



Recipe Boxes: Summary Report

Introduction

Recipe boxes include delicious recipes and precise ingredients to prepare them. They get delivered to a customer's door and make home cooking simple.

Our team is creating a new digital product for users to manage their weekly recipe subscription.

Since our product is at a very early stage, the pre-design research is aimed to define the initial direction that it would take.

Executive Summary

Open-ended questions were asked a small number of users to get personal insights into their existing habits.

We used screener questions to either qualify or disqualify respondents from participating in our **first study**. Then we collected qualitative data from four interviews with users of similar products.

This report covers observational findings that identify design features easy or hard to use. In addition, it includes a brief list of recommended next steps.

Executive Summary: What Did We Learn?

Throughout the research we identified universal user needs and behaviours.

Key Findings

- We learned that users want to widen their appreciation of food. They seek inspiration for new dinner ideas.
- Recipe boxes help users to improve their kitchen confidence, get to know new ingredients and learn new skills. Users find cooking less intimidating.

Participants

We interviewed busy professionals, who mostly work from home due to COVID-19 pandemic.

Services they use are: Mindful Chef, HelloFresh, Gousto.

All participants use website / webapp to place their orders. One of them said they would switch to a native app should it become available from their recipe box service provider.

Key Finding 1

Users seek to broaden their food spectrum.

Finding 1:

All participants said they wanted to explore and try new but relatively simple to cook meals.

“Based on my daily calorie and macro goal, my food choices were very limited. I wanted to explore different protein and carbohydrate options and add them to my menu. Now I eat fish at least twice a week!”

– George

“I wanted to cook new vegetarian and nutritious balanced meals, but was short on ideas. I picked Fried Bean & Mushroom Tacos for one of our weekday meals, doubting this recipe would be easy to prepare. To my surprise cooking was hassle-free and my tacos tasted delicious.”

– Maryana

Recommendation 1:

The product highlights a variety of new recipes beyond users' usual eating routine.

Things to consider:

- Featured image illustrates what the recipe will look like when it's done.
- Informative recipe title captures user's interest followed by dish description.
- It's clear to a user what the recipe is centered around (meat/fish/vegetable).
- Information on macros & calorie is present.
- User understands how difficult it is to prepare a dish and how long it would take.

Key Finding 2

Users learned to like cooking.

Finding 2:

All of the participants said that they found meal preparation less stressful.

Making a meal at home is a source of anxiety for many, as it includes planning, grocery shopping, preparing the ingredients and finally cooking. It also requires time and inspiration for ideas. Skipping “boring” steps allows people to concentrate on two “pleasant” aspects: selecting a meal and home-cooking it.

“We could never decide what to have for dinner with my partner. Weekly recipe box subscription helps us not to stress about what to buy and cook every night.”

- Masha

Appendix

Data Collection and Analysis

Behaviors

