

Introduction

Generative Research

AI assistant app Sue-Chef. Sue is an AI chatbot assistant that is fully trained on Cookbooks, cooking shows and recipe websites. More than that, Sue is hosted on a platform that allows you to create, organize and share the recipes that you and Sue come up with. This comprehensive cooking platform also has an infinite-scroll, social media portion that is nothing but food pics.

Sue's main purpose is to help you navigate your recipe and with what ingredients you have on-hand. Sue can use your camera to see if you are doing things properly, answer quick questions about things while you're cooking, set timers and more. This AI will also help you format the recipes you create so they can be more easily shared on your profile.

The social media portion of this app will allow people to share recipes they have created, save recipes that they want to try and view the results of people trying and commenting on specific recipes. Connecting with other social media platforms and allowing people to freely share the food from our app is a vital part in growing our community.

Secondary Research

In this project, our design guidelines are dictated not only by our app's features and target demographic, but also by modern design and accessibility standards. The Web Accessibility Initiative (W3C, World Wide Web Consortium, 2025) introduces accessibility as people's ability to "*perceive, understand, navigate, and interact with the Web*" and

“contribute to the Web” using a certain technology-based platform or tool, despite disabilities or situational limitations. Our app will allow people to contribute their favorite recipes and new food creations to our social network, as well as share on other platforms, no matter what their pre-disposition is, as long as we account for accessibility in our design phase.

To understand what accessibility limitations our design must account for; it is important we understand our demographic or target user base. Our demographic covers a wide range of people and will be mostly destined for an audience in North America as this is where the largest market size is for cooking education, based on a study done in 2024 about the cooking education industry (Business Research Insights, 2025). This study also indicates major growth in market size for cooking education that the industry will more than double by 2032 with about a quarter of that being attributed to technology-based education. This report (Business Research Insights, 2025) goes on to indicate opportunities in diet-specialized education, growth in health food options and an increase in major industry players relying more and more on growth, according to the report, through *“smarter technologies for enhancement of functionality and operational flexibility”* (Business Research Insights, 2025).

In a recent report concerning the *State of Online Recipes* (Chicory, 2024) demonstrated that all age groups are involved in the potential user base for technology based recipes stating that on the low-end, 83% boomers (ages 59-77) use online recipe sources while on the high-end 96% of millennials (ages 27-42) use online recipe sources. This study (Chicory, 2024) also shows the majority of people at 66% use organic search engines to find their recipes, indicating that most people do not have a preferred recipe platform that

is dedicated to food content and instead use a social media platform or search engine like Google.

Other sources indicate an increase in younger generations in their interest in recipes and specifically “food hacks”, that the article describes as recipes “*focused on a few ingredients and a short cooking window.*” (The Missing Ingredient, 2025). One possible special category for our social platform.

To increase accessibility and to maximize our potential user-base, it is important to embrace accessibility for disabled as well as able-bodied persons. Having multiple input modalities is going to be particularly important for our app. People need to be able to interact with the recipe they are using if they are temporarily impaired while handling food.

In summary, based on this research our target demographic is a broad range of people with various backgrounds and ethnicities. In fact, the more diverse our platform becomes the better. People can explore new foods and have new experiences while viewing posts on our social platform. However, the ability to explore foods of a certain category and dietary restriction cannot be omitted for accessibility reasons. One of our main tools for achieving a more accessible design is in the input and output tools we make available. Customizing our AI model so that it is intuitive to use, can use text-to-speech as well as traditional text input and support a variety of outputs will all help more users reach our platform. Allowing the AI to take more control of documenting the cooking process and creating recipe articles will allow for a broader range of people with different abilities to share their experiences with others.

Primary Research

For my Primary research I conducted semi-structured interviews.

Research Questions

- What demographic is most inclined to using an AI to learn to cook?
- Are people open learning to cook with AI?
- How much demand is there for a social platform that is strictly about food?
- What health restrictions are our users expecting from our recipes?
- What other food categories do people want to search for?
- What social platforms are people using for food the most?
- How do people with disabilities interact with recipe websites?
- What input sources do people prefer for interacting with technology?
- What kinds of things do people want help with from AI?
- How do people prefer to learn online?

Participants

-Participant 1: Peiyun Chu Clark

Age Group: 27-42 (Millennial)

Gender: Female

Nationality: Chinese

Location: San Francisco, CA

Bio: Peiyun is a Chinese-born person living in San Francisco categorically in the millennial generation. She enjoys eating food, looking and photos of food and cooking meals from her hometown for her family. She is primarily interested in local cuisines of China, a lot of which are not available where she lives now. Being able to easily obtain recipes and create some of the dishes she is familiar with from back home would be great. She is adept at using new technology like AI and has considered it as a learning platform for food recipes. Peiyun consented via the Google form to participate in the recorded interview.

-Participant 2: Libby Clark

Age Group: 49-77 (Boomer)

Gender: Female

Nationality: American

Location: Fairfield, CA

Bio: Libby Clark is an American born, female adult living in the San Francisco Bay Area categorically in the boomer generation. She has a lifetime of experience as a chef and originally learned to cook from cookbooks and family recipes and now uses the internet to search for new recipes. She is a fan of some famous chefs and follows them online so that she can pick up tips on how to cook. Elizabeth consented via the Google form to participate in the recorded interview.

Interview Context

My Interviews will take place in a verbal context either in person, or over the phone.

The conversations will be recorded for later transcription.

Interview Questions

- Please state your name
- Please state what city and state you live in
- What is your nationality?
- Please state which age group you are in (18-26, 27-42, 43-58 or 49-77)
- How would you rate your cooking skills out of 10?
- How would you rate your knowledge of various food out of 10?
- What methods do you currently use to find recipes
 - Recipe website/platform
 - Social media
 - Television
 - Cookbooks
 - Family Recipes
 - Other? _____
- What types of recipes have you searched for in the past?
 - Examples?
- Have you ever taken a cooking class?
 - In person?
 - Online?
 - Other? _____
 - If Yes: Please describe your experience.

- If yes: Please rate your experience out of 10
- Have you ever taken any kind of class online?
 - If yes: Did the class cost money?
 - If yes: tell me about your experience and what you learned
 - If yes: rate your experience out of 10
 - If no: would you ever consider taking a class online?
- What nationality of food would you say you cook the most?
- What nationality of food would you say you are most familiar with?
- Are there any kinds of food you wish to explore?
- Do you have any dietary restrictions?
- How often do you look up new recipes?
- How often do you experiment and cook new foods? (daily, weekly, monthly, less often)
- How often do you eat foods that are new to you?
- When was the last time you tried a food that was new to you?
- Have you ever posted food pictures on social media before?
 - If yes: Which platform?
- Do you regularly view pictures of food on social media?
 - If yes: Which platform?
- Which types of foods are you interested in viewing on social media?
- Do you watch any TV shows about cooking?
 - If yes: Which TV shows
- Would you be interested in a social media platform that is only food pictures, out of 10?
- Have you ever used an AI chat platform before? (OpenAI, Gemini, DeepSeek etc.)
 - If yes: which platform?
 - If yes: how often? (Daily, Weekly, Monthly)
 - If yes: how would you rate your experience with this platform out of 10?
- What type of things do you use AI for?
 - Examples?
- Have you ever used an AI platform to ask for cooking directions?
 - If yes: which platform?
 - If yes: what did you ask about?
 - If yes: how would you rate your experience out of 10?
 - If no: would you ever consider asking an AI for cooking directions?
 - If no: what type of things would you ask it about?
- Would you prefer to learn cooking from an AI or an actual person?
- Would you consider buying products that an AI recommends?

- Would you consider buying *food* products that an AI recommends?
- Would you consider eating at a restaurant that an AI recommends?
- What was the last meal you cooked?
- Any additional feedback you have on the topic of recipes, cooking or the use of AI in the kitchen?

Method for Obtaining Informed Consent

I obtained consent from the interview participants using Google Forms (Google, 2025).

This information is then stored in a google sheet as proof of consent.

[Link to Google Form](#)

[Link to participant responses](#)

Findings

Online Recipe Site Experiences

Both interview participants use online resources to find new recipes and share their cooking online. Most common were platforms like Instagram and YouTube for viewing food content, but Libby also mentioned following websites that belong to famous chefs.

She said “*I do look at the Jacques Pepin website*” in-order to get tips for cooking. Many chefs could have profiles on our platform to use their famous name to interact with their fans and audience. Since neither had knowingly had experience with these recipe websites I believe it would require more interviews to establish any conclusions about the experience on these websites.

Experience with other recipe platforms

Generally, it seems people enjoy using major social media platforms like Instagram, Red Note and YouTube to view food experiences and find new recipes instead of going directly to any specific recipe site. Neither participant could name a recipe platform or have any familiarity with the different companies in the recipe space. Most of the recipe sites seem to have very little name recognition and instead generate a lot of users via being linked to by other platforms. Incorporating the ability to share with other platforms, and generating users from those platforms is key in the success of our app.

Need for food based social platform

Additionally, Peiyun has experience with Chinese platforms stating that there is a popular app in China that is social media but only for food. She describes her interactions on the platform like this, *“a lot of people comment there. So they post on the comments, share their experience. And yes. I also post the food there. So, I love to communicate and chat with different people about the recipe”*. Peiyun’s experience with a food-only social site was very positive and seems to fill a space in the Chinese market. I would say more research is warranted but a food-only social website is a very valid market need that is fulfilled with our app.

Current popular platforms for sharing food

Both participants shared that YouTube is one of their primary places to view food content. Peiyun said *“YouTube has a lot good YouTuber to they shot the vlog all over*

the world, so I'm pretty, I'm super enjoy to watch those video." Libby mentioned *"Yeah, all of the above, and I also use YouTube."* When asked about what methods in general she uses to find recipes. YouTube is a multipurpose website in the space of food content, in that some people go there to find recipe ideas while others may go there only to see the experiences of others as they travel in different places in the world. If we could find a way for our platform to have many uses for our different types of users that could be very helpful for the success of our app.

Using AI to learn to cook

Questions pertaining to AI as a tool in the kitchen led to some very interesting results. Peiyun's responded very positively when asked about her willingness to let AI teach her cooking tips. Peiyun had already used Chat-GPT from OpenAI to ask for tips on how to make chocolate chip cookies and rated the experience very highly. She also admitted to using an AI platform daily. Libby, on the other hand, was very hesitant to accept any recommendations from an AI including any recommendations on what to buy or where to go eat. Her experience with AI platforms was very limited and said she had only ever used an AI platform a few times. With further supporting research, I may be able to draw a conclusion about age and which generations are more likely to utilize an AI recipe platform. It makes sense that younger generations, Millennials and Gen-z, have more experience with AI and would be more likely to trust recommendations made by an AI, while older generations, boomers, have less experience with AI and are much less likely to trust recommendations given by our platform. There is a lot more information needed to draw solid conclusions about AI.

Summary

There is much to consider when designing an app with such a specific purpose but with a very general audience. Much more research should be done in each category of our target demographic. For our app it might be better to target younger generations with AI features as they would be more adept and prone to using these features. However, it seems the social media portion of our app would appeal to any age group.

There were some potential features for our app that I gathered by doing this research. In our interview, when asked about what type of recipes she might ask the AI about, Libby responded, "Lemon recipes. What can I do with all these lemons? Because I have a lemon tree. Oh, great. Or grapefruit recipes." A lot of considerations should be made for users to be able to search by ingredient and not just type of recipe. Libby also mentioned how important it is to her to see pictures of the final product when searching for recipes. The social media portion of our app would have to encourage users to upload many pictures of their recipe in order to boost engagement.

Peiyun made a very valid point at the end of our conversation. She said, *"I highly recommend you try different platform and write down, then maybe you can combine those recipes, become your own recipe."* In a way, I think that is exactly what we are trying to do with Sue Chef. The main usability problem we are solving with our app is to create a central repository for all things, food. Users need a central place on the internet where they can go to research different ways of cooking a dish, create their own version, or just to view stories about their favorite types of food.

Appendix

Transcriptions provided by Descript (Descript, 2025)

Interview 1 Transcription:

Interviewer: Okay. Please state your name.

Peiyun: My name is Pian Clark.

Interviewer: Alright. Which state and city do you live in?

Peiyun: I'm currently living in San Francisco, California.

Interviewer: What is your nationality?

Peiyun: I'm a Chinese.

Interviewer: Please state which age group you're in?

Peiyun: My age is 27 to 42.

Interviewer: How would you rate your cooking skills out of 10?

Peiyun: I would say six.

Interviewer: How would you rate your knowledge of various foods out of 10?

Peiyun: Eight. I'm pretty good.

Interviewer: What methods do you currently use to find recipes?

Peiyun: Usually I find the recipes through the social media red note Facebook,

Interviewer: any other methods,

Peiyun: sometimes cookbooks.

Interviewer: Cookbooks?. How about family recipes or,

Peiyun: oh, yes.

I had a few dishes from my hometown, especially maybe from my family. I think I already remember all the steps, so yeah, that is the family recipes.

Interviewer: What types of recipes have you searched for in the past? That's on, online, on social media, on recipe websites. What types of recipes have you searched for before?

Peiyun: Usually is a main meal dishes. From Chinese food and some baker like a cookie cake

Interviewer: Have you ever taken a cooking class?

Peiyun: No,

Interviewer: never. Okay have you ever taken any other kind of class online?

Peiyun: Yes. Currently take a ux Design class through the cosera is online class.

Interviewer: Did that class cost money?

Peiyun: Yes, they have the cosera they have you need to pay the Member ship fee each month.

Yeah.

Interviewer: Tell me about your experience and what you learned on Coursera.

Peiyun: Oh, I think it's really a reasonable price. We can learn a lot of different stuff from the Coursera. Also, it's pretty flexible for every person who has a different time schedule.

And also they are put a lot of resources there. You can, using the resources find you can, using the resources, get more knowledge.

Interviewer: How would you rate your experience with Coursera out of 10?

Peiyun: Oh, I would just say an 8, 9.

Interviewer: So we'll go to some food questions. What nationality of food would you say you cook the most?

Peiyun: Chinese food. I'm a Chinese.

Interviewer: What nationality of food would you say you're the most familiar with?

Peiyun: Chinese food.

Interviewer: Of course. Are there any other kinds of food that you wish to explore besides Chinese food?

Peiyun: Yes, I would love to explore in the future pasta pizza, like more Italian food

Yeah, Italian, European food. More healthy style?

Interviewer: Health foods? Yeah, health foods.

Peiyun: Salad.

Interviewer: Do you have any dietary restrictions?

Peiyun: Not really. I don't have it.

Interviewer: None at all?

Peiyun: Yeah.

Interviewer: How often do you look up new recipes?

Peiyun: I would say once a week. That's pretty frequently because I go through those food channel on social media.

So ever since I've Find a very interesting recipe.

I would love to try it.

Interviewer: How often do you then experiment and cook new foods?

Peiyun: I would say Daily?

Interviewer: Weekly? Monthly? Less often?

Peiyun: Maybe monthly? For the new foods, yeah.

Interviewer: Maybe once or

Peiyun: Once two weeks. Okay,

Interviewer: every couple times a month you cook a new dish that you've never cooked before?

Peiyun: Yes.

Interviewer: How often do you eat foods that are new to you?

Peiyun: Oh, I Besides what you cook. Okay. Because I live in San Francisco, there are so many diverse food here.

So I would love to try all the new food. And I would say if the restaurant, a restaurant can cost a little bit low, I would try every single week. But now I think maybe monthly, I would like to, every month, I would love to try a new food.

Interviewer: When was the last time you tried a new food, or a food that was new to you?

Peiyun: Oh I couldn't remember, but oh, I try some

Some European food, I forgot the name. But we try, me and my husband try in the Mission area. Yeah.

Interviewer: Okay, let's move on to some social media questions. Have you ever posted food pictures on social media before?

Peiyun: Yes.

Interviewer: Okay which platforms?

Peiyun: There are a lot of platforms I posted before. Red Note Instagram.

Instagram. And there was a Chinese app called Xia Chu Fang, it's only for food. Usually people learn a new recipe, then they will post the picture there. I did a couple years ago, but I stopped using now. Yes.

Interviewer: So there's a Chinese app that's social media only about food?

Peiyun: Yes. It's only about food. How is your

Interviewer: experience on that platform?

Oh,

Peiyun: it's great. They also they also a lot of people comment there. So they give their people, post on the comments, share their experience. And yes. I also post the food there. So I love to communicate and chat with the different people.

Interviewer: Interesting. Do you regularly view pictures of food on social media?

Peiyun: I would say yes, a lot.

Interviewer: Which platforms do you view these pictures the most?

Peiyun: Since I'm Chinese, I use a lot of Chinese apps. So Red Note is, and TikTok is the most common social media. I would like to view all those food channels. They're also YouTube. YouTube has a lot good YouTuber to they shot the vlog all over the world, so I'm pretty, I'm super enjoy to watch those video.

Interviewer: Oh, that's a good point. Yeah. Which types of foods are you interested in viewing on social media? You already said food from around the world.

Peiyun: Yes. So what type of food? Because I'm living outside my own country, so I'm homesick a lot sometimes, so I look at Chinese food a lot on the YouTube. Sometimes I Because my husband is American, so I would love to know more about American food, like a cheeseburger.

So yes, so both the food I

Interviewer: All right how interested would you be in a social media platform that is only about food pictures? Rate your interest out of ten.

Peiyun: I would say five.

Interviewer: Five? Yeah, I would love interested?

Peiyun: Yeah, I would love to. Watch all different stuff with food. Now, maybe not only food.

Interviewer: Have you ever used an AI chat platform before? An example would be OpenAI, Gemini, DeepSeek.

Peiyun: Yes, I use very frequently OpenAI. Recently, DeepSeek is pretty popular. So I try to use it.

Interviewer: So how often you said? Multiple times a week or daily? Monthly.

Peiyun: Oh, recently. I would say daily.

Interviewer: Daily?

Peiyun: Yeah.

Interviewer: Overall, how would you rate your experience using these platforms?

Peiyun: For the chat platform, I'm pretty good at now. I would say seven.

Interviewer: Seven?

Okay. What types of things do you use AI platforms for?

Peiyun: Oh, I use like a chat GPT. For past half a year, I'm in the second job industry. I using chat open AI to help me charge a PT to help me revise my copy.

Also check my resume, cover letter, just want to make sure all to hit the job description perfect. So

Interviewer: for help with writing?

Peiyun: Yes.

Interviewer: Any other things you use? Yeah, actually, yeah, I

Peiyun: try something recently. Deep seek, because everyone talk about you can put your date birth there. Then ask her about your Life like some mystery stuff that they will give you for example what city you're good at, what kind of materials you are.

It's all about Chinese mystery yeah.

Interviewer: Oh, so that it can act like a Chinese doctor or something? Interesting. Not only

Peiyun: doctor. Everything.

Interviewer: Okay. You

Peiyun: just give the machine a name. They'll give you your

Interviewer: horoscope?

Peiyun: For example, you are the chef. Could you give me a recipe? You are the master of something.

Then they will answer your questions very professional, I think.

Interviewer: Have you ever used an AI platform to ask for cooking directions?

Peiyun: Oh, yes. ChatGPT definitely helped me sometimes. I think I did once ask a chocolate cookie, recipe. So

Interviewer: you use ChatGPT to help you with a chocolate chip cookie?

Peiyun: Recipe, yeah.

Interviewer: Chocolate chip cookie, great. How would you rate your experience about asking ChatGPT for food directions? Rate it out of ten.

Peiyun: Only food? Or

Interviewer: Your experience asking for cooking directions, yeah.

Peiyun: Oh, I want to say I like it pretty good. It's a nine.

Interviewer: So it was pretty helpful?

Peiyun: Yeah, it was pretty helpful.

Interviewer: Would you consider doing it again?

Peiyun: Yes.

Interviewer: That's great. Would you prefer to learn cooking from an AI or from an actual person?

Peiyun: Oh, that's a totally, for me, is a totally different thing. AI is a I can got the maybe very careful or the recipe or correct recipe. Specific recipe, but I think actually person, they will have, the recipe you will know, the recipe from the person, also include all the story, unique different ingredient about the story of the person, so I think I would prefer to ask actually person.

Interviewer: So you'd prefer an actual person to one person? Half a half. Half? Okay. Tough question. Would you consider buying products that an AI recommends?

Peiyun: I would consider it.

Interviewer: You would consider it? Yes. Okay. Would you consider buying food products that an AI recommends?

Peiyun: 60%. I believe AI because they base it on the huge data yeah, I have.

Interviewer: Would you consider going to a restaurant that an AI recommends?

Peiyun: That's an interesting thing. I just read this yesterday. There are people list top 10 Chinese restaurants in San Francisco and New York, different cities. So someone I read all the list, the top 10. Some are really good. So that's, I think they're based on the review.

From different platform, Google, Map the Yelp. So I think I will try some restaurants the AI recommend.

Interviewer: Because it's using other rating websites to generate its answer?

Peiyun: Yeah.

Interviewer: Oh that's good. What was the last meal you cooked?

Peiyun: So Tell me about the last meal you cooked. It's a Chinese short rib soup.

Interviewer: Short rib soup?

Peiyun: With rabbit. Carrot. Radish. Radish, yes.

Interviewer: Oh, great. That sounds delicious. Any other feedback that you have on the topic of recipes, cooking, or the use of AI in the kitchen? Do you have any additional feedback?

Peiyun: My feedback is that's my experience. Every single time, once you want to do a research, I highly recommend you try different platform and write down, then maybe you can combine those recipes, become your own recipe.

Interviewer: That's great.

Peiyun: Yeah. AI is just a reference. You can 100 percent follow their direct.

Interviewer: Yeah. So it's good to have multiple sources for creating new recipes. Correct. That's good insight. Okay. Thank you very much for your time.

Peiyun: You're welcome.

Interview Transcript 2:

Interviewer: Okay, we're gonna go ahead and start again here. Please state your name. Libby Clark. What city and state do you live in?

Libby: Fairfield, California.

Interviewer: And what is your nationality?

Libby: American.

Interviewer: Please state which age group you're in.

Libby: 49 to 77.

Interviewer: How would you rate your cooking skills out of ten?

Libby: Eight.

Interviewer: How would you rate your knowledge of various foods out of ten?

Libby: Nine.

Interviewer: What methods do you currently use to find recipes? Some of the options include recipe websites, social media, television, cookbooks, family recipes.

Libby: Yeah, all of the above, and I also use YouTube. That'd be social media, huh.

Interviewer: What types of recipes have you searched for in the past? Maybe some examples?

Libby: I usually go to the internet first before cooking, and I like to compare recipes, and sometimes mix recipes with ones I already use.

Interviewer: Do you have any examples of types of foods you've searched for

Libby: in the past? What

Interviewer: are some of those foods that you've cooked from?

Libby: A lot of lemon recipes because I have a lemon tree.

And I like to search for pasta type things. And I always check when I'm cooking fish. Huh. What are some possible variations.

Interviewer: Okay, great. Good examples. Okay, have you ever taken a cooking class of any kind?

Libby: Yes, once at the Culinary Institute in, I think it's Yonville, California. In Napa? In, yeah, above Napa.

Interviewer: So this was in person?

Libby: Yes, this was in person, yes. And you could You sat in the kitchen area and watched the performance and also tasted the results.

Interviewer: Oh, that's good.

Libby: Yeah, it was fun. What

Interviewer: did you learn about? What did they cook? Do you remember? I

Libby: can't remember now. It was a long time ago, and I went with my mother, who was a great cook.

Interviewer: How would you rate that experience out of ten?

Libby: Oh, ten. It was great.

Interviewer: Great. Have you ever taken any other kind of class online? Have you ever taken a class online of any kind? No,

Libby: no, no class.

Interviewer: No classes? Yeah. Would you ever consider taking a class online learning a new skill from the internet?

Libby: Sure. In cooking?

In anything. In anything, yes. In anything, really, yeah.

Interviewer: Huh. Yeah,

Libby: probably. I know, I like to sew, so I know my things. Sister takes a lot of sewing lessons online.

Interviewer: Oh, that's good. It might

Libby: be fun.

Interviewer: Okay What nationality of food would you say you cook the most?

Libby: I like to cook American and also French.

Interviewer: French foods, oh good. What nationality of food would you say you're most familiar with? That maybe, that you eat the most, or?

Libby: American, yeah.

Interviewer: American style foods? U. S., yeah. Sure.

Libby: Staples, yeah.

Interviewer: Okay. Are there any kinds of food that you wish to explore, or to eat more of?

Chinese. That you don't usually. Chinese food, okay.

Libby: Yes. I don't cook it very often,

Interviewer: and

Libby: I would like to know a lot more about it.

Interviewer: Do you have any dietary restrictions?

Libby: Nothing. I eat everything.

Interviewer: Eat everything. Great. How often would you say you look up new recipes for food that you haven't cooked before?

Libby: How often? Probably twice a month.

Interviewer: Twice a month you look up new recipes and explore a little bit? Yeah,

Libby: whatever comes my way I'll look up new recipes. Recipe how other people do it, especially like the comments people make about certain recipes.

Interviewer: Sure. How often do you eat foods that are new to you?

So how often do you encounter? A food that you haven't tried before and you try it.

Libby: Any chance I get. Any chance you get?

Interviewer: Would you say that's maybe like once a month? Yeah, at least once a month. At least once a month, try to find a food that you've never had before? Yeah. Can you recall maybe when was the last time that you tried a food that you'd never tried before?

Libby: Last summer when we were in China, there were many foods I hadn't tried before, like sea cucumber, jellyfish turtle. Oh my

Interviewer: gosh, exotic. Yeah. Great. Okay, we're going to move on to this next part of the interview about social media. Have you ever posted food pictures on social media before?

Libby: Yes.

Interviewer: Yes. Can you remember which platforms you've used to post food pictures? On Facebook

Libby: for sure.

Interviewer: Facebook? Okay. Definitely on Facebook. Okay. Do you regularly view pictures of food on social media? Yes. You look at pictures of food? Cool. Which platforms for that?

Libby: On Facebook and of course, you YouTube I, I use a lot.

Okay. And Instagram. People, I have friends that like to post food, which is always interesting.

Interviewer: Yeah. Sure. Which types of food are you primarily interested in viewing on social media? Do you stick to one kind of food, or do you explore?

Libby: I like to explore, yeah, and I like to look at northern New Mexican food.

Interviewer: Oh, yeah. Because

Libby: that's one of my favorite

Interviewer: types

Libby: of food. And just looking at it can elicit aromas and tastes.

Interviewer: Yeah. Would you say you're, you like looking at food that you're more familiar with, as opposed to new foods?

Libby: Both.

Interviewer: Both. I

Libby: like both, yeah. Okay,

Interviewer: great. Do you watch any TV shows about cooking?

Or have you recently? You mentioned YouTube before,

Libby: yeah. Any TV shows?

Interviewer: Yeah.

Libby: Not really TV shows, no.

Interviewer: Okay.

Libby: Oh, there is that one, The British Baking. Oh, yeah. But I don't like to bake. The Great Bake Off or something? Yeah, I'm not, I don't like to bake so much. Not that I don't like to bake, but then you're stuck eating it.

Interviewer: Oh, sure, yeah. If there were TV shows about food that you're more interested in, do you think you would watch a TV show about cooking?

Libby: No.

Interviewer: Not really? Okay. Fair answer. Okay what would you be interested in participating in a social media platform that is only about food and food pictures?

Libby: Yes. Huh.

Interviewer: Would that be interesting? Yeah. Can you rate that your interest out of ten?

Libby: Seven.

Interviewer: Seven?

Libby: Yeah.

Interviewer: Okay.

Libby: I do look at the Jacques Pepin website, or Facebook, not Facebook. He has Facebook, but also YouTube.

And I usually look at that four or five times a week.

Interviewer: Oh, really? Okay. Yeah,

Libby: I really like his style of cooking.

Oh,

Interviewer: and you said he has his own website, his own platform for sharing his recipe? Oh, great. Okay.

Alright, we're gonna move on to the last part of this interview. Have you ever used an AI chat platform before? No.

Libby: Examples

Interviewer: would be open AI or Gemini. Yeah, I've used open ai, some, so chat, GPT,

Libby: Uhhuh Chat, GPT is what I've used.

Interviewer: Okay. How often would you say you, you've used it? Oh, once or twice. Once or twice. In total. Okay.

How would you rate your experience of having used that platform out of 10? Oh,

Libby: I'd have to say five. I don't really have an opinion about it. I

Interviewer: was just experimenting with how it works and the kinds

Libby: of results I could hope to get.

Interviewer: Yeah. Sure. Okay this next question might not apply, but had, did you ever use an AI platform for ask, to ask for cooking directions? No. No, you didn't? Okay. Would you ever consider asking an AI for cooking directions or recipe tips?

Libby: I'd consider it, but I have so many other options at this point.

Interviewer: Huh.

So many options you wouldn't

Libby: care

Interviewer: to go there?

Libby: Okay. Cookbooks and old recipes and Okay. Some favorite websites already, and it's not my favorite thing to do, cooking, but, you must do it, so you might as well relish it.

Interviewer: Yeah, you might as well enjoy it. Okay, so then purely hypothetical, what types of things would you imagine asking an AI about in terms of cooking and help with recipes?

Anything that comes to mind?

Libby: Lemon recipes. Lemon recipes. What can I do with all these lemons? Because I have a lemon tree. Oh, great. Or grapefruit recipes.

Interviewer: That's a pretty good idea, actually. That might come up as something. And we have

Libby: apple trees, so any new apple recipes.

Interviewer: Oh, okay. What to do with extra ingredients.

Libby: Yeah. Huh.

Interviewer: Yeah. All right. Would you say would you prefer to learn cooking from an A. I. or from an actual person? Which one would you prefer?

Libby: Oh, from an AI, yeah. From an

Interviewer: AI? You would prefer to learn recipe and cooking from an AI?

Libby: Yeah. Okay.

Interviewer: Would you consider buying products that an AI recommends?

Okay. Would you consider buying food products that an AI recommends? No. No?

Libby: No I like to. Go low cost and probably wouldn't be low cost, or what I have on hand. Do you think maybe

Interviewer: you could prompt the AI to give you low cost options? That's true, yeah. Would you consider doing it then?

Libby: No.

Interviewer: No, okay, still no.

Would you consider eating at a restaurant that an AI recommended?

Libby: Interesting sure.

Interviewer: Yeah? Yes. Okay. Alrighty getting to the end here. What was the last meal you cooked?

Libby: Last night, baked potato, tilapia, baked tilapia, and mixed veggies.

Interviewer: That's great. That sounds good. Okay any additional feedback? Do you have any comments or any feedback to give us on the topic of recipes?

Cooking or the use of A. I. in the kitchen? Anything, any final thoughts?

Libby: Pictures are worth a thousand words.

Interviewer: Ah.

Libby: And sometimes I will look at the pictures posted with a recipe to see if it's what I have in mind or what I want my product to look like. So I think pictures are very important. Especially I, cookbooks, of course, but some cookbooks are picture less. don't have many pictures, but on a website, why not?

Interviewer: Sure.

Libby: Yeah. .

Interviewer: On the topic of that, do when you're looking for re recipes, are you looking for final product pictures?

Libby: Yes.

Interviewer: Or are you interested at all in. Step by step pictures that help you at each step.

Libby: Mostly final product pictures.

Mostly final

Interviewer: product.

Libby: Huh.

Interviewer: To see what you're going to get.

Libby: Yeah.

Interviewer: Okay that concludes the interview. I appreciate you for participating. You're welcome.

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