

Wenrui Jiang

Interviewee1

1. Are you a local student or an international student?

Answer: Yes, I'm a student at UQ.

2. Do you think your diets are healthy? Why?

Answer: I don't think my diet is healthy because I lack enough time to make my favourite meals, as well as lack some cooking ability to make my favourite meals.

Insights: Interviewee 1 thinks his diet is unhealthy and the main reason is lack of enough time and cooking skills.

Design Opportunity:

1. Quick Healthy Recipes: Provides quick and easy healthy recipes that fit students' time and skill constraints.
2. Diet Education: Provides educational content on diet and nutrition to help students understand and improve their eating habits.

3. What is your usual dining style? For example, cooking yourself or eating in a restaurant?

Answer: I eat out most of the time, such as eating at the school's food court or eating at a place closer to the school. The type of food I eat varies, most of the time it's Chinese food or Japanese food.

Insights: Interviewee 1 chooses to eat out most of the time, so finding the right restaurant is very important to him, and there is less need for recipes for this type of user.

Design Opportunity:

1. Dining Out Suggestions: Recommends healthy restaurants and cafeterias in the neighbourhood based on the user's location and preferences.
2. Dining Out Record: Allows users to record and track their dining out experience and nutritional intake.

4. How do you get this information above? For example, how do you know nearby restaurants or where to buy ingredients for cooking?

Answer: My sources of information usually come from Google map searches, or recommendations from members within related communities, such as the Little Red Book food community, where I'll find good value-for-money food near my school from food posts or comments below.

Insights: Interviewee 1 relied primarily on Google Maps and community recommendations for dietary information, suggesting that he may be more inclined to rely on technology and community input to make decisions.

Design Opportunity:

1. Integration with Maps: Integrate with Google Maps to provide restaurant location and rating information.
2. Community Recommendations: Create a community recommendation system that allows users to share and view recommendations from other users.

5. Do you have the habit of buying fruits and vegetables nearby?

Answer: I have a habit of buying fruits, usually, I will buy fruits from Woolworths or Coles at my doorstep, about 2-3 times a week.

Insights: Interviewee 1 is in the habit of purchasing fruits, which suggests that he may be aware of the importance of fruits, but may not be fully practicing all aspects of a healthy diet.

Design Opportunity:

1. Shopping List Function: Provide shopping list and reminder function to help users plan and buy fruits.
2. Nutrition Labeling: Displays nutrition labeling and information on the shopping list to help users understand the nutritional value of food.

6. Are you willing to share your diet with friends around you?

“Are you inclined to share your dietary habits and experiences on social media platforms?”

“Do you ever seek advice or opinions from your social network before trying a new restaurant or recipe?”

Answer: I would love to share my food and my eating habits with my friends. First of all, from personal experience, when I go to share my food with my friends, I can document my life more and build a stronger connection with my friends. Secondly, when I share my diet on social media platforms, some strangers with good intentions will give me some dietary advice, such as meal-matching balanced health, etc. I can improve my dietary health from these suggestions and make more friends with similar concerns.

Insights: Interviewee 1's willingness to share eating habits on social media may be due to his desire to document his life, connect with friends, and get feedback and advice from the community.

Design Opportunity:

1. Social Sharing: Allows users to easily share their diet records and experiences on social media.
2. Community Feedback: Provides feedback and suggestions within the community so that users can help and guide each other.

7. Would you like to join the discussion if your friends share good or bad restaurants? Why ?

“Would you be interested in participating in social events focused on food and nutrition, like group cooking classes, food tasting events, or nutrition workshops?”

Answer: I'm more than willing to go ahead and join in on these types of discussions, as I often dine out at restaurants. In this type of discussion, I can get the latest information about the restaurants that will help me to find the right diet for me faster.

Insights: Interviewer 1 was willing to participate in discussions about the restaurant, possibly because he dined at the restaurant frequently and wanted to get more information and advice through discussions in the community.

Design Opportunity:

1. Discussion Boards: Create discussion boards for restaurants and food, providing user-generated content and community interaction.
2. Real-Time Discussions: Provide real-time discussions and Q&A functionality, allowing users to access and share information instantly.

8. Are you willing to try new styles of food or not? Why?

Answer: I am more than willing to try new foods. Because I'm a curious person about new things and there are new foods that taste really good, if I can discover these kinds of foods, it's a huge draw for me to add them to my diet plan.

Insights: Interviewee 1's willingness to try new foods demonstrates curiosity and a willingness to explore and experiment with new dietary choices.

Design Opportunity:

1. New Food Recommendation: Suggests new foods and recipes based on user's preferences and dietary history.
2. Food Exploration: Provide food exploration and discovery functions to stimulate users' curiosity and desire to explore.

9. Do you think dining with friends is fun?

Answer: I think it's fun to eat with friends because in the process, for one thing, you can order more dishes that we can all savour together, instead of having to order a limited number of dishes due to the limitations of the number of people. Secondly, during the meal, you can engage in conversation with your friends and enhance your contact with them.

Insights: Interviewee 1 found it interesting to share a meal with friends, possibly because sharing a meal enhances social connections and provides an opportunity to try and share different foods.

Design Opportunity:

1. Meal Planning: Provides meal planning and organizing functions to help users plan and organize meal activities with friends.
2. Meal Record: Allows users to record and share their meal experiences and thoughts.

Interviewee2**1. Are you a local student or an international student?**

Answer: Yes, I'm a student at UQ.

2. Do you think your diets are healthy? Why?

Answer: I think my diet is healthier, so when I cook at home, I make a point of choosing healthier recipes as well as being mindful of fruits and vegetables.

Insights: Interviewee 2 perceived his diet to be relatively healthy, possibly because he was more conscious of choosing healthy recipes and taking care to consume enough fruits and vegetables.

Design Opportunity:**3. What is your usual dining style? For example, cooking yourself or eating in a restaurant?**

Answer: I'm used to cooking at home, and if I have school that day, I'll choose to bring a home-cooked meal with me. I would follow the recommended recipes at the end of the week, buy the food in advance, and calculate my daily intake of vegetables, fruits, and proteins.

Insights: Interviewee 2 preferred to cook at home, possibly because he was more willing to control his diet and ensure that he was consuming enough nutrients.

Design Opportunity:

Home Cooking Support: Provides home cooking recipes and tutorials to support users to cook and learn at home.

4. How do you get this information above? For example, how do you know nearby restaurants or where to buy ingredients for cooking?

Answer: I usually go through some social media platforms, some food bloggers that I follow to find out how to make some nutritious recipes, such as Instagram. as well as I will refer to some of the suggestions in the comment section, because there are some bloggers that mention ingredients that are more difficult to obtain, so other people's suggestions in the comment section can be very useful as

well. Also, I will join some food communities where people will share their cooking experiences, and I will make friends with people who have similar cooking interests so that we can further add friends to discuss our cooking experiences.

Insights: Interviewee 2 accessed information through social media and food bloggers, suggesting that he may be more focused on personal experience and advice rather than relying solely on technology and community input.

Design Opportunity:

Social Media Integration: The integration of social media services allows users to follow and interact with food bloggers and influencers.

5. Do you have the habit of buying fruits and vegetables nearby?

Answer: Yes, I am in the habit of buying vegetables as well as fruits. I would buy my weekly groceries as well as other necessities and would buy a good week's worth of vegetables accordingly. Vegetables and fruits are the necessities of life for me, so I have a strong need for both.

Insights: Interviewee 2 has a habit of purchasing vegetables and fruits, which suggests that he may be more conscious of healthy eating and willing to invest time and resources in practising it.

Design Opportunity:

Ingredient Management: Provides ingredient purchasing and management functions to help users plan and track the use and consumption of ingredients.

6. Are you willing to share your diet with friends around you?

“Are you inclined to share your dietary habits and experiences on social media platforms?”

“Do you ever seek advice or opinions from your social network before trying a new restaurant or recipe?”

Answer: I'm willing to go ahead and share my recipes with my close friends. Because eating habits are something that is more personal and individual to me, I don't like to share them too much. But my close friends, know more about my eating habits and are more than willing to give me dietary advice.

Insights: Interviewee 2 was only willing to share eating habits with close friends, possibly because he was more privacy-conscious and was only willing to share personal information with trusted people.

Design Opportunity:

Private Sharing: Provides a private sharing feature that allows users to selectively share their dietary records and experiences.

7. Would you like to join the discussion if your friends share good or bad restaurants? Why ?

“Would you be interested in participating in social events focused on food and nutrition, like group cooking classes, food tasting events, or nutrition workshops?”

Answer: I'm not really inclined to get involved in this kind of discussion group with more strangers. The first is that I am not very willing to share my dietary preferences with others, I think, I prefer to go to the more private things with closer friends; secondly, I think that when I share my dietary habits in a community, I think I may be disturbed by some sales disguised as food enthusiasts who come to sell me some ingredients that I am not interested in.

Insights: Interviewer 2 was reluctant to participate in a discussion that included strangers, possibly because he was more privacy-conscious and wanted to avoid unnecessary interruptions and sales pitches.

Design Opportunity:

Private Communities: Create private communities and discussion groups to provide a safe and private environment for discussion.

8. Are you willing to try new styles of food or not? Why?

Answer: I am not very willing to try new recipes, because of the pressure of school, in a limited time, I prefer to spend time cooking some more familiar dishes, which can save me the time to research new dishes, but also ensure that my daily nutritional intake is balanced, and do not appear to be due to the wrong way of cooking to affect the day's diet.

Insights: Interviewee 2 was reluctant to try new recipes, possibly because he focused more on familiar and manageable dietary choices to ensure adequate nutritional intake.

Design Opportunity:

Recipe Recommendations: Recommends new recipes and cooking methods based on the user's dietary history and preferences.

9. Do you think dining with friends is fun?

Answer: I think this depends on my relationship with my friends. If it's a closer friend, I'm more likely to eat with them and have more fun, discuss food together, etc. If it's a casual friend, I don't think I'd want to spend more time socializing, so I probably wouldn't have as much fun eating with this type of friend.

Insights: Interviewer 2's enjoyment of meals with friends depended on the closeness of the relationship, suggesting that he may have focused more on socializing with close friends than on extensive socializing.

Design Opportunity:

Interviewee3

1. Are you a local student or an international student?

Answer: Yes, I'm a student at UQ.

2. Do you think your diets are healthy? Why?

Answer: I have unhealthy eating habits because I don't like to cook, I'm not interested in cooking per se as well and I don't want to waste time cooking, so I often eat take-outs or fast food and fast food is more convenient because of the shorter wait time.

Insights:

The interviewee exhibits a **preference for convenience and ease** in their dietary choices, often opting for take-outs or fast food due to a lack of interest and time for cooking. This inclination towards convenience, however, leads to unhealthy eating habits.

Design Opportunity:

Develop features promoting **healthy and convenient food choices**, providing alternatives to fast food while considering the user's lack of time and interest in cooking.

3. What is your usual dining style? For example, cooking yourself or eating in a restaurant?

Answer: I eat out a lot and don't like anything too greasy, I prefer vegetables over meat. When eating out I make it a point to order some green vegetables as well as healthy drinks, similar to fruit juices. I also pay attention to the freshness of the ingredients and the taste of the ingredients. For example, when I order a spicy hot pot, I will check the freshness of the ingredients when I order the food. In terms of frequency of eating out, I basically eat out 7 times a week.

Insights:

Despite primarily consuming fast food, the student **expresses a preference for non-greasy food, with a particular inclination towards vegetables over meat.** They make conscious efforts to

incorporate green vegetables and healthy drinks into their meals, highlighting an underlying desire for a balanced diet.

Design Opportunity:

Introduce a **personalized recommendation system** that suggests restaurants and dishes based on the user's preferences for non-greasy, vegetable-centric meals.

4. How do you get this information above? For example, how do you know nearby restaurants or where to buy ingredients for cooking?

Answer: If I choose a fast food type of restaurant, I will consider the distance from me, basically I will go to a fast food restaurant that is close to me, or I will pass by a fast food restaurant on my way home from school, and I will pick up some sandwiches and so on. If it's a formal restaurant, I'll find some Brisbane food recommendations on the Little Red Book app, and then go there specifically to eat, without thinking too much about the distance.

Insights:

Proximity and recommendations significantly influence their choice of dining establishments.

For fast food, proximity is crucial, while recommendations from friends or apps guide the selection of formal restaurants.

Design Opportunity:

Implement **location-based services and a recommendation system** that takes into account proximity for fast food and user reviews for formal dining establishments.

5. Do you have the habit of buying fruits and vegetables nearby?

Answer: I would make it a point to buy some fruits and vegetables on a weekly basis, for example, when doing my daily shopping at Coles, I would pick up some seasonal discounted fruits along the way. The main reason for considering buying discounted fruits is due to financial constraints and the fact that the freshness and nutritional value of some of the discounted fruits are also more in line with my expectations.

Insights:

The interviewee engages in **weekly purchases of fruits and vegetables, with a focus on discounted items due to budget constraints**. This behaviour indicates a need for affordability while still attempting to maintain some level of nutritional intake.

Design Opportunity:

Design a **discount alert system for fresh produce** in nearby stores, assisting students in finding affordable, nutritious options that align with their budget constraints.

6. Are you willing to share your diet with friends around you?

“Are you inclined to share your dietary habits and experiences on social media platforms?”

“Do you ever seek advice or opinions from your social network before trying a new restaurant or recipe?”

Answer: I don't really share a lot of what I eat with my friends because a lot of the time what I eat is fast food and a thousand different things there's no point in sharing. But big meals will be sent to friends to share, especially very good restaurants as well as restaurants with very poor taste or service. I rarely go on social media platforms to share the food I eat. When I do share, I focus on the service, the taste of the food, the ambience, whether the restaurant is in the city center and the price of the food. When I choose a restaurant, I usually don't ask my friends if they have any recommendations,

but usually, my friends recommend it to me, and I will go there with the friend who shared it with me, not only to further communicate with my friends but also to taste good food with my friends.

Insights:

There's a selective approach to social sharing regarding their dietary habits. While everyday meals aren't commonly shared, experiences at exceptional or notably poor restaurants are communicated to friends. This selective sharing suggests that only noteworthy dining experiences are deemed worth sharing.

Design Opportunity:

Create a **selective social sharing platform** where users can share noteworthy dining experiences, focusing on aspects like service, food taste, ambience, and price.

7. Would you like to join the discussion if your friends share good or bad restaurants? Why ?

“Would you be interested in participating in social events focused on food and nutrition, like group cooking classes, food tasting events, or nutrition workshops?”

Answer: I don't join a food group specifically for the purpose of eating, I usually accept what my friends share to me, or Little Red Book swipes to the food post, and will consider bookmarking it first. When I have time for myself, I will go to my favorites to find the restaurants I want to go to, and eat with my friends or by myself.

Insights:

The student is receptive to recommendations from friends but doesn't actively seek them out.

They bookmark interesting or recommended places for future visits, showing a passive engagement with food-related social content.

Design Opportunity:

Develop a **bookmarking and planning feature** for users to save and categorize recommendations, facilitating the planning of future dining experiences.

8. Are you willing to try new styles of food or not? Why?

Answer: Yes, if a restaurant comes out with a new dish, I'm more than willing to try it because a restaurant that repeats dishes too often gets boring, so I want to try new dishes. But based on past experiences, I've found that I'm prone to eating things I don't like when I try new dishes. I think this happens for the following reasons. Firstly, my personal taste is quite picky and I don't like greasy or sweet. Many new dishes in restaurants have heavier flavours, but when I try them on the menu, the style of the dishes is attractive and they don't look greasy, but usually after I have tasted them, I find that there is a big gap between the actual dishes and the pictures on the menu.

Insights:

Willingness to try new dishes is present but is often met with disappointment due to a gap between expectations and reality, stemming from their specific taste preferences. This scenario indicates a cautious approach to culinary experimentation.

Design Opportunity:

Introduce a **personalized dish exploration feature** that learns from past user experiences and preferences, minimizing the risk of disappointment when trying new dishes.

9. Do you think dining with friends is fun?

Answer: I would like to eat with my friends because I can share some comments about the food while eating. I prefer to eat with people I know a little better, but if I eat with friends I don't know very well,

I don't want to participate in the meal. When I eat with people I don't know very well, the meal turns into a social event, which makes me feel exhausted. On the contrary, if it's simply a meal with a stranger, it's acceptable, because even if there's friction with a stranger, you don't have to think too much about the consequences, but if there's a conflict with some people who are within socialization, you need to think of a way to fix it, so you don't really like this situation. Prefer to eat with a stranger. Don't like large social events, preferring a less crowded eating pattern. This will be quieter, do not like too noisy environment and a lot of people to eat together.

And being willing to eat with strangers also helps me to expand my social circle. As an international student, I came to Brisbane not long ago, but due to my busy school schedule and introverted personality, I am not very willing to participate in too many clubs to make friends, so if I can participate in some less purposeful activities with a small number of people similar to making friends, it will be very helpful to me to expand my social circle.

I'm an international student and I came here to improve my English, but the English Corner is a bit hard for me because there is a fixed topic, and I feel awkward if the topic is not in my field of knowledge. But food is a more life-like scene for me, so in this way, I can meet more strangers with similar eating habits, if I can filter by gender, age, etc., and have similar tastes in food, I think I can make more foreign friends and achieve my goal of practising spoken English.

Insights:

1. **Social dynamics significantly influence the interviewee's dining experience.** There's a preference for dining with close friends or strangers, and avoiding acquaintances to prevent social tension. Dining is not just a nutritional necessity but also a social activity that can either be enjoyable or stressful depending on the company.
2. **Dining with strangers is seen as an opportunity for social expansion and language practice,** especially important for international students looking to improve their English and make new friends in a foreign environment.

Design Opportunity:

1. **Social Dining Feature:** Create a feature for organizing small, preference-based dining groups, allowing users to dine with close friends or strangers comfortably, aligning with their social comfort levels.
2. **Language Practice Dining:** Launch language-focused dining events for international students, providing a relaxed setting for language practice, social expansion, and exploration of various cuisines.
3. **Stranger-Dining Experience:** Introduce an opt-in feature for dining with strangers with similar food preferences or language goals, incorporating user ratings and reviews for safety and trust.
4. **Event Feedback System:** Implement a feedback mechanism for users to review both restaurants and dining partners post-event, guiding future social dining decisions.
5. **Profile Matching Algorithm:** Develop a matching system considering dietary preferences, social comfort, language needs, and past feedback to suggest suitable dining partners and groups.

Interviewee4

1. Are you a local student or an international student?

Answer: overseas student

2. Do you think your diets are healthy? Why?

Answer: I don't think I have a healthy diet because I only eat once a day sometimes. Sometimes it's because you wake up so late that you have to make your own simple meals, unless it's a dish with a sauce.

Insights:

Interviewee 4 has irregular eating habits, sometimes eating only once a day due to waking up late.

Design Opportunity:

Nutritional Guidance App: Develop an app that provides personalized dietary recommendations, nutritional education, and meal planning assistance for students who have irregular eating habits.

3. What is your usual dining style? For example, cooking yourself or eating in a restaurant?

Answer: If I have time, I will cook by myself, if not I will eat outside. When eating out, distance is a more important factor. When you go out for a meal, you will consider the flavour as well as the price, and you may think about the nutritional value in passing, and in the case of Chinese food, you will think about the leafy greens, the vegetables and the meat. In the case of Western food, because it is a split meal system, you may not be able to think about it so much.

Insights:

Prefer home-cooked meals but will eat out if time-constrained, considering factors like distance, flavour, price, and nutritional value.

Design Opportunity:

Flexible Dining Options: Implement a service that offers both easy-to-cook meal kits for home cooking and partnerships with nearby restaurants for times when students prefer to eat out.

4. How do you get this information above? For example, how do you know nearby restaurants or where to buy ingredients for cooking?

Answer: I saw the neighbourhood info on Google Maps. If it's a potluck, you might use Little Red Book to do a restaurant search, and if it's just a casual dinner, you might use Google Maps.

Insights:

1. Google Maps and Little Red Book are primary sources for neighbourhood and restaurant information.
2. The decision-making process for dining out is influenced by convenience and the type of meal (casual or potluck).

Design Opportunity:

Integrated Information Platform: Create a platform that consolidates information from various sources like Google Maps and Little Red Book, providing comprehensive neighborhood and dining info.

5. Do you have the habit of buying fruits and vegetables nearby?

Answer: I always buy that in Coles because I will collect points with Flybuys. The frequency of purchasing is once every two weeks, fruits that can be kept for a longer period of time, such as oranges, and will not, for example, watermelon, a kind of affair that is not easy to store. Longer storage time is more important. Going to the supermarket does not necessarily mean buying fruit every time. Generally will not consider the nutritional value of the fruit, because they are buying health care products. Mainly consider whether the orange is delicious, taste.

Insights:

1. Prefers shopping at Coles for the rewards program and buys fruits that have a longer shelf life.
2. Nutritional value isn't a primary concern due to reliance on health supplements.

Design Opportunity:

6. Are you willing to share your diet with friends around you?

“Are you inclined to share your dietary habits and experiences on social media platforms?”

“Do you ever seek advice or opinions from your social network before trying a new restaurant or recipe?”

Answer: I prefer to post my food photos on social media platforms because enjoying food is one of life's great pleasures. The first thing I would do is share it with a friend, for example, a circle of friends during travel season or at the end of a vacation. Not very inclined to share with strangers.

Insights:

Enjoys sharing food experiences with friends on social media, especially during travel or vacation, but not with strangers.

Design Opportunity:

Selective Social Sharing Feature: Introduce features that allow users to share their dietary habits selectively with close friends, and create private groups for sharing and discussing dietary habits and food experiences.

7. Would you like to join the discussion if your friends share good or bad restaurants? Why ?

“Would you be interested in participating in social events focused on food and nutrition, like group cooking classes, food tasting events, or nutrition workshops?”

Answer: I'm willing to join in discussions about food because it will open my eyes and expose me to more food! Because of their own one person to discover, the efficiency is relatively low, more inclined to communicate in the community, someone in real-time recommendation of the credibility of the higher.

Insights:

Open to joining food discussions for exposure to various cuisines and finds recommendations from the community more credible.

Design Opportunity:

Community-Based Food Discussion Platform: Develop a platform where students can engage in discussions, share opinions, and get recommendations about various restaurants and food experiences.

8. Are you willing to try new styles of food or not? Why?

Answer: I'd be careful about choosing a new style of cuisine. There are particular dishes that come with a subjective attitude and are not always tried.

Insights:

Cautious about trying new cuisines and dishes due to subjective preferences.

Design Opportunity:

Cautious Exploration Assistant: Create a feature that helps students explore new cuisines cautiously, providing detailed information about dishes, user reviews, and ratings to inform their choices.

9. Do you think dining with friends is fun?

Answer: I am not sure because I cooked food that was not delicious. I can eat more dishes with more than one person, and it's not always necessary to eat with friends. But eating with strangers is not acceptable. For me, I want to eat with people I can talk to about something deeper, because it's an opportunity for a person to let their guard down, so eating with strangers would be counterproductive. For me being in a constant state of socialization all the time would be exhausting. If the stranger belongs to the same organization as the stranger, they may be willing to get to know each other, and if there is a purposeful conversation, they can't be complete strangers.

Insights:

1. Prefers dining with acquaintances rather than strangers for deeper conversations.
2. Finds constant socialization exhausting but is open to meeting people from the same organization.

Design Opportunity:

Social Dining Network: Develop a network where students can find like-minded peers to dine with, facilitating deeper connections and conversations over meals.