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## **Part One: Design Research Summary**

### ***Interviews***

We conducted one on one interviews both in-person and through online messaging services. The interviews were conducted by Musaab. The sample consisted mostly of college students. Cooking skill varied from beginner to intermediate-advanced. The most common topics of interest were on the setup of the cooking experience and the recipes and utensils used. From these interviews we learned 3 major findings:

1. College students' experience in cooking vary from advanced to mediocre. Based on the interviews, The backgrounds of the students play a big impact on whether the students know how to cook or not.
2. Advanced students when asked about utensils that they own, they said that it is important to have the right pans. They also emphasized on the importance of multiple knives. Beginners agree with them on having good knives, but they added that they prefer to have measurement cups.
3. The motivation for learning how to cook varied from having their families teach them how to cook, watching their parents cook, experimenting with certain recipes, or watching youtube videos on cooking.

### ***Questionnaire***

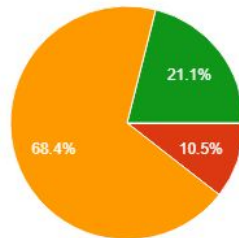
We created a 16 question long questionnaire on google forms and distributed it via e-mail, canvas, and social media. The questionnaire was composed by Luke and circulated by Musaab, Mikayla and Luke. We received 23 responses by the time this report was written. The modal age was 18-24, and most respondents were college-enrolled males. Cooking skill level was

relatively diverse, besides the fact that there were no masters or people with 0 experience.

These options should have been reworded as both are too extreme..

What is your age?

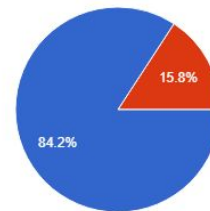
19 responses



What is your gender?

19 responses

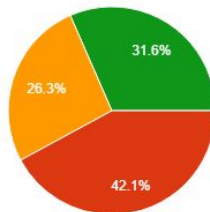
0-13  
14-17  
18-24  
25-32  
33-40  
40-55  
55-65  
65+



Male  
Female  
Other

How would you rate your cooking ability?

19 responses



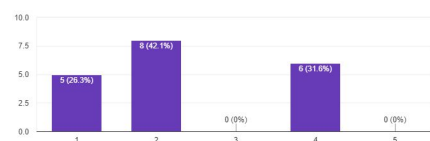
No experience  
Beginner  
Moderate  
Advanced  
Master

Major findings:

1. Most people do not have trouble finding recipes at their cooking level.

I have trouble finding recipes at my cooking level

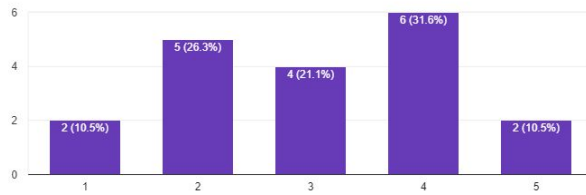
19 responses



2. App interest was surprisingly high, with 60.5% positive responses from the average of the two app-interest questions

3. People in general wanted to cook healthy meals, but knowledge of how to cook healthy meals was very mixed

I know how to cook healthy meals  
19 responses



## Part Two: Group Reflection

Our findings generally agree, however many questions between the two methods were not directly related. One decision we should make based on this data is to not present the app as a “recipe app” and instead focus it entirely on being a “learning how to cook” app with recipes on the side, as most people did not have trouble finding recipes at their skill level. Furthermore, interest in app usage was rather high, so we should not try to develop some other form of technology. On top of this, people are very interested in cooking healthy meals, so learning how to cook healthy meals should be a big part of our product.

Interviews were not the best form of data collection as the sample sizes available to us were incredibly small, leading the data to be biased. However, they did allow for more in-depth questioning than the survey. Also, some of the questions on the survey were poorly worded, leading to questionable data (i.e. if someone answers they are a master cook, they’ll still be asked why they want to learn how to cook).

Additional research we would like to conduct include what specific techniques people of each level would like to learn, whether the self-rating of skill level is accurate, and how to actually teach people how to cook.

Meeting Date/Time: November 28th Beginning at 1:30

Mussab and Luke were present, Mikayla could not come as she was very sick, so she contributed online. The discussion were essentially the 'core information' of the above essay. That is, everything we talked about is already written above. Since our data was generally similar, and meaning apparent, little interpretation or discussion was required.

### **Part Three: Appendices**

#### **Questionnaire:**

<https://goo.gl/forms/P8hvSjfwxFONO5863>

#### **Interview Questions:**

- What do you already know about cooking? Would you consider yourself a good cook?
- What's currently the hardest thing about cooking for you?
- What are recipes do you cook the most?
- What is the easiest/hardest dish/es for you to cook?
- What cooking utensils do you own?
- How did you learn to cook?
- What was your motivation for learning how to cook?