UX Design Answer Anja

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

I either buy organic food at the super market or at a local organic farm. However, the farm is mainly used for milk, eggs and grains.

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

I like the idea of buying less processed and healthier food as well as making sure the food is sourced/produced sustainably and I do my little part for biodiversity, sustainability and environmental protection.

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

It needs to state the origin of the organic raw materials, it needs to have a good search function or description of what is available when since presumably not all products are available all of the time. Also, it needs to be visually appealing and have a clear structure.

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

I’m grateful that kindergarden provides a warm meal. However, we cook a warm mean in the evening about 4 times a week. Ideally, this is a quick and wholesome meal, though with the food preferences of the kids and lack of time this is not always possible. Often we simply to bread or bread rolls with cold cuts and/or cheese and cuts vegetables.

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

We do not.

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

Previously we used Hellofresh where some of the ingredients are organic. However, I feel having the food send and individually wrapped does not counter-balance the less food waste argument. I do not necessarily subscribe to the idea of having food delivered on the whole.

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

Less individual packaging and knowing that there are short delivery/sourcing routes would help me. Also, it would be beneficial if there were recipe ideas provided.