

Interview and Persona Development-Kitchentory

Interview

Hello, I am designing an app that is meant to help users keep track of the food items in their kitchen to make grocery shopping easier. Tentatively, I would add features that assist in recipe building, and would suggest related items that the user might like based on what they have. Does that sound like something you would use?

Great. Now I have some questions to ask you that will assist in the design of such an app. I'm hoping to get a better grip on what people's shopping and cooking habits look like so that the implementation suits user needs. Let's start.

1. How do you generally feel about grocery shopping?
2. When shopping, is there any sort of planning that you do beforehand to make the experience go more smoothly?
3. How confident are you that you know every food item that is in your kitchen right now?
4. What are your overall thoughts on targeted advertising?
5. Do you currently use any apps or digital tools to help you shop?
6. How do you determine which recipes you will make on a given week?
7. How do you stay organized in the kitchen?
8. What would prevent you from cooking your own meals on a given evening and ordering takeout instead?
9. Do you think an organization app that keeps track of what you have would make shopping and cooking easier?

10. Would you like it to have greater functionality, such as suggesting recipes loosely based on the items you already have?

11. Is there any sort of other functionality you would like to see in an app meant to help you stay organized in the kitchen and encourage you to cook at home?

Thank you for your time. These answers have been very helpful and will be considered as the app is developed.

Results

- a. **Yes, that does sound like something I would use. I struggle with weekly tasks like that**
 - b. **Yes, seems cool**
 - c. **Yes, I was just thinking about taking inventory**
- 1**
- a. **I dread shopping but do actually enjoy it once I start. It's the going there and deciding what to get that I hate.**
 - b. **Seems like a task everyone must do to a degree but I like getting what I need for the week or two and being set usually.**
 - d. **Indifferent—not annoyed, maybe inconvenienced.**
- 2.**
- a. **Yes, and like I said that's the worst part. Ideally I check what I have and plan from there but I often find myself forgetting to do that but going to the store anyway. I usually make what I'm feeling for the week or decide based on sales once I am in store.**
 - b. **Generally, I have a vague list on my phone or the store's app but I usually browse aisles, especially at unfamiliar stores.**
 - c. **Plan recipes- have a list**
- 3.**
- a. **Not confident at all. I could name some of the staples but if I need an oil or a spice for a recipe, I probably have no idea whether or not I have it.**
 - b. **7 out of 10, I could probably name a lot but not everything I have offhand.**
 - c. **Moderately confident**
- 4.**
- a. **I am not a fan but I understand the utility of it. It serves a purpose. In general, I just wish I had the option to opt out if possible.**
 - b. **Targeted ads can be extremely helpful to the companies using them as it increases sales and can benefit certain shoppers who have**


larger budgets and a wider array of decision-based consumer wants/needs. As long as it is not a noticeable decrease in quality of life, targeted ads will be around to stay.

- c. I don't really have any. I have definitely bought from them so I am susceptible to them.
- 5.
 - a. I often use the app for the store I am in so I can see the deals or any digital coupons.
 - b. HEB app or notes on occasion
 - c. Yes, Mealime and Imperfect Foods helps
- 6.
 - a. Whims. Or whatever the deals are like I said before.
 - b. Sometimes we use HelloFresh which sends us everything we need on a biweekly basis but it's somewhat a general "what do I want to eat or make this week?" "Do I have time?" etc.
 - c. Based on what items I have, the time the recipe takes, and nutritional value.
- 7.
 - a. I do not. I have vague locations for all the items but my organization suffers. That's why I struggle to know what I have
 - b. 9 out of 10 on a scale, fairly organized. Everything has a place
 - c. Go through the fridge once a week, keep the pantry organized by item type.
- 8.
 - a. It is most often convenience. I usually feel like I do not have time or energy to deal with food prep.
 - b. Time or energy levels, sometimes quick and easy taste better.
 - c. Time and exhaustion
- 9.
 - a. It would for sure. It would cut my planning time down a bit and make me more likely to cook because of that
 - b. In theory yes, just depends on how much time it takes for me to organize and if I as a consumer really care about the organization app. I enjoy HEB's app because it will tell me where things are in a given aisle or if they are in stock.
 - c. For sure
- 10.
 - a. That is a rare exception where targeted ads may be desirable for me. It would save me a lot of mental labor for sure.
 - b. I wouldn't mind it but I couldn't say that I would not eventually turn it off if it was an alarming notification.
 - c. Yes, that is kind of the opposite of what Mealime does, but would be better in theory
- 11.
 - a. If it could identify and advertise deals across store that would be pretty cool. Would save me from having to comb through apps for each store.

- b. Not that I can think of at the moment.
- c. Subtracts items as you use them based on what recipes you make.

Persona

Stacey



Goals

- Wants to cook more but dreads all the steps to get there
- Wants to make the shopping experience easier
- Or an experience to be felt.

Frustrations

- Likes targeted ads but does not want a bunch of notifications or other intrusive features.
- Is often tired and unmotivated to cook or shop
- Has trouble determining what she has on hand from memory

Bio

Stacey is a young student who has progressed her retail career to the point of management. She no longer has to cook all her meals because she makes enough money to eat out. Interested in personal growth and nutrition, she wants to start making more of her own meals again, but needs more tools to help her. The existing tools available help her with shopping and recipe finding, but there is no good tool available for inventory management.

"How can I reduce the amount of time it takes me to shop, plan, and prep meals?"

Age: 28
Work: Retail Manager/Student
Family: Single, live in boyfriend
Location: Houston, TX

Busy Tired

Prefers Convenience

Interested in personal growth