The first interviewee

1.Are you a student at UQ?

Yes, I am a student of UQ.

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

I think my diet is healthy because I try to keep a balanced diet that includes a variety of vegetables, fruits, proteins and grains. I also avoid too much processed food and sugar to keep my body healthy.

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

In this situation, sometimes I cook by myself, sometimes I eat in a restaurant, and sometimes I order take-out. It depends on my time and mood.

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

I usually get this information through recommendations from friends. I also use apps like Google Maps to find nearby restaurants or places to shop.

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

I often buy fruits, such as strawberries, watermelons and so on. But I'm not in the habit of buying vegetables.

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

Yes, I am willing to share my eating habits and experience with friends around me. I think it's good to exchange information about food.

7.   If your friends are sharing good restaurants or bad restaurants, would you like to join the discussion? Why？

If my friends share good or bad restaurants, I will be willing to join the discussion, because I am interested in food and want to share my opinion and experience.

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

Yes, I am open to trying new food styles because I like to explore different tastes and cultures.

9.   Do you think dining with friends is fun?

Yes, dining with friends is fun and can promote mutual communication and joy.

The second interviewee

1. Are you a student at UQ?

Yes, I am.

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

No, eating a little irregularly. But the food is healthy.

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

I almost cook by myself, the longest I cook is cooking vegetables and meat with sauce.

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

I often go to the Woolworths near my apartment to buy ingredients. My roommate told me about the nearby supermarket.

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

Yes, fruits and vegetables are necessary ingredients, and they are often bought at nearby supermarkets.

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

Yes, But it’s more about sharing the things I bought.

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

No.

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

Yes, when I go to a restaurant to eat, I will search Xiaohongshu to find delicious restaurants.

1. If your friends are sharing good restaurants or bad restaurants, would you like to join the discussion? Why？

Yes, because they are my friends, I also like to discuss food with my friends.

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

To be honest, I am not interested in participating because I don’t like participating in some activities.

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

Yes, I am willing to try new styles of food. Because I feel that what I cook in Australia is better and more delicious than what is sold outside.

1. Do you think dining with friends is fun?

Yes, dining with friends will be fun. It feels too quiet to eat alone.

The third interviewee

1. Are you a student at UQ? Yes.

2.   Do you think your diets are healthy? Why? Yes, Because I'm on a Mediterranean diet with a good combination of meat and vegetables.

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

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

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

Yes.

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

Yes, I’d love to.

补：“Are you inclined to share your dietary habits and experiences on social media platforms?” No.

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

1. If your friends are sharing good restaurants or bad restaurants, would you like to join the discussion? Why？

No, because everyone likes to eat different cuisines and tastes, maybe she does not like the restaurant I will like.

补： “Would you be interested in participating in social events focused on food and nutrition, like group cooking classes, food tasting events, or nutrition workshops?” Yes, that’s interesting!

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

Yes, because I'm curious about fresh styles of food.

9.   Do you think dining with friends is fun? Yes.

Insight 1: Diverse eating habits

Students' eating habits vary, with some maintaining a healthy diet and others eating less regularly.

Users usually cook for themselves, but also eat restaurant food out or buy takeaways.

Buying fruits and vegetables is a common habit, but the demand for vegetables is relatively low.

Design Opportunity 1: Personalized Dietary Advice

Provide users with personalized advice based on their eating habits, including recipe recommendations and shopping lists.

Leverage users' preferences to create diet plans that suit their tastes to encourage healthier eating.

Integrate online supermarket shopping functionality so that users can purchase the ingredients they need directly.

Insight 2: Social interaction and sharing of recipes

Users are willing to share their recipes and purchase lists, but are less inclined to do so on social media.

Friends like to discuss food and find new restaurants and recipes.

Design Opportunity 2: Recipe Sharing and Social Interaction

Create a user-friendly interface that encourages users to share their recipes and shopping lists.

Add commenting and rating features so that users can rate recipes, restaurants, and buying suggestions.

Provide built-in instant messaging functionality to allow discussion between users on recipes and diet topics.

Insight 3: Food Lovers and Dating Needs

Students enjoy eating with friends and consider it a fun social activity.

Some would like to participate in social activities related to food and nutrition, such as cooking classes and food tasting events.

Design Opportunity 3: Social Platform for Food Lovers

Create an online food lover community that allows users to form groups and participate in various food and nutrition activities.

Provide recipe sharing functionality so that users can share their creative recipes with people of similar interests.

Develop online and offline food tasting events to provide users with social interaction and learning opportunities.

Insight 4: New Restaurants and Food Exploration

Users are open to trying new foods and restaurant food styles.

They often seek out new restaurants and recipes through friends' suggestions or social media.

Design Opportunity 4: Personalized Recommendations and Discovery Features

Leverage users' food history and preferences to provide personalized restaurant recommendations and new recipe discovery.

Integrate social sharing features that allow users to recommend and share their favorite restaurants and foods.

Summarize

Based on the above insights and design opportunities, I have conceived a recipe sharing and matchmaking dating app that satisfies users' dietary needs, facilitates social interaction, and provides a personalized food experience. This app will have the following features:

Personalized dietary advice: provide customized recipes and shopping advice based on users' dietary habits and preferences.

Recipe sharing community: users can easily share their recipes, connect and interact with other food lovers.

Restaurant recommendations and discovery: the app will recommend restaurants and new recipes that suit users' tastes, facilitating food exploration.

Groups and Social Events: Users can create and join food lover groups and participate in various food and nutrition related social events.

Instant Messaging and Reviews: Users can communicate with each other within the app, rate recipes and restaurants, and share opinions and suggestions.

Encourage social interaction and food exploration by meeting users' dietary needs. It also provides a platform for food lovers to share and learn from each other, enabling them to better connect and enjoy food.