



/KITCHEN
COLLAB/

*You can cook if you want to
(you can leave your “buts” behind)*

USER RESEARCH

Executive Chef/team leader: Brenda Weitzer

Chef de Cuisine/research: Vikki Li

Sommelier/engineering: Kim Lambert

Pastry Chef/visuals: Jennifer Nerad

CONTENTS

Stakeholders	3
Research methods	5
Research process & findings	8
Design requirements	18
Design question	20
Personas	22
Appendix	26

STAKEHOLDERS



Primary stakeholders:

People who want to cook at home more often than they do today. These individuals have busy schedules and need quick and easy meal solutions.

Secondary stakeholders:

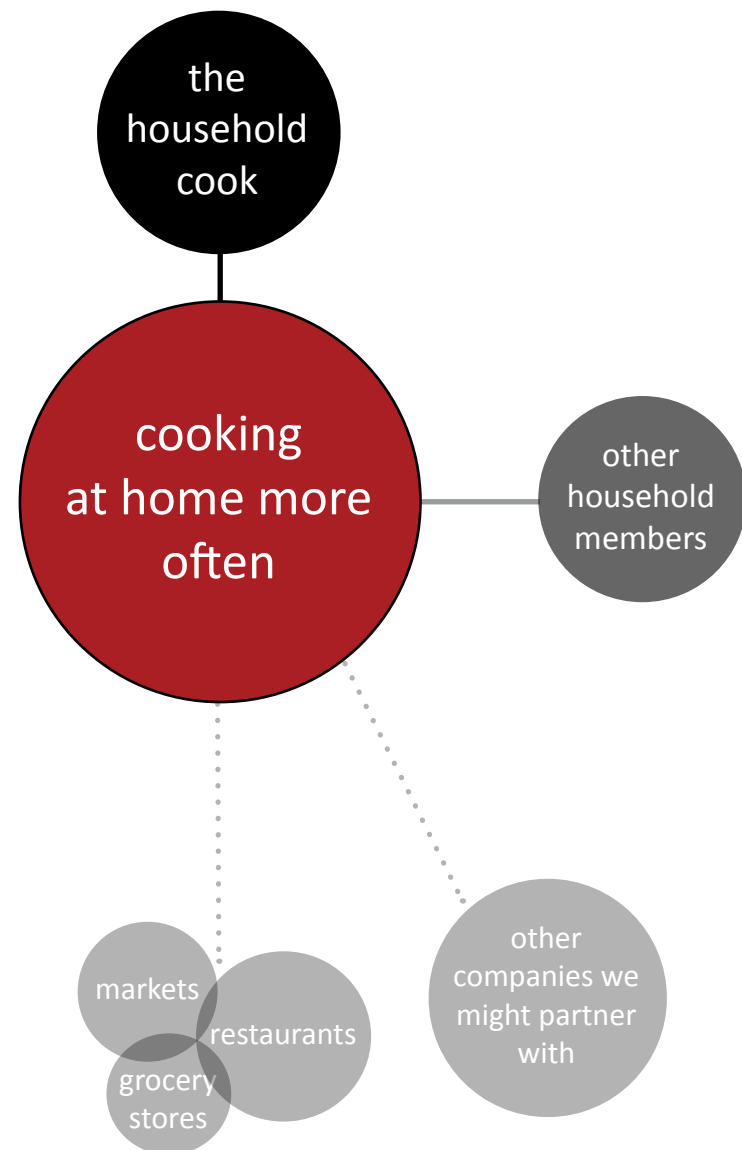
People who live with the primary audience.

May include:

- Partner/spouse
- Children
- Roommates
- Parents
- Grandparents

Other potential stakeholders based on design solution:

- Restaurants
- Grocery Stores
- Farmers Markets/other markets
- Businesses that may become partners (sponsors, distributors, retailers, etc.)



RESEARCH METHODS



Survey

Semi-structured interviews

Competitive product analysis

Method 1: Survey

Goals: To confirm trends we extracted from the survey, gain a deeper understanding of the reasons why people don't cook at home more often, and to identify potential design opportunities.

What: A short online survey focusing on our research questions. Question styles include multiple choice, rating scale, and open-ended.

Why: From the ASK category, surveys are one of the quickest ways to gather information from a large number of people. We wanted to jump-start our research, find potential candidates for further research, and start to identify trends.

Who: The survey was sent by email to friends, family, and coworkers.

Method 2: Semi-structured interviews

Goals: To confirm trends we extracted from the survey. To gain a deeper understanding of the reasons why people don't cook at home more often or as much as they wish they did. To identify potential design opportunities.

What: One-on-one semi-structured interviews combined with other methods such as guided tour and photo surveys. A list of open- and closed-ended questions (most with sub-questions) as an interview guide.

Why: Combining the guided tour, photo survey, and semi-structured interviews, this research component takes on aspects of the LOOK category. We chose these methods to add depth to our research, complementing the breadth of the survey. These individual interviews afforded a deeper view into the behaviors and thought processes in people's lives, allowing us to begin closing the gap between what people say they want and/or do versus what they actually want and/or do.

Who: Interviews were conducted with nine willing subjects identified from the survey to research more deeply.

Method 3: Competitive product survey

Goals: To discover what solutions are already available, identify the strengths and weaknesses of each, and discover potential opportunities for design.

What: Survey of relevant products and services already available to users to help with cooking at home and time management, specifically targeting products and services with features related to our design problem.

Why: From the LEARN category, a competitive product survey helps to identify requirements, standards, and benchmarks as well as identify opportunities for design. After the survey and interviews, we had a clearer understanding of our user base. From there, the competitive product survey enabled us to identify gaps in the current product landscape and discover where opportunities for improvement may exist.

Who: We reviewed and interacted with multiple cooking websites, apps, and services and read through associated user reviews. We also looked at time management solutions since we identified early on that the lack of time is the most important factor in whether people are able to cook at home or not.

RESEARCH PROCESS & FINDINGS



Survey

Interviews

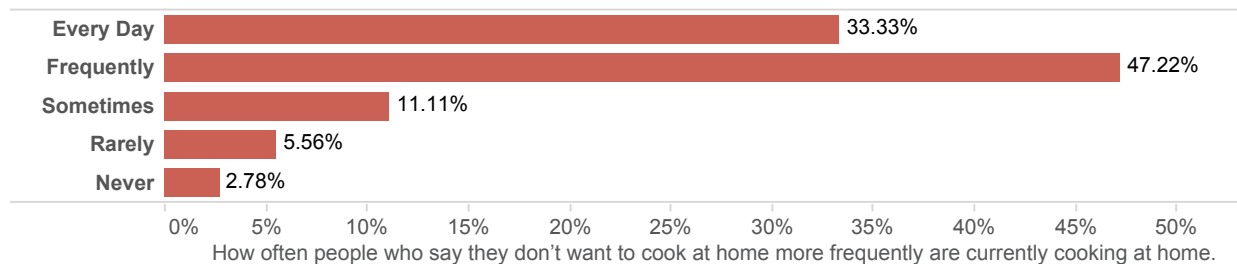
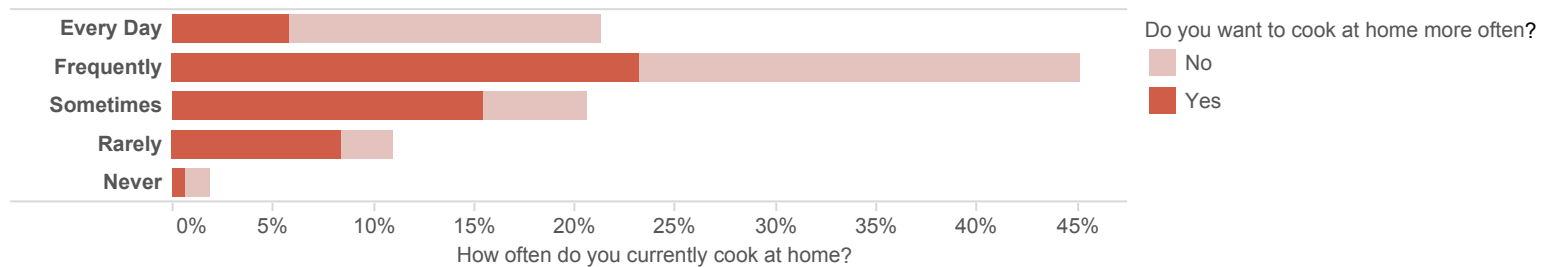
Competitive product analysis

Survey – Process and Findings

We designed a survey and collected data from 127 participants by convenience sampling. We then cleaned the data in Excel and conducted both quantitative and qualitative analysis based on the data collected. Here are our key findings from the survey.

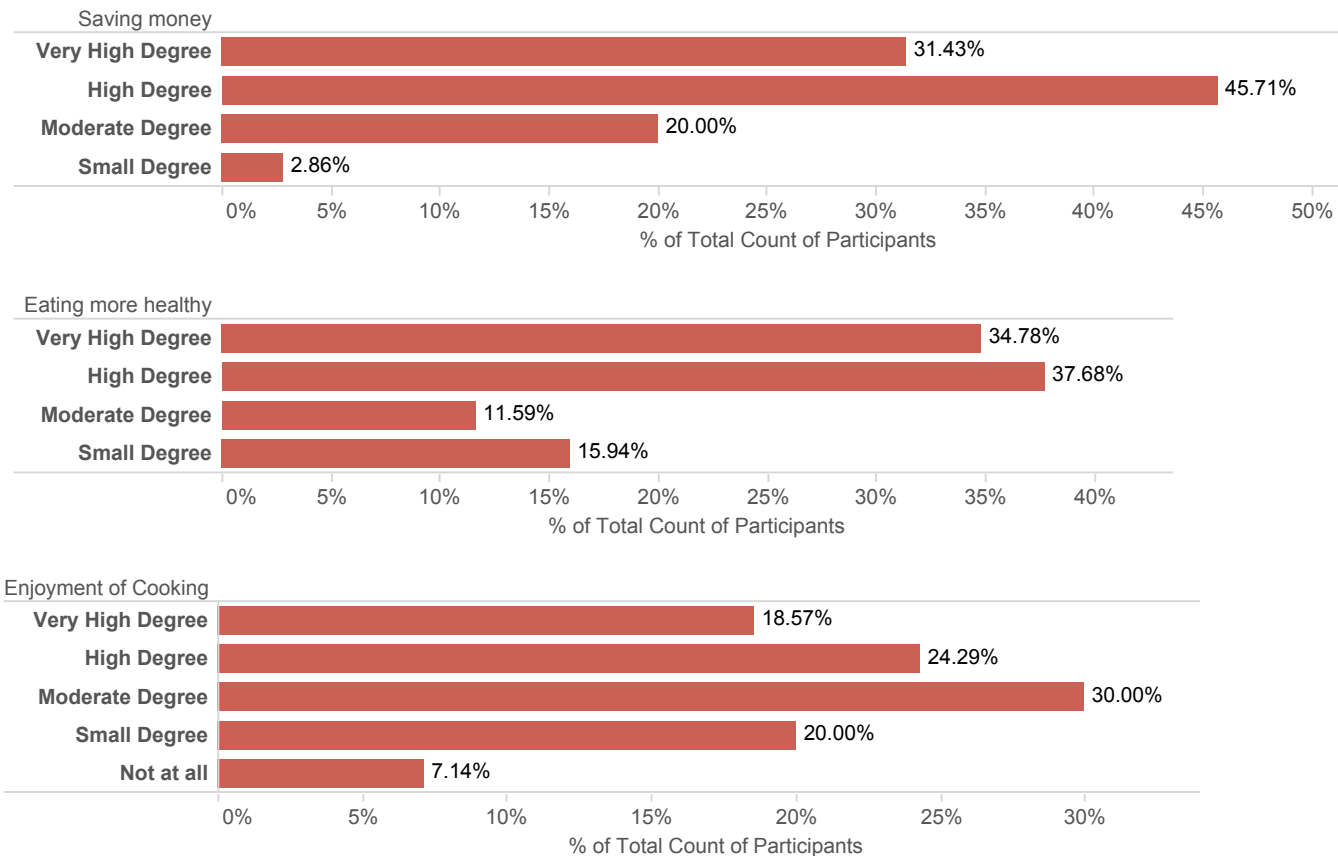
Most participants who are not cooking frequently want to cook at home more often.

57% of all participants want to cook more. Most of the participants who “sometimes” or “rarely” cook, want to cook more. 80% of the participants who don’t want to cook more are those who already cook frequently or everyday.



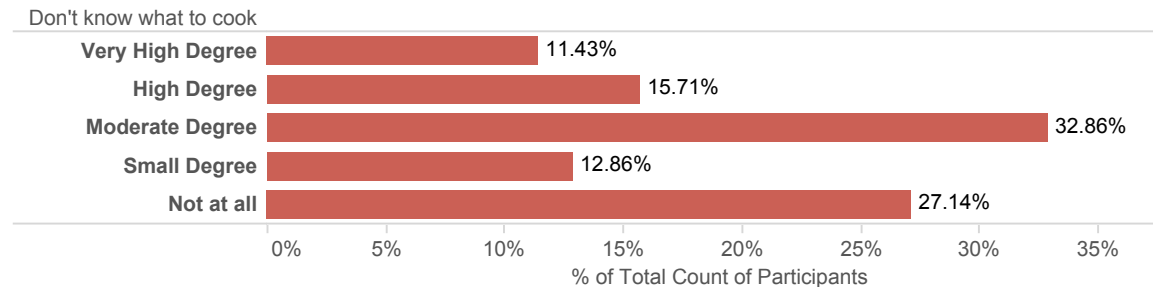
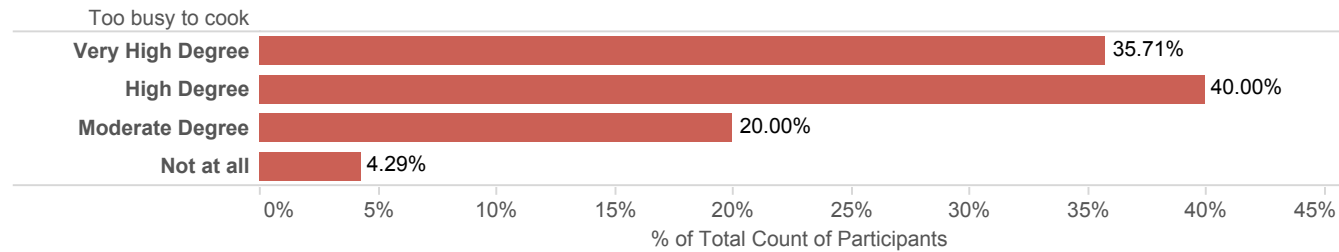
Healthy eating and saving money are the main motivations for people who want to cook at home more often.

All of the participants who want to cook more often agree on these two motivations to some degree, and more than 30% of them agree to a “very high” degree. Enjoyment of cooking is also a motivation considered by most participants, but only 19% the participants highly agree. Food restriction and food variety, are less important to most participants.



The dominant reason preventing people from cooking more often is “too busy to cook.”

95% of the participants who want cook more often consider time as a big factor keeping them from cooking more often. Additionally, many participants agree that not knowing what to cook plays a role in their current behaviors, however, this is not as big of a pain point as the lack of time.



Simple recipes, time, planning, and hands-on ingredients are said to be helpful in order for participants to cook more.

We made a word cloud based on the answers to the open-ended questions. Recipes, time, planning, ingredients, shopping, and list are some of the most frequently mentioned relevant words. We also looked through the answers one by one and used them as part of the input to build an affinity diagram.

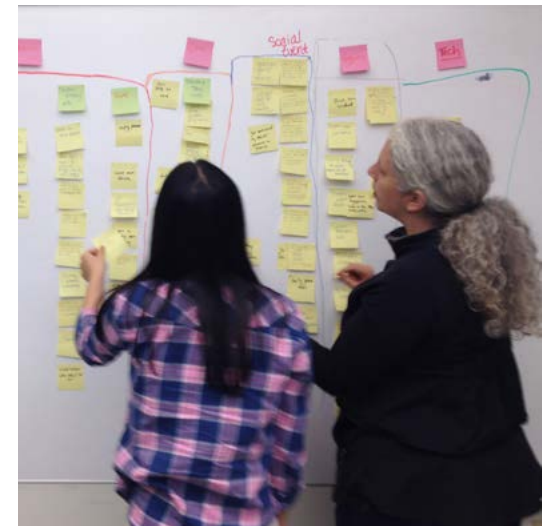


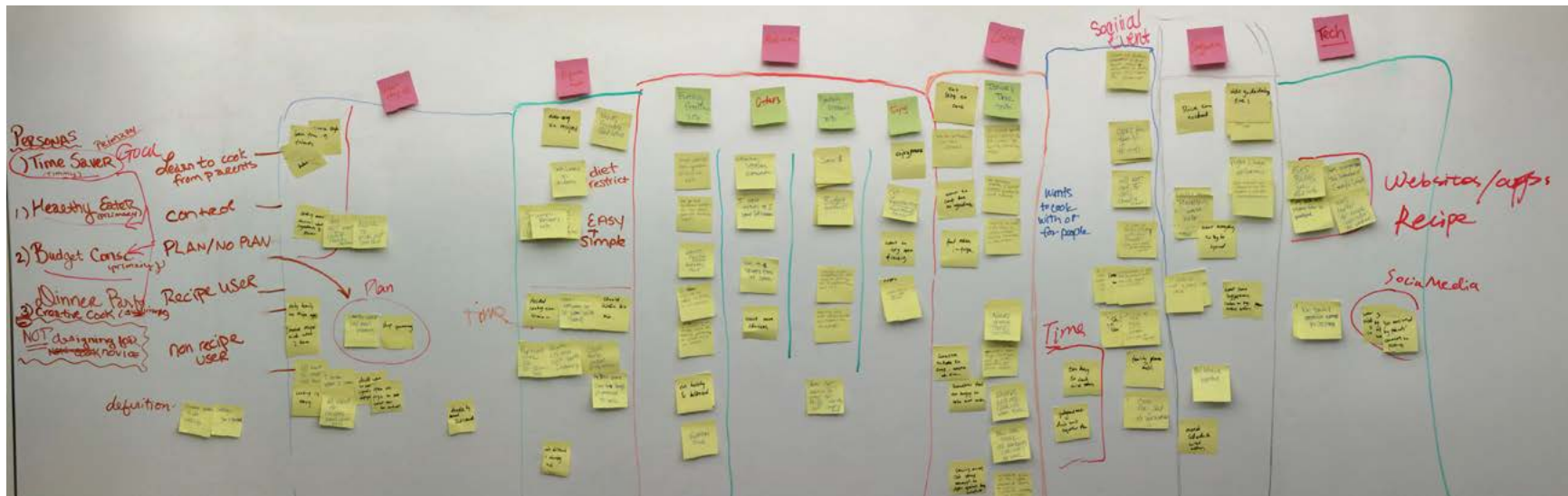
Interview – Process and Findings

We conducted nine interviews with a variety of participants who expressed their willingness to be contacted in the survey. Our participants included both male and female participants aged 20 to late 50's with a livelihood status of single, coupled and family with kids. During the interviews, we collected audio data as well as written notes. With the consent of some of our participants, we conducted a guided tour after the interview to garner additional information about cooking habits. In total, we generated 170 interview notes and took seven pictures during the guided tours.

Affinity Diagram

Based on all of the data we gathered from our interviews and open-ended survey questions, we built an affinity diagram, which helped us to clarify and categorize existing behaviors, motivations, limitations, and requirements as identified by various stakeholders.





Themes

We identified seven themes from the affinity diagrams – motivation, limitation, current solution, requirement, suggestion, social interaction and technology used. We then looked through and discussed each theme. The insights we gained are as follows:

Cooking means planning and having control of ingredients.

Our stakeholders agree that frozen pizza isn't cooking. Planning out a meal and controlling what goes into the dishes is the most important part of cooking. Additionally for some stakeholders, real cooking comes with a little complexity, such as cooking with more than three ingredients.

Stakeholders tend to be too busy to cook on weekdays, but they do have time on weekends.

Lack of time is considered the biggest issue for our stakeholders, either because they are too busy to cook or they are too hungry/tired to spend a long time cooking. While they keep cooking and eating simple dishes on weekdays, they do feel like cooking more complicated meals on weekends.

There are both recipe users and non-recipe users.

Recipe users usually go to websites, blogs and mobile apps to get inspiration or guidance. Non-recipe users either cook what they know or cook creatively with on-hand ingredients. In both groups, there are some stakeholders that prefer to call their mom for help or learn from friends.

Easy and fast are the most desired features.

Stakeholders prefer to spend no more than 30 minutes cooking a meal. Cooking large portions so there are leftovers can be a good way to save time. For recipe users, they need simple recipes with detailed guidance.

Planning ahead would help.

Knowing in advance when and what they are going to cook and having access to the ingredients would help stakeholders to make better use of their time and resources. The planning may include both planning meals and shopping.

Cooking for (and sharing with) other people motivates them.

Social interaction plays an important role when it comes to cooking and eating. There are many forms of interaction that motivate this audience – cooking for others, cooking for each other in turn and cooking with others. For younger generations, looking at pictures of food on social media may inspire them to cook and sharing pictures of their own cooked meals may increase their enjoyment of cooking.

Competitive Product Survey – Process and Findings

There are many existing tools and services available to help people cook at home including cookbooks, magazines, television programs, apps, websites, and a variety of cooking services that bring ingredients and recipes directly to one's home. However, the majority of these options require greater effort and time than people with busy schedules are able or willing to manage and the services that minimize effort are often quite costly. Therefore, we will focus on creating a design solution that is affordable, as well as convenient.

Paprika Recipe Manager, Big Oven, MealBoard, Yummly, AllRecipes.com – apps and websites for cooking

- **Benefits:** Customizable, scalable, low cost of entry, sharable via social media, includes “quick and easy” recipes, creates shopping lists, syncs with existing, personal calendars and technology, mobile (good for grocery shopping)
- **Needs Improvement:** Takes unique time to manage application/account

Now Then, Lift, Toggl – apps for time management

- **Benefits:** Customizable, scalable, low cost of entry, sharable via social media, syncs with existing, personal calendars and technology, mobile
- **Needs Improvement:** Takes unique time to manage application/account – all self-reported and requires constant input

Blue Apron, Plated – menu and delivery services

- **Benefits:** Time saver – no need to plan the meal, grocery shop, or measure ingredients
- **Needs Improvement:** Expensive, takes unique time to manage account, often bound to what the menu is for that week/month (not much customization), difficult to scale down for just one person (better for families/groups/those that need or want leftovers)

Feast bootcamp, AllRecipes.com cooking school – website/online cooking school

- **Benefits:** Visually helps people learn how to cook simple recipes/takes “guess work” out of cooking process
- **Needs Improvement:** Takes unique time to learn methods and adds time to cooking

Cooking Light, Eating Well, All Recipes – printed magazines

- **Benefits:** Beautiful imagery, includes inspirational cooking stories, no need for technology or wifi, mobile
- **Needs Improvement:** Not customizable, difficult to scale/do own conversions in recipes, no user feedback if the recipe is good/not good/takes the time the recipe says it will, etc.

Cooking Channel, Food Network – TV shows

- **Benefits:** Visual demonstration of how to cook items, inspirational
- **Needs Improvement:** Not customizable, difficult to scale/do own conversions in recipes, not mobile, no written documentation to cook recipes after watching the show

DESIGN REQUIREMENTS



Based on the information collected during the research phase, we have identified the following design requirements:

Quick:

- Time for prep and/or cooking is 30 minutes or less

Simple:

- Limited number of ingredients and few or no hard-to-find ingredients
- No complicated cooking techniques

Affordable:

- Little to no added cost

Customizable:

- Offers a variety of food options based on user requests and dietary needs
- Scalable for the number of people eating or the desire for leftovers
- Personalized planning for week and weekend meals

Convenient:

- No significant, unique time management required

Social:

- Option to share with friends and community

DESIGN QUESTION



The original design question:

How can we help people who want to cook at home take steps toward making their own meals instead of eating out, ordering takeout, or purchasing pre-made meal solutions?

After completing our user research, our team chose to rewrite our design question to include the main motivations we found (eating healthy and saving money) and main limitation (not enough time).

The new design question:

How do we help busy people eat healthier and save money by cooking at home more often?

PERSONAS



Health-conscious **Helen**
Bud Budget
Christie Creative





“Call me a ‘foodie’ or a ‘tree hugger’ if you want. My family deserves good quality, local, organic food.”

Health-Conscious Helen

Primary Persona: The primary motivation for 33% of survey respondents who want to cook at home more often is to eat healthier meals.

Age: 37

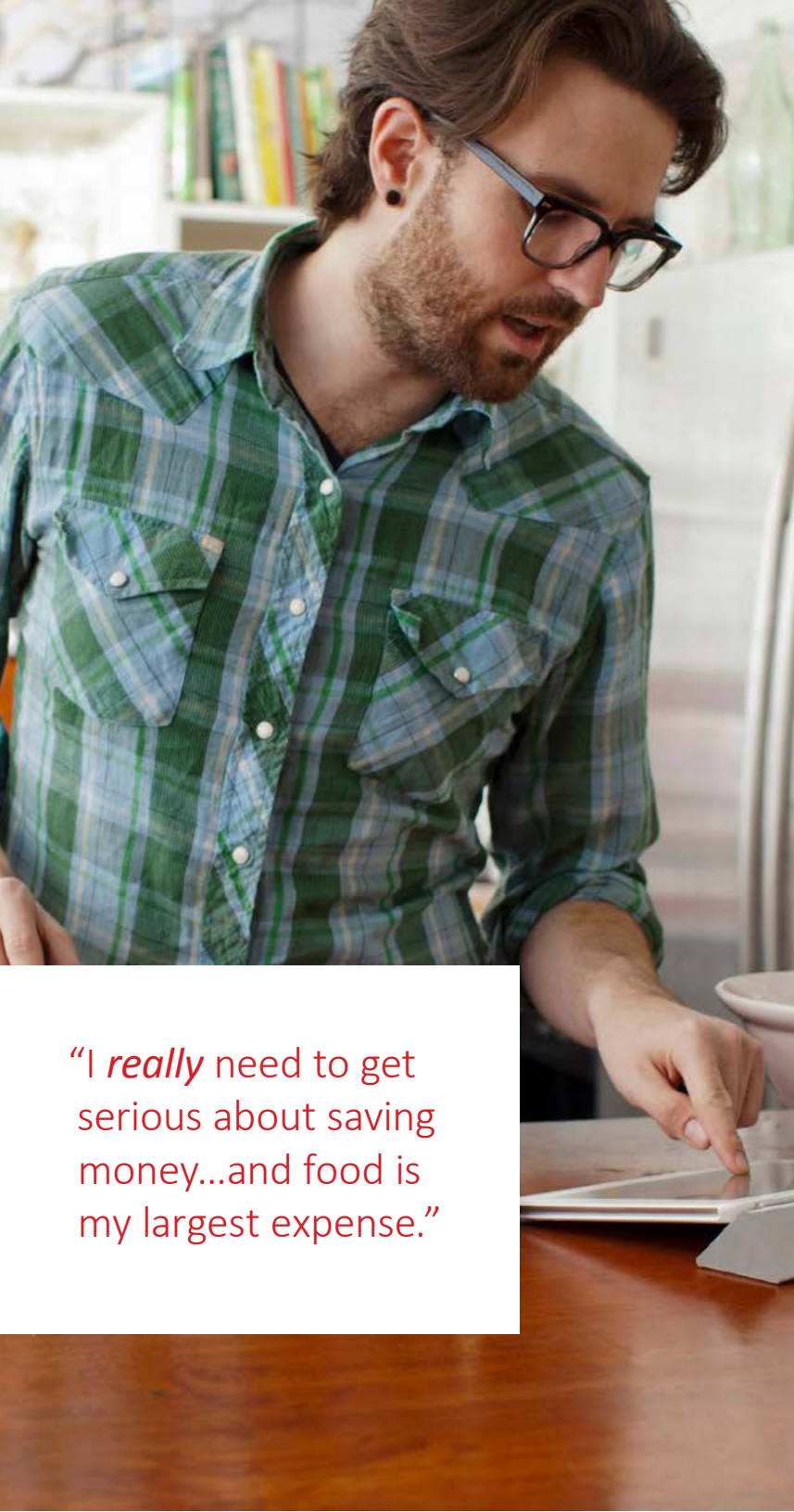
Home Life: Married with one child

Key Differentiators:

- Responsible for preparing food for her family
- Motivated to cook because it allows her to control the ingredients that go into the food she serves
- Wants to support local farms and reduce her carbon footprint

Goal: Helen would like to cook at home more often because quality of ingredients and knowing what is in her food is very important to her.

Personal Profile: Helen is an Art Director at a new creative branding firm in downtown Seattle and the mother of a four year old daughter. Growing up on a small family farm in Wisconsin, Helen has a strong appreciation for raising animals humanely, growing produce free from chemicals, and reducing the carbon footprint of food transportation. She tries to support local farmers as often as possible, and when she has the option she always chooses organic. For Helen, quality of ingredients and knowing what is in the food she serves is very important, especially when she is making food for her daughter. She enjoys cooking and trying new foods, but as a working mom she finds it difficult to make the time to cook dinner every night.



“I *really* need to get serious about saving money...and food is my largest expense.”

Bud Budget

Primary Persona: The primary motivation for 31% of survey respondents who want to cook at home more often is to save money.

Age: 29

Home Life: Lives with his partner

Key Differentiators:

- He and his partner usually prepare meals together
- On a budget
- Young professional focused on his career

Goal: Bud would like to cook at home more often because he is trying to save money.

Personal Profile: Bud is a Junior Architect at a large firm in Chicago. He loves his job, and is working extra hours on a big company project to try to secure a promotion next year. Bud has been living with his partner for four years now and they are ready to buy their first home together, but they need to save money for a down payment first. On weeknights they usually go out to dinner at a restaurant close to their downtown apartment, but they've made a pact to start saving money by cooking at home. Bud and his partner enjoy cooking together, but find it difficult to do so after long days at the office.

Christie Creative

Secondary Persona: The primary motivation for 19% of survey respondents who want to cook at home more often is that they enjoy cooking.

Age: 25

Home Life: Footloose and Fancy Free

Key Differentiators:

- Lives alone so often cooks only for herself
- Cooks to show creative expression and personality
- Inspired by trying new things and cooking for friends on weekends
- Uses technology for inspiration, including social media sites like Pinterest



Goal: Christie wants to cook at home more often to cultivate her creative spirit, add exciting twists to familiar recipes, and share new dishes with friends and family.

Personal Profile: Christie has an active lifestyle - a growing career, a tight-knit group of friends, and a new boyfriend that makes her heart skip a beat. An art major turned Social Worker, she works at the VA Hospital in Atlanta helping people through difficult life situations. Raised by her mother and grandmother in Miami, Christie was taught that cooking is a form of creative, personal expression that belongs at the center of any happy home and Christie values that lesson. She primarily cooks from family recipes passed through generations, adding her own personal twists and secret ingredients as she goes. She enjoys perusing various cooking blogs and social media sites on her tablet for inspiration, and often takes pictures of the dishes she creates and posts them to Instagram. Christie loves cooking for others, and invites friends over almost every weekend for dinner, but doesn't feel as motivated to cook only for herself.

"Food is love."



APPENDIX



Survey questions
Interview questions
Interview notes
Photos
Competitive survey notes

Survey questions

1. How often do you currently cook at home?
 - A. Every Day
 - B. Frequently
 - C. Sometimes
 - D. Rarely
 - E. Never
2. Do you want to cook at home more often than you currently do?
 - A. Yes
 - B. No

IF ANSWERED YES TO QUESTION 2:

3. Indicate the degree to which the following statements reflect your reasons for wanting to cook at home more often:

	Not at all	Small Degree	Moderate Degree	High Degree	Very High Degree
I want to know all of the ingredients that go into my meal.					
I want to save money.					
I like cooking.					
Too many food restrictions I need to consider so cooking at home is easier.					
I crave variety! I'm tired of the pre-made and frozen meals available to me.					

Other Reasons/Comments: _____

IF ANSWERED NO TO QUESTION 2:

Indicate the degree to which the following statements reflect your **reasons for NOT wanting to cook at home more often:**

	Not at all	Small Degree	Moderate Degree	High Degree	Very High Degree
I already cook at home a lot.					
I have someone else that cooks for me.					
I don't like cooking.					
I prefer to eat out at restaurants or order take out.					
I prefer a pre-made meal or a frozen meal.					

Other Reasons/Comments: _____

If the person answers "NO" to question #2- the rest of this survey after question #3 should NOT appear - it should just go to the "thanks for filling out our survey" after they respond to WHY they don't want to cook. They aren't our target audience and any other questions are irrelevant.

4. Indicate the degree to which the following statements reflect the **reasons you do not currently cook at home more often:**

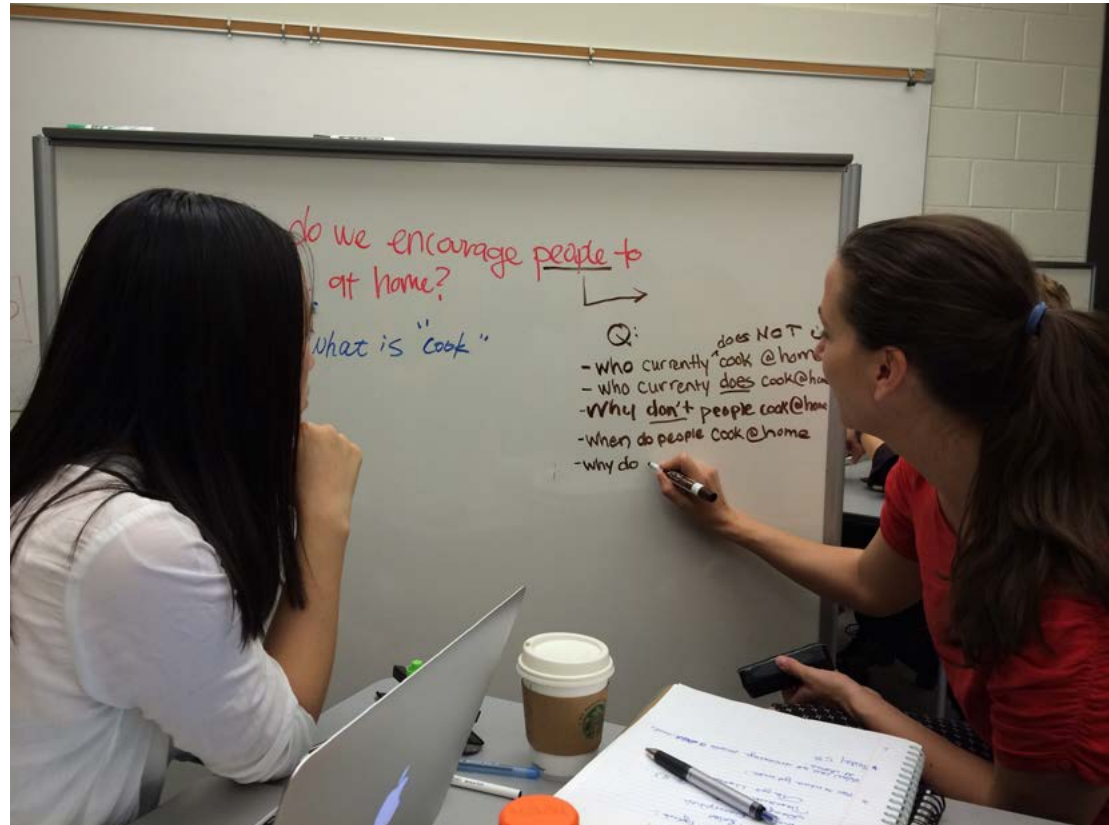
	Not at all	Small Degree	Moderate Degree	High Degree	Very High Degree
I'm too busy to cook.					
I'm not very good at cooking.					
I don't know what to cook.					
I only know how to cook a few things and I'm tired of those dishes.					
I don't like the process of cooking.					
I don't enjoy cleaning after cooking.					
My kitchen is too small - there's no room to cook.					
There are so many food restrictions to consider, it's hard to find a meal that works.					

Others Reasons/Comments: _____

5. When you don't cook a meal at home, which of the following most often describes your meal option?
- I go out to a restaurant or eat my restaurant leftovers.
 - I grab takeout.
 - I pick up a pre-made or frozen meal from the grocery store.
 - Someone else in my personal life cooks for me.
 - I skip it! Who needs food!
 - Others/Comments _____
6. What do you think would help you in your effort to cook at home more often ?
(optional open form field)
7. May we contact you for a short phone or in-person interview to discuss this topic further?
- Yes
 - No

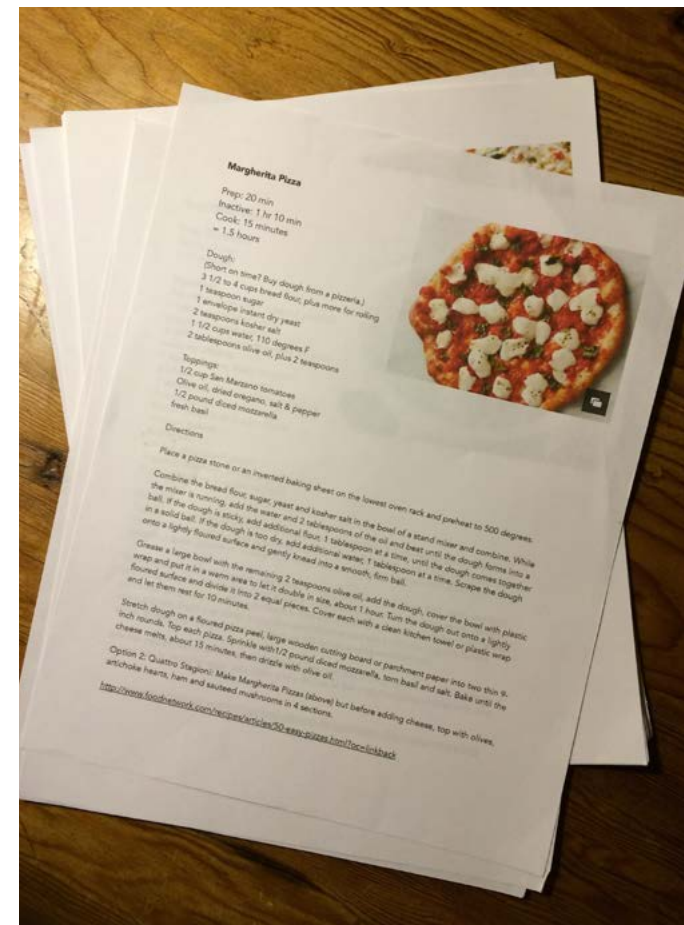
If select yes

- Name (open field)
- Phone (open field)
- Email (open field)



Semi-structured interview guide:

1. What do you consider “cooking”/what does “cooking” mean to you?
2. What is your motivation for wanting to cook at home more often?
3. How do you decide what to cook?
4. What type of food do you usually cook? Why?
5. Is time a factor for you in terms of the reasons you don’t cook at home? Tell me about that.
6. What is reasonable amount of time to cook a meal for you?
7. Do you any of these recipes feel accessible to you? (share recipes - see photo at right)
8. If you had help managing time that included making time for cooking, do you think that would help?
 - a. How do you keep track of the things you need to do in a day?
 - b. Time management/planning?
9. Do you have a weekly or monthly budget set aside for food?
 - a. Do you have a budget for eating out?
 - b. How do you come up with that?
10. Do you cook for anyone other than yourself?
11. Do you use technology when you cook today?
12. How do you get ideas for what to cook? (blogs, TV, friends, books, packaging, Trader Joe’s/PCC newsletter”)
13. Would social interaction influence your cooking behavior?
 - a. Sharing photos of what you cooked
 - b. Sharing recipes that you enjoyed
 - c. Sharing videos
 - d. Cooperative Cooking
14. Get demographic info (profession, gender, age)



Interviewees

	Save money	Too busy	Menu help	Control over food	Notes
Tara	•	•	•		Wants help planning meals. Interested in cooking for people.
Tricia	•			•	Needs help knowing how to cook. Interested in cooking for people.
Yiying Zhu	•	•		•	Wants help planning meals
Margie	•	•		•	Interested in cooking for, or with, people.
Xianglian Zhang	•	•			Enjoys cooking
Laura	•	•		•	Interested in cooking for people.
Lauren		•			Has children
Jake	•	•			
Mike	•			•	Enjoys cooking

Interview notes and photos:



Tara

Get demographic info:
Request manager: 30s, female

GUIDED TOUR/INTERVIEW:

What is your motivation for wanting to cook at home more often?
I **Being healthy. Wants to control the food that she's making, have leftovers, and make the food last throughout the week.**

What do you consider "cooking"? What does "cooking" mean to you? What do you enjoy about cooking?
 Why?
 Cooking can either be a negative or a positive thing. Negative, when she is stressed and cooking to come another stressor because she has to feed herself. **It can also be a positive experience, when you're cooking. I really enjoy it and I want to do more of it. But I really have to be in the right frame of mind for it to be a positive experience.**

HOW DO YOU CHOOSE WHAT TO COOK?
 Tries to make sure to include a vegetable and a protein. Dinner has to have a veg.

What kinds of cooking things do you have in your kitchen? Blender? Pots & pans? Food processor?
 Does not have a microwave. Current kitchen is tiny and her stove/top is 3/4 size. 60, space is an issue. Otherwise, has everything she needs.

What kinds of things do you have as "staples"? How often do you go shopping?
 Spaghetti/sauce, rice & beans, mixed vegetables. It's seasonal. **Shepherd's pie. Try to do my shopping on the weekend. On Sunday I try to plan out 2 meals throughout the week. More than that is just too much pressure. With 2 meals, you get leftovers and then on the weekend you can relax.**

I make a shopping list before I go shopping and I try not to be hungry. It's too easy to end up with a cart full of crap. Makes a list of things she wants to make for lunches and just buys for the week. She used to have a big party with rotating goods but now is not interested in being that overwhelmed. Tries really hard not to deviate from the shopping list. The list is made up of the staples (eg, milk, coffee, chicken and cereal) plus whatever produce is looking good at the moment and then all go to the meat section. Tries to avoid getting too much processed foods, but with her busy schedule that really limits what she can do. Bread food does save a lot of time, a shortcut that still lets you cook at home. But, the problem is that with a limited selection of things that you can make, it gets repetitive and the excitement/interest about cooking is diminished.

What type of food do you usually cook? Why?
 "For a holiday meal, I pick out what I want to make at least two weeks in advance. But, day to day...it's hard to choose what I want to eat."
 Likes to look through cookbooks on the weekend before shopping.

Family recipes?
 Shepherd's pie, meatloaf, desserts (cake, cookies). She did not learn from her mom. In college, she started to feel curious. But when she got married she was the cook of the house and had to learn. "When I grew up it was like meat and potatoes all the time. But [in her new relationship] he was like, let's try something else." So she started by different stuff and learned along the way. Her mom recipes were never very specific.

Do you cook for anyone other than yourself?

Page 1 of 4

Tara

DURING THE INTERVIEW, JUST COOKING BY ONE. This is a new thing since she is nearly single after 10 years of cooking for two. **There is a fair amount of motivation in cooking for someone else. It's hard to get excited about cooking just for me.**

I **Recently, she tried out a dinner night with a small group of friends. It was fun to be a part of the shared cooking experience. Everyone brings something and you end up learning things. You are having food conversations, everyone has their own recipes and stories and people have different backgrounds and ways of thinking. The shopping and effort that you put in is a lot, but the reward is so great. I'm still talking about it a week later!** Talking about and planning for dinner night as a group is also fun. Thinking about the constraints of each person's space and what people like to eat is interesting too, can make it more creative than a game. But group dinner is a little hard to resist. I'm excited but because you have to cook for a big group. And you can't just say the bill and leave. You have to clean up. I think when you go out with friends, you can go to a place and everyone can choose from a menu. But when you make something at home you have to pick one thing. So, deciding on that can be hard work. Calling out might not be as satisfying but you also don't have to put in all of the work.

TIME:

What is reasonable amount of time to cook a meal for you?
 At least, including preparation. Would want to be eating in an hour. Doesn't want to end up eating late at night. Doesn't want to eat after 8pm.

Do any of these recipes feel accessible to you? (sheer recipe - Jennifer to pull)

Sushi: no problem.

Quiche: probably wouldn't bother with making the crust by hand. That sounds a bit crazy. But would make for a brunch with friends. But, not a real quickie for her. During the week, no way would she want to do that much work.

Salmon with salad: yeah, this looks good and the timing sounds good.

Lasagna: I wouldn't do this during the week. There's a lot of stuff that needs to happen and 90 minutes is too long on a weeknight. Plus, dealing with a butter/milk/squash is a pain. But, maybe on a Saturday.

Soup: Doesn't get excited about soups. Maybe during winter. Doesn't like making it. She did a soup exchange, where you make 8 quarts and exchange with 8 friends. It was cool, but they are all in the freezer. But you also get a bunch of recipes.

Pizza: Yeah, I would make this. But I would not make the pizza dough. I would buy a frozen crust or get the trader joe's dough. Unless I made a bunch of dough at once and froze it to use later.

If you had help managing time that included making time for cooking, do you think that would help?
I **It's not really a matter of managing time. But, her job is really demanding so it's more a matter of effort on weeknights. So making that meal plan on the weekend is a relief. It can't be too much work during the week.**

How do you keep track of the things you need to do in a day?
 Well, there's work. I know what I need to be at work and I know my minimum amount of time I need to get ready for work. Always has cereal at the office, for breakfast. I do think about food at work though. If I don't have a plan and I haven't been to the grocery store for awhile I start to panic. I think about it at work and I might ask around the office and ask people what they're making for dinner. She is NOT interested in getting bored (bored or bored about food) throughout the day. She's probably just delete the email or text without looking at it. She tried out a service that gave you a planned set of recipes and a list of what you need to get to make them. But, the recipes weren't always something that she

Page 2 of 4

Marge, female, late 50's, married

What is your motivation for wanting to cook at home more often?

2 things, for health and to save money. Having more control over the quality of my food; grown locally, organic, stuff like that, and also healthier food. Eating good quality healthy food is like insurance against future disease, etc. So, I like to keep that in mind.

What are your obstacles to cooking more at home?

Time... even though I have time to cook at home, I want to do other stuff instead. I wish I could spend unlimited money to spend on good fresh food. But I sometimes end up spending the money anyway. Good healthy food is a priority. I don't spend money on much else. It's like insurance payment up front against medical expenses (due to bad eating) later. And I can share my cooking with others.

How do you decide what to cook?

I look around at the store or market and see what ingredients are fresh and local and in season. The local has to have a lot of flavor and it has to be balanced. I try to focus on eating mostly vegetables, but then also some protein and whole grains. Currently, we are following an anti-inflammatory diet, so the constraints we are working in are that at least 2/3 of your plate should be vegetables (and fruit), then about 1/3 good quality protein and grains or potatoes. So, starting from there... the diet we are following has a small book of recipes and a website. But, I also look at the co-op for recipes or get recipes from friends. If I'm at the farmers market or the coop and I see something that looks really fresh and great! Whatever is good and fresh and yummy. Like right now it's mushroom season so I want to make something yummy with mushrooms. So, I'll look through my cookbooks and saved recipes. Or, sometimes I'll just make something up. If I make spaghetti, for example, it'll just have lots more veggies in the sauce.

What kinds of cooking things do you have in your kitchen? Blender? Pots & pans? Food processor?

I have everything I need. But, this kitchen is too small, there's not really enough space for two people to work. I also really wish I had a food processor that was easier to clean.

What kinds of things do you have as "staples"? How often do you go shopping?

Once a week, usually. But then we might pick things up throughout the week. I don't make a whole meal plan on the weekend or anything. We just get the basics. Since we eat so many vegetables, you want them to be fresh so you can't let them go. We get our coffee and lots of vegetables. Eggs. Keeps a paper list made throughout the week. Often several paper lists, but sometimes those get lost.

Do you cook for anyone other than yourself?

My husband.

TIME:

Is time a factor for you in terms of the reasons you don't cook at home? Tell me about that. Right now, I'm not working so I can spend a lot of time cooking. But, there are also other things I'd rather be doing. I have the time to shop and menu plan, but honestly it can take about 4 hours to cook all three meals, or even two. Especially since this diet requires so many vegetables and they take so long to prep. But, when I was working, it was really hard to have the motivation and if I was exhausted at the end of the day or I needed to get cheered up, we

would easily go out. There's the situational (tired from work) and emotional (need to be pampered after a stressful day of helping other people) reasons why we wouldn't eat out more often. But, now that soup season is here, it's much less work because you make so much of it. When she was working they would do a lot of shortcuts, like using canned sauce and eating a lot more pasta, which is fast and filling.

What is reasonable amount of time to cook a meal for you?

15-20 for breakfast and lunch and dinner just take more time. We're not eating bread right now, so no sandwiches. Dinner can take 2 hours, but it really depends. If it is 3 meals worth, then it's time well spent.

Do any of these recipes feel accessible to you? (share recipes - Jennifer to pull)

She would make any of these.

Where did you learn to cook?

I learned to cook from my mom. The principles and the basics like sautéing. I never really liked cooking meat though, less and less these days. In college and living on my own, I experimented and made friends with some adventurous people. Learned how to do stir fry from some friends. But, my early influences were just not having any money...so you have to get creative.

Time management/planning?

This isn't really an issue. It's just a matter of choosing what's most important, priorities.

BUDGET:

Do you have a weekly or monthly budget set aside for food?

No. We spend a lot of money on food. But, fresh veggies and high quality protein, it's expensive. We shop at the co-op most of the time.

Is eating at home less expensive than eating out?

It's a little less expensive. But, it depends on where you go out to or what you eat too.

TECH:

Do you use technology when you cook today? What technology do you have? How do you get ideas for what to cook? (blogs, TV, friends, books, packaging, Trader Joe's newsletter)
Mostly I get recipes from friends or from the coop newsletter or cookbooks. I have cookbooks, just a few. If I'm trying to find particular recipes I might google something (like roast chicken) and then wander around the internet. Mostly I rely on my favorite cookbooks and recipes I exchange with friends who eat the same kinds of food and have the same ideas about cooking.

Would social interaction influence your cooking behavior? Sharing photos of what you cooked? Sharing recipes that you enjoyed? Sharing videos? Cooperative Cooking?
Not really interested in seeing what strangers cook. But, definitely cooking FOR people is much more fun than cooking alone. Cooking is something I can share. A lot of people I know don't need things, but being able to cook for someone is a gift that everyone wants to get, and rewarding to give.





cooking is creative, Chinese style food is cooking. reheat and microwave isn't cooking, because you can't decide flavor

cooking is not difficult

2 weeks ago, 3 times a week; now no cooking

reason: no time, lazy-shopping in advance, want to cook but no food.

time: research, classes, in school all day long, transportation, don't have access to them.

eat outside,

motivation: better food, own flavor, want to learn new things, enjoy own food

how to decide: open the fridge to see what's there; search recipes by ingredients; check all the ingredients in the recipe; if missing something, create my own; write out good

Chinese website for recipes; learning from other people; call my mom (better than website, just before start cooking)

reasonable time: one and half hour; so not so much time for cooking; 40 minutes for two meals at one time. If within 40 time, can make it fit in the schedule.

time management: streamline the process; slice the time into chunk; but making plans takes more time.

have a to-do list in phone, including shopping list; only put must-do things in the list; push notification should be helpful; repeat; so do it

no budget

social interaction: Last month joined family meal plan in neighborhood, each day 2 people cook in turn for 6 people, have dinner together. Like it because it's simple to make the same dishes with larger size, save time and have games. But sometimes too busy to commit. C

cooperative cooking; shopping for two, merge two people's schedule

relax, whole process is enjoying, choices, healthy, not necessary delicious

interaction with friends

usually vegetables and noodles, real cooking means Chinese cruising, complicated

how often: once a day

no time, long process, hungry

phd students, course works and research, eat instantly

how to choose: depends on what you ate previously, mood (sad-sweet), look at others pictures you want to try, try something new, homesick; what's in the fridge, advice from your mother

reason: time: 30 min for self.

use recipe apps, rely on them heavily.

time management tool: no disturbing from daily work, multi-tasking, alert, suggestions(when to buy things, prepare ingredients, order)

now use google calendar, but prefer notes and remember, like sync.

use to-do lists, if not urgent, postpone them.

budget: 300 dollars one month, exceeded because eat outside a lot.

social interaction: independent, social media triggers to cook more, cook the same things like sharing when it's delicious, let parents be relieved, get motivated from friends' comments. Cook with friends makes want to cook better, but not frequently due to busy

short videos share instantly, instantly guide you. video recipes/ accuracy/ pictures

spontaneously shopping.

Laure

39 years old

High school English Teacher

Single, lives alone with her pug & cat

I

What do you consider "cooking"/what does "cooking" mean to you?

I feel like I'm "cooking" when I've **planned ahead** - thought about what I wanted to cook, made a list of ingredients, **bought & prepped** those ingredients & then put them together. It's not about having it be hot or complicated - just that I did the thinking about it first.

What is your motivation for wanting to cook at home more often?

Cool, for sure. Although that may not be true - when you're cooking for 1, I often cook too much & then I can't eat it all. Then the food goes bad. I've never really done a "study" to see what is really more cost effective but it **FEELS** less expensive to cook at home. I'm not confident that I save more when I cook at home but like I said, it feels better to me.

Nutrition is another big piece though. I like to know what I'm cooking. I don't want to eat much meat and I'm trying to stay away from processed food. So the nutrition piece is part of this too.

How do you decide what to cook?

It depends what's in the house. Or sometimes I'll plan things out for the week and stick to that plan. Honestly, if I DON'T plan what I'm going to eat (breakfast, snack, lunch, dinner, snack) **Saturday or Sunday** - like, for the whole week - it's not going to happen. I'll go to PCC and get prepared foods and then put them together in interesting ways. But I'm not cooking something from scratch. I'm way too busy. I'm up at 5AM, get home around 4:30PM, and still have a few hours of work to do every night. There is no planning or shopping time happening during the week.

And it's inconsistent - from week to week, it's a different story. My motivation shifts - I don't know why.

If I were cooking for more than one, it would be **difficult. There's just not enough reward for the investment and time when you're cooking for yourself.**

What type of food do you usually cook?

I like recipes with just a few ingredients. If there are 10 ingredients, that's too much. Even 5 is **too much** most of the time. **3 good, 2-3 ingredients.**

Why?

I just don't want to **get** around with a lot of ingredients. I **get** around with enough in a day - I don't want to have to **get** around with my food. **I want it simple.**

Especially when it's just for me. If I could take a pill that would keep me alive and full of energy during the week instead of cooking, I would. Then I could cook on weekends.

Utilitarian cooking is annoying. **I like the idea of it being a leisurely event where I can take my time, have a glass of wine, just really enjoy the whole process. That will NEVER happen during the week. I don't enjoy food when I have other stuff to do.**

What is reasonable amount of time to cook a meal for you?

15-20 minutes - any more than that and it's too much.

I get home and I'm hungry so to even think about waiting an hour is annoying. **15-20 minutes, just.**

What do you instead? If you're too tired to cook or feel like it takes too long - what do you do?

I walk my dog and that takes about an hour or so. Sometimes I make phone calls, listen to audio books or just SIT.

Do you think you could listen to audio books and cook at the same time? Would that make a difference?

I've tried that before but it doesn't work. For me, when I'm cooking - I'm **COOKING**. It's not relaxing - well not during the WEEK at least. **15-20 minutes, just.**

Do you any of these recipes feel accessible to you? **15-20 recipes** - Jennifer to pull?

Sure - but it's never about the recipe for me. **I have plenty of resources to get recipes** - there are hundreds out there. It's all about time. **It's just not a priority for me during the week. I'm about routine when I'm working.** I have to work 1-2 hours at least every night. There's not motivation for me to cook when I have so many competing priorities.

If you had help managing time that included making time for cooking, do you think that would help?

15-20 minutes, just. I can't think of anything that would help. **Again, there are plenty of tools out there. If I thought they would help, I would use them.**

How do you keep track of the things you need to do in a day?

I think about what's going to take the most time and what needs to get done first. In teaching, there has to be a plan or nothing works. So I spend my time planning everything - although not so much for ME - for other people. I don't really plan things for me - probably because I have to plan everything else. Time management/planning?

Do you have a weekly or monthly budget set aside for food?

No - I probably should but I don't.

Do you cook for anyone other than yourself?

Not during the week but on weekends, I'll cook for my boyfriend and his son. That makes a big difference. My boyfriend might say, "I'm in the mood for halibut" and then I get excited and start researching how I can make halibut - what would be good with halibut - things like that. **I have the research side - thinking about what will be good with what, digging through cookbooks and websites. And when I get to cook for someone else, I'm motivated to do it - I'm motivated to make time for it and make it taste good. Just cooking for ME - I don't like.**

Do you use technology when you cook today?

Have tried services in past but tend to have too many ingredients. **Feels they are out of touch with reality.** I'm gone for 10-12 hours per day - it's often not possible to cook what they say is easy to cook.

I've used AllRecipes.com, Epicurious.com, and right now I'm considering a plan from Food Babe - because she's all about clean **food**. But I haven't seen her recipes yet so I won't be surprised if **15-20 minutes, just.**

What do you **get** "burned"?

15-20 minutes, just. Again - it's all about simple recipes.

What if a recipe only took 10 minutes - including prep - but had 12 ingredients?

15-20 minutes, just. I wouldn't do it. I need it not to take much time but also to have only a few ingredients.

I would be interested in a Blue Apron type service - but I'm not into the price. It's so **FRUSTRATING** that you have to **PAY** more for something you can do if you had time to do it!

How do you get ideas for what to cook? **15-20 recipes**, friends, books, packaging, trader **15-20 recipes**, newsletter*) - online websites (**15-20 recipes** & **15-20 recipes**) - friends - when at someone's house for dinner

Would social interaction influence your **15-20 recipes**? - No - it really wouldn't. Again - it's about TIME for me. **15-20 minutes, just.** That just seems like it will add more time, you know?

Other thoughts?

There are really 2 scenarios. **15-20 minutes, just.** I would love to cook more on Fridays & Saturdays - for myself or for other people. Then I could really think about what I wanted to do and turn it into an event.

During the week, I like routine. Maybe if there was something that would give me a plan - high protein breakfast, low carb dinner - then I could follow that plan. Like what my naturopath gave me - keeping in mind **15-20 minutes, just.** my days looked like, what I could & couldn't do. But then - is that cooking? I don't know. I just want to make a bunch of hardboiled eggs and call that breakfast. And maybe lunch.

I need things to be **PORTABLE** - pitas, carrots, burritos - things that I can take & go. My focus is on keeping my energy up during the week - it's not about **ENJOYMENT** of food. It's about staying alive.

There's tons of resources out there telling you what to do - recipes, shopping lists, etc. **15-20 minutes, just.** not the problem. It's something else. I'm not sure what. I don't envy your situation trying to solve this one. I have no idea what would help me at this point.

35 years old
Social Worker
Married, 18-
Cooking grew
Why cook at

When I have to buy ingredients and put them together to make what I eat - that's cooking. I mean, sometimes I used things like pasta - I don't make the pasta from scratch. But I still think that's cooking. Even when I use some items that are "pre-made".

It really goes in waves for me. Right now, the family has been travelling a lot so we've been eating SO MUCH CRAP. Starting last week. Ughhhhhh. So today - I would say it's about that. But other times, it's about money. It costs a lot of money to eat out. And with **Red** (baby), it's too hard to go out anyway.

Question: Usually it's about what's fast & easy to cook that I also like eating. I've been cooking all of my life. My mom taught me, and my grandma helped too. So it's core to who I am. But I'm just too busy now to really care about all of that. I have to wait for my husband to go to bed before I can start cooking but that's around 7pm. And at that point - I'm exhausted. Seriously. So I need something that's just quick and easy.

Oh - anything that I can just whip up in 20 minutes or so. Tacos, shrimp & salad - things that I've been cooking for years and can do without even thinking about it. Recipes that I've made my own over the years.

It ranges - usually it's a protein, a side, and a salad. So chicken, rice, and a salad for example - of course, I have to "Lauren-it-up" - nothing is ever THAT simple. I enjoy various, complex flavors.

gosh - this one all depends on what's going on with **جیتو**. My husband works and I work so we don't have much time when we both get home to tackle this. But if he can watch **میرا**, I can spend maybe 45 minutes on a meal. And he does the same thing. But honestly, we prefer 20-30 minutes at most. 10 is even better.

It's all about **Me**. After work, I pick up **Me** and then go straight home. We then walk the dog - so that takes 30 minutes or so. And then we have to do other stuff, like change clothes, sometimes there's a bath, there's always **Me**, and sometimes she just needs time to cuddle with her mommy. So again, it's not until she's sleeping that I can even think about cooking. Unless my husband is home - and then I can **Me** think about cooking. Maybe?

Do you any of these recipes feel accessible to you? [Lush recipes](#) - Jennifer to pull

If you had help managing time that included making time for cooking, do you think that would help?

I don't think so. I mean - I don't know! I can't even envision what would help. Because I like cooking. I care about the ingredients. So I don't want those "order your food online & have it delivered to your door" services. My sister does that and I know it works for some people. But I like picking out my food - what one person says is good may not meet my standards. I know - I'm a snob.

I don't know - it's just routine, right? We just do what we do. My focus is on ~~Me~~, then my husband, then work, then me. ~~Classic mom routine, right?~~ But yeah - there's just a set schedule and we all stick to it.

It's just set by what HAS to happen. Like - ~~Mia~~ HAS to be dropped off at daycare by 7am or they won't let her in. I HAVE to be at work at 8am or I get fired. I HAVE to get back to get ~~Mia~~ by 5pm or they charge me \$50 a minute or something like that. ~~Learn when there is a commitment to a goal~~ ~~Learn~~ if there is a consequence to doing or not doing - then I do.

Yes, we do. **Of course**. We plan every penny. It's a weekly thing and it does help us keep on track. That's why we don't eat out much. If we don't cook, we just snack on what's in the house. We lose family time and that's sad. **But** **of course** we do. When **she's** older, I want to make sure we have family dinners so there's a place to share our days. And I want to teach her to value cooking. I want that to be something that's in her life - for her health and for enjoyment. I love cooking. It's artistic.

👉 Bryan, my friends & family, I'll cook for myself but not often. If it's just me, I'll throw together a quick salad.

No - I mean, I look at my **iPhone** for a list of groceries to buy. But I have everything I need from growing up. My mom taught me how to cook and I cook those recipes. Sometimes I'll look at epicurious.com for other ideas but mostly, **just** about evolving recipes I already know, you know?

Sometimes my friends cook things that inspire me and then I'll think - oh! it would be so good if I made this but MY way. Otherwise, I just stick with what I know.

NO - I hate social media. And I'm enough of a cook snob that I don't really like sharing cooking space unless it's someone I know and love.

I guess I feel like anything that takes 15 minutes isn't even worth sharing. Maybe I'm embarrassed to say I have a "recipe" for burritos. I mean - there's nothing to that. Why have a recipe. It's just dumb. I would never do that. I guess it's good for some people but I wouldn't be interested in that.

I have friends that came up with this idea to just "mass produce" meals for the week. But I hate that idea. I want something REALLY fresh. Why cook something & freeze it if it doesn't taste as good? I would never do that. Maybe if I could go online & order what I want for dinner that night, and then someone came to my door with a box of ingredients already prepped - including **CHOPPING**... chopping takes forever - then maybe I'd like that. But if someone brought me a meal, I wouldn't want that.

I don't know. It's different. I just don't want someone bringing me a hot meal. I can heat it myself. I ~~don't~~ know - I have to think about it. It's just different.

Tricia

Get demographic info (profession, gender, age)
30s, female, artist/self-employed

GUIDED TOUR/INVENTORY:

What is your motivation for wanting to cook at home more often?

1. Save money. 2. have more control over what and how much I eat. most important is to know what is in her food. 3. learn more about food & cooking (I love going to people's house and eating food, build community, share food, share stories, such a great welcoming gesture)
I'm overwhelmed by what to make and what ingredients to get.

What do you consider "cooking"/what does "cooking" mean to you?

Cooking is a culinary art. An art form blending ingredients together, cooking, to create a pleasurable eating experience. Assembling (like a sandwich) is not cooking. It's food and it might be interesting, but it's more like opening packages.

What do you enjoy cooking? why?

Enjoys eating and the prepping. Don't know about how to execute or season. Cooking is scary because you are spending a lot of time and money and resources and you want it to be successful. "I'm buying food that is already sort of mediocre, at least I know what it's going to be, not going to be a failure."

How do you decide what to cook?

"I decide based on what I know how to make". "the things I do make, I think I make well." pizza, burritos (borderline assembly), fish tacos (except for the fish part), eggs, salad

What kinds of cooking things do you have in your kitchen? blender? pots & pans? food processor?

For sure I don't have everything I need to do cooking. She has some seasonings that a book said she should have but she doesn't know when to use them. Tools: the right pots, pans. Don't even know what I need that I don't have. As a vegetarian, wasn't raised vegetarian. So doesn't have the "family recipes" that she should have.

What kinds of things do you have as "staples"? How often do you go shopping?

"Rough, just a week. I tend to buy things that I think are healthy. Then my staples: yogurt and toppings, oatmeal, eggs, breakfast things. My thrive breakfast options. Salad stuff for lunch. Beans, in case I make burritos. I am so bad at shopping because I get overwhelmed at shopping." Doesn't like to go to store because there are so many choices and she doesn't know what to get. Doesn't have a core shopping list. Often will make a written list if she wants to make something outside of the core. Core doesn't cover all of the meals.

Do you cook for anyone other than yourself?

Usually just herself, because her boyfriend works long hours and is only home 4 nights a week for dinner. For him, breakfast and lunch are provided at work. On weekends they often get together with friends and then it's often easier to go out because they might be going somewhere. What he does make is really good but he doesn't want to do the dishes after, so he hardly ever cooks.

TIME:

Is time a factor for you in terms of the reasons you don't cook at home? Tell me about that.

Not so much as just knowing how. The amount of time you spend deciding where to go and going and coming back isn't actually less. Ultimately, cooking at home you have leftovers so you'll have more food the rest of the week. Like soup, that lasts a few days. You mix and match and build on the leftovers.

What is reasonable amount of time to cook a meal for you?

It really depends. Cooking just for myself I wouldn't want to spend a lot of time. But if someone is in the kitchen with me, it's more fun/social and I would spend more time.

Page 1 of 3

Tricia

Do any of these recipes feel accessible to you?

Quiche: the crust seems hard. But I've done that before so I think I could do it.
Salmon: fish is hard, don't know how to cook. really likes salmon, salad would be easy
Lasagna: so many parts, takes a long time
Soup: really don't know how to make soup.
Tofu: I definitely don't know how to cook/season tofu.

How do you keep track of the things you need to do in a day?

Plans out her day at breakfast. Think about what she has to do and the order to do it all. Task oriented. Is good at having a list of things to do today and finishing them before the day is done.

BUDGET:

Do you have a weekly or monthly budget set aside for food? Do you have a budget for eating out? How do you come up with that?

Money is an issue but she doesn't have a specific budget for food. You have to eat plus eating is often her main social experience so she's not overly budget-y about it. Food is the largest part of her expenses, so if she did want to save money overall, food would be the place to do it.

TECH

Do you use technology when you cook today? What technology do you have?

Phone: mostly use camera to take "notes", calendar, map, weather, internet (sometimes), notebook/ongoing lists not for short term, phone, clock.

How do you get ideas for what to cook? (blogs, TV, friends, books, packaging, trader joe's newsletter) No blogs or websites. Never even looked. Would love to exchange recipes with people she knows and knows that they like the same things.

Would social interaction influence your cooking behavior?

Sharing photos of what you cooked? sharing recipes that you enjoyed? Sharing videos?

Not interested in making photos or videos of her own cooking. Her cousin wrote a cookbook and has great photos on her Facebook page, which make her want to buy the cookbook. She would be more likely to ask people she knows for recipes than go to a website or app that has a lot of stuff and unknown users. Not sure if she should start with a cooking class or what? She learns faster if she sees someone doing something rather than just reading the directions. Prefers learning in person. Videos for learning would be ok, probably more what she can afford and what is more accessible right now, but would prefer learning from someone in person because she can ask questions and watch/learn from them. Not sure where online where she would start: looking at food websites or blogs; there are a lot. Overwhelming also because when she finds a recipe she likes, she's not always sure what they words mean.

Cooperative Cooking

Would love to share cooking with friends. Coordination would require finding people who would eat like similar things. Would be less likely to do it with people she doesn't know.

Moviedocumentary "Happy" talked about a community housing situation where you cook once a month and make food for everyone. Loves this idea. Shared work. Visiting with people and listening to music makes it less like "work". Wants to start a "Studio soup" night where she makes a big pot of soup and invites people over. After dinner they make art.

OTHER:

Would love to find someone who wants to teach her in her own kitchen. To help her build skills and confidence, in her own space. Also really likes the social aspects of cooking. And to know what to do when you don't have a specific tool; what are shortcuts and substitutes.

Page 2 of 3

Tricia

Growing up in a large family, mealtime was a social time. Making food, catching up on everyone's day. It's a lot of work, but the work is broken down into chores and it's family time so it's just time that you spend, not really an option.

Doesn't enjoy shopping or washing dishes.

Some people say cooking is a way to decompress at the end of the day. She wants that, but right now it's stressful because she doesn't know what she's doing...would need to spend a lot of effort (not relaxing) figuring out what to buy, what to do.

ONE MAGIC THING:

Someone to learn from/with.

Or wouldn't it be great if you only had to eat once a day. You could spend the time to make one great meal and be good.

Mike Beckman
Male, 31
Industrial Designer

1. What do you consider "cooking"/what does "cooking" mean to you?
Frozen pizza is not cooking. Thinking about what I'm going to make, going to the store, preparing the food, usually involve stoves. Prep and time. Usually in the hopes of getting a healthier result than eating out.
2. What is your motivation for wanting to cook at home more often?
Saving money. Having leftovers. And cooking can be enjoyable. And like I said before, it's healthier than going out.
3. How do you decide what to cook?
Usually it depends on the audience - Jessie (partner) is a vegetarian. Then I just cook what I like. Sometimes I'll look through a magazine or cookbook, but usually I just stick with what I know.
4. What type of food do you usually cook? Why?
Lots of Mexican food - tacos, burritos. Lots of BBQ and soups. Lots of vegetables. Pastas.
5. Is time a factor for you in terms of the reasons you don't cook at home? Tell me about that.
Yes, especially when Jessie wasn't living with me. I'd go out to eat or do something super simple instead. Now that Jessie is there I spend more time cooking.
6. What is reasonable amount of time to cook a meal for you?
An hour max. I'd like to keep it around 30 mins.
7. If you had help managing time that included making time for cooking, do you think that would help?
 - a. How do you keep track of the things you need to do in a day?
At work I write it in my notebook. At home I don't write anything down. I keep it in my head.
 - b. Time management/planning?
No. The outlook calendar for work meetings.
8. Do you have a weekly or monthly budget set aside for food?
No. My bank account.
 - a. Do you have a budget for eating out?
 - b. How do you come up with that?
9. Do you cook for anyone other than yourself?
Yes, for Jessie. And for friends sometimes. Usually Jessie plans for the group and I help execute. I cook the meat.
10. Do you use technology when you cook today?
I'll look at my phone for a recipe.

11. How do you get ideas for what to cook? (blogs,TV, friends, books, packaging, trader joe's newsletter")
Vegetarian times magazine. The internet. Google search and then wherever that leads me. I don't have a specific website I go to.
12. Would social interaction influence your cooking behavior?
 - c. Sharing photos of what you cooked
 - d. Sharing recipes that you enjoyed
 - e. Sharing videos
 - f. Cooperative Cooking*No. I'm not a food photographer, tweeter, instagramer.*

Jake Silsby
Male, 27
Industrial Designer

1. What do you consider "cooking"/what does "cooking" mean to you?
Cooking is combining 3 or more ingredients to make a meal. Making dinner is different - that can be frozen pizza. Frozen pizza plus celery and dip is making dinner, but you didn't cook it.
2. What is your motivation for wanting to cook at home more often?
Saving money, and I like being at home. Sitting down to dinner at home. And I feel gross after I eat take out. If I'm paying for something I never want to pay for something that's healthy. If I'm buying something I'm going to buy something that I can't make at home. I'm not going to spend \$7 on a salad.
3. How do you decide what to cook?
It's based on loose meal planning - we'll talk about what we're gonna make when we go grocery shopping once a week. So, we'll decide we're going to have tacos one night and chicken noodle soup another night, and then if there are extras we'll make stuff from that. We always have beans and spaghetti sauce, etc in the cupboard. When I do cook I try to make extra - soup or casserole - easy to heat up for leftovers. We try to do stuff that's not a ton of cleanup. When you're cooking it takes barely any more effort to make extras.
4. What type of food do you usually cook? Why?
It's so varied. Mexican, Italian. One dish meals. I like to grill. It's funny to talk about it. You never think about what you make.
5. Is time a factor for you in terms of the reasons you don't cook at home? Tell me about that.
Certain things I wouldn't make on weeknights because they have too much prep or take too much time. I save those for the weekends.
6. What is reasonable amount of time to cook a meal for you?
45 minutes with cleanup - between 30 min to 60.
7. If you had help managing time that included making time for cooking, do you think that would help?
 - a. How do you keep track of the things you need to do in a day?
I use the flag feature in outlook. For home stuff, I have any do.
 - b. Time management/planning?
No. The outlook calendar for work meetings.
8. Do you have a weekly or monthly budget set aside for food?
No.
 - a. Do you have a budget for eating out?
No, but we watch the amount of times we go out each month
 - b. How do you come up with that?

9. Do you cook for anyone other than yourself?
I cook for Kate (wife). And on Thursdays we have friend dinner - we rotate houses. 6-8 people total.
10. Do you use technology when you cook today?
I might look at a recipe on my phone. I generally don't use recipes though, I make what I know. Sometimes I'll use the internet for reference, like to find out how much of a certain ingredient to put in.
11. How do you get ideas for what to cook? (blogs,TV, friends, books, packaging, trader joe's newsletter")
Kate finds stuff on pinterest, and I will occasionally look for things I feel like eating. I have 6 things I know how to make and that is what I make usually. I don't really experiment on weeknights. Experiments I will save for the weekends. Then if it's terrible we can still go out.

Complete annotated list – Competitive product analysis

Apps

Paprika Recipe Manager

<http://paprikaapp.com>

<http://www.bigoven.com/recipes>

This “clip and save” app allows you to grab recipes from websites, upload your favorite recipes and then sync them to your smart phone and/or tablet. The app helps the user to create menus, plan grocery lists, modify recipes (scale up), and creates calendar reminders.

Big Oven

<http://www.bigoven.com/recipes>

Big Oven includes a recipe database, meal planner, and shopping list. Browse a database of recipes, add your own, (the Pro version allows you to scan your handwritten recipes and make them searchable), add recipes from the web, and get suggestions based on search options. Filter recipes by special diets or allergies. Includes help with scaling recipes up or down, measurement conversions, customization, and nutritional information. Meal planning help includes calendar, single or multi-day menus, and grocery list creation from calendar. Social media integration as well as private notes and recipes.

MealBoard

<http://www.mealboard.com>

MealBoard is a meal and grocery planner. MealBoard is a place to store your recipes, do meal planning, generate grocery lists and manually keep track of pantry staples.

Yummly

<http://www.yummly.com>

Yummly uses your “yums” (likes) and taste preferences, special dietary concerns, and allergies to suggest recipes.

Filters to help you decide what you can cook without going shopping, based on what you do or don't have on hand. Integrates with popular cooking websites and blogs so you have "millions" of recipes to choose from. You can save recipes. Includes social integration.

AllRecipes dinner spinner

www.allrecipes.com

Access to the AllRecipes database of recipes, watch videos, create a shopping list, and keep favorites in a recipe box. You can search by dietary needs, cooking time, ingredients you do or don't want included, or use the spinner to get a random recipe. Social integration.

Substitutions, Conversions, Cooking Times

<http://gormaya.com/>

1000+ cooking substitutions. Measurement conversions for dry and liquid volume, temperature and weight, etc. Cooking times and temperatures for common foods.

Cooking subscriptions

Blue Apron

<http://www.blueapron.com>

tagline: A better way to cook | Fresh ingredients, great recipes, delivered weekly to your home

- Original recipes
- 500-700 calories per serving
- 35 minute average to prepare
- Pre-portioned ingredients to save time and reduce waste
- easy to follow recipe cards
- Fresh, seasonal, sustainable ingredients
- Specialty ingredients that can be hard to find
- Flexible Plans
- Recommendations based on dietary prefs
- Skip any weeks when you don't have time
- Starts at \$9.99 per person
- Convenient free delivery in a carefully packed refrigerated box

Plated

<https://www.plated.com>

tagline: Eat better. Live better | Fresh ingredients and unique recipes delivered directly to you each week.

- Choose your menu (from 7 chef-designed recipes 4 meat/fish, 3 veg each week)
- Select delivery day
- Packed and portioned for no waste
- Locally sourced ingredients
- \$12-15 per person

Meal/Menu Plans

Cook Smarts

<http://www.cooksmarts.com>

tagline: We Believe health starts with a home-cooked meal. We empower you with the smarts to become a kitchen hero. We transform the kitchen into a happy place

- Practical and healthy recipes
- Simple weekly meal plans
- Smart kitchen resources
- Menu plan is \$6-8 per month
- Receive a meal plan with 4 simple balanced dinners with gluten-free, paleo and vegetarian options
- Generates a grocery list
- Organized steps to make cooking stress free (paper or iPad)

Plan to eat

<http://www.plantoeat.com>

tagline: Eating at home is about to get easier

- import recipes from over 100 websites, blogs or enter your own
- filter recipes by ingredients, etc.
- drag recipes from your recipe book to create a meal plan
- save existing meal plans to reuse
- adjust serving sizes, calculate calories, nutrition, cost
- dynamically creates a shopping list based on meal planner
- organizes list by category and/or store
- add additional items not in menu plan
- mobile site with checklist function

Learn to cook

Feast bootcamp

<http://www.letsfeast.com>

tagline: Learn to cook in 30 days

- Embrace new routines
- Always be prepared
- Start cooking
- Take it to the next level
- The Psychology of Habit Building
- Keeping Your Kitchen Stocked
- How to Grocery Shop
- Choosing Your Tools Wisely
- Using Your Knife
- Cutting, Sautéing, Roasting
- Cooking With Flavors
- How to Use Spices
- Making Healthy Meals
- Putting Together a Meal Without Recipes
- Time Management in the Kitchen
- Plating Techniques
- Experimenting with New Meals
- Hosting a Dinner Party

AllRecipes Cooking School

<http://cookingschool.allrecipes.com/>

tagline: Learn cooking schools and fundamental techniques from the world's #1 cooking sites

Offers web-videos on different topics for purchase including the fundamentals package:

13 courses covering fundamental cooking techniques such as roasting chicken, making pie, poaching eggs, and baking fish. Each course includes 3 to 7 lessons with how-to videos, cooking exercises, recipes, quizzes, discussion boards, and more.

Something different

Turntable Kitchen

<http://www.turntablekitchen.com/>

tagline: A curated food and music discovery experience, delivered to your door.

- exclusive 7" Vinyl
- Digital mixtape
- 1-2 premium ingredients
- 3 seasonal recipes
- tasting notes

Non-Digital Options

Magazines

Food Network Magazine

Magazine tie-in to the food network television channel and website. Includes sections for weeknight dinners, weekend meals, recipes from food network hosts, tips and tricks, and recipes based on what's currently fresh.

AllRecipes Magazine

Magazine tie-in to allrecipes.com. Includes top rated recipes from the website, food product reviews, gift ideas, and trendy tips.

Cooking Light

Focuses on healthy recipes and nutrition information. Includes recipe makeovers for comfort foods, holiday recipes, quick dinner recipes, and recipes for entertaining and parties.

Everyday with Rachel Ray

Every Day with Rachael Ray is every busy home cook's go-to-guide for great food; good fun; and inspiring ways to relax, laugh and enjoy life. Help yourself to 30-minute meals and menu planners, Rach's faves for fun, beauty, style and home, plus 100s of food and entertaining tips.

Eating Well

A delicious balance of cooking and must-have nutrition features, EatingWell is the award-winning magazine where good taste meets good health on every page. Each issue is filled with dozens of delicious and nutritious recipes, smart shopping tips, healthy-in-a-hurry menus and much more! Beautiful color images illustrate never-fail, full-flavored recipes for healthful everyday eating and entertaining.

Vegetarian Times

Vegetarian Times is the magazine of great food, good health, and smart living. Each issue is packed with mouth-watering recipes that taste great-and are good for you too. You'll find new tastes, old favorites, and tips on how to cook with fewer calories and less fat.

Cookbooks

Amazon.com has about a billion cook books that cover every type of cooking possible including basic cooking, time saving recipes, health and nutrition, and worldwide cuisines.

TV Networks

Cooking Channel

Cooking Channel is a television specialty channel that airs recurring (episodic) programs about food and cooking, owned by Scripps Networks Interactive. It is a spin-off (in essence) of Food Network, which is jointly owned by SNI and Tribune, but focuses more on instructional shows rather than “reality style” and contest programming that Food Network is now geared towards.

PBS Food

PBS Food unites cooking shows, blogs and recipes from PBS and local stations across the country including Julia Child, Jose Andres, and Fresh Tastes!

Food Network

Food Network programming is divided into a daytime block known as “Food Network in the Kitchen” and a primetime lineup branded as “Food Network Nighttime”. Generally, “In the Kitchen” is dedicated to instructional cooking programs while “Nighttime” features food-related entertainment programs, such as cooking competitions, food-related travel shows, and reality shows.

Make Ahead Meals

Dream Dinners

www.dreamdinners.com

Dream Dinners removes all menu planning, shopping, prep-work and clean-up by moving the meal assembly process out of people's kitchens and into specially equipped stores. Preview a changing monthly menu online at dreamdinners.com and select dinners from a menu featuring up to 17 items. The guest can elect to assemble 3-serving or 6-serving dinners, in any combination that works best for their families. Guests then register to attend a meal assembly session at the nearest Dream Dinners store location, and pay for their session online. When it's time for their session, guests bring boxes or coolers with them to the Dream Dinners store, where staff greets them and explains the process. At the store, guests rotate through refrigerated recipe stations, scooping prepped ingredients into the provided baking pans or gallon-sized, zip-top bags, which they label with the appropriate cooking instructions. After assembling their dinners, guests take the uncooked dinners home and freeze them. Each week, three meals are taken from the freezer and placed in the refrigerator to be enjoyed during the upcoming week.

For Time Saving

Toggl

<https://www.toggl.com/>

Self report what you're doing, stop and stop the timer and see visuals that show you how you're spending your time.

RescueTime

<https://www.rescuetime.com/>

This program runs quickly in the background of your computer applications to help you track how you're spending your time online. You can pull reports and see which sites you spend the most time on throughout a day and block sites you want to "break a habit" from if needed.

ATracker

<https://www.youtube.com/watch?v=pKcLxesdPhQ>

Start and stop the tracking of all tasks in your life with a quick tap! Pulls charts and graphs that show visually how you're spending your time. Share with friends via Facebook and Twitter. Apple only.

Eternity

<http://www.komorian.com/eternity.html>

Structured to remind you about work-life balance, Eternity divides time broadly into work, sleep, and play categories.

Now Then

<http://angryaztec.com/nowthen.html>

This app features personal categories defined by each user. Allows user to self-report time to see how time is being spent among tasks such as work, entertainment, or cooking (self defined)! Shows graphs/charts of time spent now and then - per day, week, or month. Share with friends via social media and sync with dropbox, software programs, cloud, etc.

TIME Planner

<https://itunes.apple.com/us/app/schedule-planner/id437461477?mt=8>

The big difference here - this app sends reminders for PLANNED tasks while also allowing the user to enter their current tasks with just a tap. Shows graphs and charts of self-reported productivity and integrates with existing Apple calendar systems.

My Minutes

<http://www.myminutesapp.com/>

This app is all about goal setting. The user inputs desired goals and the amount of time they would like to spend

on each task (30 minute walk or “no more than” 45 minutes on the internet). The app gives you a nudge when you’re out of time, or a virtual pat on the back when you hit your goals via notifications. Apple only.

StridesApp

<http://www.stridesapp.com/>

This app is a goal setting tool and a time management tool. Shows data based on self-reported activities. The user interface is flexible and allows the user to set any goals/tasks within 4 tracker types: target tracker goals, habit tracker goals, milestones tracker, average tracker to compare average vs. goal AND level-up as you go to make goal tracking a game to encourage continued growth.

Lift

<https://www.lift.do/>

<https://www.youtube.com/watch?v=XjMMArrDcCw>

This is a community supported app so that each user has support from other users when setting or breaking habits. Users can enter goals, track activities, and see what other people are doing. Give encouragement from others by giving “thumbs up”, ask for coaching assistance, and receive encouragement from others. This also shows data so you can continue tracking progress long/short term.

Matrix of Features – excluding hard copy magazines, cookbooks, and television programming

COOKING FOCUS	Recipes (aggregator or original)	Time Mgmt (fit in with rest of life)	Budget focus	Meal Planner/ Scheduler	Customiz- able Scalable	Shopping Lists	User Comments/ Tips	Share Features/ Social Media	Sync with current personal technology	Service Offering	Cost for Entry
<i>Paprika Recipe Manager</i>	x			x	x	x	x	x	x		\$20
<i>Big Oven</i>	x			x	x	x	x	x	x		\$0
<i>Meal Board</i>	x	x	x	x	x	x	x	email	x		\$4
<i>Yummly</i>	x			x	x	x	x	x	x		\$0
<i>All Recipes</i>	x		x	x	x	x	x	x	x	x online classes/videos	\$0
<i>Gormaya Food and Drink</i>					x		x				\$2
<i>Blue Apron</i>	x	x		x	x					x plan, shop, measure, deliver	\$60/week min (3 dishes)
<i>Plated</i>	x			x	x					x plan, shop, measure, deliver	\$48/week min (4 dishes)
<i>Cook Smarts</i>	x	x		x	x	x	x	x	x	x online cooking lessons/ videos	\$21 (3 months) - \$72 (year) Free for 3 meals
<i>Feast bootcamp</i>		x	x		x					x cooking bootcamp, learn how to make time for cooking and basics of cooking	\$49
<i>Plan to eat</i>	x			x	x	x	x	x	x		\$4.95/ month or \$39/year
<i>Turntable Kitchen</i>	x									x monthly delivery of recipe, music pairing, 2-3 dry ingredients	\$25 (month) - \$150 (year)
<i>Dream Dinners</i>	x				x					x cook in commercial kitchen, then take it home to eat or freeze and eat later	\$15+ /meal depending on serving size

TIME/GOAL/ BUDGET FOCUS	Recipes (aggregator or original)	Time Mgmt (fit in with rest of life)	Budget focus	Meal Planner/ Scheduler	Customiz- able Scalable	Shopping Lists	User Comments/ Tips	Share Features/ Social Media	Sync with current personal technology	Service Offering	Cost for Entry
<i>Toggl</i>		x									\$0 - \$5/ month
<i>RescueTime</i>		x									\$0-\$9/ month
<i>ATracker</i>		x			x			x	x		Free
<i>Eternity Time Log</i>		x			x				x		\$0 - \$9.99
<i>Now Then</i>		x			x			x	x		\$2.99
<i>TIME Planner</i>		x			x			x	x		Free
<i>My Minutes</i>		x			x				x		
<i>Strides App</i>		x			x				x		\$3.99
<i>Lift</i>		x			x		x	x	x		Free