User portraits we interviewed

Educational Ratio

61.65%

38.35%

- Postgraduate
- Undergraduate

Gender Ratio

- male
- female

Residency

- Shared Flat
- Living Alone

Frequently Used APPs

Instagram, Chrome, WhatsAPP, Google Map, Youtube, Spotify, Gmail, Amazon, Wechat

Hobbies Ratio

Online Shopping, Movies&Operas, Music, Traveling, Online Games, Cooking, Photography

Cooking Frequency

- below 3
- 3~7
- over 7
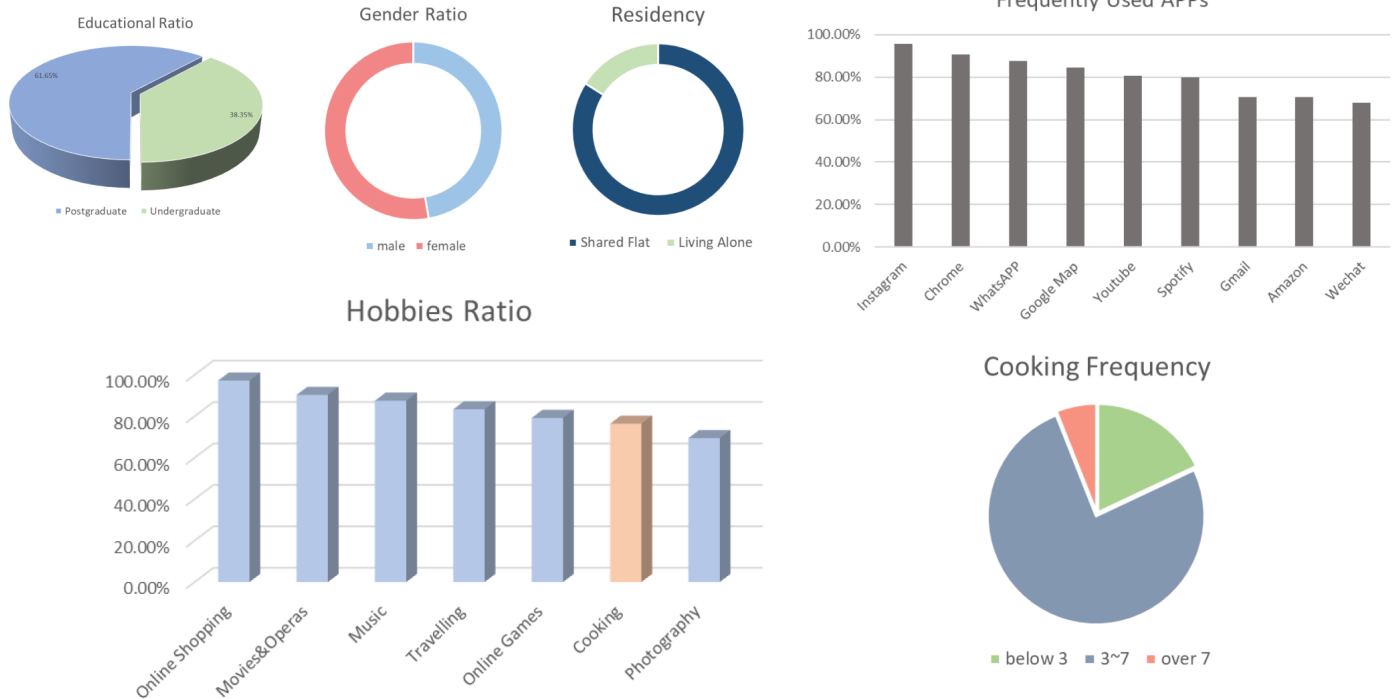
Card Sort user testing result（9）

Average Ranking（Lower is Higher Priority）

- House Notice Board
- Allergen Information
- Recipe View
- Photos
- Scheduling
- Recipe Recommendations
- Profiles
- Recipe Comments
- Profile Tagging
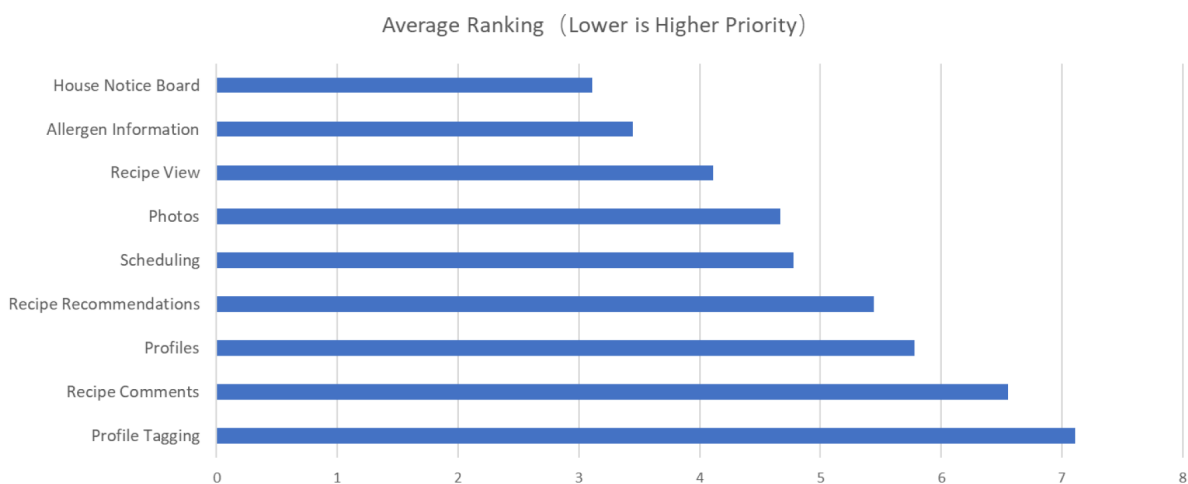
Prototype test（15）

Satisfaction Rate (average)

★ ★ ★ ★ ½

Recommendation Rate

How likely are you to recommend our product to your roommates / friends / family ?

0 1 2 3 4 5 6 7 8 9 10

0-impossible   most likely-10

Points 9~10 **62.5%** — Recommend

Points 7~8 **23.6%** — Neutral

Points 0~6 **13.9%** — Disparage