Vegetarian Food Delivery App Research Plan

Background

There is something about food that makes our senses come alive. As more people are becoming aware of the benefits of eating healthy vegetarian food I am studying to design and develop an Organic Vegetarian Food delivery app for professional in midtown New York City.
A good meal

Research Goal

My research goal is to understand preferences for vegetarian home cooked food for adult working professionals. I want to understand preferences and frequency of ordering vegetarian food using existing food app. Research shows that people are becoming more conscientious of their health and particularly during the pandemic, eating healthy and organic has become very important. I want to increase the awareness around healthy eating and how home cooked vegetarian food can have a positive impact on people's physical and mental well being.

Research will also help me understand what is available in the market and the willingness of the users to spend on fresh organic home cooked meal.

Research Questions

● How often do professionals use food app to order lunch?
  • How often do they choose vegetarian food?
  • Do they have a food budget or how much are they willing to spend on food?
  • What has been their experience of ordering using an app so far?
● How do users feel about existing food delivery options?

Method

30 minute in-person semi-structured interview with upto 3 professionals working in NYC in the age group of 30-50 for an in depth qualitative data analysis.

Recruitment

Upto 3 participants- Working adults in the age group of 30-50 years. Users are mostly friends and family who ordered lunch using food app and order vegetarian food atleast 3 times in a week. I spoke with them through phone and message before doing in-person interview. The users have ordered food for more than 6 month.

Script

My name is Anjali Sharma and I am doing a research on home cooked food delivery app for working professionals in midtown Manhattan NYC. My team is trying to understand working professionals preference for organic vegetarian home cooked food their willingness to pay for it and how often they order vegetarian food. As part of this research I am reaching out to professionals working in NYC only. This should not take more than 30 minutes. If at any point you feel uncomfortable or need a break please let me know.
If you don't mind may I record this interview so I am not taking notes during our conversation. Thanks a lot for your time. I really appreciate it.

Interview Questions

1. How have you been doing? I know last time we spoke you mentioned that your work is getting very busy.[*warm-up question*]

2. What food apps do you use on a daily basis. Do you mind showing me?[*to understand the features of the app that might be unique to the user*]
3. Have you tried any other app based on friends or family's recommendation?[*to understand whether he/she explores other options too*]

4. When you open any food app what is the first thing that you notice.?[*understanding any attractive design that catches attention*]

5. What is that one thing that annoys you about food apps and you wish you could change it.?[*To understand pain points*]
6. How will you want to change that annoying thing? What suggestion can you give? [*to get insight or recommendations or suggestions*]

7. As a vegetarian have you felt that the options are limited since the apps cater to veg and non-veg both? [*To understand variety of vegetarian food available*]
8. How likely are you to choose a vegetarian food app if it was available?[*willingness to try exclusive vegetarian food app*]
9. What was the last cuisine that you tried through that app?[*To understand variety of food offered*]

10. Are you willing to spend extra on organic vegetarian fresh food? If yes upto how much(eg:upto $40)
[*to understand demand for organic food that can be pricier*]

11. On a scale of 1 to 5 how easy is it to use the app[*to understand usability*]

Wrap-up

Thank you so much for sharing your experience and insights. Your answers will help me build a user friendly product. If you have any additional thoughts and comments, I would love to hear about them at any time. I can be reached at [anjalidsharma8@gmail.com]. Hope you have a wonderful day.