

This is expected to yield: 3 pages for the appendix (Consent form, PLS, Tasks sheet), about 1 page for the Methodology, about 4-5 pages for the Results Write Up.

Research question: Do people prefer the voice interaction with Cooking Buddy or Cooking Buddy PRO?

Hypothesis: There will be a significant difference between the use of Cooking Buddy, Cooking Buddy PRO and Food2Fork website.

Participants: No requirements

Sample: English speakers. Diverse nationalities. Aged, say, 18-30 ish (of legal age and active technology consumers). [At least 20 → 10 per level of the IV 2]

Design: between subjects

IV: 1) Skill (Cooking Buddy vs. Cooking Buddy Pro vs. Food2Fork website)
2) Task (Step by Step Guide vs. Target Only)

DV: Error percentage {ANOVA}

Control Variables: Distractions

TASKS:

- 1) **Step by Step Guide:** Say: <invocation name> to begin the conversation.
(skills only)
Request a recipe with <ingredient> and <ingredient>.
Request the next recipe.
Write down the name of the recipe.
Obtain the ingredients for this recipe.
Hint (for skills only): You can ask Alexa to repeat if you are unsure.
- 2) **Target Only:** Use <enter the name of the skill here> to find the second recipe with <ingredient> and <ingredient>.
Write down the name of the recipe and its ingredients.
Hint (for skills only): You can use <invocation name> to begin your conversation and ask Alexa to Repeat if you are unsure.

Additional data:

- 1) Self-reported rating of the levels of the skill IV. [Likert Scale 5 or 7 points]
{Regression Testing} || [10 points scale rating {Another ANOVA}]
- 2) Self-reported rating of the levels of the task IV. [Likert Scale 5 or 7 points]
{Regression Testing} || [10 points scale rating {t-test}]
- 3) Open ended question(s) about participants experience on completing the tasks, the skills, and recommendations. {Thematic analysis (I guess that will depend on the questions and answers)}

Should I distinguish between people who cook and those who do not?