

Communication & Multimedia Design

USER EXPERIENCE DESIGN

Academic Year

2018 - 2019

The Main Meal

FROM SHOPPING TO DISHES

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The Hague, The Netherlands, 7 December 2018

Course:
Research For Design II

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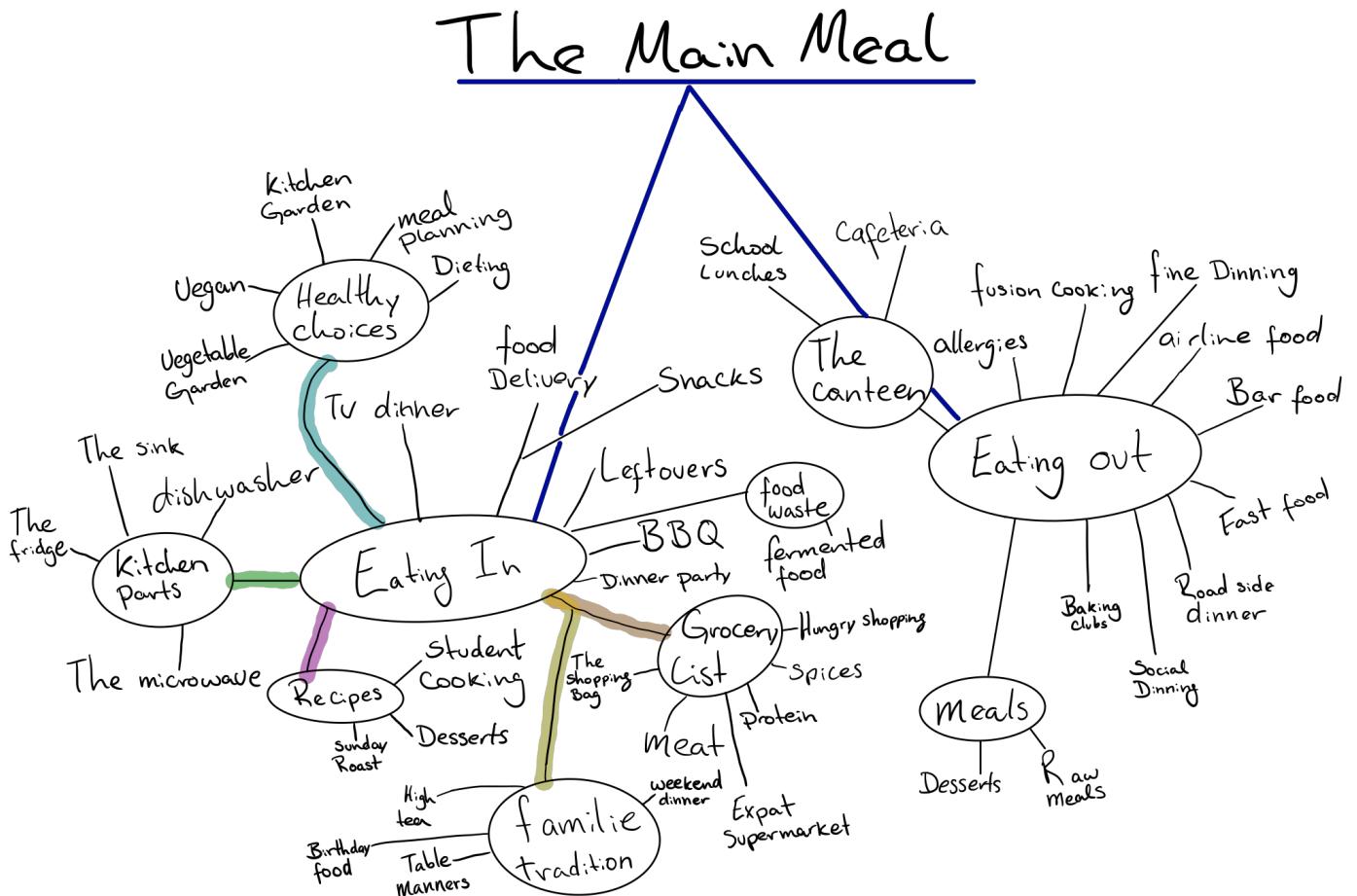
Introduction Ethnography

This research portfolio is centered around the main meal from shopping to dishes, in this journal I keep track of all my research activities and findings throughout the course. In the Research for Design II course we learn to refine and expand our observation and interviewing skills, we then combine these in order to make so-called ethnographic descriptions of a group of people. The research I am conducting will revolve around using existing knowledge about human, society and technology in order to better understand the results of my observations and research. I want to use the research I gathered to gain insights and understand people and the problem space around the main meal.

Cultivate Curiosity

Mind Map: The Main Meal, from Shopping to Dishes

We had to cultivate our curiosity by raising questions. We were looking for personal angles and narratives, to all kinds of details and surprising aspects about the main meal. I drew a mind map to see in what directions I could go in.



Naturalistic Observation

How do people behave in the vegetable section?

Research Set-Up

DESCRIPTION OF EXPLORATION

I decided that I wanted to see how people behave in the vegetable section in the supermarket. I am very interested in how people keep a balance diet and vegetables are a big part of that balanced diet. As a student I find it difficult to include healthy ingredients into my daily intake, and I wondered how others would behave in this section.

TEAGUE AND BELL FOCUS POINT

Food and drinks

TYPE OF OBSERVATION

Participant as Observer

PARTICIPANTS

I wanted to focus on both woman and men behaving in the supermarket so I get a wider scope on how both genders behave when doing their daily grocery shopping, this way I can compare and gain further insights.

LOCATION

Jumbo | Stationsplein 1, 2515 BT Den Haag

TIME SPENT

1.5 Hours



RESEARCH SET-UP

As I decided that I wanted to see how people behave in the vegetable section. I went to the jumbo in hollands spoor and followed four different people around the supermarket. I first asked them if I could follow them around and at the end of their course I would see what they have in their baskets, whether they had a basket at all, how they paid, if they had any interactions, and if they used their phone in the course of the shopping. Apart from observing their behaviors I also asked them some questions to clearly understand some of their decisions and to have some extra data to compare.

Observation of Participants

FIRST PERSON

The first person I followed was a woman who is 26 years old. She started by the starch area and made her way to the vegetables, she took: Spinach, carrots, and some zucchini. She had taken a basket from the front of the supermarket, and used her phone to see the list of items she needed, she did not have any interactions with anyone, and ended by paying with her debit card.

I asked some questions:

She told me she was only missing a couple of things so she immediately left after that.

SECOND PERSON

The second person I followed was a female student who is 22 years old. The student didn't spend any time around the vegetables and went straight towards the ready made meals, I was the only person she interacted with, she didn't take a basket, she was on her phone for most of the time, and she ended the trip with paying by cash.

I asked some questions:

At first she was hesitant because she didn't want to share which health decisions she makes, but then she came around. After telling me she feels bad for not eating healthy she then decided to get a ready made salad as well and then left.

THIRD PERSON

The third person I followed was an older male man in his late 60s. He started by the vegetable section and got many varieties of vegetables such as: eggplant, carrots, sweet potato, and maize. He then got some almond milk, and some replacement cheese. He had everything in a little rolling basket on the floor, he interacted with me and two other people in the store, and finally he payed with his debit card at the cashier.

I asked some questions:

He was very convincing that healthy food was good for you to live long. He got almond milk because he is lactose intolerant. He got hard crust bread and told me "it keeps your teeth young". He had everything in a little rolling basket on the floor because he was not strong enough anymore to carry one.

FOURTH PERSON

The final person was a male young student, he is about 23. He was the fastest out of all the candidates, he walked straight to the chips department and found himself two different kinds of chips and later found himself in the soda department where he picked up a red bull. He didn't take a basket, and was listening to music, and finally payed with cash.

I asked some questions:

When I asked him if he cared about eating healthy, he told me it is something he can worry about later.

Setting Example



In the first picture on the right we see the First Woman I observed, on this picture she is looking for some peas to buy with the rest of the choices she made, but ended up not getting them.

In the second setting example (middle picture) we see the Fourth Person I observed (Young university student), here you see him on his way to the soda department with all chips in hand (not visible, because he didn't want me to take picture of his face).

In the last picture you see an older man which was my Third Participant, in the picture he is searching for the right vegetables to buy by picking one up and placing it back down again (basket not visible).

Field Notes from Observation

I have the feeling that women were a lot more inclined to eat healthier than men, but I found that older men are also more likely to make a healthier choice rather than male students.

From this research, I found that women are more likely to choose healthier food than men. I also realized that my sample size was a bit small but it works for this research since it is ethnographic. I realized that age is important and it says something about what kind of people buy and appreciate healthy food. I would also like to know why women are more likely to eat healthier than men, so next time I will ask them why, and I will do a longer interview with one of them to see the results.

Ethnographic Interviewing

A student's experiences with eating healthy for main meals

Research Set-Up

OPEN ENDED ETHNOGRAPHIC INTERVIEW

The interview I conducted was an ethnographic semi structured interview/Open ended interview, I decided to use this interviewing style because it focuses more on the participant's thoughts, feelings, experiences, knowledge, skills, ideas and preferences. I started the interview by using round tour and mini tour to be steered by the participant.

TIME SPENT

30 Minutes

INTERVIEW SCHEDULE:

Date	Day	Time	Place	Where
7th December 2018	Friday	6:00 PM	The Hague	Their Kitchen

INTERVIEW LOCATION:

I chose to interview my participant at their home address. I made this decision because it helps the interviewee tell me their stories in a more casual and comfortable environment.

In this part we started practicing our interviewing skills, this was to learn about people's lives in order to be able to tune new design ideas to their everyday world. Made the appointment at the participants home, which is helpful for her to tell her stories to me, I made sure in advance that she had 30 minutes available for me, so that it would not be cut short. I chose a person who is obsessed with healthy eating since that is the theme I am taking for this portfolio.

Analyzing and Reflecting on My Approach

I thought my approach was sufficient as to understanding how my user lives her day to day meals. I felt like i could improve in some aspects, but I find it difficult to think of questions on the spot.

WHAT WENT WELL

- I asked round tour questions which provided a longer response with a lot of information. I showed interest by re-capping what my interviewee said, with this I could get some extra information out of her:

Interviewer - "So early mornings means you will have something small."

Interviewee - "yeah! when I know I wont have something to eat in the next few hours"

- I asked a lot about her feelings, which added a lot of value to the interview, since I was quite curious about her behavior:

Interviewer - "... having breakfast with someone someone els does that make you... how does that make you feel?"

Interviewee - "I like eating in company, it makes me feel more like eating"

WHAT DIDN'T GO SO WELL

- I kept asking about how it influences her daily life, which did not add any significant information since she kept saying it did not influence her.

Interviewee - "well personally I didn't expect any differences"

Interviewee - "I would say my energy and concentration does not change"

- I could have asked more open questions. I found it difficult to do so without just adding and why to the end of the sentence.

Interviewer - "So would you say you are more inclined to eat breakfast if someone would have breakfast with you?"

Interviewee - "yeah, probably"

INSIGHT UNITS

- Before my interviewee gave this answer I was questioning her on how it was that she started having a healthier diet in the first place.

Interviewee - "for me it was the shocking moment, for example I read this one book and all the benefits were explained and what can go wrong when you eat unhealthy and that just shocked me"

This insight was very important to me because my interest for this research is how a student could start eating healthy and for what reasons. In this insight I found out that my interviewee started eating healthier due to the shock that the sources she read from gave her.

- I also felt like knowing how exactly she kept to her diet. This is so I can gain insight on how to keep a healthy diet.

Interviewee - "I had the book besides me and I made sure what I was doing was good – okay this is really good what im doing and this is bad"

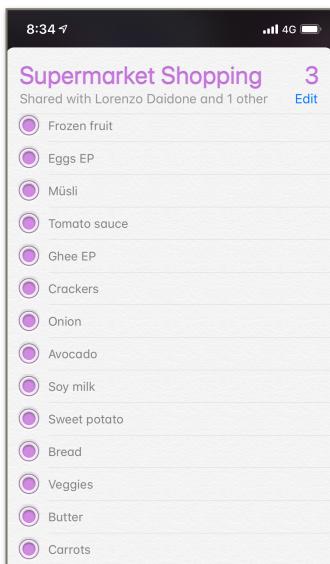
This is an important insight because a lot of students (and people) start a diet but quickly stop or don't stick to it because it becomes too difficult.

- I was wondering as someone that was so shocked by what she had read, if she is as healthy as she sounds and could possibly be.

Interviewee - "[I dont think i'm] as healthy as I could be because im still in the balanced diet that its okay to sometimes eat chocolate and meat or have pasta, because I feel like you should not make a religion out of it"

I quickly learned that she was not, but this was not because she could not be, yet because she chose not to be because she enjoys some of the "unhealthier" things in life.

Reading: Texts, Images, Things



Reading: Supermarket list

Non-fiction By people involved Embedded in daily life:

- The list my interviewee let me see was a digital shopping list which she carried around on her phone. I asked why she didn't have a written one, and she answered because the one on her phone she could never forget at home.
- There does not seem to be a particular order as to how she organizes the shopping list.
- She seems to be sharing the list with other people.
- Most of the ingredients listed are healthy options.

Images: ted talk

("Food as Medicine | Michael Greger, M.D. | TEDxSedona", 2018) - Non-fiction - YouTube video



Michael Greger, describes how Pritikan "a man who healed americas heart" saved his grandmother life by showing that a plant based diet can heal our bodies (food as medicine). He continues to say that the Africans that live very long lives is because they can only access certain foods, those being only plant based. He has about 122,037 views on the first of January 2019. Most comments are applauding his research and works throughout the years.



Objects: fridge

Lastly I decided to look into her fridge to see what she had and what her daily intake was. People often say "you are what you eat" and I thought a fridge could tell me more than the person themselves.

1. The door included:

Eggs at the top
Then jars in the section bellow
Then some toppings
And at the bottom, some wines and water and ketchup.

2. The inside of the fridge included:

Top section:
Breads, Replacement meats, and a lot of soya-milk.

3. Second section:

Some leftovers, and spreads.

4. Third section:

Foods brought from home and yogurts and yogurt drinks.

5. Last section included:

All sorts of cheeses and some cured meat like prosciutto.

6. Inside the cabinets: is where she kept all the vegetables.

First thing I noticed about this fridge is that it is very sectioned and organized. She told me it was so that she could see all her ingredients so she would not forget something that way it won't go to waste. I also noticed that she had a couple of things that she herself doesn't eat, this is because she has a roommate. I asked her why she has so much soya-milk, she told me it is heavy and it was so she would not have to go to the store all the time to buy liquids.

Process Design Ethnography

Research Set-up

Research topic and aim

I started my research by wanting to understand how people made healthy decisions based on how many vegetables they would buy at a time. I later became interested in whether what people eat is influenced by social interactions, specifically I wanted to focus on vegetarians and their social networks and I used some research approaches to do so. In the research for design 2 course you acquaint yourself with a variety of approaches and you learn to choose the appropriate approach given a certain research aim.

The aim of my research is to be able to perform basic techniques of design ethnography in order to understand and do research on my topic which is finding out the experiences vegetarians have with social interactions depending on the context or country they live in.

First Analysis

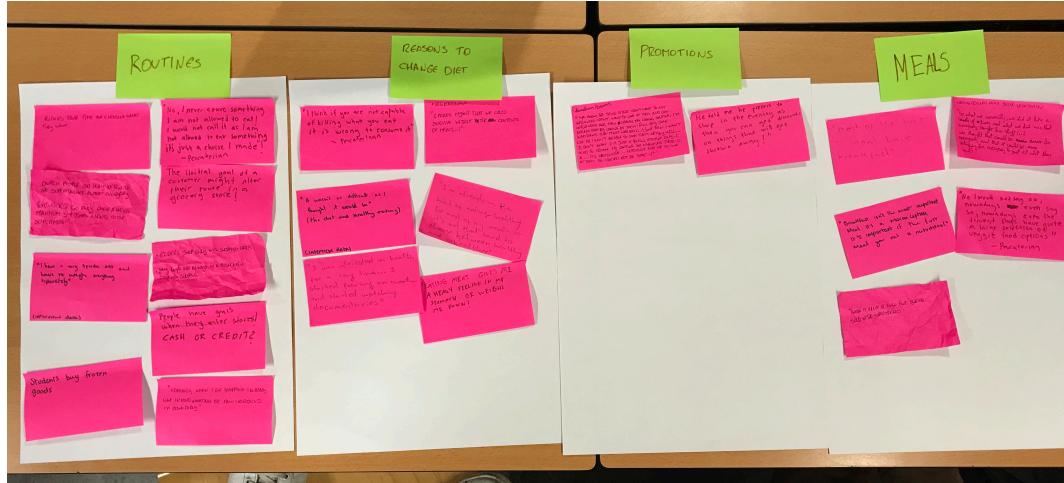
I GOT THIS TOPIC THROUGH MIND-MAPPING WHICH IS SHOWN BELOW:



I started from healthy eating and thought of some things that are related to that based on the ideas and research found by my class mates and myself, which we wrote down on

sticks notes in order to group them. From the sticky I diverged into other topics that could be interesting and ended with my current topic.

EVIDENCE HOW I GOT FROM THE STICKY NOTES TO THE MIND-MAP:



Research questions

- How do social interactions effect a vegetarian's experiences with their diet?
- How does the country a vegetarian lives in affect their experience with their diet?

SUB QUESTIONS:

- How do vegetarians behave and experience being in an environment that does not offer their desired diet choice?
- How do vegetarians feel when in company of family or friends that are not used to cooking vegetarian dishes? for example at Christmas?
- How does vegetarianism effect friendships and the type of people vegetarians are around?

Choice of methods (research activities)

Design Ethnography is to gain insights on how to design something based on culture through a combination of methods that include forms of reading, naturalistic observation, and ethnographic interviewing. It is crucial to combine these in order to make so-called ethnographic descriptions of a group of people.

METHODS PERFORMED DURING THE RESEARCH:

NATURALISTIC OBSERVATION:

I think a good way to see how vegetarians react in social conditions is by observing how they interact when in family member surroundings. I wanted to know if they would go out of their way to make their family members make them a side dish or if they would just eat the vegetarian meals prepared on the table. Through this observation I can gain insights as to if their friendships are effected and whether or not it influences their relationships.

ETHNOGRAPHIC INTERVIEW:

For this I wanted to have a more casual setting so that my participant would feel less nervous, so I decided to go out for dinner at a normal Dominican restaurant (where being vegetarian is considered eating chicken) with one of my participants and see how they

would hold up. With this kind of observation I could see what kind of decisions my participant made when they had no other choice.

READING:

For reading I used a combination of a short article and some shopping lists that my participants sent me in order to see the patterns and similarities that all vegetarians might have when it comes to how they normally consume food versus what they tend to eat when in company of non-vegetarians.

Research set-up activity 1

Observation: Family reunions

I plan to observe how one of my participants acts when presented with all the Christmas food while surrounded by family with a heavy meat eating diet. Being so far away from their normal diet food and being in a foreign house can give me some interesting insights as to how they might react. I would then ask if I can take pictures as samples to later be able to analyze it with the rest of the data collected.

This could answer questions like "How do vegetarians behave and experience being in an environment that does not offer their desired diet choice?" and "How do vegetarians feel when in company of family or friends that are not used to cooking vegetarian dishes? for example at Christmas?". By observing what my participant eats I can compare that with what they order at a restaurant or what they eat when they are at home. With that information I could see whether or not their behavior changes or not.

PRACTICALITIES:

Mobile Phone with a camera to take sample pictures of the food prepared. All the information gained from my participants is only being used for my research assignment, to find out the behavior of vegetarians in social conditions.

SCHEDULE, LOCATION, TIMING:

PARTICIPANT 1	LOCATION	PLACE	INTERVIEW DATE	TIMING
Titia van den Berg	Dominican Republic	Home Dining Room	December 25th	01:00 pm

PARTICIPANT 1 INFORMATION:

PARTICIPANT 1	CONTACT INFO	SELECTION CRITERIA MET	PROCESS OF RECRUITMENT
Titia van den Berg	titia@identityconsult.nl	<ul style="list-style-type: none"> • Is a vegetarian. • Often joins family gatherings that eat a lot of meat. • Is willing to let me observe her 	Since I already knew my participant I called her and asked if when she came to my family reunion I could observe her, and she agreed.

Research set-up activity 2

Ethnographic interview: Go out for dinner together (think out-loud)

The interview I conducted was an ethnographic semi structured interview/Open ended interview, I decided to use this interviewing style because it focuses more on the participant's thoughts, feelings, experiences, knowledge, skills, ideas and preferences. I started the interview by using round tour and mini tour to be steered by the participant. I chose to only interview one participant. By doing this interview I could get answers to questions like "How do vegetarians behave and experience being in an environment that does not offer their desired diet choice?" and I will try and ask questions such as the following as a start:

Could you tell me how you usually start your day?
Do you always do that every morning?
What is your daily food intake like?
Would you say you are as healthy as you could possibly be? why?

The fact that the setting is at a Dominican restaurant (vegetarians are considered people who dont eat red meat, which means chicken is served often to vegetarians), it will give me insights as to how my interviewee makes decisions based on their current environment.

PRACTICALITIES:

Mobile Phone with a voice recorder to record the conversation. All the information gained from my participants is only being used for my research assignment, to find out the behavior of vegetarians in social conditions.

INTERVIEW SCHEDULE, LOCATION, TIMING:

PARTICIPANT 2	LOCATION	PLACE	INTERVIEW DATE	TIMING
Camila van Oost	Dominican Republic	Restaurant	January 6th	08:00 pm

PARTICIPANT 2 INFORMATION:

PARTICIPANT 2	CONTACT INFO	SELECTION CRITERIA MET	PROCESS OF RECRUITMENT
Camila van Oost	+1 (849) 352-5916	<ul style="list-style-type: none">• Is a vegetarian.• Lives in a country that does not know the vegetarian diet well• Has some problems with socializing due to diet.	I wanted to recruit someone who had a difficult time socially when it came to her diet. I knew a friend who spoke about this which is why I recruited her.

Research set-up activity 3

Reading: short article and shopping lists

As the last activity I wanted to use some articles to see if its not only the people I interview which have an issue with social gatherings and eating, but also other vegetarians. I wanted to combine the articles with observing what they normally eat when they are at home by looking into their shopping lists.

They say what you eat is what you are, and that's what I want to know is how and who are they. By doing this research I can find answers to questions like "How does vegetarianism effect friendships and the type of people vegetarians are around?" and "How do social interactions effect a vegetarian's experiences with their diet?" With this I will try and tie all the information together and answer my research questions.

Dynamics

For the interview I planned to be very flexible, I do this by using an open ended interview which naturally has a sense of flexibility because it does not include many fixed questions. I want to be very flexible because this way my participant can feel more relaxed when we do the interview. For the observation observer as participant, I chose this observation type because the user is well aware of the researcher (me), and the participant is somewhat aware of the aim of the research.

Firstly the observation will give me some insights that I can then later focus on more in-depth when I do the interview. On top of this I will be doing the Observation and Interview on two separate participants, so this will give me more depth into seeing the differences in behavior between the two participants. This way when I do the interview I can focus on things that happened during the observation phase and expand on them.

The collected interview data will first be stored on a mobile phone because it is recorded there, and later will be moved to the research for design 2 portfolio information folder. The collected observation data will also be transferred from a mobile device where the pictures were taken on, into the same folder mentioned before. Finally the reading data (shopping lists) will be sent via email and stored in the same folder as the rest of the data.

Data and Experiences

Vegetarians and their Social Interactions

Research set-up activity 1

Observation Field Notes: Family reunions

Analyzing approach

I think by only observing my participant I got a lot of information about her and her tolerance for other people and their diets. I felt like she was at ease and didn't mind me observing her once in a while. I think because it was a very hectic environment I could not get every detail as to what she was doing and reacting, next time I will set up a camera recording so that I can go back and look at the footage.

Observation notes:

PARTICIPANTS ACTIONS AND REACTIONS	OBSERVATION NOTES
Participant helped make food	The participant took it upon themselves to help in the kitchen, making the side dishes and small main meal.
Participant helped prepare main meal	The participant didn't only take care of their own needs but also helped prepare the turkey and other non vegetarian meals that were prepared.
Participant had no comments about non-vegetarian food	The participant only observed as people would take their meals like: turkey, shrimp, cow meat. She had no comments on peoples eating habits.
Participant sat far from meat.	The participant sat strategically as far away from the meat products as possible.
Participant did not seem uncomfortable.	The participant ignored the fact that there was so much meat on the table although she did try and sit as far away from everyone as possible.
Participant was relaxed	Participant seemed to be accustomed to the family setting.
Participant seemed to be having a good time.	Although you would think the participant might feel uncomfortable they seemed to fit right in.
Participant seemed delighted seeing family members enjoy eating meat.	The participant would look around and ask some of the family members if they are enjoying their food, and would smile.
Participant spoke about not making huge meals.	She told me because she lives by herself she doesn't shop as much as we do and many times she buys already made meals or already cut vegetables.

Dinner set up in appendix...

Research set-up activity 2

Ethnographic interview: Go out for dinner together (think out-loud)

Analyzing approach

It was interesting sit at a restaurant to see the perspective of someone who lives in a country that does not offer diverse vegetarian options. I really understood her frustration when she received her meal. She had reserved her meal online with a coupon, but once she got there the restaurant let her know that it was a set dish and that she could not choose. When she received her meal it was a plate full of small different dishes, all being meat except a small portion of fish. Luckily I ordered from the menu a spinach lasagna which we ended up switching.

Doing my interview by observing her day to day struggle when eating outside of her home, really made me empathize with her. Although, because of the nature of my approach I would forget to be more professional, which I think I could do better next time. I also forgot to ask her some questions which would have been nice to know. When I would take out my phone to look at the questions I had, my participant would get nervous so I decided to make it even more unstructured so my participant would feel more at ease.

I did an audio recording and in the 23 minutes of the interview, there were a couple of things that my interviewee said that jumped to my attention such as:

Evidence:

- "Sometimes I have to trick my friends into going to vegetarian restaurants. I just don't tell them it's vegetarian until they notice."
- "Restaurants here have very little options. I have to plan ahead in order to go to a restaurant with friends."
- "Fast food restaurants don't have veggie options."

Some other quotes that stood out to me.

Evidence:

- "When I went to Belgium they had a lot of bread and salads in their menu. I thought the options were wider [than in Dominican Republic]."
- "Some friends are considerate and say 'hey guys we have Camila with us lets take some sauce out of the pan before adding the meat' which is nice!"
- "All family gatherings [...] usually the side dishes are made so I can eat them as well. I just won't eat the main meal since it usually contains meat."
- Just being a vegetarian can make you feel excluded because you see everyone enjoying their food, and you just don't like it." - Interview Camila

- "...I would try to be more flexible by taking the gravy from the meat and so on" - Interview Camila
- "Sometimes I do feel like a weight to people because you don't want to say 'no' when someone offers you something" - Interview Camila
- "In reality it's complicated... Every time I go out with my friends and they want to go to a specific restaurant I always end up eating french fries" - Interview Camila
- "People think you only eat leaves, or carrots, and salad, not anything that fills you up" - Interview Camila
- "People make a lot of vegetarian joke like 'pull over so that Camila can eat' or they ask stupid questions like 'Do you eat rice?' and it's annoying." - Interview Camila
- "restaurants have very little options. I have to plan ahead in order to go to a restaurant with friends." - Interview Camila
- "People have a misunderstanding that vegetarian food does not fill you up. But it does." - Interview Camila

RESTAURANT SET UP:



Field Notes:

PARTICIPANTS ACTIONS AND REACTIONS	OBSERVATION NOTES
Participant seemed to not care for me eating meat entrance.	When I ordered my entrance she didn't seem uncomfortable or upset.
Participant complimented the smell of my food.	The participant was very friendly and asked if my entrance tasted good and that she liked the smell.
Participant miss ordered her main meal and did not react harshly	The participant ordered her meal with a coupon, unfortunately the meal only had a very tiny side dish of fish and the rest was meat. She reacted very calmly and ate what she could.
Participant wanted to deny my offer	Luckily for the participant I had ordered a vegetarian lasagna and when I offered it in exchange for her meal she denied until I told her that it was really fine.
Participant is often exposed to such situations	The participant seemed to be acquainted with situations where a restaurant offers very little options or misunderstands her order. She was very calm and took it like something that happens everyday.

Research set-up activity 3

Reading: short article and shopping lists

Short Article notes

The article talks about how difficult it is in general for vegetarians because they must use certain strategies to make food choices and show their food to other people. A study which is spoken about in this article says that some vegetarians in order to manage social interactions, would eat certain animal derived foods that they would not usually eat. This information is evident in my research.

Citation:

Jessica Greenebaum. (2018) Vegans of color: managing visible and invisible stigmas. Food, Culture & Society 21:5, pages 680-697.

shopping lists on next page...



Shopping lists: Participant 1

The first participant has their shopping list on their phone in the notes app. They include:

- Quite a bit of vegetables and fruit in their shopping list.

What is interesting is that they buy:

- Already cut vegetables,
- As well as ready made salad which links back to what they told me earlier in the observation phase.

Further notes:

- The participant buys quite a bit of ready made things which she told me is to save time.
- Her shopping list includes a balance of health and a bit of indulgence foods.
- The participant seems to buy one of each item (not a lot of food)

Participant 2

The second participant has their shopping list on their reminders app. They include:

- Quite a bit of vegetables and fruit in their shopping list.
- A lot of different oats/seeds.

What is interesting is that they buy:

- Brown rice and whole wheat pasta (unusual).
- Lots of cheeses.

Further notes:

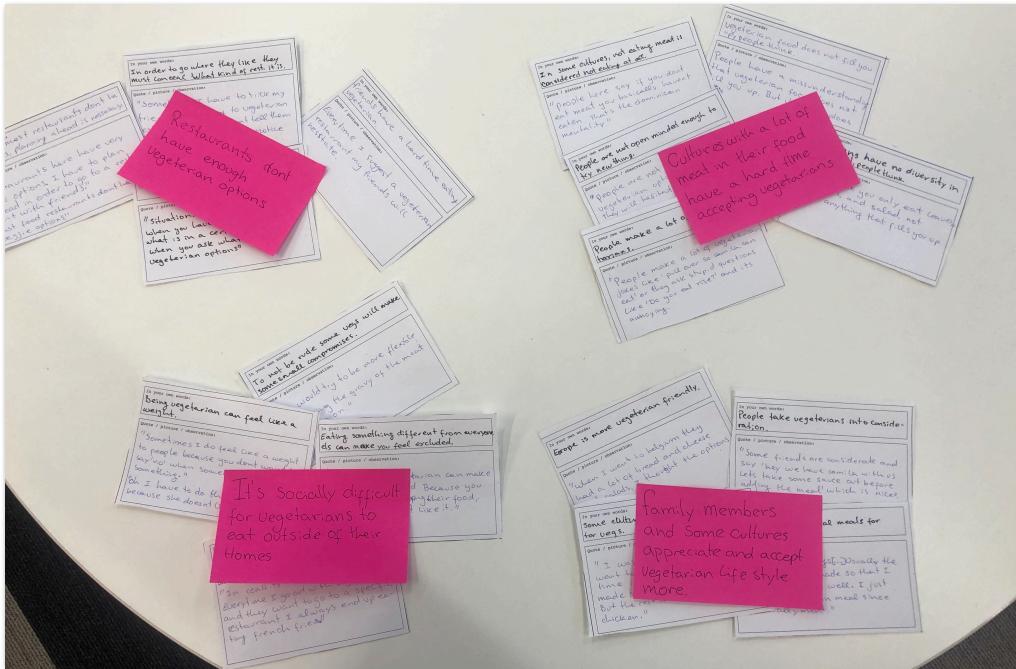
- Her shopping list includes very healthy food choices.
- She seems to be shopping just for herself.
- Not a very long list, but includes everything she needs.

Synthesis

Vegetarians and their Social Interactions

Raw Data User Insights

In the synthesis the user insights are put through two iterations. The first iteration involved finding titles for participant insights that communicated similar messages about the participant. This is evident below:



I wrote 17 different quotes with titles and grouped them based on the message they were communicating about the user. Below is listed the iterated titles and quotes that fit into each one:

- Some vegetarians find cultures with big quantities of meat in their food to have a harder time accepting the vegetarian diet.

"restaurants have very little options. I have to plan ahead in order to go to a restaurant with friends." - Interview Camila

"People have a misunderstanding that vegetarian food does not fill you up. But it does." - Interview Camila

"People think you only eat leaves, or carrots, and salad, not anything that fills you up" - Interview Camila

"People make a lot of vegetarian joke like 'pull over so that Camila can eat' or they ask stupid questions like 'Do you eat rice?' and it's annoying." - Interview Camila

- It is socially difficult for some vegetarians to eat outside of their homes in some cultures.

"Just being a vegetarian can make you feel excluded because you see everyone enjoying their food, and you just don't like it." - Interview Camila

"...I would try to be more flexible by taking the gravy from the meat and so on" - Interview Camila

"Sometimes I do feel like a weight to people because you don't want to say 'no' when someone offers you something" - Interview Camila

"In reality it's complicated... Every time I go out with my friends and they want to go to a specific restaurant I always end up eating french fries" - Interview Camila

- Some vegetarians think most restaurants should have more vegetarian options.

"Sometimes I have to trick my friends into going to vegetarian restaurants. I just don't tell them it's vegetarian until they notice." - Interview Camila

"Restaurants here have very little options. I have to plan ahead in order to go to a restaurant with friends." - Interview Camila

"Fast food restaurants don't have veggie options." - Interview Camila

- Some vegetarians think that some families and cultures accept and appreciate the vegetarian life style more than others.

"When I went to Belgium they had a lot of bread and salads in their menu. I thought the options were wider [than in Dominican Republic]." - Interview Camila

"Some friends are considerate and say 'hey guys we have Camila with us lets take some sauce out of the pan before adding the meat' which is nice!" - Interview Camila

"All family gatherings [...] usually the side dishes are made so I eat them as well. I just won't eat the main meal since it usually contains meat." - Interview Camila

Iterated User Insights

The second iteration was to choose two participant insights that stood out and make a description for them. As seen below:

INSIGHT 1	
Title	Oh! You're a vegetarian? We serve chicken you know!
Description	Vegetarians find it that normal restaurants have a very limited menu for them, which makes it harder for them to socialize with people who do not like going to vegetarian restaurants. People also seem to misunderstand the vegetarian diet which can make vegetarians feel unhappy about their choices.
Supporting Data	"restaurants have very little options. I have to plan ahead in order to go to a restaurant with friends." - Interview Camila "People have a misunderstanding that vegetarian food does not fill you up. But it does." - Interview Camila "People think you only eat leaves, or carrots, and salad, not anything that fills you up" - Interview Camila "People make a lot of vegetarian joke like 'pull over so that Camila can eat' or they ask stupid questions like 'Do you eat rice?' and it's annoying." - Interview Camila
INSIGHT 2	
Title	Oh you guys want fast food?... that's okay I'll just have fries.
Description	Some vegetarians seem to not want to bother other people/their friends when going out for food. Being vegetarian also seems to complicate their lives in places where the vegetarian diet is not well established.

INSIGHT 2	
Supporting Data	<p>"Just being a vegetarian can make you feel excluded because you see everyone enjoying their food, and you just don't like it." - Interview Camila</p> <p>"...I would try to be more flexible by taking the gravy from the meat and so on" - Interview Camila</p> <p>"Sometimes I do feel like a weight to people because you don't want to say 'no' when someone offers you something" - Interview Camila</p> <p>"In reality it's complicated... Every time I go out with my friends and they want to go to a specific restaurant I always end up eating french fries" - Interview Camila</p>

Feedback from iterations:

INSIGHT 2	
Title	It is socially difficult for vegetarians to eat outside of their homes.
Description	Vegetarians seem to not want to bother other people/ their friends when going out for food. Being vegetarian also seems to complicate their lives in places where the diet is not well established.
Supporting Data	<p>"Just being a vegetarian can make you feel excluded because you see everyone enjoying their food, and you just don't like it." - Interview Camila</p> <p>"I would try to be more flexible by taking the gravy from the meat and so on" - Interview Camila</p> <p>"Sometimes I do feel like a weight to people because you don't want to say 'no' when someone offers you something" - Interview Camila</p> <p>"In reality it's complicated... Every time I go out with my friends and they want to go to a specific restaurant I always end up eating french fries" - Interview Camila</p>

1) Shows motivation which helps with building understanding.

2) Motivation why eating outside home is difficult

3) May be relatively specific since it mostly applies to vegetarians with backgrounds of friends that consists mainly for a large part of people eating meat.

4) Seems like the participant tries to be considerate of her friends, which helps to build a narrative

N.B.

1- Yes, some cultures can be more harsh towards those who do not follow the same diet.

2- Yes, it contains not only new information but as well as a personal side.

3) Clear narrative. Would like to see multiple sources

4) It helps to set a scene. Does not give motivations why vegetarians might have negative feelings.

User Insights	INSIGHT 1
Title	Vegetarians find cultures with big quantities of meat in their food have a harder time accepting the vegetarian diet.
Description	Vegetarians find that normal restaurants have a very limited menu for them, which makes it harder for them to socialize with people who do not want/like to go to vegetarian restaurants. People also seem to misunderstand the vegetarian diet which can make vegetarians feel unhappy about their choices.
Supporting Data	<p>"Restaurants have very little options. I have to plan ahead in order to go to a restaurant with friends." - Interview Camila</p> <p>"People have a misunderstanding that vegetarian food does not fill you up. But it does" - Interview Camila</p> <p>"People think you only eat leaves, or carrots, and salad, not anything that fills you up" - Interview Camila</p> <p>"People make a lot of vegetarian jokes like 'pull over so that Camila can eat' or they ask stupid questions like 'Do you eat rice?' and it's annoying." - Interview Camila</p>

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1
19
2
20

present insights in an inspiring way that makes designers want to do a creative session.

Improved Iterations on next page...

Improved Iterations:

INSIGHT 1	
Title	Oh! You're a vegetarian? We serve chicken you know!
Description	Some vegetarians find it that normal restaurants in some countries have a very limited menu for them, which makes it harder for them to socialize with people who do not want/like to go to vegetarian restaurants. According to some vegetarians, people also seem to misunderstand the vegetarian diet which can make vegetarians feel unhappy about their diet choices.
Supporting Data	<p>"restaurants have very little options. I have to plan ahead in order to go to a restaurant with friends." - Interview Camila</p> <p>"People have a misunderstanding that vegetarian food does not fill you up. But it does." - Interview Camila</p> <p>"People think you only eat leaves, or carrots, and salad, not anything that fills you up" - Interview Camila</p> <p>"People make a lot of vegetarian joke like 'pull over so that Camila can eat' or they ask stupid questions like 'Do you eat rice?' and it's annoying." - Interview Camila</p>

INSIGHT 2	
Title	Oh you guys want fast food?... that's okay I'll just have fries.
Description	Some vegetarians seem to not want to bother other people/their friends when going out for food. Being vegetarian also seems to complicate their lives in places where the vegetarian diet is not well established. It was seen from my data that the Dominican Republic not have a very established vegetarian options in their menus. Because of this vegetarians try to avoid going to settings that involve menus that don't include vegetarians.

INSIGHT 2	
Supporting Data	<p>"Just being a vegetarian can make you feel excluded because you see everyone enjoying their food, and you just dont like it." - Interview Camila</p> <p>"...I would try to be more flexible by taking the gravy from the meat and so on" - Interview Camila</p> <p>"Sometimes I do feel like a weight to people because you dont want to say 'no' when someone offers you something" - Interview Camila</p> <p>"In reality its complicated... Every time I go out with my friends and they want to go to a specific restaurant I always end up eating french fries" - Interview Camila</p>

Ethnography on next page...

Ethnography

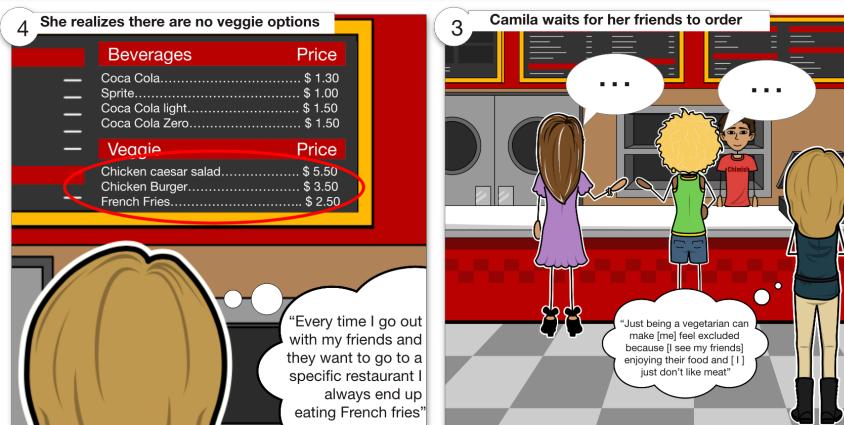
Vegetarians and their Social Interactions

This is a visual representation of the struggles and experiences some vegetarians go through when they go out for food with their friends. Camila is the main character and all quotes are things Camila told me when I interviewed her in a restaurant.



Camila is hanging out with her friends at the park when suddenly they become hungry and decide to go look for a restaurant.

They coincidentally walk by Chimis! A fast food restaurant serving mainly burgers. But they decide to go inside anyways because they serve vegetarian options as well.



As she waits she reads the menu. And not to her surprise she realizes that what they meant by veggie is actually chicken.

As Camila's friends are ordering their food. Camila is waiting in line and starts feeling excluded because she is not able to enjoy burgers and fast food like her friends do.



She asks if there are any other veggie options but the employee answers with the same answers as there are on the menu. She ends up getting a fries as always.

When she gets back to her friends, who are none the wiser ask if she took the chicken burger which is "vegetarian". She explains that she does not eat any meat at all but she always come prepared and brought a sandwich, which one of her friends comments is not enough.

Camila Persona



Camila van Oost

Pescaterian/Vegetarian

Born 16th March 2000

Finds it socially difficult to eat out



Oh! You're a vegetarian? We serve chicken you know.

Some vegetarians find it that normal restaurants in some countries have a very limited menu for them, which makes it harder for them to socialize with people who do not want/like to go to vegetarian restaurants. According to some vegetarians, people also seem to misunderstand the vegetarian diet which can make vegetarians feel unhappy about their diet choices.

"Restaurants have very little options. I have to plan ahead in order to go to a restaurant with friends." - Interview Camila

"Restaurants have very little options. I have to plan ahead in I just tell many people im a vegetarian because when I say I'm a pescatarian they just look at me and say 'Pesca what?'" - Interview Camila

"People make a lot of vegetarian jokes like 'pull over so that Camila can eat' or they ask stupid questions like 'Do you eat rice?' and it's annoying." - Interview Camila

Oh you guys want fast food?... that's okay I'll just have fries again.

Some vegetarians seem to not want to bother other people/their friends when going out for food. Being vegetarian also seems to complicate their lives in places where the vegetarian diet is not well established.



"Sometimes I do feel like a weight to people because you dont want to say 'no' when someone offers you something" - Interview Camila

"In reality its complicated... Every time I go out with my friends and they want to go to a specific restaurant I always end up eating french fries" - Interview Camila

Appendix

Research Dinner set up - Research activity 1:



Bibliography

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