

Interviews (by Siang Huey Yee)

Interviewee 1 : Angel Tan

Interview - Audio Recording:

[Angel's Interview](#)

For Local Users (Malaysians)

Q1: How do you usually discover new local food spots?

A: Rednote, Instagram (discover through friends' IG stories) and Google Reviews

Q2: Have you faced any challenges when looking for food recommendations in Malaysia?

A: Yes, because I am not sure after I look through all the food reviews, I am not sure whether it is nearby or not because when I search like KL food or nearby restaurants, they didn't show me the distance and whether it is nearby or not, which is not specific enough. (Original Full Answer)

Shorten Answer:

A: Yes, because when I searched for "KL food" or "nearby restaurants," they always didn't show the distance, so I couldn't tell if they were actually nearby. It wasn't specific enough.

Q3: What type of food-related information do you find most useful to you (e.g., reviews, location, menu, hidden gems)?

A: I think the most useful will be Menu and Locations, because a lot of the location does not mention details and not specific enough and like only mention it is KL or PJ which is too general and a big area and also I think Menu is useful because food recommendation app usually user of the app will only post picture of themselves and the aesthetics of the cafe or restaurants but not the menu or the food. So, I think Menu and Location is very important. (Original Full Answer)

Shorten Answer:

A: I find the menu and location most useful. Many locations only mention KL or PJ, which is too general. Also, food apps often focus on user photos and aesthetics rather than the menu or actual food, making the menu essential.

Q4: Would you be interested in an app that focuses specifically on Malaysian state-specialty cuisines? Why?

A: Ya, I think it's quite important because there are a lot of recommendations that are just plainly cafes and mostly the cafe's food is almost the same like spaghetti, pasta, fries or fish & chips. I rarely see food like bak kut teh, nasi lemak and mamak restaurants recommended for me, so I will be interested. (Original Full Answer)

Shorten Answer:

A: Yes, I think it's important because most recommendations are just cafes with similar food like pasta and fries. I rarely see local specialties like bak kut teh, nasi lemak, or mamak restaurants, so I'd be interested.

Q5: What features would you expect in an app that helps you explore local food?

A: I would like features for tracking nearby restaurants by location, along with ratings and reviews.

Q6: How important is user-generated content (e.g., personal recommendations, reviews, photos) in your food choices?

A: I think personal recommendations are important so I can sort and filter it based on the user's personal recommendations.

Q7: Do you prefer an interactive way to explore food recommendations, such as maps or personalized suggestions?

A: I think I would prefer maps because I always get lost and not sure where the places are.

Q8: How willing would you be to use this app to discover local food spots?

A: I would really like to use it because there is a lot of time when me and my friends would have lunch or find a hangouts spot and we don't really know where to go so I think I would really get to try on the app that can help us find nearby local food spots. (Original Full Answer)

Shorten Answer:

A: I would love to use it because my friends and I often struggle to find lunch or hangout spots. This app would help us discover nearby local food places.

Q9: What additional features would make you more likely to use this app?

A: I think for a food app it is quite important to add nutrition features or maybe like menu on the app so we can go through what kind of foods that the cafe or restaurants like Mamak stall has, what food is provided that people might like to try. Maybe with food description and dietary options. (Original Full Answer)

Shorten Answer:

A: I think a food app should include nutrition details and menus, so users can see what cafes or restaurants offer. Food descriptions and dietary options would also be helpful.

Q10: What state do you from? Could you suggest one or two specialty dishes from your state?

A: I am from Selangor and was born in Klang. I would suggest Bak Kut Teh, as it tastes very good, along with Yao Yao Ping and Chicken Rice.

Interviewee 2 : Yuk Guan

Interview - Audio Recording:

[Yuk Guan's Interview](#)

For Local Users (Malaysians)

Q1: How do you usually discover new local food spots?

A: I usually discover new local food spots through social media like Instagram or Rednote. I also like to watch food recommendations from social media influencers because they usually share their honest reviews. My friends also suggest food places and I get to discover some new food spots by travelling around. (Original Full Answer)

Shorten Answer:

A: I usually find new local food spots through social media like Instagram or Rednote, influencer reviews, friends' suggestions, and exploring while traveling.

Q2: Have you faced any challenges when looking for food recommendations in Malaysia?

A: Yes, I think one of the major problems is that there is too many food choices in Malaysia which causes us hard to decide where to eat sometimes and also sometimes the reviews posted by the users online are not really honest because when I go to try out the food, it does not meet my expectations and is also really difficult to find some food places and restaurants because they are very congested and it's very hard to reach by public transport and you have to drive there and then there is no parking also. (Original Full Answer)

Shorten Answer:

A: Yes, one major challenge is the overwhelming number of food choices, making it hard to decide where to eat. Some online reviews are unreliable, and certain restaurants are difficult to access due to congestion, lack of public transport, and limited parking.

Q3: What type of food-related information do you find most useful to you (e.g., reviews, location, menu, hidden gems)?

A: For location wise, I think exact location would be useful because sometimes it does not show the exact location of the food spots. I think menu also important because I wanted to know what kind of foods they served and the prices and I also enjoy learning about the hidden gems where I kind to like to try different unique places that not many people know about and sometimes I also look for the photos of the foods and restaurant to see if the environment is like whether it is comfortable to me. (Original Full Answer)

Shorten Answer:

A: Exact location is useful since some food spots are hard to find. Menus help me see what's offered and the prices. I also enjoy discovering hidden gems and checking food and restaurant photos to see if the environment is comfortable.

Q4: Would you be interested in an app that focuses specifically on Malaysian state-specialty cuisines? Why?

A: Yes, I would be interested in such an app that food guide app that have specific focus because in Malaysia we have so many different type of foods from each state, for example, maybe Asam Laksa, Char Kuey Tiew can have some really good recommendations that I can try when I am in KL which do not need travelling all the way to there, so at least I get to know there is some places here that is good like the food from other state. I feel like having this kind of app will make it easier for me to explore and also learn all these foods and also can help the tourists which can let them understand more about our food and culture in Malaysia. (Original Full Answer)

Shorten Answer:

A: Yes, I would be interested in an app focused on Malaysian state-specialty cuisines. Malaysia has diverse foods, and it would be great to find good Asam Laksa or Char Kuey Teow in KL without traveling far. This app would make it easier for me to explore, learn about local dishes, and help tourists understand our food and culture.

Q5: What features would you expect in an app that helps you explore local food?

A: I think one thing that is very important for me is maybe the maps and directory so if its in the app, like I discover a restaurant already, I can straight away get the clear map that navigates straight to the direction to the restaurant. Also, maps also can show the nearby food spots that are good and maybe can have a search function and filter what type of food and prices. I think user reviews are very important too , like photos that come with some ratings and reviews. I also prefer the app to be more personalized where they can recommend food based on my search history or my past choices of food. (Original Full Answer)

Shorten Answer:

A: I would expect the app to have a map and directory for easy navigation to restaurants and nearby food spots. A search and filter function for food type and price would be useful. User reviews with photos, ratings, and a personalized recommendation system based on my search history or past choices would also be important.

Q6: How important is user-generated content (e.g., personal recommendations, reviews, photos) in your food choices?

A: I feel like user-generated content is quite important for me because when people share their real and honest reviews, I can feel more confident in trying the food spots without second doubt. All these personal recommendations can tell me which kind of dish are worth for me to try out and if the photos are posted by the users, it can help me see how the food and place looks like before I go because usually the photos given by the restaurants are a bit different from the expectations so if the photos provided by users it will be more trustable. I also trust reviews more than how the restaurant advertises their food because it is the real customer experience which also can see the bad side of it. (Original Full Answer)

Shorten Answer:

A: User-generated content is important to me because real, honest reviews help me feel confident in trying new food spots. Personal recommendations highlight dishes worth trying, and user-posted photos give a more realistic view of the food and place compared to restaurant advertisements. I trust customer reviews more than promotional content since they reflect real experiences, including any downsides.

Q7: Do you prefer an interactive way to explore food recommendations, such as maps or personalized suggestions?

A: I think I would prefer maybe an interactive map that shows nearby food spots on the map and could click in to the restaurants description and I also prefer what I have mentioned before about the personalized suggestions which is also one of the interactive way where it could suggest what food to eat for breakfast, lunch and dinner based on my preferences that the app have this kind of feature for customization by the users. I also think maybe spinwheel would be a good idea but food options should have more variety to avoid having the same suggestions to me and would be boring. (Original Full Answer)

Shorten Answer:

A: I think I would prefer an interactive map that shows nearby food spots with restaurant details. Personalized suggestions for meals based on my preferences would also be useful. A spin wheel could be a fun feature, but it should offer a variety of options to keep it interesting.

Q8: How willing would you be to use this app to discover local food spots?

A: I will be quite willing to use this app if this app is easy to use and the recommendations is good like I try the food based on the recommendations and it turns out that meets my expectation then I will be continuing to use this app, especially got all honest reviews and prices and can help me find the place easily will cause me to use this app more often. I think if asking about what and how would make me more interested in using it, I think it will be the app that can show me the latest food trends like what places people keep going to try out that are very trending and also maybe can give some offers or special discounts. (Original Full Answer)

Shorten Answer:

A: I would be willing to use this app if it's easy to navigate, provides honest reviews, accurate prices, and helps me find food spots easily. I'd be more interested if it featured trending food places and offered special discounts or deals.

Q9: What additional features would make you more likely to use this app?

A: I think I would like it if there is a feature which is offering special deals that I have mentioned previously or maybe can have discount coupon books, loyalty points. Another

one will be the app can show me what restaurants around me that are maybe newly open that are opening around my area. (Original Full Answer)

Shorten Answer:

A: I would love features like special deals, discount coupons, and loyalty points. It would also be great if the app highlighted newly opened restaurants nearby.

Q10: What state do you from? Could you suggest one or two specialty dishes from your state?

A: I am from Kuala Lumpur. I would suggest Chili Pan Mee, though I am not sure if it's considered a specialty dish. Also, maybe Mamak stall's Maggi Goreng.

Interviewee 3 : Cai Yi

Interview - Audio Recording:

[Cai Yi's Interview](#)

For Local Users (Malaysians)

Q1: How do you usually discover new local food spots?

A: I usually find new food spots through Instagram, TikTok and my friends normally will suggest a good place for me to try.

Q2: Have you faced any challenges when looking for food recommendations in Malaysia?

A: Yes, sometimes it is really hard to find accurate information such as the opening hours where sometimes Google will show outdated opening hours and some reviews are not reliable because they may be a paid commercial. (Original Full Answer)

Shorten Answer:

A: Yes, sometimes it's hard to find accurate information, like opening hours, as Google may show outdated ones. Some reviews are also unreliable because they might be paid promotions.

Q3: What type of food-related information do you find most useful to you (e.g., reviews, location, menu, hidden gems)?

A: The information that is most useful for me would be the reviews as it will help me to know that the food is good. The Location also important which could ensure that I could easily find the place, so the Reviews and Location would be useful for me. (Original Full Answer)

Shorten Answer:

A: Reviews are useful to know if the food is good, and location helps me find the place easily. So, both reviews and location are important to me.

Q4: Would you be interested in an app that focuses specifically on Malaysian state-specialty cuisines? Why?

A: Yes, I am actually very interested in this because as we know that Malaysia has a lot of unique dishes from different states so if you have an app like this would make it easier for me to explore a lot of traditional dishes from each state without having to do a lot of research from each platform. (Original Full Answer)

Shorten Answer:

A: Yes, I would be very interested because Malaysia has many unique state-specialty dishes. An app like this would make it easier to explore traditional foods without extensive research through a few different platforms.

Q5: What features would you expect in an app that helps you explore local food?

A: Features that I would like to be in the app would be food maps that can show me very famous traditional food and any famous dishes and very important would be the user reviews with photos and recommendations that are based on my preferences. (Original Full Answer)

Shorten Answer:

A: I would like the app to have food maps showing famous traditional dishes and also user reviews with photos and recommendations based on my preferences.

Q6: How important is user-generated content (e.g., personal recommendations, reviews, photos) in your food choices?

A: I think it is very very important because I trust real people's opinions instead of those paid promotions, so when I see the photos from customers, it would be a very good convince for me to go to their restaurants. (Original Full Answer)

Shorten Answer:

A: I think it is very important because I trust real opinions over paid promotions. Customer photos help convince me to visit a restaurant.

Q7: Do you prefer an interactive way to explore food recommendations, such as maps or personalized suggestions?

A: Yes, I think the feature to filter dishes, prices, range, and customer ratings is very useful.

Q8: How willing would you be to use this app to discover local food spots?

A: I will be very willing to use the app, especially if the app can easily navigate all the updated opening hours, where is the location located at, any new recommendations for me and reliable user reviews. (Original Full Answer)

Shorten Answer:

A: I would be very willing to use the app, especially if it provides updated opening hours, locations, new recommendations, and reliable user reviews.

Q9: What additional features would make you more likely to use this app?

A: I feel like it can add a reward system that can earn points when I go to a restaurant and I can get discounts if I visit some specific restaurants, something like digital stamps and collect it with a few and get rewards if I reach a specific milestone. (Original Full Answer)

Shorten Answer:

A: A reward system where users earn points for visiting restaurants and get discounts, like digital stamps, would make the app more appealing.

Q10: What state do you from? Could you suggest one or two specialty dishes from your state?

A: I am from Ampang, Selangor. I think I would suggest Yong Tau Foo which is very famous here and also Satay Kajang.