

Assignment 1

Team Name: Naiman Baby

Group: MT-2301

Team Members:

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1. Interview Questions

1. Can you describe how you currently track the food in your fridge or pantry, if at all?
2. How often do you find yourself throwing away food, and what are the main reasons it happens?
3. Do you currently use any apps or tools to manage grocery shopping, recipes, or food storage? If yes, what do you like/dislike about them?
4. What would motivate you the most to reduce food waste (saving money, caring for the environment, convenience, etc.)?
5. How do you usually decide what to cook each day? Do you plan meals ahead or improvise with what's available?
6. How do you feel about receiving notifications or reminders on your phone about expiring products? What would be helpful vs. annoying?
7. Would you find it useful if an app suggested recipes based on what you already have at home? Why or why not?
8. If you could design the perfect app to help you waste less food, what features would it definitely need? What might stop you from using it regularly?

2. Transcript

Interviewer: Dilnaz (19, student, lives with family of 6)

1. We don't really track the food. We just put things in the fridge and try to remember what's there. Sometimes I make a list of meals I have to cook, but with so many people in the house things get lost in the back of the fridge.
2. Pretty often, maybe every week, when we get to clearing out the fridge. It's usually vegetables or dairy products. Some food is given to us by relatives, so we can't really control the quality. Also, everyone in the house is busy with school or work so we are left with too many leftovers.
3. No, we don't use any apps. I just save recipes on TikTok or Instagram to cook later. But there's no particular system for tracking food.
4. I think saving money and convenience. Food is expensive, and I try to be smart with our family budget. Also, it just feels wrong throwing away good food, especially bread because we're kazakhs.
5. Usually I open the fridge and see what we have. Sometimes we plan if it's for a family dinner or a special occasion, but usually it's just whatever ingredients we have.
6. I think it could be helpful, but not too many notifications, because some other tracking apps can be very annoying. One daily summary or something would be enough, I guess. If my phone buzzes every hour, I'd most likely ignore it.
7. Yes, that would be really helpful! Especially if it could use random ingredients that I wouldn't normally mix. Sometimes I don't know what to do with leftover vegetables, and they go bad.
8. It should let me quickly add what's in the fridge, or what we just bought without much effort. And recipes based on those ingredients would be great. Maybe also a way to share with my mom or siblings so we all know what's available. What would stop me? If it's too complicated or time-consuming.

Interviewer: Assel (23, lives alone, works 2/2 schedule)

1. I don't really track it. Since I live alone, I usually buy small amounts of food, but sometimes I forget what's already in the fridge, especially after work.
2. Maybe every two weeks. Usually it's dairy or cooked meals. Because of my schedule, I might cook something, then I'm away for two days at work, and by the time I'm at home it's spoiled.
3. No, I just use the notes app on my phone for grocery lists. Sometimes I check Instagram or YouTube for recipes, but that's it.
4. Definitely saving money and convenience. I don't like going to the store all the time, so if I could plan better and waste less, that would make life easier and my wallet fuller.
5. I try to plan a little when I'm off work, like cooking in bigger portions so I have leftovers. But sometimes I don't feel like eating the same thing twice, so I just improvise.
6. I'd like it, as long as it's not too many. Maybe one reminder when the product is close to expiring. I don't want constant messages because I'd just turn them off.
7. Yes, because sometimes I just stare at the fridge and don't know what to cook with what's there. Quick and simple recipes would be the best.
8. It should be simple to add products, maybe even scan barcodes. Also, recipe suggestions based on what I have and my schedule, for example, if I'm working, suggest something quick. I'd stop using it if it's too complicated or takes too much time to keep updating.

Interviewer: Zhansulu (17, university student, lives in dorm)

1. I don't track it. In the dorm, the fridge space is small, and I share it with roommates. I usually just remember what I bought, but sometimes I forget and things go bad.
2. Quite often. Especially fruits, milk, or leftovers. The main reason is that I buy more than I can eat, or I get busy with classes and don't have time to cook. Also, sometimes I forget that I already bought something.
3. No, I don't use anything like that. I only use delivery apps sometimes when I don't feel like cooking.
4. Saving money, for sure. I'm a student, so every tenge matters. Also, it feels wasteful to throw away food when I could have eaten it.
5. I improvise. Sometimes I just cook pasta or noodles because it's fast. If I have something left, like chicken or vegetables, I try to use them, but I don't really plan ahead.
6. That could help me. I'd like reminders, but maybe just once a day or a pop-up list.
7. Yes! Sometimes I have random things left, like one tomato and some rice, and I don't know what to make. Quick recipes with a few ingredients would be great.
8. It should be super easy to use. Maybe scanning barcodes when I buy stuff. Also, I'd like recipes for students: cheap, simple, fast. I would stop using it if it's too complicated.

Interviewer: Sergei (22, works + studies, lives with girlfriend, cooks for both)

1. My girlfriend and I actually try to keep it organized. We usually write down what we need on a shared note app, and when we buy groceries, we update it. But we don't track expiry dates, so sometimes things slip through.
2. Not that often, maybe once every two weeks. Usually it's because we tried to "meal prep" and then got too busy, so we didn't eat it in time. Also, we sometimes buy bigger packs because they're cheaper, but then can't finish them.
3. Just the shared note app for shopping lists. For recipes, we use TikTok or cooking blogs. I tried a recipe app once, but it was full of ads and too many steps, so I deleted it.
4. Well, a mix of saving money and the environment. My girlfriend cares about the environment and is eco-conscious, so she reminds me not to waste. For me, I just don't like wasting money on food we don't eat.
5. We try to plan for a few days ahead, but it depends on our schedules. If I have a late class or work shift, we just cook something quick with whatever's left. So, half planning, half improvising.
6. I'd like reminders, but only if they're smart like grouping things together. For example, "3 items are expiring in 2 days" instead of 3 separate notifications. If it spams me, I'd ignore it.
7. Definitely. Especially recipes for two people with exact portions. Sometimes recipes are for 4-6, and then we end up with too much food again.
8. Features like quick product input, recipe suggestions for two people, maybe even syncing with a shared account so my girlfriend and I both see the same list. What might stop me? If it takes too long to update every product manually or if it's filled with ads.

Interviewer: Bakytzhan (25, stay-at-home mom, 1 child, often orders delivery)

1. I don't really track it carefully. I try to keep the fridge organized, but since I often order delivery, sometimes I forget about the groceries I bought.
2. Pretty often, maybe a few times a week. Usually vegetables, fruit, or leftovers.
Sometimes I order food when I'm too tired to cook, and then the groceries I planned to use just sit there until they go bad.
3. No, I just use food delivery apps all the time. They're convenient. For recipes, I just Google or check Instagram, but nothing organized.
4. Saving money is the biggest one. Having a child means I need to budget carefully. Also, if the app made it easier for me to cook with what I already have, I'd use it.
5. Honestly, I don't plan much. If I feel energetic, I cook something simple. If I'm tired or the baby needs attention, I just order delivery. I'd like to plan better, but it's hard to stick to it.
6. I think it would be helpful, especially if it suggested quick meals I could make before the food goes bad. But if it keeps buzzing when I'm busy with the baby, I won't use it.
7. Yes, very useful. I'd want recipes that are quick, healthy, and not too complicated.
Something I can cook fast when my baby is napping.
8. It should be simple and fast to use, maybe scanning products or voice input. Recipe suggestions for families with kids would be nice. What would stop me? If it's complicated or takes too much of my time, I'd just go back to ordering delivery.

4. Extract Quotes and Codes

Dilnaz:

- "We just put things in the fridge and try to remember what's there." → No tracking system
- "Food is expensive, and I try to be smart with our family budget." → Motivation: saving money
- "One daily summary would be enough, if my phone buzzes every hour, I'd ignore it." → Preference: minimal notifications

Assel:

- "Sometimes I forget what's already in the fridge, especially after work." → Forgetting food due to busy schedule
- "Quick and simple recipes would be the best." → Need for simple, fast cooking solutions
- "I'd stop using it if it's too complicated." → Barrier: complexity discourages use

Zhansulu:

- "Quite often food goes bad because I buy more than I can eat." → Overbuying issue
- "Cheap, simple, fast recipes would be great." → Need: budget-friendly meals
- "Maybe scanning barcodes when I buy stuff." → Feature request: easy input

Sergei:

- "We don't track expiry dates, so sometimes things slip through." → Lack of expiry tracking
- "Smart reminders like grouping things together would help." → Notification preference: grouped alerts
- "Recipes for two people with exact portions." → Need: portion control

Bakytzhan:

- "I often order delivery, so groceries I bought go bad." → Conflict between delivery and home cooking
- "If it's complicated, I'd just go back to ordering delivery." → Barrier: usability

5. Theming

- **Tracking & Awareness** – users don't track food systematically, expiry dates often forgotten.
- **Motivations** – The strongest driver is saving money, also convenience & environment.
- **Notifications & Engagement** – prefer minimal, smart notifications (daily summary, grouped alerts).
- **Cooking & Recipes** – need quick, simple, cheap recipes; portion control matters.
- **Barriers** – complexity & too many notifications discourage app use.
- **Desired Features** – easy input (barcode, voice), tailored recipes (students, families, couples).

6. Empathy Mapping

SAYS: "I just put things in the fridge and try to remember." / "Quick and simple recipes would be the best." / "If it's complicated, I won't use it."

THINKS: "I hate wasting money on food." / "I wish I could use leftovers more efficiently." / "It should be easy and fast, or I'll ignore it."

DOES: Improvises meals from leftovers. Sometimes meal preps but often overbuys. Uses social media for recipes, not tracking.

FEELS: Frustrated when food spoils. Guilty when throwing food away. Relieved when finding quick solutions.

7. Personas

Persona 1: The Busy Student (Zhansulu, 17)

- **Profile:** University student, dorm life.
- **Goals:** Save money, eat cheap and simple meals, avoid food waste.
- **Frustrations:** Buys more than needed, food spoils.
- **Needs:** Cheap, fast recipes; easy input (barcode scanning).
- **Quote:** “Sometimes I have random things left, like one tomato and some rice, and I don’t know what to make.”

Persona 2: The Family Organizer (Bakytzhan, 25)

- **Profile:** Stay-at-home parent with child, often orders delivery.
- **Goals:** Cook quick, healthy meals for family, save money.
- **Frustrations:** Forgets groceries, defaults to delivery.
- **Needs:** Quick recipe suggestions, easy product input, family access.
- **Quote:** “It should be simple and fast to use. If it’s complicated, I’d just go back to ordering delivery.”

8. Design Problem Formulation

Users such as busy students and young adults are trying to reduce food waste and cook affordable meals, but they forget what’s in their fridge and find existing tools too complicated, which makes them feel frustrated and guilty when food spoils. They need a simple, engaging app that tracks expiry dates, suggests quick recipes from leftovers, and minimizes the effort required to update their food inventory.