

Recypy Focus Group

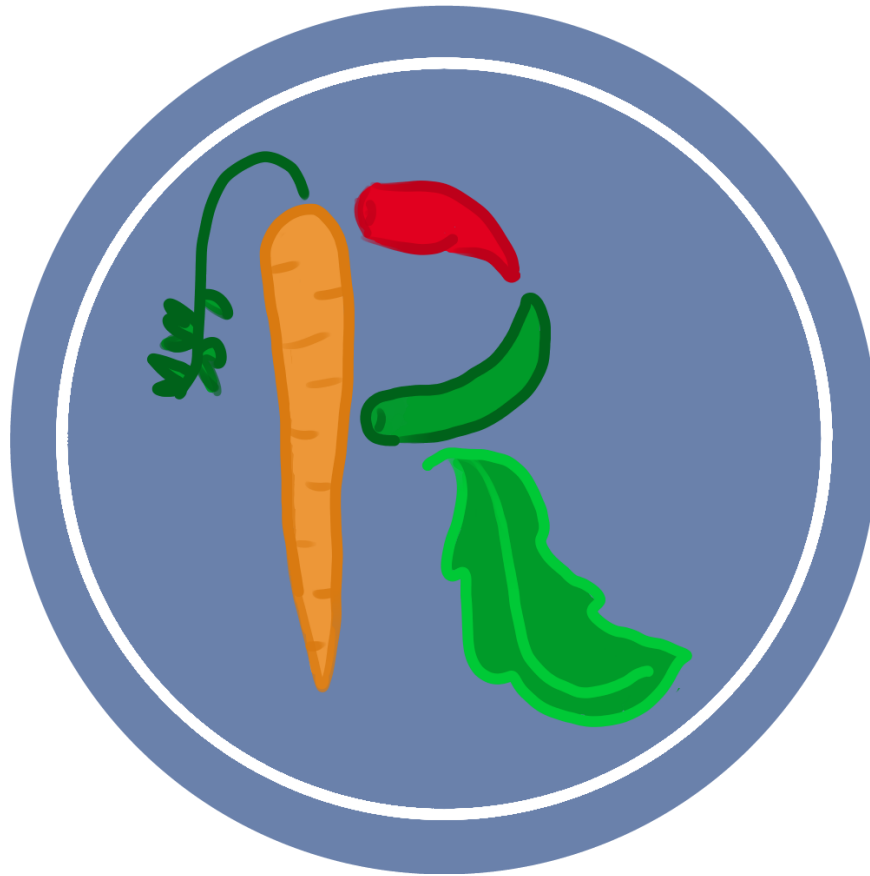
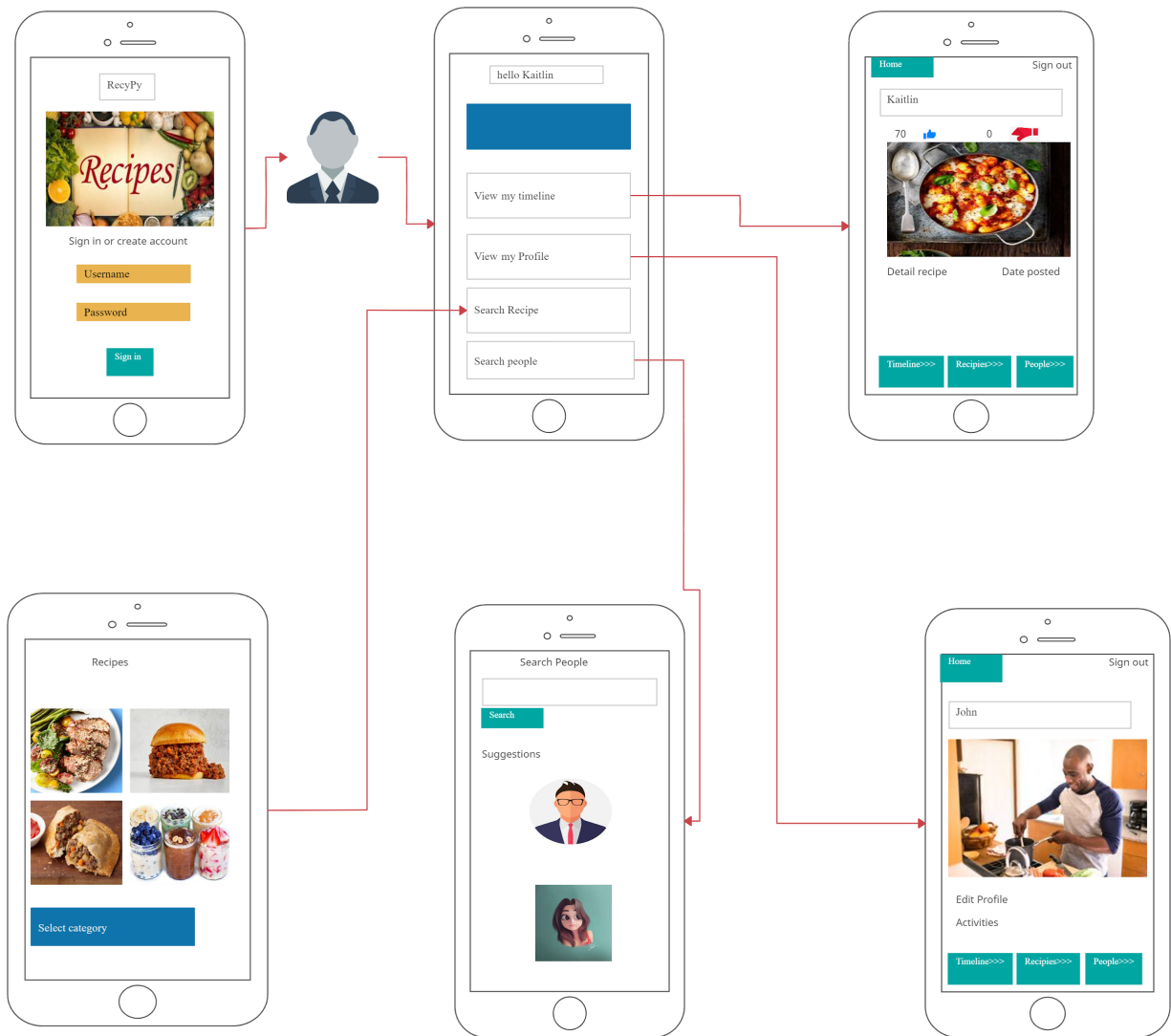


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I. Artifacts



II. Permission forms

Permission Form sent with each email:

Are you okay with your responses being recorded and used in class? (Please "sign" and date)



Kate Fogg

to me ▾

4:47 PM (0 minutes ago)

I give permission to use my answers

Kate fogg 04/11/21

> On Apr 11, 2021, at 4:45 PM, Jon Donnelly <jonathan.donnelly@maine.edu> wrote:

>

>

...



Lana S

to me ▾

5:56 PM (28 minutes ago)

I am perfectly fine with my responses being recorded and used in class!

Signature: Lana Sabbagh

Date: 4/11/21

...



Nathan Williams

to me ▾

5:15 PM (1 hour ago)

Jon,

You have my permission to record and use my responses.

Nathan Williams 04/11/2021

...

III. Scripts

Henry Nagle, April 5th 2021 (Permission to use)

- 1) Yes if I looked up a recipe and found an app that was able to provide good recipes that would be great and might be worth having the app downloaded.
- 2) Very generic and basic, nothing really grabs the attention. Some features that would be an attention grabber.
- 3) Have a feature that is a hook, and makes me want to look for more ideas on the website/app.
- 4) Overall not bad with a few adjustments to the overall look.

Bryson McDonough, April 6th 2021 (Permission to use)

- 1) Yes. I think a more social recipe sharing app could result in some cool things to cook.
- 2) It looks like you haven't done much yet so the look is very bland at the moment. Go for some more colors and organization.
- 3) Add some features that are more unique so that you can set yourself apart from other recipe apps.
- 4) Can't think of anything

Nathan Williams (conducted simultaneously with Kate Fogg), April 11th 2021

- 1) Yes. We need food to survive.
- 2) Maybe don't list description as a search option - what's there right now is a lot.
- 3) Can you react? Thumbs up thumbs down thumb sideways? You could call saving stuff "my cookbook".
- 4) For extra content you could maybe, instead of it all being user made and shared recipes, you could add famous cookbook recipes, featured recipes, and stuff like that. You could also have a way to differentiate between professional recipes.

Kate Fogg (conducted simultaneously with Nathan Williams), April 11th 2021

- 1) Absolutely. Maybe it would be good as an add-on to an existing social media site.
- 2) Different font. Pictures. It looks like Google Scholar.
- 3) Save recipes for later! Maybe be able to heart recipes. If cookbooks are a thing, you could look at other people's cookbooks! You should be able to comment photos of you making the recipe.
- 4) No. I've said my piece. Actually, have difficulty ratings with each recipe.

Lana Sabbagh, April 11th 2021

- 1) Yeah, although it seems somewhat similar to some existing platforms. I'd like to see it as an app.
- 2) Needs more color, and also to have a design. A picture of something yummy up front or top rated recipes would be a good way to grab attention.
- 3) The ability to save recipes for later would be good. Also, adding your own notes to recipes so you can adjust if your oven is hotter than most or something.
- 4) Being able to click and expand recipes to the whole page would be nice. Also, time to make each recipe!

IV. Results

Make the website more attention grabbing and visually appealing. The concept is good.

Seems like people would definitely use something like this.