you tend to use up all of your groceries that you buy?

- Yes
- No
- Other: _____

What recipe media format do you like to follow or reference a new recipe from?

- Video
- Website
- Cookbook
- Just winging it
- Other: _____

Are you on any special diet?

- Vegan
- Vegetarian
- Keto
- Paleo
- Dairy-Free
- Other: _____

Do you currently track your calories or diet on an app?

- Yes
- No
- I used to

Do you currently track your budget or spending habits on an app?

- Yes
- No
- I used to

How do you currently find the time to cook meals during the work week?

- Eat meal prepped food
- Cook something simple
- Order out from a restaurant
- Heat up frozen food
- Other: _____

Are you on a budget?

- Yes
- No

How often do you go grocery shopping?

- Twice a week
- Once a week
- Multiple times a week
- Once every two weeks
- Once a month

Do you use a grocery delivery service or do you go to a grocery store in person for groceries?

- I use a grocery delivery service
- I go to the grocery store in person
- I do a mix of both in-person grocery shopping and using a grocery delivery service