UX Design Questions – Bootcamp Webdev Project

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.