demographic information and living situation

age: 24

gender: Male

location: Tilburg

occupation: Student

living situation: Live with parents

cooking habits

how often do you cook? 2x a week

what do you like to cook? Italian | Mexican | Asian | American |

what are your biggest challenges? Timing Issues

use of technology

do you use any websites, applications or books when searching for new recipes? Youtube. | wisk | Cookbook. From creators |

can always find the recipes that you are looking for? Yes. Usually

why do you use this/these platforms when searching for new recipes? Easily accesible

Enjoys videos, due to the cooking techn.

are there any challenges when searching for new recipes?

✗

personalized recipes needs

what would you like to see when it comes to recipe recommendations?

for example: dietary restrictions, cooking level, food allergies or preferred cuisines?

Cooking level - important
max calories. *Personal input ingredients*

perception of ai-generated recipes

what do you think about the idea that ai will generate your recipes? *interesting, usefull. benificial*
improve recipes.

is there a specific feeling that comes up when thinking about this? *Positive!*

would you consider using this application?
yes, totally

potential features

what kind of features would you like to see in an ai-

powered recipe generating application? (recipe suggestions, shopping lists or step by step cooking instructions. *Personal input. Price budget*

what other platforms would benefit from an ai that can generate recipes? maybe a magazine? *App would be better.*

would you like to have a magazine subscription that provides monthly ai-generated recipes? *X*

willingness to pay

would you be willing to pay for this application? *Yes, depending on price-*

if so, how much would you pay? *Not more €10.*

should this be a one-time payment or subscription? *Sub.*