

Persona Hypothesis for Recipe Planner

One-time Cooks: Users planning to make a meal for a party or holiday, don't cook regularly and need help remembering the ingredients they need and how to make the recipe.

Daily Cooks: Experienced users who need a way to keep track of ingredients for multiple meals when they shop for groceries. They might use the recipes as a quick reference instead of following them closely.

Recipe Reference: Users who already have the ingredients they need, but need to use the app's recipes to make the food. They don't use it as a shopping list, just a recipe reference.

Inexperienced Cooks: Users trying to learn how to cook. Trying to cook basic recipes and use ingredients that can easily be found in all grocery stores.

Curious Cooks: Users looking for new and interesting recipes. They may treat the app as more of a catalog for new recipes than a shopping assistant.

Interview Questions

1. How often do you cook?
2. Do you typically use an information source (cookbook, online recipe, etc) to help you cook?
 - a. What do you find most useful about those sources?
 - b. Is there anything you think is missing? (certain information, features, etc)
3. How often do you shop for groceries?
4. What do you use as a grocery list?
5. Would you use our app? (explain the app first to them)
6. Do you think our app, by helping to manage ingredients and scheduling, would encourage you to cook more?