

Customer Discovery Interview: Ayesha Patel (Blog: @mommybitesandmore)

1. Daily Routine

- My day starts early with preparing breakfast for my four kids, each with different dietary preferences. After the school drop-off, I focus on creating content around family-friendly recipes and dealing with fussy eaters. I spend time cooking, photographing dishes, and responding to comments from other parents on social media.

2. Tool Utilization

- I use WordPress for my blog, Lightroom for photo editing, and Planoly for scheduling Instagram posts. These tools help me manage my content efficiently, ensuring it looks appealing and reaches my audience at optimal times.

3. Tool Costs

- I pay for premium features in all these tools to get the most functionality. I decided to invest in these after trying out free versions and finding them limiting.

4. Tool Effectiveness

- The tools are largely effective, although I sometimes wish Planoly had more flexible scheduling options for Instagram stories.

5. Role of Content Creation and Distribution

- Creating and distributing content is a huge part of my work, consuming about 70% of my day. The success of my blog and social media channels relies on consistent and engaging content.

6. Client and Brand Collaborations

- I collaborate mostly with family-oriented brands, kitchen appliance companies, and children's food brands. These collaborations align well with my blog's themes.

7. Industry Insight

- Parenting and family food blogs are common, but there's a growing need for content catering to families with dietary restrictions and fussy eaters. More visibility in these niche areas could help many parents.

8. Challenges and Annoyances

- Balancing the demands of a large family with work can be challenging, especially when a recipe fails or kids don't cooperate during filming.

9. Deadline Management

- Managing deadlines is tough with unpredictable family dynamics. I work around my children's schedules, often preparing content in advance during quieter moments.

10. Managerial Expectations

- My audience expects practical, doable recipes and real-life parenting advice. I aim to provide honest, tested solutions that work for busy parents like me.

11. Content Creation Methods

- I typically create content that includes step-by-step recipes with high-quality photos, tips for handling picky eaters, and personal anecdotes to connect with my audience.

12. Campaign Management Across Platforms

- I maintain a coherent message across platforms, tailoring the presentation to each (e.g., more detailed posts on the blog, quick tips on Instagram, interactive polls on Facebook).

13. Budget and Outsourcing

- Most of my budget goes to kitchen tools and ingredients. Occasionally, I hire a professional photographer for major campaigns.

14. Meeting Deadlines

- I use a detailed planner to schedule my tasks and stick to strict working hours during the day while my kids are at school.

15. Social Media Campaign Management Issues

- The biggest issue is ensuring content resonates with both seasoned and novice parents without becoming repetitive.

16. Feedback and Resolution

- Recently, a reader felt my recipes were too complex for very young children. I addressed this by introducing a new series focused on ultra-simple toddler meals.

17. Finding Brand Partnerships

- Brands usually find me through my blog or social media presence. I look for companies that focus on quality, safety, and appeal to children and parents.