

Results – context of use analysis

Human-Computer Interaction Project

Team 3

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1 Description of the work done

1.1 Summary of activities performed

During the planned user research period, we conducted interviews and observations at IMDEA meeting rooms at the university campus and at our homes. We also visited a cooking workshop where the participants prepared paella and sangria together as part of our planned ethnographical observation.

In total, we interviewed seven users and observed four individuals and had 8 participants in the cooking workshop that were observed but also interacted with in the form of an unstructured interview. These activities provided valuable insights into user behaviors and preferences, informing our design decisions moving forward.

| Session | Date | Place | Type of session | Observed users | Interviewed users |
|---------|-------|--------------------------------------|--|----------------|-------------------------------|
| 1 | 20/02 | IMDEA: meeting rooms second floor | Interviews | | 3 |
| 2 | 21/02 | IMDEA: meeting rooms second floor | observations | 2 | |
| 3 | 23/02 | Alex's Home | interviews | | 2 |
| 4 | 24/02 | Cooking session: C. de la Montera 24 | Ethnographic observation /informal interviews at a paella workshop | 8 | 4 participants 1 organizer |
| 5 | 26/02 | IMDEA: meeting rooms second floor | Interview/observation | 2 | 2 |

1.2 Deviations

| Deviation | Aspect | Explanation |
|-----------|-------------|--|
| 1 | Dates shift | We have decided to change dates of the session n.5 (from 25/02 original plan to 26/02) for organization reason |
| 2 | Place shift | There has been a variation in the location of the session n.3 (from "Trama Cafe" from "Alex's |

| Deviation | Aspect | Explanation |
|-----------|--------------------------|--|
| | | House) for reason related to the selected bar shift timetable and due the fact that the interviewees knew one of the members of our group |
| 3 | Session cancellation | The session n.4 (Mercado Vallehermoso) in the plan has been cancelled due to a time and organization problem within the group. Similar users' information was retrieved in the cooking session |
| 4 | Demographic questions | Interview questions slightly modified in order to add demographical questions |
| 5 | Number of interviewed | Interviewed participant number has decreased to 7 instead of 8/9 as expressed in the plan |
| 6 | Ethnographic observation | Due to the lower number of participants at the ethnographic observation, we used the opportunity to interact more with the participants and ask questions in an informal unstructured interview. |

1.3 Summary of observations

1.3.1 Summary of contextual inquiries

To synthesize the insights from the four contextual inquiries and provide basic statistics, we'll compare key aspects such as tasks performed, user reactions, and preferences across all inquiries. This comparison will help identify common themes and patterns in user behaviour and preferences. We have defined some Comparison Categories defined as follow:

- **Search Preferences:** How users prefer to initiate and conduct their searches.
- **Decision Factors:** Key factors influencing users' decision-making processes.
- **Content Preferences:** Preferred types of content during the search.
- **Technology Use:** Frequency and type of technology (websites, apps, platforms) use across tasks.
- **User Frustrations:** Common frustrations or issues encountered by users.

Search Preferences:

- 100% (4/4) of the participants have performed an **"Initial Search"** action in order to start their task, this action is represented by an internet search (e.g "tarta de queso")
- 75% of them have chosen an internet browser (**Google**) as first attempt to complete the task, the 25% have selected a social network (**Instagram**) as starting point of their research.
- In 1 case out of 4 the Initial Search action has led to a **"Refined Search"** action adjusting the prompt to reduce and get a specific type of results (e.g. "tarta queso madrid")
- 50% of the participants after an initial search have transitioned to **Google Maps** for the purpose of accomplishing their task.

An implication for our design based on this information would be to implement some Search Features that can handle different layer of depth, considering a direct link to a map and a visual outcome.

Decision Factors:

- 50% (2/4) prioritize their search considering price (**Check Price action**) as a decision factor.
- In all 4 inquiries (100%) the Product/Service Specification is considered as an important factor in the decision process.
- The way in which the visual content (images, videos) was shown to the user was considered important in 2 out of 4 inquiries (50%).
- The action "**Check User Reviews**" has been performed by 3 out of 4 cases (75%).
- 50% of the sample group have carried out a "**Location and Schedule Check**" action paying attention to the location tags, schedules, and opening hours mentioned in the information presented.

An implication for our design based on this information would be to integrate the Search Features with filters based on price, reviews, location and schedule/time shift.

Content Preferences:

- In 2 out of 4 inquiries (50%) participants have shown frustration regarding ads presented in their search results or during the use of a digital platform.
- As mentioned above, in 50% of the inquiries a preference for detailed visual (photos/videos) content has been expressed.
- A specific Need for Detailed Descriptions has emerged in all 4 inquiries (100%)

Technology Use:

- Has been clear that in all 4 inquiries (100%) the participants had an appropriate background, showing confidence with digital platforms.
- In 3 out of 4 inquiries (75%) the participants have accomplished that task using multiple platforms for decision-making (e.g Instagram--> Maps --> Website).
- For 50% of the inquired sample the look and the aesthetic of the website of the provider of the product/service that they were asked to research represent an important factor in the decision.

User Frustrations:

- Frustration with interfaces and Digital platform with a bad interaction with the user: Encountered in 2 out of 4 inquiries (50%).
- Overwhelmed by Excessive Information/Ads: Mentioned in 2 out of 4 inquiries (50%).

Other relevant topics:

- Allergy Concerns: A participant (25%) has highlighted a need for detailed product information and allergen alerts.

- **Language Consideration:** In one inquiry (25%) the language of the research has been switched to searching in English for a broader, possibly more tourist-friendly selection.

An implication for our design based on this information would be to incorporate a change language functionality in order to translate the detailed content to reach a broader audience and to design a way to handle user allergy and dietary restrictions.

1.3.2 Summary of the ethnographic observation

In addition to the contextual inquiries, one ethnographic observation was also conducted with the goal to gain deeper insights into the behaviours, motivations, and experiences of participants in a Spanish paella and sangria cooking class. As the event gathered less participants than expected, we couldn't observe a big group of people as per our initial plan, but this had the benefit that more personal interactions and questions in the form of an unstructured interview with the workshop participants were possible. The results from the latter will be discussed in detail in the next chapter.

In the following paragraphs, we've gathered the key insights from the cooking workshop.

- **Participant Demographics:** The workshop had a diverse group of participants, consisting of young women. Nationalities included Americans studying for their Bachelor's in Ireland, individuals from the Dominican Republic, Germany, Mexico, and a solo traveller from Saudi Arabia.
- **Engagement Levels:** Initially, participants seemed passive, preferring to observe. However, as the workshop progressed, they became more engaged and enthusiastic about participating actively in cooking.

An implication for our design based on this information would be to incorporate features that encourage active participation.

- **Language Barrier:** The cooking instructor spoke only Spanish, but most participants had some understanding of the language, either through courses or personal connections. The event organizer facilitated translation for better comprehension.

An implication for our design based on this information would be to consider offering multilingual support and intuitive interfaces in different languages to help users from diverse linguistic backgrounds.

- **Learning and Documentation:** Participants were eager to learn cooking techniques and recipes. Some took notes, others used translation tools, and one participant filmed the entire process to share with absent family members.

An implication for our design would be to prioritize educational content and step-by-step guides for users to learn new recipes and cooking skills.

- **Motivations for Participation:** Participants wanted to immerse themselves in the local culture and cuisine, particularly those who were new to Spain. They were interested in experiencing traditional dishes like paella and learning to prepare them.

An implication for our design would be to focus on providing authentic and culturally relevant content, showing a variety of international recipes and tailoring content to users' interests, or offering personalized recommendations.

- **Social Interaction:** The workshop provided an opportunity for social bonding. Participants shared stories, exchanged contacts, and planned to continue socializing after the class, indicating a desire for connection in a new environment.

An implication for our design would be to incorporate social features that enable users to connect, share experiences, and engage with a community of like-minded individuals.

1.4 Summary of interviews

1.4.1 Demographic questions - What is your name? Where are you from? How old are you? What is your occupation? How much time do you spend using technology daily?

71% (5/7) of the people interviewed are full time students whereas the rest are international workers. 85% (6/7) of the interviewees are from Europe and the rest from the United States. Regarding the screentime per day, the average time spent is 7.4 hours, suggesting a good knowledge of ICT technologies.

1.4.2 Question 2 - How are you today?

All the interviewees seemed to be good, suggesting a comfortable environment.

1.4.3 Question 3 - First, tell me a little bit about yourself, what are your hobbies?

Although this question is aimed to establish a relationship with the user to make the environment more friendly, some relevant statistics can be obtained. For instance, 71% (5/7) of the interviewees practice some kind of sports, which can be arguably related to food as a form of staying healthy. In fact, 57% (4/7) of users stated that one of their hobbies is cooking, suggesting good insights in this topic are provided.

1.4.4 Question 3 - What are you doing here in Spain?

As previously mentioned, since 71% are students, it is the main reason why they are here.

1.4.5 Question 4 - For how long have you been here?

All the interviewees have been in Spain since September, with small differences but, overall, 6 months, achieving a medium-term stay.

1.4.6 Question 5 - How would you describe yourself in the kitchen? And in relation to food in general?

For this question each of the interviewees highlighted different things. 3/7 mentioned time while cooking, meaning that they consider how much time it will take them to cook before doing it.

Overall, 5/7 reckoned their relationship with food as good, meaning they like to spend time and spend effort in doing it. This suggests that the set of interviewees are a representative sample of the target users.

It is worth noting that two interviewees mentioned two applications: Instagram and Captain Cook. This information could be relevant in the future to understand behaviours and expected features.

1.4.7 Question 6 - Follow-up: Why is it that way?

Two interviewees highlighted that they spend time cooking because they really like food in general. Also, not directly in this question but merging the answers with the previous one, two of them mentioned health, explaining that they spend time cooking to eat healthy food. Two mentioned they became interested because of necessity, one of them because of lockout during the pandemic and the other one because he needed to learn how to cook once he moved out to study.

No concrete conclusions can be obtained other than health can be important for foodies, although not everyone started cooking because of it.

1.4.8 Question 7 - How would you describe your personality regarding adventurousness and undertaking risks?

85% (6/7) of interviewees stated they like to take risks, with logical limits. This is very important since it suggests they are open to try new things, which in this context could be experiences related to local cuisine.

1.4.9 Question 8 - What challenges do you face when trying to immerse yourself in the culinary traditions of a new country or city?

3/7 people mentioned that it is difficult to find a relevant restaurant in this context, meaning that even knowing what the culinary traditions are, they do not find a place to immerse themselves easily. Two interviewees also mentioned supermarket related behaviour. This aspect could mean that finding local relevant ingredients could be a concern.

1.4.10 Question 9 - What do you normally like to eat when you go to a new country?

5/7 stated they like to try local dishes. To know what these local dishes are, one mentioned the menu whereas others (2) do a little research previously. One specifically mentioned desserts too, which is something that can be forgotten while thinking about local dishes.

Overall, almost all of the interviewees look for local dishes, aiming to experience real local culinary traditions that will vary depending on the country.

1.4.11 Question 10 - Are there any dietary restrictions or preferences you have that influence your food choices when travelling?

No allergies were mentioned. Regarding the preferences, two interviewees mentioned they do not like seafood and the rest stated their preferences. No meaningful relation was found between this and food choices when travelling.

1.4.12 Question 11 - How do you currently seek recommendations for restaurants, markets, or cooking classes when traveling abroad?

4/7 people stated that they prefer to ask for recommendations of people they know about restaurants. The rest rely on online reviews and ratings (Google Maps, Tripadvisor and Instagram were mentioned). However, three stated that if they don't have access to local recommendations, they will use online tools.

Overall, the opinion of local/relatives is still important for the interviewees but at some point most of them use or are influenced by online tools. Studying the three tools mentioned above could lead to discover what to include in our application.

1.4.13 Question 12 - What is important for you when searching for a restaurant?

5/7 of interviewees said that they value the food itself, either quality and/or type. 3/7 stated also that they look for the price. Finally, one nonobvious aspect is that 3/7 people said that they pay attention to the atmosphere of the restaurant.

Overall, the interviewees value the food the most, which is something expectable. However, the environment of the dining experience is also valuable for some of them.

1.4.14 Question 13 - How do you usually go about finding information about traditional dishes and food-related experiences in a new place?

In the same fashion as early, 3/7 mention online tools (Google, Tripadvisor and Instagram). However, 4/7 use traditional methods like checking menus on the restaurants and see which dishes repeat, asking relatives or locals and by exploring close locals.

Similar to one of the previous questions, the opinion of local/relatives is still important for the interviewees but at some point, some of them use or are influenced by online tools. It is important therefore to consider the online approach in the system but also how to engage social interactions to foster the exchange of this knowledge.

1.4.15 Question 14 - What tools do you use for researching local dishes and restaurants in new countries?

3/7 use Instagram, one of them mentioning that their friends share restaurants to visit with him as well as suggestions based on his interactions appear, so he doesn't need to look for recommendations. In the same context, one uses hashtags to explore and the other one saves posts about a place to visit later. 3/7 use Google and/or Google Maps, two of them mentioning creating a list of saved places to visit later. Only one interviewee uses Tripadvisor. Also, only one uses WhatsApp groups for foreigners, mentioning again the social interaction aspect.

These tools have been mentioned before. However, one behaviour has been noticed: save for later feature. Also, there is an important social aspect in discovering, which makes sense based on previous responses and behaviours.

1.4.16 Question 15 - Do you typically travel alone, with friends or family, or as part of a group? How does this influence your culinary exploration experiences?

5/7 travel with other people, whereas the others have travelled alone, but they still prefer to travel with someone else. One of the interviewees stated that he hates to eat alone and for him it is very valuable to share a meal with someone else. Another statement worth mentioning is one that has travelled with groups. She stated that most of the times the food schedule has not been good, usually ending up in tourist traps. Also, two of the interviewees has mentioned that while travelling with family it becomes more difficult to find a place suitable for everyone.

Overall, the interviewees do not travel alone, and it does not usually impact their culinary exploration experiences. However, two mentioned that this is the case while travelling with family and one mentioned something similar with tourist groups.

1.4.17 Question 16 - How do factors such as language barriers or cultural differences impact your ability to explore and enjoy local cuisine in a new country?

5/7 interviewees mentioned some issue related to language. Most of them think that it plays an important role while discovering dishes and places but are aware of it before ordering or know of means to overcome. Two specifically mentioned problems or feeling uncomfortable while ordering in Spain because of it.

One noticeable piece of information we extracted is the use of an application with symbols and camera live time translation to help them ordering food abroad.

1.4.18 Question 17 - What role does social interaction play in your exploration of local cuisine? Do you prefer to dine alone or with others?

5/7 interviewees stated that they hate dining alone or prefer to dine with someone else.

This can be clearly translated into most of them considering social interaction important for eating.

1.4.19 Question 18 - What do you imagine is a food-related social event?

For this question, since it was more of an exploratory question, the answers are very diverse. Two mentioned cooking classes. However, 4 of them mentioned something about gathering friends, share a drink and eat. Among these answers, all highlighted something about each one bringing food and share it with the rest. One stated that in these events is important for the food to be easy hand-picked.

Overall, most had the same idea in mind: bring food somewhere and share it with friends. This must be taken into consideration while developing the system.

1.4.20 Question 19 - Follow-up: Have you been to such an event before? Could you share your experience?

Similar to the previous question, the answers vary. Five out of them claim to have attended to such an event. One mentioned having attended to cooking classes. Two mentioned food in a park, either a barbecue or food trucks or markets.

Only one stated that she liked the experience, the rest just answered to the first question (having or not been in such an event).

1.4.21 Question 20 - How do you typically document or share your culinary experiences while traveling? Do you use social media, blogging, or other methods?

5/7 interviewees document somehow their culinary experiences. However, there is an important distinction among them since not all of them share them online. Two of them share these experiences online (Instagram or TikTok). One has a cloud folder where she stores all the photos and videos and from time to time share it with friends. The other two remaining document their culinary experiences but do not post anything online. Finally, last 2 interviewees do not document at all.

These behaviours show interesting insights. Some like to document their experiences and store them but not to share them. Others prefer to share them actively whereas others do not share at all. All these three possibilities should be considered in the future of our system.

1.4.22 Question 21 - What is important to you when trying to recreate a local dish?

5/7 stated the importance of the ingredients or following the recipe strictly. Two also mentioned having the correct equipment.

Overall, as could be expected, getting correctly the ingredients is of paramount importance for almost all of them. Also, an important aspect to consider is the equipment, as this should be informed to the users of the application to ensure they can follow a recipe correctly.

1.4.23 Question 22 - What is important to you when looking for new local dishes to try?

No clear pattern has been found. One stated that the dish should align with his taste and not be too sweet. Another one mentioned that it depends on the mood.

However, three mentioned something related to the authenticity of the food, one highlighting that she looks for something she cannot eat at home and another mentioning that looks for new mix of tastes. This authenticity could be shown somehow while using the application.

1.4.24 Question 23 - How do you approach buying groceries when you can't find a specific product you're looking for?

Three out of seven people stated that if the ingredient they cannot find is vital for the recipe, they change the dish. However, they agreed that if the ingredient is not that vital, they look for something similar, one of them specifying looking for other supermarkets close to him that provide it. One explained that is not very strict with the recipe and improvises if they cannot find something.

In general, the interviewees follow recipes strictly, and try not to change the ingredients but that depends on the importance of such ingredient. One conclusion is that the importance of the ingredient should be highlighted somehow since users could base their decision of doing a dish based on this.

1.4.25 Questions asked during the paella cooking class

“How many people do you usually get at these events and where do they come from?”

This question was asked to the event organizer, who said that usually there are somewhere between 10-30 people taking part in the event and around 60% of the participants are American. Other notable nationalities that come more often include German and Italian visitors and there are usually 2-3 men per group, so women are the majority.

“Why did you decide to sign up for a cooking class on your tourist visit?”

While some participants were primarily interested in immersing themselves in Spanish cuisine and culture, others didn't necessarily want to learn how to cook the dish or recreate it, but they saw the workshop as a fun activity to enjoy with friends as part of their travel experience. The question was asked to the American group of 4 girls and for all of them it was their first time in Spain. Half of them were interested in mastering the recipe and the skills and the other half was just there for a fun experience.

“How did you find out about this workshop?”

The question was again asked to the American group of tourists. They all found out about the event online and booked their tickets for it on the GetYourGuide app. They chose this event because they've enjoyed their previous meals in the past few days consisting of tapas but hadn't tried paella yet.

“Will the recipes and photos be provided to the participants after the event?”

This question was asked by me and several other workshop participants to the event organizer – keeping the memories and the exact recipe seemed very important to all of them. The organizer said that he will provide both per email within a week.

1.5 Final Outcomes

1.5.1 User Needs:

- **Need for Detailed Information:** Users need in-depth details about dishes, ingredients, and food preparation methods to make informed decisions.
- **Visual Content:** Users prefer visually rich content, such as photos and videos, to get a better understanding of the food and ambiance.
- **Language Support:** Users need tools or features that help overcome language barriers, especially in non-English speaking countries.
- **Price Consciousness:** Budget constraints are a significant factor, so users need to find options that balance cost and quality.
- **Social Interaction:** Users look for opportunities to connect with others, whether it's through social media or in-person at events and classes.
- **Trustworthy Recommendations/ User reviews:** Users rely on recommendations from locals and peers, indicating a trust in community-based reviews over generic advertising.
- **Map Services:** Users require accurate geolocation tools to find nearby dining options, markets, or events.

1.5.2 Findings:

- **Preference for Ad-Free Content:** Users often ignore or are frustrated by ads, indicating a preference for organic search results and uncluttered interfaces.

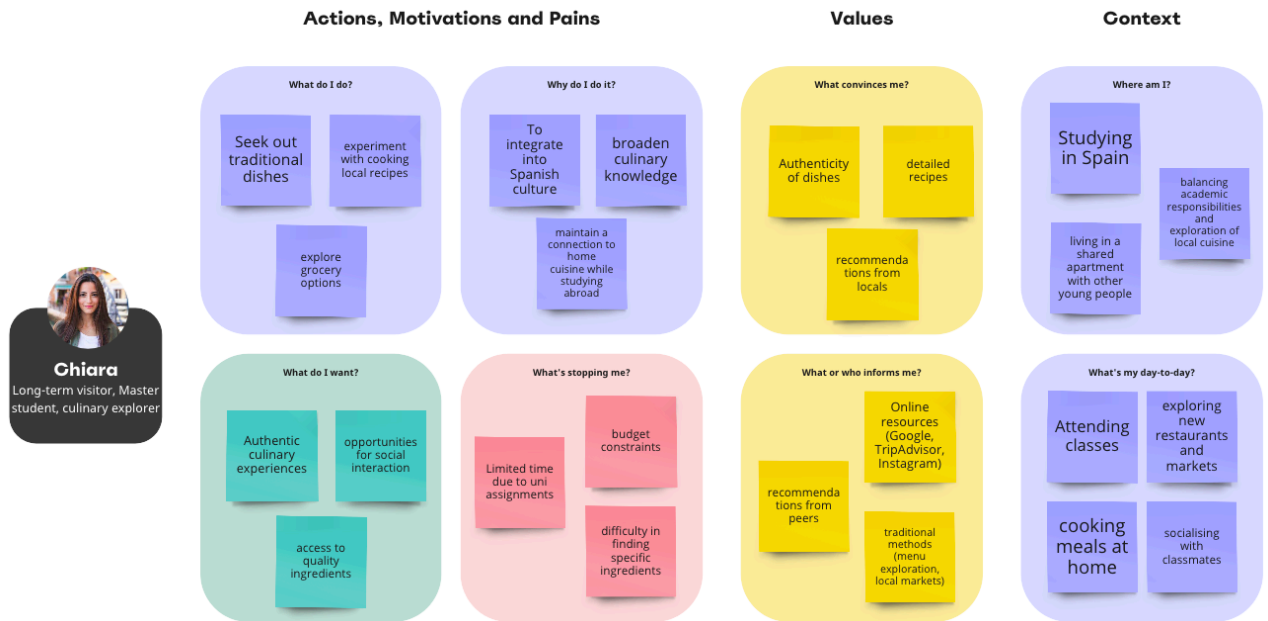
- **Multilingual Challenges:** Non-native speakers struggle with language barriers when searching for information or reading menus and reviews. An unexpected situation observed at the cooking workshop was that even though the participants had limited knowledge of Spanish and the cook only spoke Spanish, they all tried their best to engage with him and even used translator apps to help, which shows that they are willing to overcome language barriers to engage with something that is valuable for them.
- **Visuals Over Text:** Users engage more deeply with visual content than with text, especially when it comes to food.
- **Reliance on Social Proof:** Reviews and ratings are critical to users' decision-making processes, with a high rating often being a determining factor.
- **In-Person Verification:** Some users prefer to verify the quality of food or ingredients in person, even when they have conducted online research. This was a bit surprising given the fact that most of the people were young, international and with a broad experience in ICT, meaning that their main way of interaction is through the Internet.
- **Utilization of Multiple Platforms:** Users often switch between various online platforms (Google, Instagram, TripAdvisor) to gather information. One of the uses of Instagram that was not that common for food-discovery is the use of hashtags to find places offering that food.
- **Importance of Cultural Immersion:** Users searching for food experiences are often looking to immerse themselves in the local culture, not just to eat.
- **Budget-Driven Decisions:** Price is a consistent consideration, and users often seek tools to compare prices and find the best value.
- **Desire for Local Interactions:** Users value opportunities for social interaction, both with locals and with fellow enthusiasts, to enhance their culinary experiences.

2 User analysis (personas)

2.1 Persona 1: Emily



2.2 Persona 2: Chiara



Link to Personas: <https://miro.com/app/board/uXjVNIxJEvg=/>

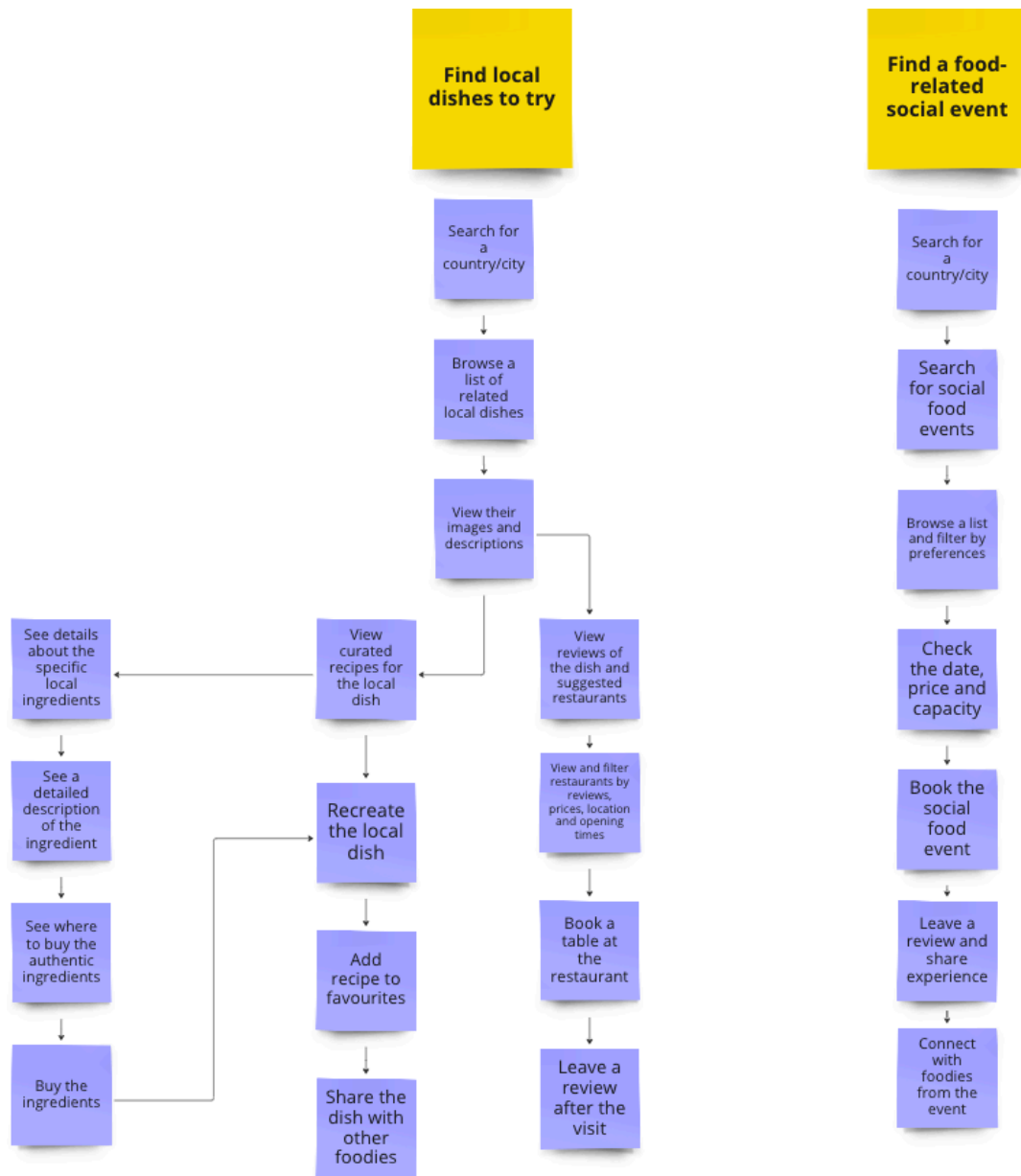
3 Task analysis

3.1 Task list

| Task | Description |
|---|--|
| Find local dishes to try | The first set of subtasks describes the action the user would take to search and find local dishes to try while being abroad. |
| Search for a country/city | Initiate search based on the current user location – if needed also adjust the language for the results. |
| Browse a list of related local dishes | The user inspects and filters all results to find a dish that is suitable for his preferences. |
| View their images and descriptions | A detailed overview about a specific dish would give the user more information about its look, taste, and origin. |
| View reviews of the dish and suggested restaurants | The user would be able to view other foodies' opinions on the dish and easily locate highly rated local eateries where his chosen dish is being served. |
| View and filter restaurants by reviews, prices, location, and opening times | The list of restaurants could be narrowed down according to the user's preferences based on his budget, location, time constraints and expectations about the place. |
| Book a table at the restaurant | During this step the user could make a reservation at his chosen restaurant. |
| Leave a review after the visit | The user has the chance to share more about his experience and rate the restaurant he visited. |

| | |
|--|---|
| View curated recipes for the local dish | The user can see recipes about the dish he was looking at to know the ingredients and how to prepare it. |
| Recreate the local dish | |
| Add recipe to favourites | The user can add the recipe to his favourites to access it more easily. |
| Share the dish with other foodies | To boost the social connection between foodies and encourage their communication, each user can share his creations with other people. |
| See details about the specific local ingredients | Each recipe comes with a list of ingredients and is also highlighting the local and more specific ones of it. |
| See a detailed description of the ingredient | All the ingredients of a recipe can be checked in details to get more visual information about them, but also to understand what exactly they are and where they come from. |
| See where to buy the authentic ingredients | For each ingredient the user can see an overview of all supermarkets, local markets or specialized shops that offer it. |
| Buy the ingredients | The user could buy one or more ingredients for a recipe. |
| Find a food-related social event | The second set of subtasks describes the action the user would take to attend a social event related to food |
| Search for a country/city | For this action the user tells the system where they want to look for events |
| Search for social food events | In this part the user types or enters the type of experience they want to live (cooking classes, food festivals, food markets, etc) |
| Browse a list and filter by preferences | Once the search has been executed, the list of results is curated and navigated through to find something suitable and desirable for the user |
| Check the date, price and capacity | The user makes sure that the event suits their schedule, paying close attention to the details |
| Book the social food event | Execute the booking by either paying, filling a form or similar action |
| Leave a review and share experience | Once they have attended the event, an option for evaluate and rate the experience is provided |
| Connect with foodies from the event | Also, if enabled, the system provides the user with option to connect with people who have attended and have similar interests |

3.2 Task organisation model



Link to TOM: <https://miro.com/app/board/uXjVNlxJEvg=/>

The diagram shows the hierarchical structure of the list of tasks that have been derived from the observations and the interviews, keeping in mind our future system, and showing the path and which different block of actions the user has to take in order to accomplish their goal.

3.3 Task scenarios

Write down one or more scenarios that should include the most relevant tasks. The scenarios in this document **must describe how the tasks are performed now, before your system exists**. Scenarios should be linked to persons that belong to one of the user profiles or roles defined in section 2.

3.3.1 Task Scenario: Finding Authentic Tapas in Madrid

User: Emily, a short-term tourist, and adventurous foodie visiting Madrid.

Scenario: Emily has just arrived in Madrid and, after settling into her Airbnb, she is eager to dive into the local cuisine. She wants to find a place where she can try authentic Spanish tapas without falling into tourist traps. Her friends, who are traveling with her, look to her as the "food guru" of the group, and she's excited to lead the culinary exploration.

Goal: Identify a highly rated, authentic tapas bar that fits within her budget and social preferences.

Actions:

- Emily starts by searching "tapas in Madrid" on Google, using her phone in her Airbnb.
- She avoids clicking on ads and looks for organic search results, aiming for local blog recommendations.
- Not satisfied with the initial results, she switches to Google Maps for geolocated suggestions near her current location.
- She filters the Google Maps results by customer ratings, looking for places with a 4.5+ rating.
- She reads through the reviews, paying close attention to recent posts by both locals and travellers for authenticity cues.
- Finding a few options, Emily opens Instagram to see the latest posts and stories from these locations for a current vibe check.
- She translates some Spanish comments using Google Translate to overcome language barriers and ensure she understands the context.
- Once she's narrowed down her choices, she checks out each location's menu online, if available, or looks for images of the menu posted by customers on review sites.
- Emily decides on a tapas bar that has great reviews, authentic-looking food photos, and a busy but not overly touristy atmosphere.
- She notes down the address and opening hours and plans to walk there with her friends in the evening.
- Before heading out, she posts on a local Madrid WhatsApp group asking for last-minute recommendations or tips about her chosen tapas bar, engaging with locals.

Outcome: Emily and her friends have a delightful evening, discovering a tapas bar that's a hit with the locals. The dishes are exactly as good as the online community suggested. Emily's planning pays off, and they all enjoy a memorable dining experience, reinforcing her status as the group's "food guru."

3.3.2 Task Scenario: Mastering Local Cuisine on a Budget

User: Chiara, a master's student studying in Spain, living in a shared apartment with other young people.

Scenario: Chiara wants to prepare an authentic Spanish meal (Paella) for her roommates to share a taste of the local culture and to take a break from her studies. She's on a tight budget and has limited time due to university assignments.

Goal: Find and purchase quality ingredients for a traditional Spanish dish (Paella) while connecting with the local culinary scene.

Actions:

- Chiara starts her quest by searching for traditional Spanish recipes on Google. She looks for detailed recipes that offer a bit of cultural background to share with her roommates.
- After selecting a recipe for paella, she lists the ingredients she needs, highlighting any specific items like saffron or a particular kind of rice.
- Knowing her budget constraints, Chiara checks local grocery stores online to compare prices and find the best deals on her ingredients.
- She asks her classmates for recommendations on where to buy fresh seafood.
- With a list of potential markets, Chiara visits TripAdvisor to read reviews of the recommended grocery stores and fish markets.
- She uses Instagram to look at recent posts from these markets, checking for freshness and presentation of the ingredients, and to get a sense of the market atmosphere.
- Considering her limited time, Chiara maps out the opening hours of the markets on Google Maps and plans when to go.
- Before heading out, she also searches on the Internet for any tips on preparing paella, such as traditional methods or common mistakes to avoid.
- Once she has gathered all her information, Chiara sets out to visit the selected markets.

Outcome: Chiara successfully finds all the ingredients she needs, staying within her budget thanks to the online deals and peer recommendations. She returns home and cooks a delicious paella, sharing both the food and the story of her culinary adventure with her roommates.

4 Environment analysis

| | |
|---------------------------|---|
| Social environment | Users are likely to engage with the system both individually and in small groups. Individual usage might involve browsing popular dishes and restaurants in a new city or looking at recipes/cooking tutorials or documenting culinary experiences. In small groups, users may share recipes, or participate in different social food-related events. Social networks could also play a role, with users sharing their culinary creations and experiences with friends and followers. |
|---------------------------|---|

| | |
|----------------------------------|--|
| Operational risks | Mistakes made by users could lead to economic consequences (e.g., purchasing incorrect ingredients or equipment based on wrong information from the system), as well as safety risks (e.g., incorrect cooking techniques leading to kitchen accidents or visiting an unchecked restaurant). Ensuring clear and accurate instructions, as well as providing safety tips, is crucial to mitigate these risks. |
| Technological environment | The choice of device may vary depending on the user's physical environment; for example, users accessing the system while travelling and, on the street, or at their hotel in a foreign location may primarily use smartphones, whereas those in their home or kitchen may use larger devices such as tablets or computers. While our focus should be on mobile devices because of the reasons mentioned previously, the system should be compatible with different screen sizes and web browsers to reach a broad user base. |
| Physical environment | Users may access the system from diverse physical environments, including their home kitchens, Airbnb/hotel in a foreign country, or while travelling. The last option suggests that there will potentially be higher noises and maybe the light outside could be too bright. The system's interface should be readable in various lighting conditions, and navigation should be intuitive even in potentially distracting environments. In situations where users are accessing the system while traveling in a new country, considerations such as internet connectivity become crucial. The system should be designed to be lightweight and responsive, minimizing data usage and functioning well even with potentially unreliable internet connections. |

5 User Journey Maps

Emily:

| | MOT | | MOT | | | |
|-------------|---|--|--|--|--|--|
| | Receive app recommendations | Download & Registration | Search | Book an event | Event attendace | Share experience |
| Actions | <ul style="list-style-type: none"> Research about the app: navigate through offer Check fetures (social events, cooking recommendations) Check cities available | <ul style="list-style-type: none"> Download application from store Fill form to register | <ul style="list-style-type: none"> Type city visiting Look for social events Filter by date, price and language Navigate through options | <ul style="list-style-type: none"> Click to see details Buy the ticket Wait for an email to check everything is ok | <ul style="list-style-type: none"> Participate in the event (cooking class, food experience, restaurant...) | <ul style="list-style-type: none"> Share the experience through social media Add a review to give feedback and share their opinion |
| Needs | <ul style="list-style-type: none"> Looking for activities to do while visiting another country Meet new local people Experience authentic culinary culture | <ul style="list-style-type: none"> Discover usefulness of app Trust company to enter their data, especially going to another country | <ul style="list-style-type: none"> Finish itinerary plans for the trip Find an event offered in my language Find an event that fosters social interactions | <ul style="list-style-type: none"> Ensure preview information was true Secure payment and refund guarantee in case of cancel | <ul style="list-style-type: none"> Stick to the expected duration No surprises (money, time, equipment...) | <ul style="list-style-type: none"> Ensure I can share everything |
| Feelings | <p>The 'Feelings' row features a horizontal bar chart with six segments representing different emotional states: Excited (green), Curiosity (yellow), Expectant (orange), Happy (red), Cheered (purple), and Proud (blue). Lines connect these segments to specific points in the user journey below.</p> | | | | | |
| Pain Points | <ul style="list-style-type: none"> Worried about language barriers Finding a suitable schedule of activities Worried about ending up in tourist trap restaurants | <ul style="list-style-type: none"> Time consuming Needs to find out soon if it will be useful | <ul style="list-style-type: none"> Lots of options Check language of events Difficult to tell authentic food from photos Hurry to book events | <ul style="list-style-type: none"> Schedule fits their itinerary plan Payment was done correctly | <ul style="list-style-type: none"> Reminder of the activity when the date is close | <ul style="list-style-type: none"> Tight schedule Possibility of giving a review later |
| Thoughts | <ul style="list-style-type: none"> This trip is going to be legendary! This app can be interesting to plan the trip itinerary Maybe I need to learn some words from that country | <ul style="list-style-type: none"> I hope I can search events before giving payment info I will use existing accounts to speed up process (Google, Apple...) | <ul style="list-style-type: none"> I wonder how much time it will take me to find one interesting Wow, these ones look cool, I'm gonna share it with my friends It's time consuming now but it will be worth it for sure! | <ul style="list-style-type: none"> It's gonna be incredible! I can't wait to post about it! | <ul style="list-style-type: none"> Finally! It's great! | <ul style="list-style-type: none"> I will definetly leave a review! This was great |
| Questions | <ul style="list-style-type: none"> Will the city be available inside the app? Will it offer activities in english? | <ul style="list-style-type: none"> Can I trust this app? Do I need to pay some fee or subscription after registering? | <ul style="list-style-type: none"> How much time do I have before an event will be full? Can I take pictures in these social events? | <ul style="list-style-type: none"> Can I change the time of the event in case something happens? | | <ul style="list-style-type: none"> Do I need to ask for permission? |

Chiara:

MOT

MOT

| | Receive app recommendations | Download & Registration | Search | Ingredients purchase | Cook | Eat |
|-------------|--|--|--|---|---|--|
| Actions | <ul style="list-style-type: none"> Research about the app: navigate through offer Check fetures (social events, cooking recommendations) Check cities available | <ul style="list-style-type: none"> Download application from store Fill form to register | <ul style="list-style-type: none"> Type city Look for local dishes Find a recipe See details | <ul style="list-style-type: none"> Make a list of what to buy Look for where to buy them Prepare an alternative (either ingredient or place) | <ul style="list-style-type: none"> Take the ingredients Prepare the equipment Follow the recipe | <ul style="list-style-type: none"> (Obvious) |
| Needs | <ul style="list-style-type: none"> Find how to make local recipes Improve at cooking Find places to buy good ingredients Meet new local people | <ul style="list-style-type: none"> Discover usefulness of app Trust company to enter their data | <ul style="list-style-type: none"> Find an authentic recipe Ensure she has heard about the dish before | <ul style="list-style-type: none"> Find vital ingredients, otherwise she will change the dish to make The market must be a local certified place | <ul style="list-style-type: none"> Don't mess the dish! | <ul style="list-style-type: none"> Rate if she followed correctly the recipe Valorate if she likes the dish |
| Feelings | <p>Happy</p> <p>Interested — Curiosity — Hesitant — Unsure — Committed — Happy</p> <p>Preoccupied</p> | | | | | |
| Pain Points | <ul style="list-style-type: none"> Budget limited Time Quality ingredients | <ul style="list-style-type: none"> Time consuming Needs to find out soon if it will be useful | <ul style="list-style-type: none"> Not sure if she will like it Time restricted Concerned about where to find ingredients | <ul style="list-style-type: none"> Better to just buy in one place to avoid losing time Language barriers to ask for specific things | <ul style="list-style-type: none"> Difficult to open up Lack of face to face interaction | <ul style="list-style-type: none"> Not being sure if the dish has been done correctly |
| Thoughts | <ul style="list-style-type: none"> Hmm, an app to discover local cuisine in several ways Maybe I can try to make a local dish since I'm staying here for a while | <ul style="list-style-type: none"> I hope I can search recipes before for free I will use existing accounts to speed up process (Google, Apple...) | <ul style="list-style-type: none"> This looks delicious! I will look for the recipe that takes less time | <ul style="list-style-type: none"> I'm sure that if elderly people buy here it's a good place! | <ul style="list-style-type: none"> I'm gonna pay attention and make it right! I will leave the screen turned on to ensure I don't miss anything | <ul style="list-style-type: none"> It is delicious! I think I nailed it! I should ask someone from here to rate it |
| Questions | <ul style="list-style-type: none"> Do they provide solutions for busy people? | <ul style="list-style-type: none"> Can I trust this app? Do I need to pay some fee or subscription after registering? | <ul style="list-style-type: none"> Will I be able to make it right? Should I check where to buy everything before deciding? | <ul style="list-style-type: none"> Will there be any substitute if I cannot find an ingredient? | <ul style="list-style-type: none"> Do I make it one or several servings? | <ul style="list-style-type: none"> Can I make it regularly? Should I make my own recipe merging my usual foods and this one? |

Annex A: gathered data

Google Forms Responses collected during the user interviews:

https://docs.google.com/spreadsheets/d/1ud0Ln6rfstlPutYkd9tQAY_KQf58uE5U14HTerFmPPk/edit?usp=sharing

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| Interview 1 notes | she eats what she sees in the menus, likes to try thing she doesnt know | likes to try everythng new and local | he usually eat the stuff that is used too, he dont define hisself picky, but he says that related to meat and fish he is above all on quality because he is a litle bit | like more the food of south countries, try the sweet things, she loves to try desserts | Or it depends on the country. OK. Uh, as I said, I'm open to new things that counts for food as well. I would. Take some research before to to know what what they're cooking, what they're famous for, and then I would try to eat this. | But just the cuisine from the place. Like really, I l they can eat everythng. | likes to figure out what the most popular dishes are, because its the way to get the most authentic experience, but if she doesnt like it she'll try to find a middle ground - something authentic that she would enjoy. She would still try if with someone else. |
| Non-verbal communication | | | | | | | |
| Interview 2 notes | meat or fish dishes usually, or broth | not allergic to anything, has a few things he doesn't like, would eat a dog in China | No seafood, but no restriction dietary | she doesnt like fish, some in sushi but thats it | Question: And you said that you are mostly in the vegetarian , right and this like let's say dietary registration or dietary habits, whatever affects the | No, no, not really. | no allergies, always asks for dairy-free milk but would add extra cheese on everything , prefers white meat or fish instead of red meat and pork |

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| | | | | | <p>way?</p> <p>Answer: You again, it depends on the country, because some countries have like good vegetarian dishes. But I tend to do exceptions so because I want to try out what people eat in the country, so I'm not that serious. I just decided for myself to not cook meat. But when I'm outside, if I somewhere else, I can eat it.</p> | | |
| Non-verbal communication | | | | | | | laughing, relaxed, looks jokingly |
| Interview 3 notes | she uses tripadvisor | never took any cooking classes abroad or in Italy, best way to find a place for him is by word of mouth by | Explorer, walk a lot through the city and finds place that he likes, maybe with an auxiliary device like maps to see | she always checks the rating of a place, 4.9 minimum, or when she's hungry she checks the map with good pictures and she | Yes, yeah, definitely. So in the beginning of this year, I went to Morocco and I spoke to a lot of people beforehand and to get some recommendations. | If I have the opportunity, I will tend to ask locals or if you get to know our local people, you | Typically through Google looking at reviews, but she would ask friends for recommendations once she found friends |

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| | | <p>people he considers have the same taste as him and have tried things around, otherwise would just search on google for blogs and websites, doesn't use tripadvisor, but uses instagram to find new places, as the algorithm recommends good things to him and he saves them in a folder for that city</p> | <p>what is there close to the location he is. He doesn't rely too much in reviews because Libanes e cousine</p> | <p>likes to just go</p> | <p>Then mostly when I'm there, I watch Google Maps like ratings, exactly.</p> <p>follow up: If you have to choose do you prefer like having a small talk with somebody or having a lot of information About it?</p> <p>answer: Honestly, to have more information about it because recommendations from from other people are always pretty subjective. If you yeah, you can't plan where you end up sometimes , so it's hard to Get to a place where which somebody recommended, so I I tend to rely on. Google Maps.</p> | <p>always have to ask them. If not, I will try and search on Google Maps for example.</p> | |
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| Non-verbal communication | | neutral | | | | | |
| Interview 4 notes | she looks for the price and type of food, but also restaurant with local food | the price, the quality of the food, environment lover so he wants to go to a place that has character and a vibe, the place has to be unique; he doesn't care about distance as long as it is within the city | International looking place, not really traditional one, because he feels like that in Spanish traditional restaurant there is not a really friendly interaction with international, he thinks that restaurant owner and worker are a little bit lacking tourist because that are not going to be usual costumes | the timetable is important for her, she doesn't like to eat burgers but sometimes if she's in a hurry she checks fast food, ask for friends recommendation, she has a friend that's into food | The menu, Then the rating. Not only how good the rating is, but at the same time how many people rated the restaurant. | Well, it depends like of course when you look at. Something on Google Maps you, even though you didn't want to do that, you always have to look at the reviews and Even though you know is not the right thing to do, you always go For the bad ones. | The type of food and variety of the restaurant, especially with people, Prices, Location and atmosphere like the type of seating they have, Reviews |
| Non-verbal communication | | hand on chin | Thinking longly in order to have the right words | | rational, calm and willing | | |
| Interview 5 notes | tripadvisor | he goes to restaurants and then from the | same explorer vibe, he would try new place, but he has that | when she tells friends and family, also she already knows for | | Different Question: You told me that you | Google for foods and asking locals |

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| | | <p>menu sees what dishes recur most often, word of mouth or instagram help him find out from the content what is popular in the local cuisine</p> | <p>impression of one way of no love /passion in tourist restaurant and too much distance with establish restaurant with costume r base based just on spanish. He dont feel represented by this two categories</p> | <p>many countries, when she goes she also notices, she checks internet, video on instagram , or local people</p> | | <p>work as a waiter and this thing, that you can see the other side of the work, influence when like you are approaching to go to a new restaurant?</p> <p>Answer: yeah, yeah. Always . Yeah, I prefer to separate the two things like when I'm a tourist I don't even care about, like the service .</p> | |
| <p>Non-verbal communication</p> | | <p>thoughtful, playing with his moustache, hand</p> | | | | | |

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| | | gestures | | | | | |
| Interview 6 notes | tripadvisor | instagram reels, friends who send him the reels or restaurant pages on insta and then he gets suggestions for similar places, not looking for them but they normally just show up | google maps, to save places that are appealing | google and google maps, she tried tripadvisor: she feels its too commercial, she wants to try the authentic thing, small places f.i | No, no, I I use Google as well. OK yeah, normal browser. Exactly. Yeah. For example, for Madrid I did whole lists of food places, so I categorised them like vegetarian places, tampus bars and I I read a lot of blogs to create this so yeah, but if most of the time when I want to go out. It's very spontaneous and then I look where, what? What's next to me? | it's something like Quite stupid to do but like, but I am generally used When, I just also like see a dish before, and I try to search it on Instagram for example with the hashtag like Madrid cuisine and perhaps going to find out something nice. | Whatsapp group for Foreigners in Madrid, doesnt use Instagram to search but if she randomly sees something on insta she would save it |
| Non-verbal communication | | relaxed | | | | | |
| Interview 7 notes | alone and in home with family | never travelled alone, normally travels with friends or family, when | A lot of his life alone, but some times with family, he prefer to go with somebo | she has travelled twice with a group and has been horrible in terms of food, tourist traps usually, | Most of the time I travel with somebody else. Yeah, 90%. Follow up: Does it influence like your | No, I always always travelled with people. there has been times where I I | Typically with friends; with her family they are very picky, with friends they take more time to search, |

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| | <p>he came here he was alone but started finding friends immediately; gathering around the table and sharing a meal together is very valuable for him and he loves meeting friends for lunch and dinner, he likes hosting dinners instead of going out to eat, as it's cheaper and it's also a collaborative environment, he does it often when he's abroad and also when at home</p> | <p>dy, just some time on convenience. Has also happened to find new friends and went to restaurant</p> | <p>once was a pizza place XD, when travelling with family she doesn't like either, to make the decision is complicated because they don't check ratings, but with friends they all usually search and find good things, with boyfriend she also checks places and is good</p> | <p>exploration experience of the culinary tradition? I mean, if you are with somebody else, do you change your behaviour?</p> <p>Answer: Good question. No, I wouldn't say so. Sometimes. Of course you have to. But I would say I maybe more open to stuff other people recommended if I'm in a group and somebody who so yeah.</p> | <p>travelled alone, as well. It's a thing that actually I like because you can decide where to eat, when to eat. And I mean you have to.</p> | <p>if she's alone she looks for a little bit but puts less thought</p> |
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| Non-verbal communication | shes not sure | | | | | | |
| Interview 8 notes | learn how to communicate with people, but theres an app that with a camera translate things, learnt from google translate how to say menu in english in japan | doesn't really think there are many barriers, as he hasnt been in a situation where it felt too strange or different from what he's used to; eating insects or scorpions would be borderline for him and maybe wouldnt try it | a lot, he dont like to go in a place that a language barrier can cause an inconvenience, he feels uncomfortable when have difficult interaction with waiters | she thinks they are big factors, she wants to try new things, so she looks for a translation for that dish and sometimes, she wants to remember the menu and the order and she sometimes struggles with language and gets frustrated with it and sometimes feel the pressure of the waiter waiting | Yeah. So for example, when I went to Morocco, I couldn't read the menu pretty good. So it was sometimes at some point you got to know the dishes they have there. But in the beginning I like to try out new stuff in, in restaurants. So I just order something and see what it is. | | Typically would try to choose places where the menu or the dining experiences are more intuitive, bc if it's too confusing such as many different tapas, then she wouldnt feel comfortable navigating only in Spanish and would be stressed out and wont fully enjoy it |
| Non-verbal communication | | a bit dismissive towards language barriers | | | | | crossed hands, thoughtful |
| Interview 9 notes | when shes alone she doesnt eat outside | he hates dining alone, but when he eats he always feels the need to | reservation, friends, cooking classes, barbecue in the park | she likes to eat with others, be observant, some events while having din, she hates eating alone | Social interaction. Uh, I would say lots. Because yeah, when I travel, I oftentimes go to hostels | Well, you can have both negative and positive sides. Speaking | It's changed - shes been out more alone since she came here but actually prefers to dine with other |

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| | | share the meal with someone else and talk, would never eat alone if it depended on him | | | and places like where where people meet, where people come together. So. I tried to speak with people there. Yeah, and A lot of places, actually I got from conversations like this. | about the negative ones could be the fact that. If you're in a group where. Let let's let's give an example like for example we are four people and three are not picky and just one is picky. Here again you have to find a compromise if you want to go to restaurant so. All luck you know. Well, let's say let's put that away. | people and have company |
| Non-verbal communication | touching ear (relevant?) | | | | | | |

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| Interview notes | go to cafeteria, maybe tasting or cooking class | making pizza - he always made it with his whole family together on the weekend; pasta with friends also because he always makes it with his friends when they gather somewhere | reservation, friends, cooking classes, barbecue in the park | something with beer, a lot of people making food, street food events, depending on the country, plastic tape with food and talking with friends | Maybe it's like: Somebody inviting and showing off the food they have from their culture or whatever from the family. And then you gather around, eat together, drink and talk. | Generally, of course, like. Well, I definitely think about. Well, birthdays, but not just birthdays like Christmas Eve could be in a group. follow-up: Think a little bit about something more complex. Maybe I think a cooking class or like something like that. OK, have you have any experience about that? Answer: OK. OK, great. I yes, I had. | Finger foods and appetizers, things that can be hand-held, snacks, not a full steak dinner |
| Non-verbal | she doesn't | | | | a little bit of | in a report | |

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| <p>communication</p> | <p>know jsjsjs, she asked about it</p> | | | | <p>incompre sion: "What does it mean? Uh, what does this mean for me? OK, I have never been to one, I would say." "</p> | <p>e chitcha t : Also like the connec tion with culture and whatev er. Yeah, exactly . Orador 1 I mean the the, the the foot connec tion is probab ly. Orador 2 One of the primitiv e social interact ion .</p> | |
| <p>Interview notes</p> | <p>shes been to cooking classes , they are professional and they really enjoyed it,</p> | | <p>He dont share food experiences, no blog, just maybe with friends if it is special or girlfriend ,</p> | <p>not sure, she has been to other events with food, in sofia there is a park with different food with tents, christams markets, she complains about overcrowded, but with friends</p> | | <p>In Vietnam, we we we spent the night in in the old Vietnamese ladies House. And she thought us how t. How to make the</p> | <p>She was invited to a restaurant test run</p> |

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| | | | | she just goes to a picnic plan in a park | | spring rolls Vietnamese. | |
| Non-verbal communication | laugh and touching hair | | | | | | |
| Interview notes | she had a food tik tok, she filmed everything she ate | rarely posts something about food, takes photos of what he's eating, his brother is a chef and is always documenting, so he follows his way but never publishes | | no, she doesn't share cooking experiences in social media but she has a drive with recipes, she shares with friends, also for the last year in google maps she's been saving restaurants from different countries | No, I don't think so. Yeah, I talk with people afterwards, but. In this regards, I'm not that active in on social media. | No, no, no, no. | Just her instagram for texting and pics |
| Non-verbal communication | | | | | | | |
| Interview notes | finding the right ingredients or the most similar ones to the originals | get the ingredients right, because they may be hard to find - ex. Chinese food like bok choy is rare to find, get the recipe right | | have the equipment, also the ingredients, when she's been for a while in a place she's used to the brands and she looks for them. also in a market she's never | | if if a receipt which is not from my own cuisine like from From a different cuisine or or from a different country | Search for recipes from people who are from Spain and look at reviews |

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| | | and have the equipment and follow the process step by step | | been and sees something new she wants to try something she cant eat in her country - churros from madrid | | . Let's say I always try to stick to the recipe. There is because if the recipe was made, there must be a reason . | |
| Non-verbal communication | | does weird throat sounds | | | | | |
| Interview notes | depending on the mood | not liking too sweet stuff, everything that aligns with his taste he tries, not a fan of vegetarian stuff, right mix between protein and vegetables | Is not a real priority, also because madrid is really international many alternatives, AUTENTICITY AND FEELING WELCOME | depending on how the dish looks, the ingredients shes not used to, check the ratings, something she cant eat at home | | Could be could be also like the the the strangeness kind of way of cooking it. A mix of different tastes that, as I said before, I would have never thought about. Uh, it happened, for example, once in China and that was | She wants to know what is THE dish, so she makes the most of her time if shes on vacation |

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|---------------------------------|--|---|--|--|--|---|--|
| | | | | | | one of the best kind of salads I've ever had. But I tried to. I tried to recreate it, but I cannot find recipe. | |
| Non-verbal communication | | | | | | | |
| Interview notes | essential ingredient of the recipe she changes, otherwise she looks for another substitute | he looks at substitutes in the recipe description or he searches for it additionally, if it's a key ingredient he would postpone the dish but otherwise would just work his way around it | | she thinks of other ways, she experiments, she doesn't follow the recipe that well, she tries to improvise and look for something similar in the supermarket, maybe close to her | | | It would depend on how crucial it is for the recipe - if it's easily substitutable she would try to find a substitute, but if not she would skip it or find something else to make |
| Non-verbal communication | | | | | Yeah, yeah, yeah, that's a good situation. | | |

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| | | | | | Yeah. Yeah. It happens to me a lot of times. I would say that not with special food, with normal food as well. UM. I most of the times I look on Google if another supermarket has it and first I look for the supermarkets close to me. But other than that, maybe I ask to Some other students, but. | | |
|--|--|--|--|--|--|--|--|

Google Forms Responses collected during the contextual inquiries:
https://docs.google.com/spreadsheets/d/1MwwME9SbFbF2gTmLyf2GkAFUK_bff1nRaxEiXjOHNJI/edit?usp=sharing

| Timestamp | Which of the tasks is going to be observed in this session? | Action steps | User thoughts | Non-verbal communication |
|-----------------------|---|---|--|--------------------------|
| 2/27/2024 16:55:02 | Search for a social food event in Madrid | types social food event Madrid in Google, goes to a esmadrid.com website and finds a wine and art event - too cultural event, reads all event descriptions but doesn't really like the events; writes cooking class in English because he thinks it | if he does research in english he thinks he wont get results, so he is translating food event in Spanish | sips coffee, relaxed |

| | | | | |
|-------------------------------|---|---|--|---|
| | | <p>should show results, as it is more of a touristic experience. Goes on the website of Tripadvisor best 10 cooking courses, doesn't like websites with too many ads and too much text without any photos, tries a third one which is cookingpoint.es - just by looking at the picture sees that there are mostly older people so not interesting for him; he looks at the price tag and schedules but doesn't like the early classes. In the end he likes the options and website structure of tripadvisor most and also thinks that the target audience is right for him, as he expects to meet the people his age and with the same interests.</p> | | |
| <p>2/27/2024 17:01:55</p> | <p>Find a place to try the local dishes</p> | <p>writes tapas on instagram and looks at the result photos, as most of the accounts posting are restaurants. Under the post the location is highlighted, as well as the schedule and opening hours. He likes the possibility to translate directly the instagram description and he's scrolling down through photos. He loves the reels and goes to them and scrolls through 5-10 reels, going also to the pages that posted them. He looks at the pinned videos on their insta and after hearing a full experience and description he chooses a place and writes the name in google. He finds the place on google maps</p> | <p>he chooses tapas for a dish, but doesn't think typing tapas would be so useful to just write in google. For the insta reels - he would save the reel to a Madrid collection and share it with his friends</p> | <p>confused when searching for tapas on google, pretty confident with the other tools such as instagram and google maps</p> |

| | | | | |
|-----------------------|--|---|--|---|
| | | and sees how far it is from his location. He looks at the opening time and price range and goes to their website to look at the menu. He reads some reviews and pictures of the food that people got there. He saves the place and prefers to go there directly instead of booking. | | |
| 2/27/2024 17:17:18 | Research the typical local dishes of Madrid | <p>device: laptop</p> <p>google tarta de queso, first result--> recipes --> he goes to check the recipes because he is allergic to a lot of things</p> <p>second search: tarta de queso madrid</p> <p>he sees a lot of ads but not interested</p> <p>so goes to the google maps</p> <p>list them</p> <p>check price because he is a student</p> <p>after the price ratings 4.7/4.8</p> <p>select a place, open the website</p> <p>problem: really far from home</p> <p>select another place, go to the website</p> <p>check that have a take away option</p> <p>it can be good even if it is a little bit expensive</p> <p>check for alternatives near to his place (rating)</p> <p>check if he can eat in the place and the opening shifts</p> <p>He finally chooses one</p> | i am a student so i need to filter my research based on price range | The participant seems confident and used to technology. In order to perform basic and complex internet research, he expresses some frustration when a website doesn't work as expected. |
| 2/27/2024 17:24:52 | Search for a specific product info and where to buy it | <p>device: laptop</p> <p>Looking for a pan —> motivation</p> <p>Googling Padella = pan in Italian</p> <p>I would like to go to amazon because he knows that is cheaper</p> <p>He is considering other alternatives cheaper but related to</p> | motivation: i need a pan because i have only small pans at my student place in madrid, also most of them are scratched no less than 21 | The participant seems confident and used to technology. In order to perform basic and complex internet research, he expresses some frustration when a website doesn't work as expected. |

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|--|--|---|---------------------|--|
| | | delivery amazon is the best Concerned about the price Goes to the info part Anti aderent, diameter (no less than 21 cm), design After it rating and ratio rating/price check Shipment time And if you are supposed to buy it in person? Googling cooking shops Opening sites in multiple windows Opening corte ingles website because he knows already the place and he now that is close to his place Going to local website marketplace and search for the product trough the menu and searching in the bar He finally expresss the preference to go to corte ingles because he know the place and he can look for availability in the physical centers | cm --> requirements | |
|--|--|---|---------------------|--|

Cooking class notes:

Participants in the workshop: 8 girls - 4 in a group from the USA, studying in their bachelors in Ireland and tourists for 5 days here; 1 from Dominican Republic studying Neuroscience and living with her sister; 1 from Germany on a semester abroad; 1 from Saudi Arabia on a solo trip around Spain; 1 from Mexico doing a double master's degree

Normally there are between 10-30 people in the workshop, but it was Sunday night and also, they just started offering it two weeks ago; according to the event organizer around 60% of the participants are coming from the US and sometimes there are more people from Germany and Italy as well. There are normally 2-3 men per group but not always the case, as it was today.

The cook was only speaking in Spanish but most of the girls had taken a Spanish course before and could understand a lot. One of them has a brother living in Spain and has learned Spanish with his help. Even if they didn't get everything, they were

very excited about what he's presenting and then the event organizer would translate for them.

The first part of the workshop consisted in mixing up a sangria - the girls were interested, one helped cut up the fruit, others asked more specific questions about the chosen wine. The host explained the different alcohols and syrups included in the mix and gave some instructions for the proportions: one orange juice with two wine bottles...

In the beginning, everyone was sitting down and seemed like they just want to observe but they got more engaged in the process and wanted to do a lot of things - in the end they even mixed up their own batch of sangria.

When the cook started explaining the procedure and recipe two girls were writing quick notes with the steps. One girl was Google translating some words he mentioned such as pimenton. The girl from Dominicana was filming every step of the process on her phone and seemed like she wanted to observe more and have the full recipe rather than actively participate. She later mentioned that her sister was also supposed to come but couldn't make it, so she wanted to make sure she has every step.

The cook was also presenting general techniques such as how to efficiently cut tomatoes and onions and all participants were very interested in all the tips he was giving. They were amazed by his cutting speed and asked him additional questions about performing the same techniques.

When I asked why they signed up for such a course on their tourist visit, 2 girls of the American group answered that they wanted to experience something more typical and immerse themselves with the culture a little bit. They've already went out on a dinner the previous two nights and got to know the Spanish cuisine mainly from the restaurant menu, so all of the tapas they tried at dinner were new to them and they liked them. For all of them it was their first time in Spain. 2/4 in the friends' group weren't really interested in mastering their skills and recreating the dish, but they thought it would be a fun experience to go to with their friends. The other two were interested to see the dish cooked in front of them and helped from time to time for example with adding some salt or pouring rice in the pallerera.

How did they find out: They found the workshop online in GetYourGuide and chose it because they enjoyed their previous meals in Spain but haven't tried paella yet.

Keeping the memories from the workshop seemed very important to them, as they were all taking a lot of pictures but also asked the event to host several times to send them the pictures he took with his professional camera. Another important thing was asking for the recipes for the sangria and paella they prepared - mainly the Mexican and Dominican girl expressed interest in recreating the dishes. The host event said that they are still setting up everything and he would send the pictures and recipes per email in a week.

One girl from Boston arrived very late when the paella was already done, and everyone was starting to eat. She didn't seem too concerned that she missed the workshop and happily sat down to have some dinner. She mentioned that she's been doing a solo trip and was already in other cities before Madrid like Barcelona and Valencia and she also said she likes Barcelona the most so far.

The two Spanish speaking girls from Mexico and Dominican Republic also engaged a lot in conversations in Spanish with the cook - by the end of the evening the experience turned more and more into friendship bonding and story sharing and the girls even exchanged contacts and agreed to go out again next weekend. They both mentioned the difficulty they have finding new people in a country they're new to. In fact, by the end of the dinner the whole group decided to go together to a bar and continue the night.

Annex B: modifications to schedule

Questionnaire modified with demographic questions:

| # | Question | Purpose(s) |
|------|---|------------------|
| QD 1 | What is your name? | Demographic |
| QD 2 | Where are you from? | Demographic |
| QD 3 | How old are you? | Demographic |
| QD 4 | What is your occupation? | Demographic |
| QD 5 | How much time do you spend using technology daily? | Demographic |
| Q1 | How are you today? | Introduction |
| Q2 | First, tell me a little bit about yourself, what are your hobbies? | Introduction |
| Q3 | What are you doing here in Spain? | Introduction |
| Q4 | For how long have you been here? | Introduction |
| Q5 | How would you describe yourself in the kitchen? And in relation to food in general? | User |
| Q6 | Follow-up: Why is it that way? | User |
| Q7 | How would you describe your personality regarding adventurousness and undertaking risks? | User |
| Q8 | What challenges do you face when trying to immerse yourself in the culinary traditions of a new country or city? | Task/Environment |
| Q9 | What do you normally like to eat when you go to a new country? | User |
| Q10 | Are there any dietary restrictions or preferences you have that influence your food choices when traveling? | User |
| Q11 | How do you currently seek recommendations for restaurants, markets, or cooking classes when traveling abroad? | Task |
| Q12 | What is important for you when searching for a restaurant? | Task |
| Q13 | How do you usually go about finding information about traditional dishes and food-related experiences in a new place? | Environment/User |

| | | |
|---------|--|------------------|
| Q1 4 | What tools do you use for researching local dishes and restaurants in new countries? | User/Task |
| Q1 5 | Do you typically travel alone, with friends or family, or as part of a group? How does this influence your culinary exploration experiences? | User |
| Q1 6 | How do factors such as language barriers or cultural differences impact your ability to explore and enjoy local cuisine in a new country? | Environment |
| Q1 7 | What role does social interaction play in your exploration of local cuisine? Do you prefer to dine alone or with others? | User/Environment |
| Q1 8 | What do you imagine is a food-related social event? | User |
| Q1 9 | Follow-up: Have you been to such an event before? Could you share your experience? | User |
| Q2 0 | How do you typically document or share your culinary experiences while traveling? Do you use social media, blogging, or other methods? | User/Environment |
| Q2 1 | What is important to you when trying to recreate a local dish? | User |
| Q2 2 | What is important to you when looking for new local dishes to try? | User |
| Q2 3 | How do you approach buying groceries when you can't find a specific product you're looking for? | User/Environment |

Google forms modified:

The screenshot shows a Google Form titled "HCI Project: Interview template". At the top, the user's email "manu2000halcon@gmail.com" is displayed with a "Cambiar de cuenta" link and a cloud icon. Below this, it says "No compartido" with a lock icon. A red asterisk indicates that the following question is mandatory: "* Indica que la pregunta es obligatoria". The question section is titled "Demographic questions" and contains the text: "Write down the name, country, age, occupation and daily screen time of the participant:". Below the question is a text input field labeled "Tu respuesta". At the bottom of the form, there are three buttons: "Atrás", "Siguiente", and "Borrar formulario".