UX Design Questions – Bootcamp Webdev Project

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.