

User Research Study Plan and Script

Overview

This is a study to uncover the challenges that couples that recently moved in together face when determining what to make for dinner. The focus is primarily on couples because in general single people don't tend to spend much time on this subject. This focuses on couples who are not particularly skillful in the kitchen and don't consider themselves to be good cooks. The goal is to find the main problems in determining what to eat in an attempt to try to better understand how these decisions are made and to make the decision making process, and hopefully the cooking process, less painful.

Research Questions

1. Do people plan their meals ahead of time?
2. Do they have certain recipes they rely on?
3. Do they usually have the groceries they need?
Do they want more variety with their meals?

What's the most annoying / difficult thing about deciding what to eat?

Script

Introduction

[small talk about the subway trip here, the weather, how their day is going so far]

Hi there <name>, thanks so much for meeting with me today, I know your time is really valuable and I really appreciate you helping me out.

I'm taking a class in design and one of my assignments is to interview the kinds of people who might eventually use the product that I am going to make. I've identified you as one such person.

This interview should only take 30 minutes, but let me know if you need to pause or end early, that's no problem at all.

If you don't mind, I'd like to record this interview, just so that I don't have to take so many notes and I can focus on listening to you. The recording will only be used for my personal research and I won't play it for anyone else, is that OK with you?

[If YES, START RECORDING NOW]

Do you have any questions before we begin? Ok, let's get right into it then.

1. Who typically does the cooking? Is it a joint effort?
2. How far in advance do you decide what to eat for dinner?
3. Do you usually have the recipe for what you want to make?
4. Do you always have the groceries you need to make the meal?
5. Do you wish you had more variety in the meals that you typically prepare?
6. Do you have certain go-to recipes that you rely on?
7. What factors do you consider when determining what to make for dinner?
8. Do you consider the nutritional or health aspects of the meal?
9. What's the most annoying or hardest part about deciding what to eat?

Thanks a lot for your time. I appreciate the feedback you've given me. And yes, I will remember you if I make a million dollars on this. Let's catch up again soon.