

Product: Social Media Cooking App

Community: Online community, general public

Better: Less food waste, making cooking fun, healthier lifestyle as you know what's going into your food, entertainment, social activity

Brief Paragraph 7G:

Our app idea is a social media cooking app where users are exposed to a constant cooking feed in which they can swipe to like, skip, share or see ingredients. The cooking videos are 60 seconds long and user generated. Similar to the app TikTok however, specifically for cooking with the aim of the app being to encourage users to get into the kitchen and cook meals as a social activity.

The app will allow users to both make videos as well as watch videos with profiles that others can subscribe to, like YouTube. Due to the nature of the app being technology focused with a high amount of content for users to consume, we believe that the app's demographic will be primarily a younger audience. However, we will still plan for the app to be used by the general public.

Similarities/Differences:

After analysing the combined questionnaire findings, a series of similarities could be found. For example, all group members found that majority of users engaged in some sort of cooking and/or meal prep at home already. Another similarity was that, overall, users expressed some dissatisfaction in regards to cooking at home. As a group, we also found that majority of responders were quite young (i.e. between the ages of 18 – 30). This was a major factor which contributed to our change in the target audience for the app. We decided that although it would be available to the general public, the app would be aimed more at younger users as we believed it would be more beneficial and useful for a younger demographic that is more involved with using technology and apps and also perhaps tends to struggle more when it comes to cooking at home. All group members also, to some extent, questioned users regarding the challenges they faced when it came to cooking at home. Some trends were established, for example, for most users, finding the motivation to cook, and having the skills necessary to engage in cooking were common obstacles. The questionnaires also helped us gain a better understanding of the users by gaining an idea of their coexisting meal prep habits and personal preferences when it came to cooking at home i.e. dietary requirements, cuisine preferences and kitchen appliance access etc.

Though there were multiple overlaps in questionnaire findings, each group member had taken a different approach in gaining user data, allowing for a more expansive and representative user demographic to be obtained. For example, some members chose to delve more into user habits regarding use of existing meal prep websites/apps i.e. what cooking apps and/or websites did users currently use, what were the pros and cons of using them, and what were some ways they could be improved. In terms of gaining an understanding of user's personal preferences, while some questionnaires focussed on user's meal prep habits, others took a more technology-based approach i.e. asking users what device/OS they currently used and what features would be useful to have in the cooking app i.e. a chatting function etc. These are really good questions to ask users, as they allow the group to get a better understanding of user's dissatisfactions when it comes to using competitor's products and also allow us to make a more user-friendly and suitable app. I think this was a very beneficial side of user habits that I didn't quite cover in my questionnaire and therefore decided to account for it by adding a representative user stories and a user persona that is more involved with using pre-existing apps/websites as I believe this would help address current problems with existing cooking apps/websites and give voice to issues users may face when using these products.