

## Interview Debrief

**Research Goal:** The purpose of this study is to determine what concerns and challenges the target audience faces when making food choices and how they deal with them. Research can help us better understand people's daily food habits so we can create a useful way to help them make more conscious choices when grocery shopping and working on their everyday health.

**Methodology:** I interviewed several people ages ranging from 23-35, all living in the US. 4 interviews were done over Zoom, 2 were done over the phone and 1 interview was done in person. All interviews were about 30 minutes long, I took notes for each interview.

**Goals & Needs:** All of my interviews had a few things in common, they were all looking to make healthier choices and enjoy cooking at home and when it comes to deciding between so many options, people go with what 'looks' healthy or what they're familiar with.

Everyone seemed to want to stay away from junk food, but when it came to the question '*You're on a road trip and stop at a gas station, what snacks do you buy?*' That's when people seemed to indulge a bit more and buy whatever they wanted with less concern than shopping at a grocery store.

In terms of eating healthy, people were hindered by a lack of time and the cost of organic food, or healthier options.

When it came to ingredients or reading food labels, this was more split. Two interviewees had Yuka, a food rating app. Sam, from Greeneville, said he no longer used it because eventually he knew what was the healthier options and felt the app was no longer needed. Jenna, from LA, is new to the app and finds it very helpful. Soraya from Chico had never heard of a food scanning app and thought that would be a much-needed time saver with her allergies to Soy & Shellfish. She noted Soy is in everything and that is what takes up most of her time while shopping and stops her from venturing out as much to try new things.

### Insights & Commonalities:

*Priorities – Affordability, Healthy options & Saving time.*

- Participants are likely to purchase what their familiar with.
- Saving money is more important than buying healthy
- Participants notice a difference when they eat healthy vs. eating fast food
- Participants are swayed into purchasing an item if it looks healthy according to the packaging

## **Interview Summaries:**

### **Jenna 34, LA –**

- ☐ Cooks at home every day
- ☐ Buys organic
- ☐ Allergic to Shellfish
- ☐ Buys Frozen fruits for smoothies
- ☐ Sensitive to dairy
- ☐ Uses a food scanning app – Yuka, avoids low-scoring foods.
- ☐ Struggles when eating healthy – Fast food

### **Jenny 23, Dallas –**

- ☐ Cooks at home 5-6 x a week
- ☐ Would buy organic if affordable
- ☐ No allergies
- ☐ Doesn't buy frozen foods
- ☐ Doesn't do well with fast food
- ☐ Doesn't use food scanning apps, goes off-label advertising
- ☐ Likes to eat healthy, doesn't struggle to make healthy options

### **Mitch 29, Charleston –**

- ☐ Cooks at home regularly about 4-5x a week (or wife does)
- ☐ Buys organic dairy & eggs

- No allergies
- Buys frozen vegetables
- Doesn't do well with carbs or dairy, but still consumes.
- Concerned with additives or dyes

**Sam 35, Greeneville –**

- Cooks at home 6 days a week
- Doesn't buy organic, concerned with cost.
- No Allergies
- Doesn't like the quality of frozen foods, buys frozen vegetables
- Feels sluggish after fast food
- Uses Yuka app, to learn what to avoid
- Looking to eat healthy, and prefers the way he feels vs. unhealthy.

**Thomas, 32, Charleston**

- Cooks at home 2-3x a week
- Buys organic meat and eggs
- No allergies
- Buys frozen meat, bison, elk, chicken, ground beef
- Feels better when he eats cleaner

- Avoids seed oils & preservatives
- Likes to be healthy, but often tempted with dessert and dining out

### Soraya, 32, Chico

- Cooks at home 6x a week
- Prefers to buy organic, concerned with pesticides on vegetables/fruit
- Allergic to Soy & Shellfish
- Likes frozen vegetables & chicken nuggets for her daughter
- Sensitive to most food, notices bloating
- Avoids processed ingredients, dyes, and allergens like soy & shellfish □ Wants to be healthy to live a life for her child & herself.

### Research Objectives

(What are the general learnings/understandings I need to get to reach my research goal and be able to create a useful way to help them)

1. Understanding the **impact of packaging and advertising** on the target audience's shopping behavior
2. Understand the **daily food consumption habits** and patterns of the target audience
3. Gaining a better insight into the target audience's needs, **knowledge level, and interpretation of healthy food choices** and the effect of this on their mental health
4. Understanding the target audience's **regular shopping behavior**
5. Learning about the target audience's **challenges and needs** in regard to **healthy** food choices
6. Getting a better understanding of the Target audience's **relationship with grocery shopping**
7. Understanding the target audience's usage of and needs in assistance for **making healthy food choices**

### **Research Objectives Findings –**

- Participants rely more on the packaging of an item than reading the ingredients label . Participants found ingredients labels to be too long and confusing to interpret, taking too much time
- Participants tend to eat healthier at home than dining out
- Most participants are aware of additives/dyes etc. but will still consume if they're in a rush, dining out, or trying to save money. They want to make healthier choices but are willing to indulge when they're out.
- Most Participants shopped regularly, most at their local grocery stores.
- Time & money were the factors when it came to not eating healthy