UX Design Questions – Petra

1. Could you describe your experience with having access to organic food/raw materials?

I do my weekly purchases on a supermarket. There is a small counter with organic food.

2. Why would you need organic food/raw materials?

Ist healthier and and more sustainable.

3. How would you describe an efficient organic raw material sourcing website?

The Homepage should have a good structure and should include information about the food and the ingredients of the food. Recipes gives motivation to cook with the organic food.

4. Can you describe your current schedule and how you balance your responsibilities with cooking for your family?

During my daily purchases, I buy sometimes organic food and cook it. At the weekend, I give me more time for cooking and get more heathy food.

5. How often do you order for organic food materials? And what’s your motivation for doing so?

It is healthier and I buy it sometimes during my weekly purchasing.

I buy organic food as it is more ecologically. If you present normal food and organic food side by side I would buy rather the organic food as it would be presented seperatly.

6. What challenges do you face when ordering for organic food materials? How does that make you feel?

Most dificult is it to get organic meat, as you cannot get it on the supermarket in good condition. And I am not motifated to go tot he farmer just to get the meat.

7. Is there any way you feel these challenges could be resolved?

It would be great, if you bring the organic food tot he customer, so it is not such exotic as it is in the moment.