

Interviews Target Group

Introduction

In this interview, we speak with a 31-year-old married woman who lives with her two cats in an apartment. She cooks at home mostly and has dietary restrictions and preferences such as being mostly vegetarian and allergic to pork. She enjoys cooking, but only has time on weekends to make something nice. She plans her meals every two days, cooks for two days, and likes to experiment with new recipes on weekends. We discuss her preferences and expectations from a personalized cooking platform that uses AI to generate recipes based on personal preferences, dietary requirements, and available ingredients.

[Interviews x5]

Conclusion:

The interviewees are looking for a platform (app/website) that provides personalized recipes, takes into account their allergies, and allows them to filter recipes based on various criteria such as ingredients, health, preparation time, and number of steps. They also want online or video instructions and an image of the dish. The platform should be user-friendly, with a shopping list and the ability to save recipes as favorites. The interviewees emphasized the importance of variety, delicious recipes, and a unique selection. Additionally, they expressed interest in seeing videos of recipes that meet their filtered criteria. Finally, they primarily focus on dinner recipes and tend to spend more time cooking on weekends.

1. People are looking for a personalized recipe platform that takes into account their allergies and allows them to filter recipes based on different criteria such as ingredients, health, number of steps, number of ingredients, preparation time, etc.
2. Users would like to have online or video instructions for the recipes and a picture of the dish.
3. The focus is mainly on dinner recipes, and users spend more time cooking on weekends.
4. The platform should be user-friendly and clear, with a shopping list and the ability to save favorite recipes.
5. There is a strong emphasis on variety, tasty recipes, and a unique selection.
6. Users are interested in seeing videos of recipes that fall under the filters.