IPrep&Cook

Phase 1 Report

User and Task Analysis

3LEIC04 G04

Interação Pessoa Computador

Licenciatura em Engenharia Informática e Computação

João Pedro Rodrigues Coutinho	up202108787
Miguel Jorge Medeiros Garrido	up202108889
Tomás Henrique Ribeiro Coelho	up202108861

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1. Idea Description

IPrep&Cook is a mobile app that presents itself as a solution for a daily problem: to have a healthier lifestyle without having to worry about it all the time.

Users will be able to create their own account using an email address, gaining access to a multitude of features designed to promote healthier habits, such as virtual recipe books, intake calories control or even forums to share one's experiences.

We intend to provide our users with a fun and enjoyable application, loaded with numerous features, that helps them to achieve their goal of having a healthier lifestyle.

2. Related Services

2.1 - Social Network

Our app contains features like following users or reacting to/commenting on pages that you find in apps such as *Instagram*, *Twitter*, for instance.

This allows users to interact with each other and share their experiences with other people who are also seeking to have a healthier lifestyle.

2.2 - Fitness

It contains functionalities such as a calorie intake tracker or water and food reminders — features that are also present in applications like *Lifesum* or *Health & Fitness Tracker* — which allow users to keep a record of what they have been eating and drinking.

2.3 - Cooking

As in *Yummly*, *Cookpad* and others, **IPrep&Cook** will have implemented features that give the user the possibility to generate, share and save recipes, making cooking a more enjoyable experience for the user.

3. Questionnaire

To get to know our potential users, we created a questionnaire to gather as much information in a fast and efficient way.

After gathering as many answers as we could in the time we had available, we were able to draw some conclusions.

3.1 - Personal Info

Of the 63 valid answers received in this survey, the majority are from women (52.4%). Most people are between 16 and 21 years old (50.8%), have either completed high school (41.3%) or possess a bachelor's degree (39.7%) and have never used a food-related app (84.1%).

3.2 - Experiences

Half of the users that had experience with food apps used them less than once per month; the app itself was used mostly to track one's calorie intake (60%), followed by searching for new recipes (20%) and looking for healthy eating recommendations (20%).

To adopt a healthier lifestyle, most rely primarily on internet searches, followed by using a food-related app.

3.3 - Preferences

Based on the answers we got, the most important feature is having a recipe generator, although alerts (such as reminders to drink water) and a calories tracker are also valued. Some suggestions we received also mention having diet planners based on user objectives.

Note: *For more information on the questionnaire statistics, please check section 9 (Annexes).*

4. PACT Analysis

People

The target market of this app is people who want to have healthier eating habits and/or need ideas on how to cook specific meals, as well as people who don't have much time to focus on improving their diet. We also aim to attract food enthusiasts who more often than not don't have a place to share their own creations. Since the technology required to use the app is rather simple and user-friendly and the overwhelming majority of people have access to a smartphone nowadays, the app will be accessible and efficient.

- Destined to people who seek good habits to eat healthy or ideas for what to cook.
- People with little time to create better eating routines.
- The technology used is pretty user-friendly to people of all ages, requiring only a smartphone.
- People wanting to share their food creations..

Activities

The app will have ways to check nutritional values, track calories or the quantity of water that the user drank; it will also allow them to plan their meals according to their specific needs and objectives. With notifications and reminders, the users will be able to have a balanced diet and maintain a healthier lifestyle without being overwhelmed.

- Achieving a balanced diet.
- Tracking nutritional values and calories that the user consumes daily.
- Having a healthier lifestyle.

Context

When the user is struggling to find something to cook on special occasions or even on a daily basis, the app will play an important role by providing the user exactly what he needs. The app will also help the user with other tasks like managing their supermarket grocery purchases or checking a list of necessary items for cooking a previously saved meal.

- In the supermarket when buying groceries.
- Daily use.
- When preparing a meal.

Technologies

As long as the user has access to a mobile phone, he can engage with all the functionalities provided by the application - accessing forums to check what other people published or even to comment on their publications, creating his own posts and uploading pictures using the phone's camera. All of these features are very simple and easy to use, thanks to the app's user-friendly UI.

- Access to the user's mobile phone camera.
- Access to the internet.

5. Personas

5.1 - Persona 1

Name: Ana Simões

Age: 21 years-old

Gender: Feminine

Location: Porto, Portugal

Profile: Ana Simões is a 21-years-old marketing coordinator. She's health-conscious and strives to maintain a balanced lifestyle. Ana is a skilled cook and enjoys experimenting with new recipes, often learning towards healthy options.

Motivations: Ana takes pleasure in sharing food creations on social media. Due to her busy work schedule, she values quick and easy-to-make recipes.

Frustrations: Ana may feel frustrated when she lacks a platform to interact with other food enthusiasts and share her creations.

Goals: Ana aims to expand her culinary skills and knowledge by trying new recipes and cooking techniques.

Needs: Ana needs a source of constant recipe inspiration that aligns with her health-conscious preferences.

5.2 - Persona 2

Name: José Alberto

Age: 55 years-old

Gender: Male

Location: Porto, Portugal

Profile: José Alberto is a 55-year-old lawyer. Due to his academic life, he gained habits that affect his health in terms of food, despite his love for cooking and eating healthy.

Motivations: Likes to cook in his free time and wants to have a healthier lifestyle. Saw some of his friends in a better health condition.

Frustrations: Struggles with time and to come up with ideas for healthy, yet tasty, meals.

Goals: José aims to gain a better understanding of the nutritional content of his meals and make informed dietary choices.

Needs: Improve his diet in order to prevent future health conditions. Starting to take more care of his health.

6. Activity Scenarios

To be easier to understand what type of scenarios would lead to the use of our application by the personas we referred to previously, we idealized the following plots.

6.1 - Scenario 1

José wakes up in the morning and skips breakfast due to a lack of time to find and prepare something he enjoys. Therefore he decides to use *IPrep&Cook* to find something that not only suits his tastes but is healthy as well.

6.2 - Scenario 2

José would like to keep track of what he eats and how much water he drinks throughout the week; with that in mind, he started using ***IPrep&Cook*** to monitor his weekly calorie intake and remind him to ingest water, making it easier to make his diet healthier.

6.3 - Scenario 3

Ana wants to demonstrate her cooking skills to her family while showing them that a healthy meal can be a delicious one. To achieve this, she uses ***IPrep&Cook***, referring to the ingredients she has available. Ana then receives a list of ideas along with tasks involved and relevant data such as calories for each one.

6.4 - Scenario 4

Ana enjoys sharing her cooking tips and recipes. With interactive posts on IPrep&Cook, she encourages viewers to try and provide feedback based on their experiences with her recipes. She values the insights and advice from her audience, aiming to enhance her cooking techniques and create a collaborative culinary community.

7. Functionalities and Tasks

7.1 - Functionalities

Some of the main functionalities provided by our app are:

- A **Recipe Generator** based on available ingredients or user's objectives and tastes;

- A **Calories Calculator**;

- A **Weekly Meal Planner**;

- **Reminders** to help user to achieve objective such as drink water, gain/lose weight

- Integration with other personal **devices**

- **Login/Logout**

- **Follow** pages and users

- **Interactive posts** where users can like/comment/share

7.2 - Tasks

The system should handle the following tasks:

- The user enters the ingredients and selects a goal. After that, a couple of recipes will be available on the user's screen.

- A user sets reminders to help him achieve a certain objective, such as drinking water.

- The user shares a recipe, sets the ingredients and tags in order to make tracking easier.

- An user selects a target to achieve, based on that and the user's disponibility and data, such as weight or height, a weekly meal planner will be presented to him.

8. Conclusion

Based on our research and the valuable feedback received through our questionnaire, it appears that existing food-related apps are not entirely meeting users' demands. The current landscape lacks a standout app that fully addresses users' needs, potentially contributing to a limited user base.

Our initial interaction with potential users has provided crucial insights, offering confidence that we can introduce something new and well-received. We now have a clearer understanding of the aspects our initial idea should emphasize and the new elements we should incorporate for a more compelling offering.

9. Annexes

9.1 - Questionnaire

1- Indicate your age:

- <16
- 16-21
- 22-30
- 30-40
- 40-50
- 50-65
- >65

2- Indicate your gender:

- Feminine
- Masculine
- Prefer not to say
- Other

3- Indicate your highest level of education completed:

- 4th Grade
- 9th Grade
- 12th Grade
- Bachelor
- Master
- Doctorate
- Other

4- Have you ever used a food app?

- Yes

- No

(If the previous one is yes, proceed, otherwise jump to 9th question)

5- Indicate which of the following apps you have already used:

- SuperCook

- Mealime

- Recipe Keeper

- CookPad

- Yummly

- SideChef

- None

- Other

6- Indicate the frequency of use

- Daily

- Weekly

- Monthly

- Less than once a month

7- Indicate the objective of using this apps

- Search for new recipes

- Healthy eating suggestions

- Save/order recipes

- Count Calories

- Other

8- Pretend you want to adopt an healthy diet, what are the probabilities of adopting the following options (1- Unlikely 5- Highly Likely)

- Meet a dietician (1-5)

- Search on Internet (1-5)

- Use a Recipe App (1-5)

- Search on a book (1-5)

- Watch a television program (1-5)

9- Indicate your preference about the following functionalities, regarding an app of this type

- Follow users/pages (1-5)

- Recipe Generator (based on specific ingredients) (1-5)

- Integration with devices (clock, fridge, …) (1-5)

- Calories Counter (1-5)

- Reminders (drink water, eat, …) (1-5)

10- If you have any suggestion leave it them bellow

9.2 - Summary of Results

1- Indicate your age:

Indique a sua idade:
64 respostas

Legend:
- <16
- 16-21
- 22-30
- 30-40
- 40-50
- 50-65
- >65

Pie chart values: 20,3% · 10,9% · 51,6%
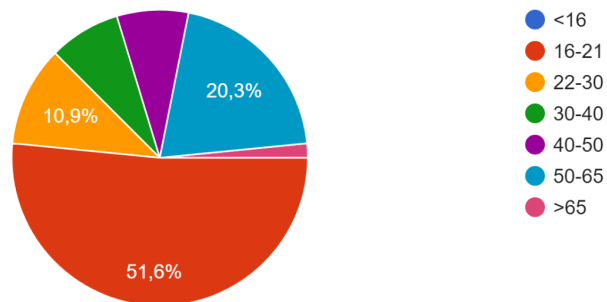
2- Indicate your gender:

Indique o seu género:
64 respostas

Legend:
- Feminino
- Masculino
- Prefiro não dizer
- Cenoura roxa

Pie chart values: 46,9% · 51,6%
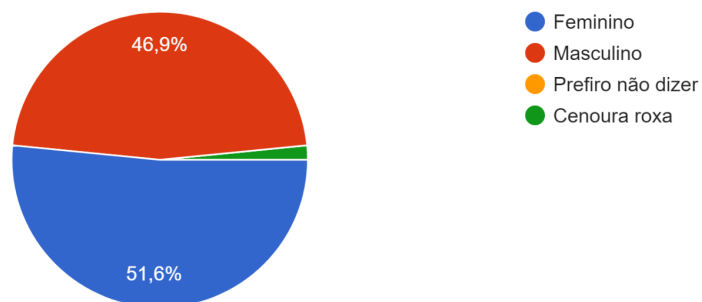
3- Indicate your highest level of education completed:

Indique o nível mais elevado de escolaridade que completou:
64 respostas

- ● 4º Ano
- ● 9º Ano
- ● 12º Ano
- ● Licenciatura
- ● Mestrado
- ● Doutoramento
- ● licenciatura quase faltam 2 cadeiras
- ● Pós Graduação

39,1%
9,4%
42,2%
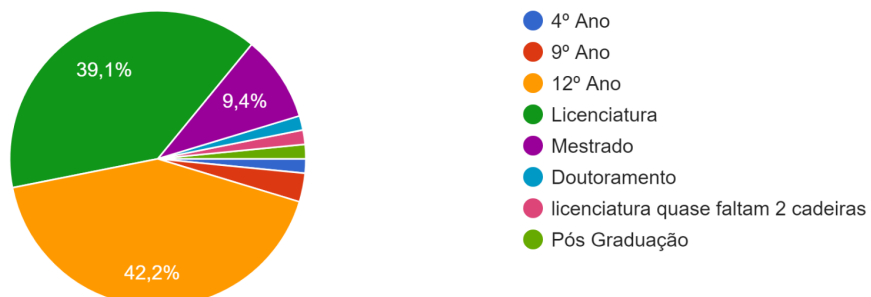
4- Have you ever used a food app?

Indique se já utilizou anteriormente uma aplicação sobre alimentação
64 respostas

- ● Sim
- ● Não

84,4%
15,6%
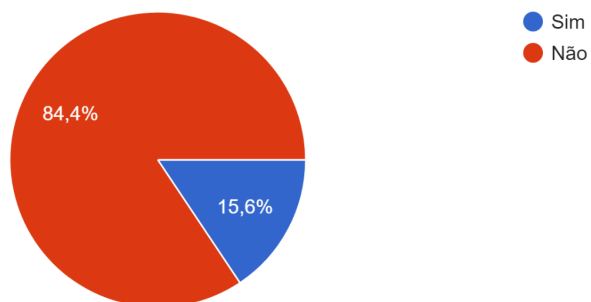
(If the previous one is yes, proceed; otherwise, jump to the 9th question)

5- Indicate which of the following apps you have already used:

Indique quais destas aplicações já utilizou:

10 respostas
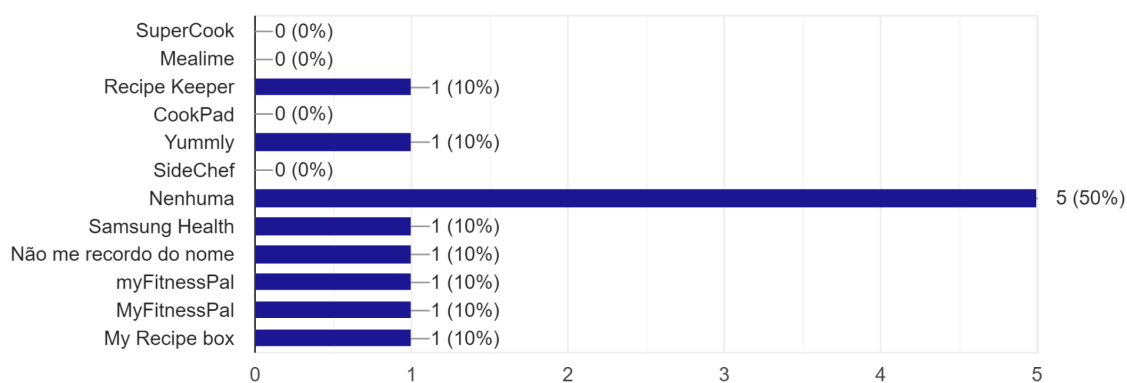
6- Indicate the frequency of use

Indique a frequência de utilização:
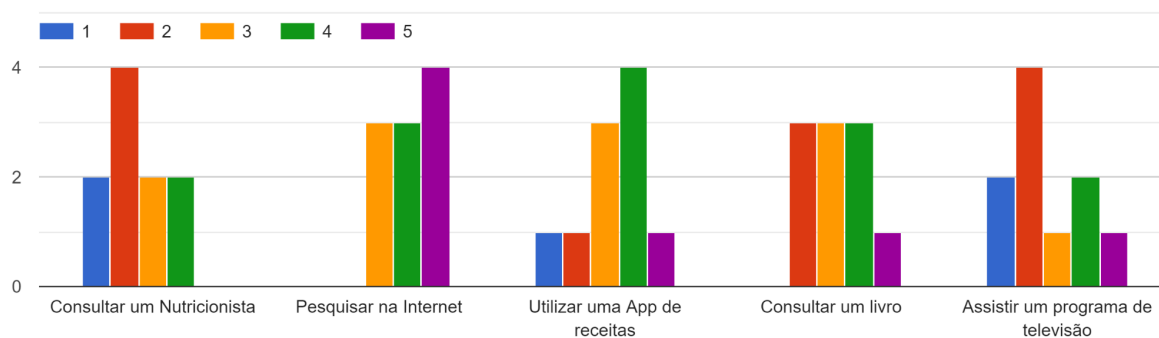
10 respostas
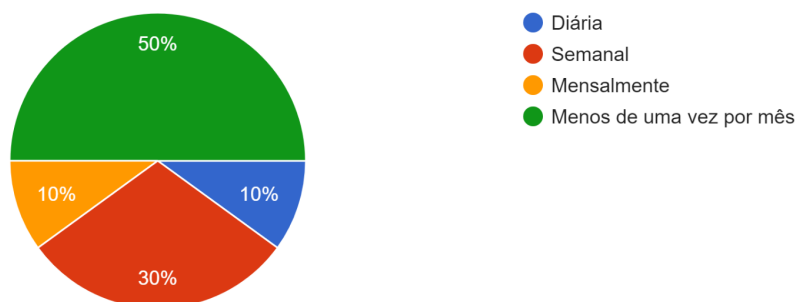
7- Indicate the objective of using this apps

Indique o objetivo da utilização destas:

10 respostas
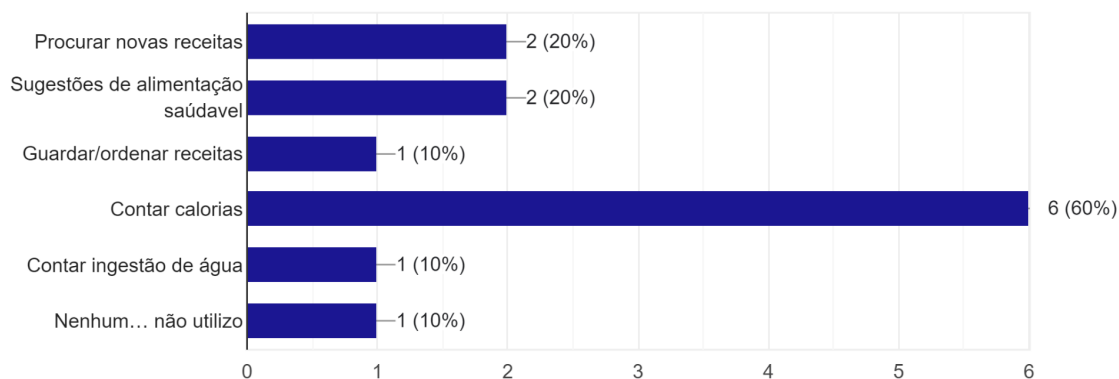
8- Pretend you want to adopt an healthy diet, what are the probabilities of adopting the following options (1- Unlikely 5- Highly Likely)

Caso pretenda adotar uma alimentação saudável indique a probabilidade de adotar as seguintes opções.   1- Improvável 5- Muito Provável
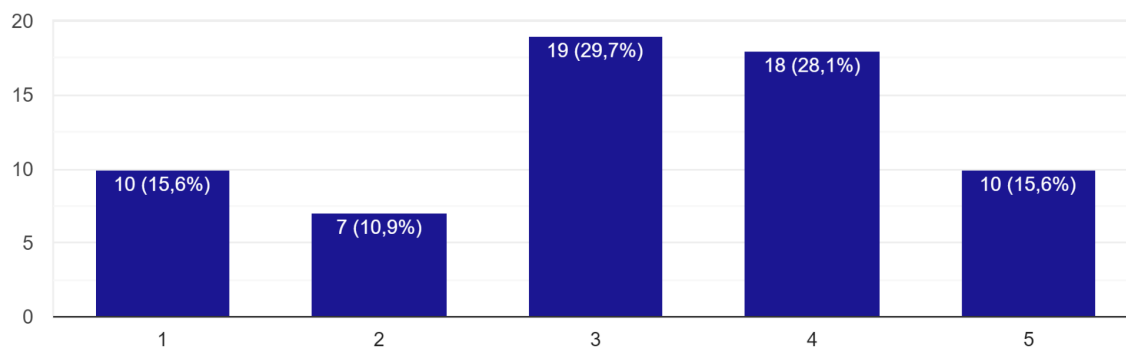
9- Indicate your preference about the following functionalities, regarding an app of this type (1-5)
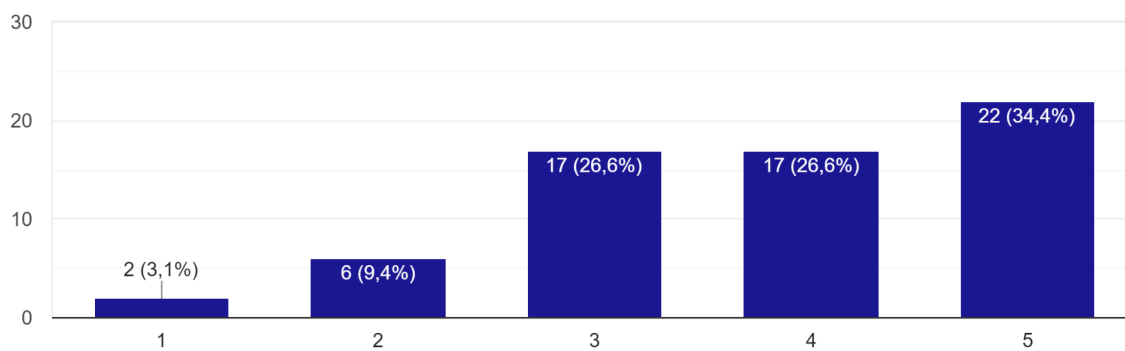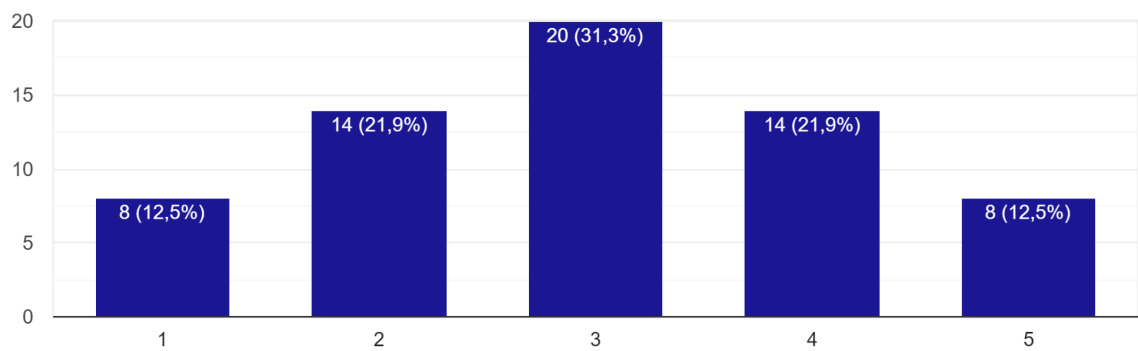
Seguir utilizadores/páginas

64 respostas

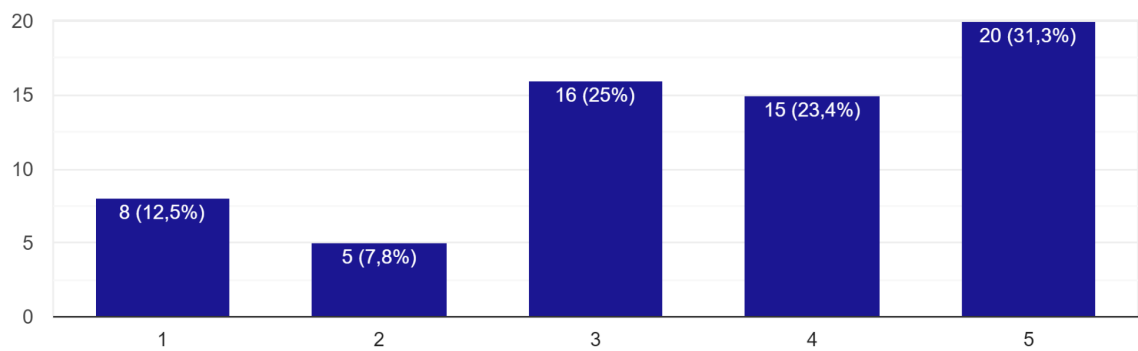Gerador de receitas (baseadas em ingredientes específicos)

64 respostas

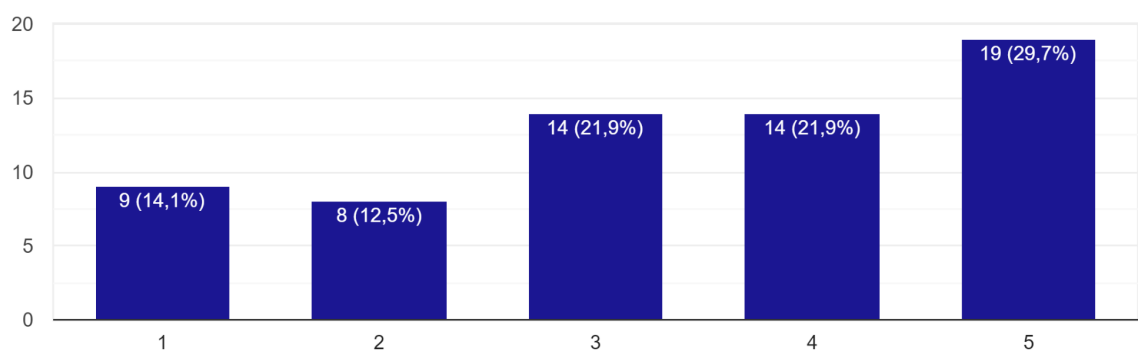## Integração com dispositivos (relógio, frigorífico, ...)

64 respostas

Contador de Calorias

64 respostas

Alertas (beber água, comer, ...)

64 respostas

10- If you have any suggestion leave it them bellow

Caso tenha alguma sugestão indique aqui em baixo.
Obrigado!

7 respostas

Sugestão de receitas baseado em objetivos alimentares (p.e. perda de peso, ganhar massa muscular, ...)

Sobre o forms: digam só no início da segunda parte do forms uma descrição da app que pretendem, like, queremos fazer uma app para promover uma alimantação saudável, dentro destas features, identifica o quão útil seriam, ou qualquer coisa parecida, no início achava que era features em apps no geral

gerir peso

Feed de fotos, livro virtual de receitas, chats de partilha e posts de experiências

Era ótimo se pudéssemos ter planos para a semana do que comer e assim , assim como receitas

Sincronização com listas de compras, e dar para ter listas por supermercado. Pois acontece de gostar de alguns produtos de uns supermercados e outros de outros no que toca a alternativas mais saudáveis. Podia também dar para ter o inventário da dispensa, para sabermos sempre o que temos e o que precisamos comprar.

Com base no imc e outros dados relevantes (intolerâncias, preferências, etc.), bem como os objetivos do utilizador (ganhar/perder peso, etc.), sugerir dietas, hábitos e receitas adequadas, e outros utilizadores/páginas que vão de acordo com as necessidades do utilizador