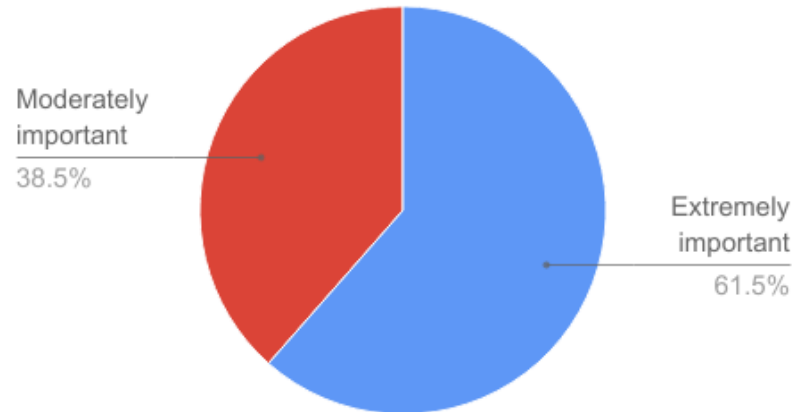


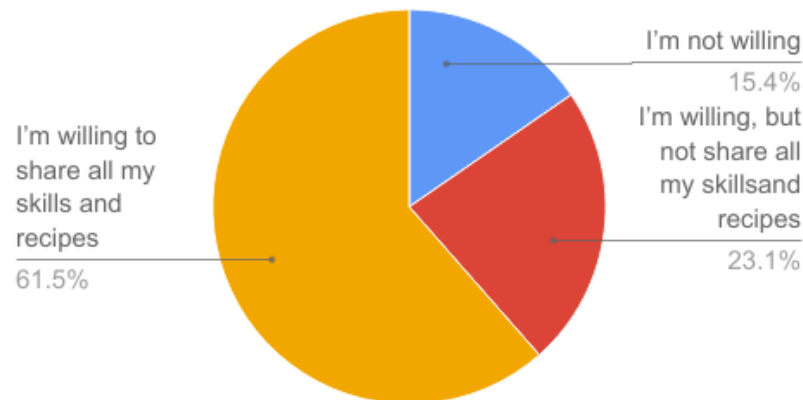
Homemakers Survey & Interview Results

How important is it to you to cook healthy and nutritious food for yourselves and your family?

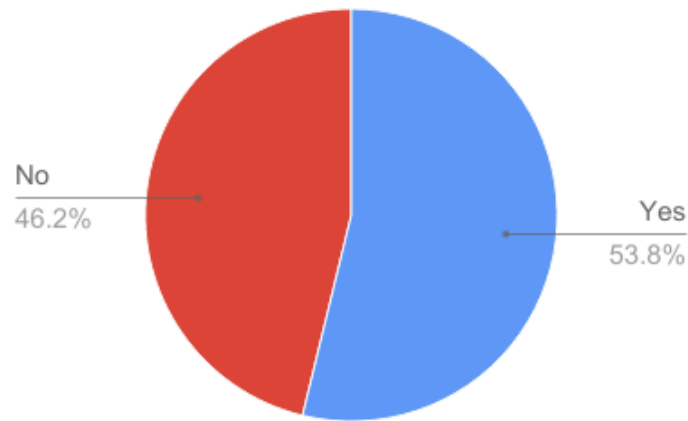


0% - Neither important nor unimportant
0% - Not important
0% - Extremely not important

How willing are you to publicize your cooking skills/recipes around your neighbourhood community?



Do you want to earn extra income by selling your home-cooked food to neighbourhood community?



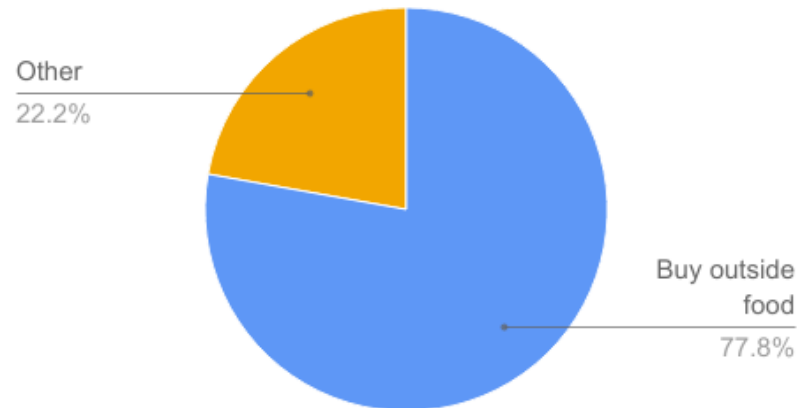
"Working life is not as fulfilling as baking which is my hobby. I love to produce confectioneries for my colleagues and it would be great to earn extra income on the side."

Employee 8 Homemaker, age 45

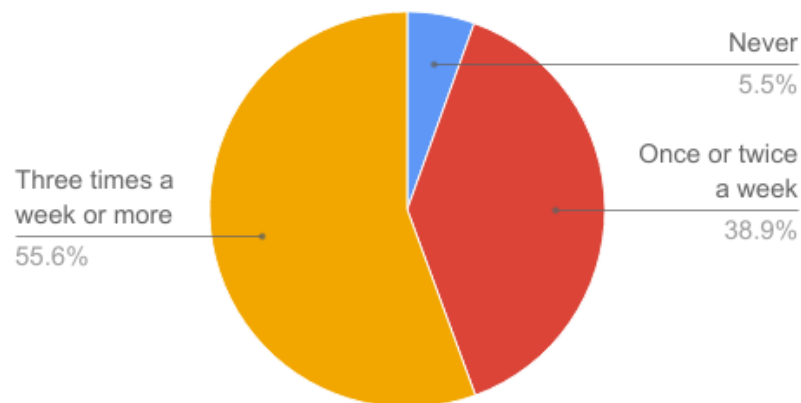
Based on our interviews and surveys with 13 homemakers, they are generally motivated to try out our idea of selling homemade food to young working adults who live within the community. The homemakers are relatively willing to publicize their cooking skills through videos or lessons within the neighbourhood community. About half of the homemakers are interested in extra income while cooking. Some of them are not willing to cook for selling because of personal reasons such as inadequate cooking standard.

Young Working Adults Survey & Interview Results

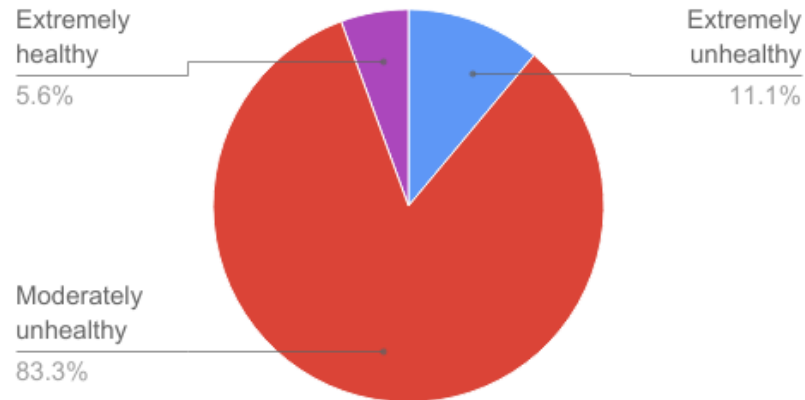
How do you settle your own meal if you are not cooking?



How often do you dine out?

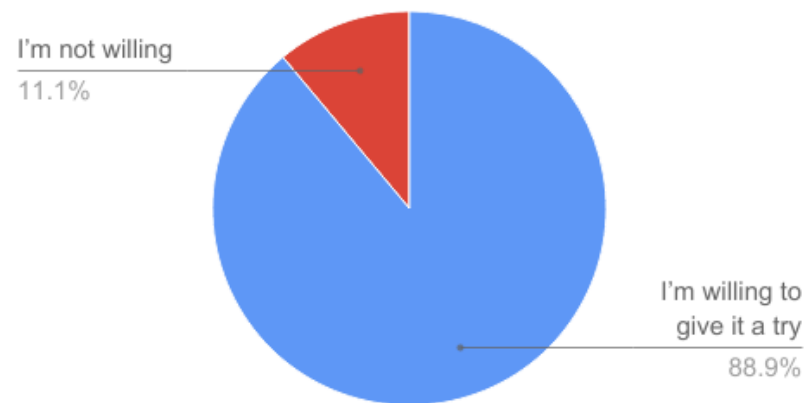


What do you think about the nutrition level of outside food compare to homemade food?

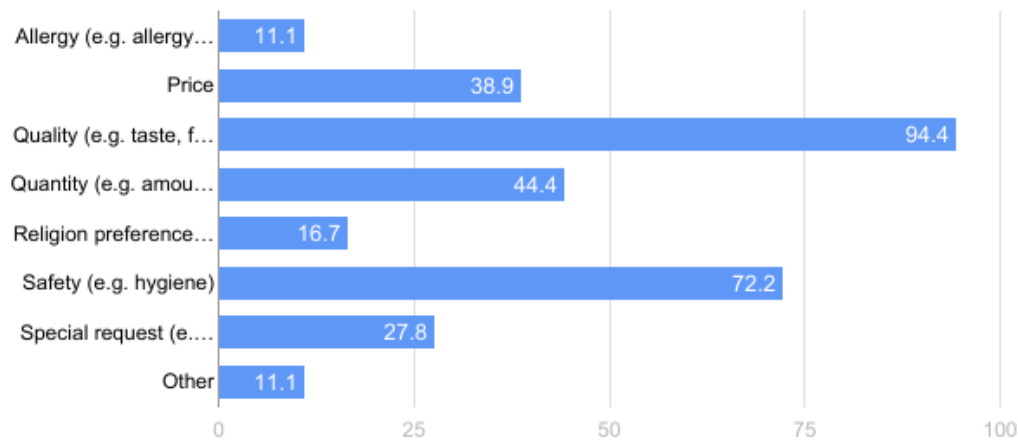


0% - Same nutrition level
0% - Moderately healthy

How willing are you to try healthier and cheaper food which is cooked by your neighbouring certified cook?

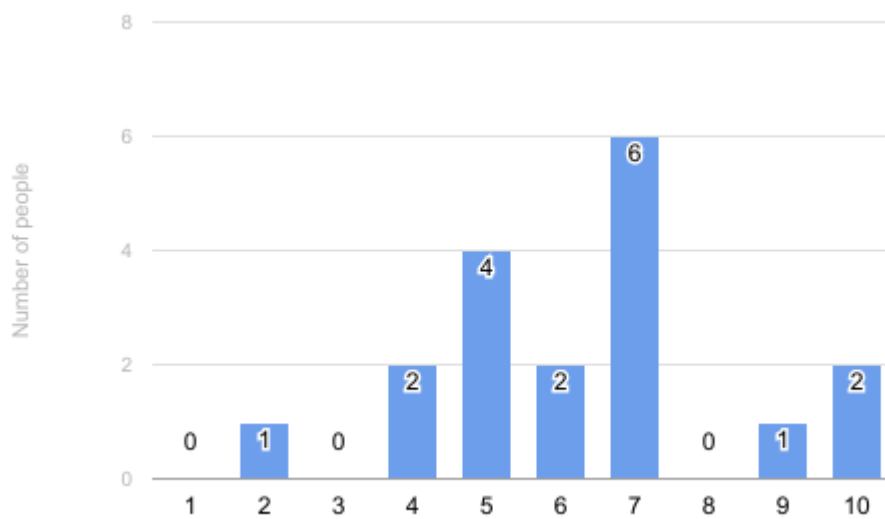


Which of these home-cooked food issues concern you the most?



Others include the types of herbs used and type of cuisines.

On a scale of 1 to 10, if there was an mobile application that could help you order the food from neighborhood certified cook, how likely would you use it?



*"If the using experience of the first time is good,
I will keep on trying."*

Fresh Graduate, Young Working Adult, age 24

Based on our interviews and surveys with 18 young working adults, most of them prefer to buy outside food or call food delivery service for their meal. One of the working adults had stated that if the entire platform is only targeting healthy food, this application is more likely to be trusted that the food is **cooked by reliable business cook**. Based on this feedback, we can conclude that consumers would expect more resources to be devoted if our goal is to provide healthy food. Majority of the young working adults are willing to try a healthier and cheaper food alternative which are cooked by their neighbouring certified cook and try out the mobile application.

Interview & Survey Result Reflections

We scrutinised and met a few times to review the questions, which targeted two type of audiences, homemakers and young working adults or known respectively as the cooks and consumers.

Method

Interviews were conducted face-to-face with cooks (homemakers) and consumers (young working adults) and survey links were handed out.

However, as the allotted time to gather feedback from the respective user groups was short, it was difficult to obtain a large random sample. As a result, our sample population was *mostly convenient* interviewees such as homemakers or young working adults we were familiar with, rather than sampling randomly which would be ideal.

Questions

We generally felt that the questions we asked were of a right amount, and were adequate to gain an understanding of a demand for such an application.

Good questions invited feedback during interviews; questions such as *"Do you want to earn extra income by selling your home-cooked food to neighbourhood community?"* were interesting in the relatively new premise of selling food to neighbours. Respondents shared their thoughts on what would and would not work, and this helped us construct personas based on their goals and pain points.

Poor questions seemed useful at the start but were phrased in a way such that respondents gave questions that would make them seem morally upright to the interviewer, such as *"How acceptable is it to you when others give negative comments or feedbacks about your cooked food?"* These questions speak a lot about the

respondents' temperament and the respondents may respond untruthfully to appear like a good person.