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| Group 4 | Awareness | Research | Acquire | OOBE |
| Activities | -Sees an ad on a youtube video or on a website  -A friend or family member tells them about the app.  -They find the app on the app store | -Reads an article or looks at a forum  -Talks to a friend  -Reads cook books  -Watches cooking shows  -Gets advice from a pro  -Looks up general nutrition info | -Goes to the app store and downloads the app  -Looks up the app on google or other web browser | -Opens the app  -Makes an account  -Sets user preferences  -Looks for recipes  -Contacts support  -Gets help from a friend  -Shows app to friends and family |
| Motivations | - Healthier habits  - Enrich skills in kitchen  - Manage budget  - New idea | - Compare similar products/apps  - Learn about effectiveness  - Fit their needs | - Improve cooking skills  - Find new meals  - Eager to learn to budget  - Productive grocery shopping | - App needs to be well organized  - App is easy to use  - App works in favor of the user budgeting and monitoring shopping |
| Questions | - Is this something I find interest in?  - Does it excite the user to actually be used? | - Is it simple to understand?  - Will the app be free to use?  - What age group is this meant for? | - Is it accessible off of all app stores for all types of phones?  - Will this application be accessible on computers, or only phones? | -How easy is it to set up a profile?  - How do I change preferences once set? |
| Barriers | * More apps to use * Hard to market new apps * Do similar products exist? | * People don’t want more apps to try * Need honest feedback | * Unable to understand what app is doing * No need for app | * App needs good presentation * App needs to be quick to use as soon as downloaded |