UX Design Answers

1. Melanie

* Age: 38
* Education: Master in economics
* Hometown: Essen
* Family: 2 childs (6 and 2)
* Occupation: Projektmanager

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

* You can buy it in the supermarket, by the framer or plant in your garden or even on a rented field.
* I buy it int he supermarket, by the farmer and plant some food by my self.

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

* It is more healthy and it`s better for our earth then other confindencial food.

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

* It should implement something general about it. Definition.
* Which possiblities to get it are available? Including advance and disadvance of each possibility.
* Some generell information about plant.

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

* I currently cook the daily meal and try to cook as much as possible with fresh organic food.

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

* I never ordered it, but I buy it on the supermarket once a week
* It is healthier and more sustainable

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

* It is difficult to get organic food and buy less plastic on the same time if you buy it on the supermarket
* If you ordered it, the main challenge is to have it fresh and there will not be so much CO2 emissions
* It is expensive to buy organic food
* You need some experiences, if you plant by yourself.

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

* The best is, you plant by yourself or get it where ist grown.
* Sharing experiences with plant.

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2. Tobias

* Age: 40
* Education: Master in economics
* Hometown: Essen
* Family: 2 childs (6 and 2)
* Occupation: SAP key user

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

T: Supermarket, Internet

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

T: better taste, better for the environment, better for the health

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

T: Product proposal when visiting the website again (rebuying), section which shows the sourcing process transparent

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

T: no schedule, seasonal cooking, eat fresh food as often as possible.

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

T: I buy it spontaneously in the supermarket, if I have the choice.

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

T: I don’t know the source of the organic food right away. I need to trust the website by references like a chief cook, who uses for instance the same spices.

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

T: If there would be local information events, where some can taste the product, this might help. Also if small groups would bundle there order, they might get better prices and would order more often.

3. Johann

* Age: 70
* Education: Master in economics
* Hometown: Weddel
* Family: 2 childs (40 and 34)
* Occupation: retired

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

We have various groceries close by. It´s easy for us to buy fresh organic food produced from farmers out of our neighborhoods.

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

Organic food is the best basic nutrition without harmful chemical substances.

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

I expect a quick overview about the offered products and a set of information about the product itself – like description, price, quantity, origin and delivery period.

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

The time to prepare the breakfast and the supper is very short. Most of the food comes direct out of the refrigerator. I need more time to prepare the lunch. For every day I must decide what to cook. I have to buy the ingredients. The preparation time depends up on the recipe.

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

During my daily shopping I am looking always after organic food offers. I buy the product if the price and the freshness fits.

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

Sometimes I don’t find the right product in the grocery. I have to drive around to get the perfect product. It is annoying and time consuming.

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

If I could choose out of a large selection of perfect products with acceptable price and time of delivery right at the front door, the problem would be solved.

4. Lara

* Age: 21
* Education: school leaving examination
* Hometown: Köln
* Family: single
* Occupation: student

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

When I want to buy organic food I can either get it at the supermarket (every day) or once a week at a small market. When at the supermarket you have to search a bit for organic food, since the majority are non-organic food.

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

I use organic food for cooking and all kind of snacks and drinks.

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

An efficient website for sourcing organic raw material should be clear and structured, with an option to search for any item that you need in particular. But there should also be recommendations on the starting page.

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

From 8am till 4pm I am usually busy with studying at university. Afterwards I often cook, but only for myself, since I am the only one eating at home. Thus, I can plan my cooking very flexible.

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

I never ordered organic food material online. If I need something, I will buy it at the supermarket, because that’s faster.

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

When ordering organic food material, it could be that it would take longer than going to a supermarket yourself. But on a structured website, you would not have to look for a particular item that long. Also, I would be concerned that while packing and delivering the food could go bad. I feel like that could be challenging.

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

The time of delivery could be resolved with having a numerous amount of storage facilities so that the paths for suppliers are shorter. When delivery paths are kept short, food would not go bad on these short paths either.

5. UX Design Questions – Petra

* Age: 54
* Education: master in social science
* Hometown: St. Tönis
* Family: married, 2 childs (21 and 26 both don`t live in the house anymore)
* Occupation: social worker

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.

6. UX Design Questions – Alois

* Age: 53
* Education: IT-Specialist
* Hometown: St. Tönis
* Family: married, 2 childs (21 and 26 both don`t live in the house anymore)
* Occupation: Database spcialist

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

In the last years it will be easier step by step to get organic food. The offer of organic food in supermarked extends more and more. The offer from local farmers complete the offer.

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

Ist healthier and you can eat the hole frood or vegetable including peel

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

The Homepage shoul include an extensive range on food or vegetable with fair prices. The products should be fresh and not older than one day. The packaging should be recyclable.

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

In nearly every purchasing organic food is included. Organic food is almost included in our daily routin.

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

I do not order it, but I by it once the week as it healthier and pesticides are not included.

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

I don´t ordered, but here in the country I can get it everywhere. But in the city it is more complicated.

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

It should be possible to buy it online as well.

7. UX Design Answer Anja

* Age: 40
* Education: Master in economics
* Hometown: Essen
* Family: married, 2 childs (21 and 26 both don`t live in the house anymore)
* Occupation: Sales

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.