

Goal:

To determine how an app or service utilizing cloud storage features could be successful, and what features could be useful in such an app.

Method:

Surveyed individuals remotely using Slack, as well as using individual friends and family members to provide data.

Synopsis:

Total surveyed: 18

Our idea for an app focused getting a base idea on features that we believe users would want in a future app, as well exploring applying similar features towards a specific niche market. In this case, we wanted to explore the cloud storage feature set applied inside a food app.

Out of the users surveyed, we hoped to target a more technologically proficient audience that could understand how to work with the content immediately instead of walking through each individual step. Based on the initial survey questions regarding aptitude, 72% of those surveyed were considered themselves very technologically proficient with tech usage being a core part of their lives.

We first wanted to get an idea of users familiarity with cloud storage features as they exist right now in existing apps. Amongst the users that currently use cloud storage, sharing was a main feature that users could not live without in their apps with 69.2% surveyed that sharing links or files were extremely important to them.

Users worked with data similar to working in their native OS, moving files around, combining them in a folder, and had mixed usage rates of creating content either within the cloud service using online document/spreadsheet apps (61.5%) vs using local native apps and later saving to the same service (76.9%).

There were some users that didn't use cloud storage features as their preferred method of sharing was through email at 60% but were open to the idea of using those features in our app, at 100%.

When presenting general ideas about food to those surveyed, most users surveyed (66.7%) cooked for themselves most of the week with 1-2 days off. Methods varied on how food was created but the majority shared what they created with others using social media (55.6%). Photos were the content that was shared online with others at 87.5% and users preferred method of looking up content regarding cooking and food were looking at individual posts at 87.5% and an equal combination of recipes and videos at 75% each.

Some users didn't have the interest in participating in sharing their food creations online at 90% and results were split on whether or not they would share what they made with others at 50%.

We surveyed our users on what types of features they would like to see in our app. We wanted to focus on a food recipe app that incorporated cloud storage/data repository features. Core features we wanted to implement in our app are:

- Having a personal account login for each user. (94.4%)
- Being able to bookmark, tag, or categorize personal content. (83.3%)
- Having a downloadable or printable ingredients list accessible from recipes. (72.2%)
- Having the ability to sort through content based on specific filters (# of ingredients, time needed, etc.) (72.2%)
- Having a random recipe feature for special occasions, date nights, celebrations, group dinners, etc) (72.2%)
- Having the ability to review ingredients in recipes and select ingredients needed to be placed/exported to a shopping list. (66.7%)
- Having a templated way of uploading recipes onto cloud storage. (55.6%)
- Having a meal prep for the week feature. (50%)
- Having an internal calendar that chooses random meal items for dinner, lunch, and assigns them to those days.

Participant Demographics:

- Overall participants were spread out from 18-55+ with the main portions divided at (38.9%) between the 25-35 and (22.2%) at the 18-25 age range.
- Mostly all participants were currently employed.
- Participants income varied but main portion was at the range of a professional. \$50k-\$75K.
- The majority of users lived in suburban areas (77.8%)
- Typical user free time ranged from 3 hours (50%) and 4+ hours (27.8%).