

Interview #1

Qualitative Findings Assignment

Kaylee Pierskalla

Participant(s): Lauren (non-user of Delish and third-year student at Colorado State University)

Method: Semi-structured Interview

Date: Oct. 27

Time: 4:00 p.m.

In-person or Online?: In-person

WARM-UP QUESTIONS

How old are you?

- 20 almost 21 (turns 21 in January)

If you are willing to tell me, what are your preferred pronouns? (To accurately record participant gender.)

- She/her, female

Where are you from?

- Denver, Colorado

Where do you currently live (apartment, house, condo, commuter, etc.)?

- In an apartment in Fort Collins, Colorado. We visited her apartment and the kitchen is a very tight space with an outdated but functioning stovetop, oven, and various cheap appliances. The kitchen also has very limited storage space as the common spaces like the fridge are shared between Lauren and her three roommates.

FINDINGS

Food and Recipe Preferences (What they would be interested in as consumers.)| Time Stamp: 2 minutes

Growing up did someone in your family cook for you?

- Yes, her mother
- Her favorite home-cooked meal was her mother's shepherd's pie.
- "I liked that they were all home-cooked meals and very well balanced"
- Not a picky eater

When you think about a recipe book what is the first thing that comes to your mind?

- Full recipe: only know three off the top of her head
- Feelings toward recipes vary on cuisine/culture and the platform she associates with each meal. She views Mexican foods as family-based recipes and other recipes as Pinterest-based.

If given the choice, would you prefer to bake or cook?

- "I think I like cooking more because there is more of a payoff, in the sense that I don't feel bad after I eat it."

- When baking she has little self-control and will devour all the cookies/treats she makes after they come out of the oven.

Flavor profile | Time Stamp: 3 minutes

Do you have any dietary restrictions or preferences (vegan, vegetarian, gluten-free)

- No medical restrictions/limits
- “I don’t eat very much meat since moving out.”

What are some of your favorite foods to eat?

- Shepherd’s pie my mom makes and her homemade chicken tenders
- Chili from her work, the Holiday Twin Drive-In Movie Theater in Fort Collins, Colorado
- Egg McMuffin sandwiches
- Vegetable stir-fry that she knows how to make

What are some of your least favorite foods?

- Doesn't like cucumbers, threw them up as a kid
- “I’m not a very picky eater. There is not like a dish that if you give it to me I wouldn’t like. It’s just certain ingredients that I’m not particularly fond of.”

What qualities do you look for in a recipe or meal (convenience, simplicity, cheapness, nutrition, etc.)

- “It’s a mix of simplicity and whether or not the recipe has 1,500 words before it. I don’t want to know your whole life story, I just want to eat food. I’m very poor and very tired.”
- Simplicity is also important because they do not have a lot of dishes, pans, or ingredients to work with at the apartment.

If you could learn to cook a certain cuisine for yourself what cuisine would you be interested in learning how to cook? Time Stamp: 18 minutes

- “Definitely Asian food like Thai food, udon noodles, and tepinoki, I love it.”

Food consumption patterns | Time Stamp: 5 minutes

Do you know how to cook or bake anything?

- She can cook three things with very minimal help, and they are all TikTok recipes.
- “I don’t hate it (cooking) I just don’t have the time so I don’t do it often.”
- If she had the time she would like to learn more about cooking because whenever she goes on TikTok and sees something that looks good she seeks out the information/supplies she would need to make it.
- “If recipes were more simple and required less special equipment, time and stress she would want to cook more frequently.”
- “Pasta is my favorite thing (to cook) because it is very easy and making homemade sauce is very easy. So the only two recipes I know how to make are pasta recipes.”

At college, do you ever cook or bake meals for yourself, or do you use premade meals?

- “I almost exclusively use premade meals”

- She will cook meals on special occasions when her roommates want to cook or someone sees an interesting recipe on TikTok to try, but this is a rare occurrence.

How many meals would you say you eat in a day (on average/guess)? (answered quickly right after recording)

- typically three meals

How many days in a month do you eat out (on average/guess)? Time Stamp: 17 minutes

- Usually once or twice a month
- Prefers fast-food and chain restaurants that are quick and easy to take home
- Qdoba, Cafe Mexicali, and Mexican or Asian cuisine because it is cheap and fits her and her roommate's favorite meals

Social media habits/content consumption | Time Stamp: 8 minutes

Do you have any social media platforms (answered throughout earlier discussion)?

- Instagram, TikTok, Pintirest, Youtube
- Mainly uses Instagram and TikTok

What type of content do you enjoy consuming online (video, audio, multimedia)?

- Random videos. There is no theme to the content she consumes.
- On Instagram, it is mainly stuff about whatever TV show she's watching.
- On TikTok, it is mostly animal videos, funny videos, cooking videos, and fashion videos.
- She discovered that once she followed one creator who produced a certain kind of content, fashion-related content for example, on TikTok she would get more of these videos from other creators on her feed.

Do you watch/consume any food-related content online?

- TikTok
- Watches and loves the user "The Korean Vegan" (look more into this user's content format when suggesting possible next steps for Delish's new content)

What do you think of online food content?

- "It depends, there are a few people that I'm like oh I kind of like your content and then 3 weeks later I find it annoying."
- She Likes the Korean Vegan's content because she does story-based and cultural stories in a video format.
- Learns about the culture while learning how to cook food and she would be willing to but this creator's recipe book that just came out to learn these recipes.

Recipe access patterns | Time Stamp: 10 minutes

If you were to search for a recipe online, where would you start?

- Pinterest
- "I'd say Pinterest because with TikTok I have no idea what I want to eat or what recipe I want to try."

- Usually just stumbles on recipes on TikTok that she would be curious to try, but doesn't actively seek out this information because the content on TikTok is not as categorized on the main feed

Would you rather use a physical cookbook or find a recipe on the internet?

- "I'd rather find a recipe on the internet because it's cheaper."

Would you or do you ever use Tik Tok to find a recipe?

- Has used TikTok to find a recipe and has tried to make several recipes (mainly pasta-based) on this platform.
- Enjoyed the end product of the recipe.
- Before TikTok had the reverse feature she would have to rewatch the recipe by refreshing the video and waiting until she got back to the section with the information she needed.
- You always have to write it down because they only sometimes write it online. Or they say it's on their Instagram so you have to scroll through their Instagram to try to and find it.
- "It is very hard to follow recipes on TikTok if they don't put the recipes in the comments."
- She is seeking a digestible format where she can visualize the process step-by-step in video format (on TikTok) but also refer to a written recipe so she doesn't have to be constantly scrubbing through or rewatching the video.
- When they pin the video it also helps to find it.
- "I like that Tiktok videos (unlike Pinterest typed recipes recipes) are fast so it is easy to understand what to do in a minute and how long it will take for each step.
- You get to see the whole process and how it is supposed to look. So you can be like hmm...this looks incorrect...maybe I should put more cheese on it, instead of having to scroll through words."

How many times do you find yourself looking for a recipe in a given month (on average/guess)?

- bi-monthly

Awareness of major food networking companies/competition (Tasty Delish and Bon Appetite) | Time Stamp: 13 minutes

Prior to this interview had you heard of BuzzFeed Tasty?

- Had never heard of this branch of BuzzFeed content, but had heard of the BuzzFeed company before.
- Was shown the Instagram and Youtube profiles of BuzzFeed Tasty
- Liked the platform and liked the photos before the videos to show what the food would look like

Prior to this interview had you heard of Delish?

- had never heard of Delish
- Preferred Delish's content to BuzzFeed Tasty's content

- Liked that there were fewer brand deals and more food-based pictures on Instagram
- Saw it as more aesthetically pleasing
- Likes how they separate the videos from the pictures on Instagram so she can click and look at the picture instead of being rushed into a cooking video.
- Likes how Delish plays on pop culture and does recipes focused on current events and media

Prior to this interview had you heard of Bon appetite?

- She had not heard of this company either
- She still preferred Delish's profiles over this company's
- Doesn't like when platforms show more variety in posts, prefers when they focus on foods
- Bon Appetite has more dinner foods on their Instagram and she likes looking at baked goods more than dinner because they are more "aesthetically pleasing"

Key Insights:

- She is interested in learning more about cooking meals and is interested in recipes that are simple, affordable, and not very time-consuming for her busy college lifestyle.
- She prefers to look at food-related content online that is "aesthetically" pleasing to look at and not littered with words. This means that she prefers to look at baking content, but if cooking content has an interesting/enriching story attached to it creatively (like The Korean Vegan's content) then she finds it engaging.
- She values simplicity and content that considers audience preferences.
 - This means...providing clear links to the recipes used in video content or putting the recipe in the comment section for users to follow
 - She mainly knows how to cook pasta-based meals because she finds these recipes to be simple and easy to recreate with the limited resources she has in her apartment.
 - She will not follow a recipe if it has kitchen appliances she doesn't readily have in her college apartment.
- Would be willing to follow a recipe on YouTube, but prefers to find recipes on Pinterest and TikTok.
 - Actively searches for recipes on Pinterest and happens upon recipes she finds interesting on TikTok.
 - TikTok is her most used social media app and she has followed a recipe on this platform before. She found following a recipe on TikTok to be engaging but challenging with the absence of words/easy access to the recipe in a written format.

- She had never heard of Delish, Bon Appetit, or BuzzFeed Tasty but likes how Delish presents its online content the best out of these three companies' social media platforms.
- She likes using video recipes so she can better visualize steps and know how long each part will take
- She would be willing to learn more about cooking
 - Currently, she relies heavily on pre-packaged meals and restaurants but wants to save money while still having quality food.
 - Prefers cooking over baking.
 - Cooking is a social experience, she associates it with her family and her roommates
 - Wants to learn more meatless meals and is curious about Asian recipes
 - “I don’t hate it (cooking) I just don’t have the time so I don’t do it often.”
- Nostalgia shapes her food preferences
 - Her favorite food growing up, and still one of her favorites today, was her mother’s shepherd’s pie.
 - She misses her mom’s home-cooked meals.
 - She dislikes specific ingredients because she had bad experiences with them as a child but doesn’t dislike one entire dish.
- Use quotes typed out in the sections above.

Audio name: LaurenInterviewDelishAudeinceResearch.m4a

Interview #2

Participant(s): Mateo (non-user of Delish and third-year student at Front Range Community College, Westminster Campus)

Method: Semi-structured Interview

Date: Oct. 28

Time: 5:00 p.m.

In-person or Online?: Online, though Face-time (He is extremely shy and was not willing to be recorded by video. However, he felt comfortable having the audio of this interview recorded.)

WARM-UP QUESTIONS

How old are you?

- 20 (turns 21 in December)

If you are willing to tell me, what are your preferred pronouns? (To accurately record participant gender.)

- He/him, male

Where are you from? (moved around a lot in his younger years)

- Broomfield, Colorado

Where do you currently live (apartment, house, condo, commuter, etc.)?

- House, family house

FINDINGS

Food and Recipe Preferences (What they would be interested in as consumers.)| Time Stamp: 3 minutes

Growing up did someone in your family cook for you?

- Yes, both parents cooked for him growing up.
- Favorite home-cooked meal growing up was shepherd's pie.
- "We don't make our shepherd's pie the same way that most people think of it we just put meat, potato, and cheese, that's it."
- Both parents made the shepherd's pie meal the same way.

When you think about a recipe book what is the first thing that comes to your mind?

- Pot-pie comes to his mind because that's one of the more involved recipes that he's done.

If given the choice, would you prefer to bake or cook?

- "I would prefer to cook because it's a lot more diverse with what you can make with it. I mean, baking is usually just sweets and I don't care for sweets."

Flavor profile | Time Stamp: 5 minutes

Do you have any dietary restrictions or preferences (vegan, vegetarian, gluten-free)

- No dietary restrictions just some ingredients upset his stomach
- If he could change his diet he would like to add more seafood but he thinks it is too expensive

What are some of your favorite foods to eat?

- Seafood and sushi

What are some of your least favorite foods?

- “I can’t really think of foods I don’t like there are some foods I can’t eat because it makes my stomach upset, but there isn’t really anything I don’t like.”

What qualities do you look for in a recipe or meal (convenience, simplicity, cheapness, nutrition, etc.)

- “Probably simplicity, you know? If I have to make my own noodles or dough I’m like no thank you, I’m good! Like with bread, homemade bread is great but I’m not going to put effort into that.” (I would cut the last sentence when reporting this point. I just wanted it here for my own reference.)

Food consumption patterns | Time Stamp: 7 minutes

Do you know how to cook or bake anything?

- Yes, he knows how to cook and bake different recipes.
- Learned from his mom mainly and recipe books in their house.

Do you enjoy cooking?

- “I enjoy eating it (what he cooks), but I don’t care too much for the making part, or the cleaning up part.”

At college, do you ever cook or bake meals for yourself, or do you use premade meals?

- Usually makes frozen meals at home.

How many meals would you say you eat in a day (on average/guess)? (answered/asked quickly right after recording)

- Roughly three

How many days in a month do you eat out (on average/guess)?

- Has been trying to not eat out as much (to save money).
- Eats out half the days in a month
- **A. What type of restaurants do you tend to go to?**
- Usually fast-food restaurants

Social media habits/content consumption | Time Stamp: 9 minutes

Do you have any social media platforms (answered throughout earlier discussion)?

- Instagram, Pinterest, YouTube, Redditt
- Mainly uses YouTube and Instagram depending on where he is and the devices he has with him
- “If I don’t have my computer or laptop then I use Instagram, if not I use YouTube.”

What type of content do you enjoy consuming online (video, audio, multimedia)?

- YouTube videos
- Watches technology-oriented videos on YouTube (he is studying coding at college)

Do you watch/consume any food-related content online?

- Yes, he watches cooking channels on Youtube
- Watches “Binging with Babish” and “Joshua Weissman”

What do you think of online food content?

- He enjoys the food content he consumes because the creators (listed above) make it seem relatively simple and teach him how to make good meals that are still cheap/affordable

Recipe access patterns | Time Stamp: 11 minutes

If you were to search for a recipe online, where would you start?

- Google

Would you rather use a physical cookbook or find a recipe on the internet?

- “Aren’t they one in the same thing nowadays? Can’t you just find PDFs of cookbooks online now if you really wanted to?”
- Normally he chooses recipes based on the visuals behind them and the ease of the recipes

Would you or do you ever use Tik Tok to find a recipe?

- “No, I don’t even have a TikTok account”

Would you or do you ever use YouTube to find a recipe?

- Yes, he would use this platform to do this.
- Only followed a recipe on YouTube once.
 - It was a Binging with Babish recipe for chicken noodle soup. Didn’t have all of the necessary special equipment to complete the recipe the way the creator originally intended.
- The main complaint about watching a recipe on YouTube was that the description didn’t just have the recipe in words.
- “It would be useful for the description to have just the straight-up recipe and instructions in conjunction with the video because sometimes words can be more descriptive than what you show in a video that’s like eight minutes long, but the video helps because it gives a visual of what you should be doing in case the words aren’t super descriptive (for the scenario itself).”

How many times do you find yourself looking for a recipe in a given month (on average/guess)?

- Once or twice a month

Awareness of major food networking companies/competition (Tasty Delish and Bon Appetite) | Time Stamp: 15 minutes

Prior to this interview had you heard of BuzzFeed Tasty?

- Had heard of BuzzFeed in general but hadn’t heard of their food networking branch

Prior to this interview had you heard of Delish?

- He thinks he heard of this company before but knows very little about their content
- He thinks he randomly chose to look at one of their recipes at one point or another

Prior to this interview had you heard of Bon appetite?

- Had never heard of this company

Key Insights:

- Actively cooks and seeks recipes online
 - Prefers recipes in a video format with the written recipe provided in the description
 - When looking for a specific recipe he starts with a Google search
 - If a recipe he finds online by chance sounds good or looks good he is willing to try to make it
- Simplicity is important
 - Is not willing to spend too much time cooking or learning specific techniques
 - Values convenience and regularly eats frozen meals and fast food at home
 - Has followed recipes online in the past but couldn't complete it the way the creator intended because the special equipment required was not simple
- He prefers cooking over baking and does know how to cook.
 - Doesn't care too much for sweets or baking
 - Enjoys the end product of cooking (a meal to eat) but doesn't always enjoy the cooking or cleaning elements
 - Learned how to cook from his mom, and is open to learning more recipes
- Has never heard of Bon Appetite or BuzzFeed Tasty, but had heard of the name Delish.
- Uses Instagram and Youtube the most frequently
 - Does not use or have a TikTok account
- Would be willing to learn more about cooking in a visual video format, and enjoys watching cooking videos online
- His favorite food is his parent's shepherds' pie and seafood dishes
 - Has no dietary restrictions or foods he dislikes, just some ingredients that upset his stomach.
 - Money is a concern, would like to eat more seafood but thinks it is too expensive and enjoys watching videos that teach him how to make affordable meals.
- Use quotes typed out in the sections above.

Audio name: MateoInterviewDelishAudienceResearch