Interviewer: Hi Maddison! Just to make you aware of the rights as a participant in my interview, you have the right to terminate at any time, your data will be used by me for my EMA and a transcript included in my TMA02 document, that will be viewed by my tutor.

Interviewee: Ok.

Interviewer: First of all, do you currently use any recipe finding applications or websites?

Interviewee: I do use websites that I find via Google, but I never stick to one.

Interviewer: So you literally just search for recipes using the search engine rather than a particular site?

Interviewee: Yeah, just because there’s never all the things that I want really on one website. If there was one that I would say I go to most it’s probably the BBC food website

Interviewer: So when you say there’s not one that has all the things you want in one place, what are all the things you want?

Interviewee: Recipes for different meals like dinner, breakfast etc, also baking … like a little bit of everything. You find websites for baking, but then can’t use the same for other recipes.

Interviewer: So it’s not that the interface of the application that doesn’t offer you what you want, it’s just they don’t have the recipes you want?

Interviewee: Uh-huh

Interviewer: Ok … So you literally just link through to a recipe from Google, you don’t use a search function on the websites?

Interviewee: Uh yeah, I do occasionally, it depends. If I found a website, and I liked it, then I would use the search function on that website again, but I don’t always find one that’s useful.

Interviewer: So what features do you find useful in a recipe search, if you were to use one?

Interviewee: There is one, I can’t remember which one it is, but when you use it on a mobile it has little tabs, so you have the ingredients you need on a tab, and then you just click on the next tab at the top, then it’s got the method bullet pointed on it.

Interviewer: So that’s better for mobile view?

Interviewee: Uh-huh

Interviewer: What about when you’re actually searching? So by ingredient, or recipe name or …

Interviewee: Um, I think sometimes it hard to search by ingredient, so I usually just search by a name, but I think if you could search by ingredients that would be more useful.

Interviewer: Do you mean it’s hard because the website or app doesn’t do it easily

Interviewee: It just doesn’t recognise what you want

Interviewer: OK. So if you could make yourself a recipe finder that did everything that you want, what would be the features that you would include as a priority?

Interviewee: As we were just saying, search … so you could just put in … like if you opened your cupboard and you had chicken and noodles and a few random things then you could type in what you had and then it would give you a recipe, not necessarily with everything you had, but roughly based on then ingredients that you have.

Interviewer: Cool, and what about the way it would return you your results, would you like just a list, or pictures …

Interviewee: Definitely pictures. I wouldn’t ever make anything if there wasn’t a picture.

Interviewer: OK,

Interviewee: A list with a picture is fine.

Interviewer: And you said on mobile that the tabs on that particular site are good for mobile, how about on like a normal computer monitor, would you want a different layout, or tabs,

Interviewee: Um, if it was a computer then I’d probably go for the layout like all on one page, so you can see it all at once. But I just think on a phone that that would be too small and you’d constantly be zooming in. But I think if you’ve got a bigger screen and you can see it all at once then it would be a lot easier.

Interviewer: What about any friends and family? DO you know if they use anything particular [for recipe finding], anyone got a favourite that you know of?

Interviewee: Yeah they do use them, but I think they’re just a bit the same as me, like there’s never one that they can always find stuff on, so they just go everywhere.

Interviewer: Cool … so in your household, what happens with food that’s going out of date, or has maybe just gone passed the sell-by date?

Interviewee: It all gets thrown away. We throw away so much food

Interviewer: And can you think of anything that would encourage you to not throw it away?

Interviewee: If I knew that it was gonna go out of date, then I would use it, but sometimes it just sits in the fridge doesn’t it, you buy something and you forget it’s in there, and then you end up not using it, and it goes in the bin. So if you knew that that was coming up then I’d definitely use it up.

Interviewer: Cool, that’s it then, thank you so much for your participation