

1. Please select the gender that suits you best ? (Select one option)

- ☐ Male
- ☐ Female

2. What age are you ?

3. What is your occupation ?

4. How many hours, on average, would you say you spend a week on a computer ?

5. Rank how computer literate you are ? (Select one option)

- ☐ Excellent
- ☐ Good
- ☐ Not bad
- ☐ Poor
- ☐ Terrible

6. When using a computer what would you mostly be using it for ? (Select one option)

- ☐ Social Media
- ☐ Leisure
- ☐ Work
- ☐ Other (Please specify) _____

7. On a scale of 1 (No interest) to 5 (Extremely interested) how interested are you in cooking ? (Select one option)

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

8. On a scale of 1 (never) to 5 (all the time) how frequently do you use cookbooks, recipe websites, cooking apps or cooking shows for ideas or recipes when cooking ? (Select one option)

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

9. Do you use recipe websites ? (Select one option)

- ☐ Yes
- ☐ No
- ☐ If yes, please specify websites in order of frequency _____

10. Do you use cooking and recipe apps ? (Select one option)

- ☐ Yes
- ☐ No
- ☐ If yes, please specify apps in order of frequency _____

11. Do you own a tablet or smartphone? (Select one option)

- ☐ Yes
- ☐ No
- ☐ If yes, please specify the devices _____

12. Do you ever use these devices in the kitchen ?

page 4

13. Would you benefit from an application where you could store and view, collaborate and edit recipes within virtual cookbooks with friends, family, likeminded individuals online to maintain the tradition of cookbooks in an online world? (Select one option)

- ☐ Yes
- ☐ Possibly
- ☐ No

14. Please give a reason for your response ?

15. Could you rate these features in terms of usefulness in a cooking/recipe application ? 1 being most useful an 17 being least useful [Please rank all option(s).]

Ability to convert measurements

Ability to scale ingredients up or down

Ability to share recipes with others via social media, email , text.

Ability to have collaborative cookbooks where friends, family etc can add, edit and view recipes.

Ability to print recipes and cookbooks out

Recipes should be image and video focused.

Ability to add photos of handwritten recipes to app.

Ability to import recipes from url into app.

Ability to enlarge font when using recipes in kitchen

Ability to view recipe full screen in kitchen

Ability to stop screen going to sleep when in kitchen cooking and reading recipe from the website.

Ability to add recipe or ingredients to a shopping list in app.

Ability to set kitchen timer in the application.

Ability to browse and view other cookbooks and recipes.

Ability to view users profile and follow them for updates.

Ability to review and ask questions about recipes.

Social aspects such as following other users and seeing favorite/popular/featured cookbooks

16. Do you have any other feature suggestions for the application ?