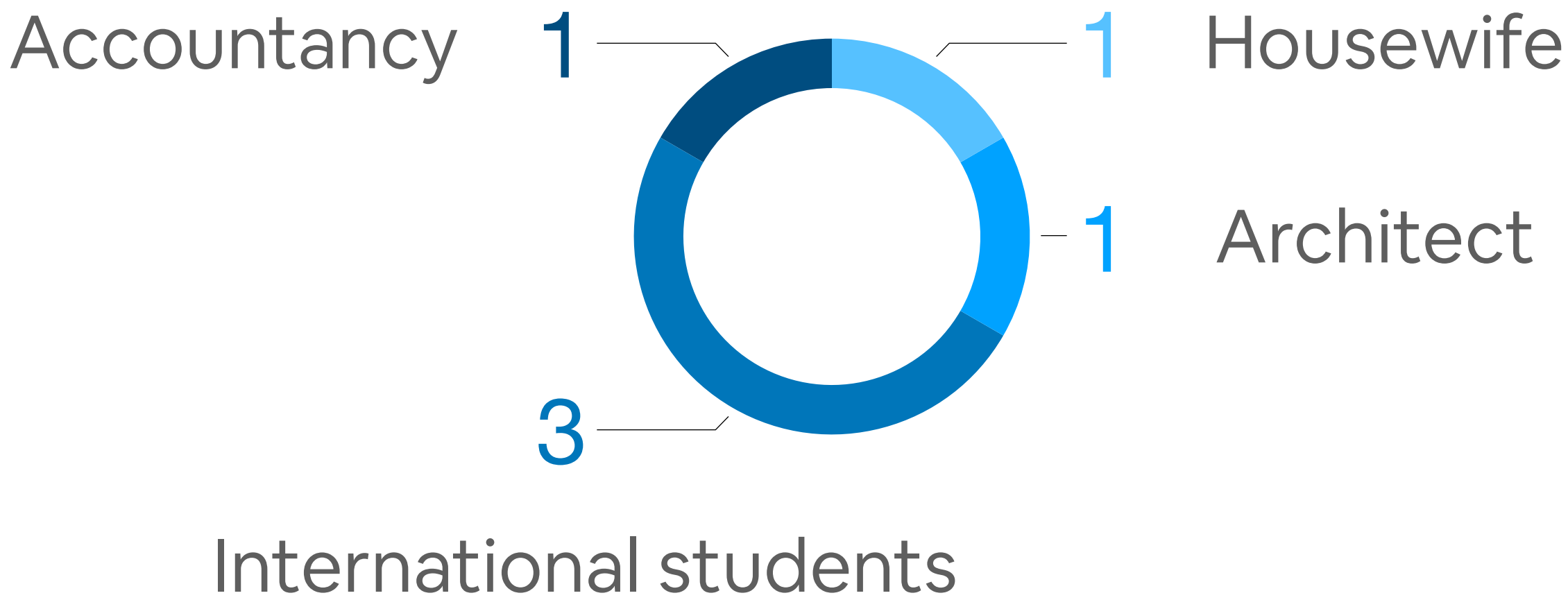


# Primary Research - Interview

# Interviewee Demography



# Interview Questions

- **Experience:** How was the latest cooking experience for you? What was good? What was bad?
- **Frequency:** How often do you cook?
- **Channel:** How do you learn to cook? What type of tools do you use? How do you feel about the experience? What is good? What is bad?
- **Shopping:** Where do you usually buy the ingredients? How do you think about the quality of the food, the delivery time, the price, the customer service and etc.?
- **Value:** What does cooking means for you? Why do you like learning new recipes?
- **Others:** Anything else do you want to share with me?

## Interview Insights

- “I usually use App such as Xiachufang and Lanfan.”
- “It is inconvenient to use hand to touch the screen while cooking.”
- “The mobile screen is too small to view the instruction details.”
- “While purchasing ingredients, I prefer online shopping. But the thing is that I need to switch between the cooking App and the grocery App, such as Hema, to purchase the ingredients.”
- “I care about how fresh the food is and the delivery time. I sometimes compare the price between different grocery Apps and determine which one to use.”
- “The proportion of the food was too much for me for one meal. There is few options of the prepared bundle of the ingredients. I have to search for different ingredients manually.”

# Design Opportunities

# Design Opportunities

- Tablet based App with large screen for tutorials watching
- Voice Interaction to free hands
- In App Purchasing with bundle option for ingredients
- Customized recommendation based on food preferences and health conditions