Five Whys

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The Five Whys research method is an effective method because it is a great root cause analysis tool to delve into the underlying reasons behind user opinions. I conducted this research on a frequent user of an already existing cookbook application to understand her motives, likes and dislikes, preferences, and concerns.

Why do you use a cookbook app?

-Because I am not creative enough to come up with recipes and they have lots of fun new stuff to try.

Why is it fun?

-New recipes I would never think of. It is also very efficient.

Why is it efficient?

-You can make a grocery list in the app and it will take all the ingredients for a recipe and add it to your list. And you can add all your other groceries to the list as well. However, sometimes the recipes are confusing.

Why are the recipes confusing?

-They assume you know all the cooking lingo and they will use words that you do not know.

Why would you / wouldn't you watch a step by step explanation of those complicated cooking terms?

-You don't want to sit there and watch a video explanation of a term but a short, succinct summary describing the main gist of the technique should be enough to make it click in my brain.

Summary

Overall, I gathered valuable insight into the views of a regular cookbook user. If I were to tackle this method again, I would ask questions that provoke more of an in depth response. I found that my questions resulted in answers that were difficult at times to ask another **why** question off of.

In summary however, I found that the root cause for users utilizing this app (from my research), is the variety of recipes and ability to add some creativity to cooking every night. And while the idea of simplifying complex cooking instructions down with step-by-step explanation, we must be careful not to lengthen the cooking process with drawn-out explanations. Because that can turn people away.