

A survey was run with a starting sample size of 22 students. The questions are as follows:

“1. How interested are you in eating healthier?”

Participants were asked to give their answers using a scale of 1 to 5, 1 being ‘not interested’ and 5 being ‘very interested.’

The results were split into 1 as a ‘NO’ and 2 through 5 as a ‘YES.’ By this, the results were overwhelmingly tipped towards ‘YES’ with 100% of the participants choosing between 2 and 5.

“2. How interested are you in eating on a budget?”

Using the same scale, participants were asked to give their answers. Again, the answers were split into 1 as a ‘NO’ and 2 through 5 as a ‘YES.’ All the participants selected answer from 2 to 5.

“3. Would you prefer an interactive student cookbook software over a regular cookbook or web resource?”

17 out of the 22 (~ 77%) participants stated that they would prefer the software over a cookbook or web resource.

“4. What would you consider as most important in an interactive student cookbook?”

The options given were: Text, pictures, video and sound. Using the same scale (1 to 5), the results were gotten by adding up the number values of each. The results for each were:

Field	Value
Text	91
Picture	74
Videos	81
Sounds	49

“5. What kind of features would you be interested in seeing in an interactive cookbook?”

“6. Is there any kind of food type/group you would be interested in seeing in an interactive cookbook?”

Here, the participants were to give whatever feature they expected to see in the cookbook software. The feedback has been divided into content, food type and function.

Category	
Content	Recipes from different chefs
	Fast/easy to cook
	Alternative ingredients
	Videos for techniques
	Easy to read
	Nutritional values
	Varieties

Food	Authentic Asian food
	Indonesian food
	Soups
	Vegetarian
	Pasta
	Carbs
	Proteins
	Mexican food
	Protein
	Pizza
	Rice dishes
	Stews
	Casseroles
	Meats
	Appetisers
	Mains
	Deserts
Function	Search ingredients
	Search names
	Filter by cost
	Filter by preparation time
	Filter by calories
	Filter by ingredients
	Filter by price
	Link to supplies shop (electronic or otherwise)
	Adjustable portions/serving sizes
	Timer
	Good UI
	Interactive pace of video
	Calculate recipe cost
	Compare recipes side by side
	Search for recipes by ingredients available to user

“7. In a cookbook, what classification is most important to you?”

Same method as was used question 4.

Field	Value
Preparation time	81
Budget	79
Ease of preparation	76

“8. What is the maximum amount you would be willing to pay in £ for an interactive student cookbook software?”

The results ranged from £0 to £30, concentrated between £0 and £10. The average of all the values is £7.77. Ignoring the extreme values (0 and ≥ 25) the average becomes £5.53.