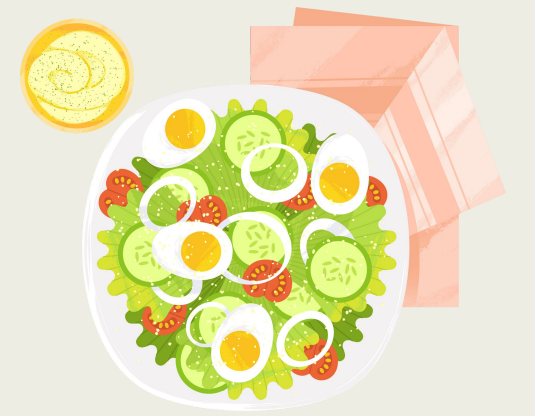


# Interview 3: Richa Gupta



## Why Richa?

- Is a working mom with 2 young children
- Home-cooks cultural Indian food
- Primarily responsible for meals in household

## Interview Details

- Conducted via Zoom directly after work by Maya (interviewer) & Kevin (notetaker)



## SAY

"Sometimes kids are hungry and they want to eat or they're not hungry and don't want to eat and that's fine, too."

"If I travel anywhere, my comfort food when I come back is a home-cooked Indian meal."

"Usually nobody's home [to eat] during lunchtime."

"I'm not eating the decorative greens that you have on the ice tray."

"We didn't grow up eating out."

"Meals are made so that they're edible so that I'm not making restaurant style requests."

"The meal is there to provide you sustenance. The meal is not there to make you feel better."

"We ate Indian food breakfast, lunch, dinner. That's what we ate."

"The exposure to different foods is still very much a priority."

"My first time having Thai food was in college."

"Allergies are not a consideration, but if they had allergies, I'd read label after label."

"I'm not a fan of cooking - I don't enjoy it. I don't find it therapeutic."

"[Food] is dependent on the amount of minutes I have at home versus how many minutes we're on the go."

## THINK

Babies and kids have complex brains, emotions, etc just like adults.

Seeking out diverse food experiences (gourmet, eating out) is valuable

Picky eating develops from childhood exposure (or lack thereof)

Different groceries stores have different qualities of produce and different benefits

Food waste is unfortunate but unavoidable for her situation

Food is only for nutrition and sustenance, i.e. cooking is a chore

Comfort food & emotions with food are tied strongly with upbringing

There are more options for dietary restrictions now

Values food quality over price

Variety in food is important for children's growth

Adaptability trumps routine

Eating is an unavoidable inconvenience when scheduling

## DO

Teaching her older son to start reading nutrition labels.

Varies meals based on how busy the family and kids are each day

Eats out once a week as a "rule of thumb"

Checks with kids: "Are you emotional eating? Are you doing it for sustenance?"

Cooks meat separately so people can eat, top salads, etc. as they desire

Works with the family's nanny on meal prep, grocery shopping, and cooking.

Specifically buys groceries from Whole Foods and snacks from Target

Exposes her kids to different ingredients through salads

"I chop carrots into baby carrots, lengthwise, or into circles" to increase comfort with food.

"Sneaks" veggies into doughs (when making roti)

Doesn't force mealtimes, does "reheat and reoffer"

## FEEL

Eating out is unideal

Kids have more food needs than adults

A love for Thai rainbow salads

Cooking and eating were simpler before kids

Apathetic towards cooking in general

Protective; Kids take priority over parents' needs

Younger generations are much more health conscious

Values meals as family time

Grateful to parents for early exposure to new foods

A lot of responsibility for her whole family's eating

Being vegetarian no longer restricts her when eating out



"[Food] is dependent on the amount of minutes I have at home versus how many minutes we're on the go."

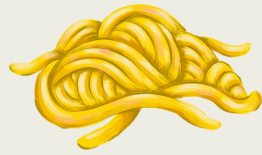
"I exclusively function on lists. If it's not on my list, it's not going to come back home."

Adaptability trumps routine

"Meals are made so that they're edible by the whole family so that I'm not making restaurant style requests."

Variety in food is important for children's growth

A lot of responsibility for her whole family's eating



# Insight

*For **working parents**, it's difficult to find time to **home-cook** quality meals.*

# Need



*Parents need support to **plan** for **varied, nutritious food** during busy or uncertain times.*





**Artifacts**



# Interview 4: Terry Braggs



## Why Terry?

- **Extreme User:** professional chef with 18+ years of experience, attended culinary school
- Teaches cooking classes at EVGR Dining

## Interview Details

- Conducted in person at EVGR Dining after his cooking class by Megan (interviewer) & Maya (notetaker)



## SAY

## DO

## THINK

## FEEL

"To me, cooking is not hard."

"I really like to cook things that sort of challenge me a little bit at least."

"Cooking is our source of energy, so it's extremely important to me."

"Health is wealth."

"If I ate good food ...drank plenty of water... and the sun is shining...that's all the validation I need."

"There's always time to cook."

"I would end up wasting a lot of food if I didn't feel like eating it."

"I have great friends... my friends have always been my biggest fans."

"The last [comfort food] I made was collard greens with candied yams and rice."

"I don't really specialize because people always want something different."

"Sunday dinners with family and food is a tradition."

"Grocery shopping is relaxing."

"I don't really specialize because people always want something different."

Undesirable food/leftovers results in food waste

Good health = happiness

Good health should be most important for all

Food fosters community

Food doesn't have to be perfect the first time you make it

"Doing" is the best way to learn

People should try going to different grocery stores

Personal growth directly tied to culinary ability

Nutrition, balance, and taste are all equally important

Spontaneity over planning

Food you want to eat reflects current mood

Competed on Guy's Grocery Games (10 years ago)

Cooks dinner for himself 3 to 4 times a week

Doesn't meal prep; just cooks what feels good

Always writes grocery lists on paper

Creates original recipes & tweaks them himself

Helps people understand the order of cooking steps

Asks friends for advice when making new meals

Makes comfort food when he wants to feel grounded.

Traveled to Thailand to learn about how people there eat

Seeks inspiration for cooking from nature

Makes to do lists to help while cooking

Very self-secure and confident (accrued experience)

Builds empathy for others through food

Love for innovation within cooking

Feels most supported when cooking for community

Good cooking directly related to self-confidence ("fake it 'til you make it")

Satisfied when cooking from scratch, not heating up leftovers

Gains validation through cooking good food

"I enjoy cooking dishes that require a process where you can't skip steps."

Limited by overplanning

Cooking is a creative outlet

Satisfaction from making customers happy



"I really like to cook things that sort of challenge me a little bit at least."

Makes to do lists to help while cooking

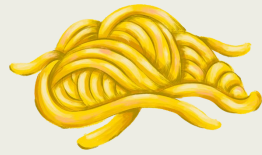
Food fosters community

"There's always time to cook."

Doesn't meal prep; just cooks what feels good

Satisfied when cooking from scratch, not heating up leftovers





# Insight

*For professional chefs, cooking unlocks **personal fulfillment, growth, and community.***

# Need



*Chefs want ways to **continue innovating** and **sharing** their food.*



# Artifacts







# Key Learnings



- **Tension: Different** people have **diverse, and often opposing, priorities** in cooking
  - e.g. creativity vs sustenance, enjoyment vs pragmatism, community vs individual flexibility
- Building a strong culinary foundation enables **creativity**
- People with **limiting circumstances** (e.g. dietary restrictions, children, work) develop **effective routines** for themselves
  - These people desire support for their routines, not disruption

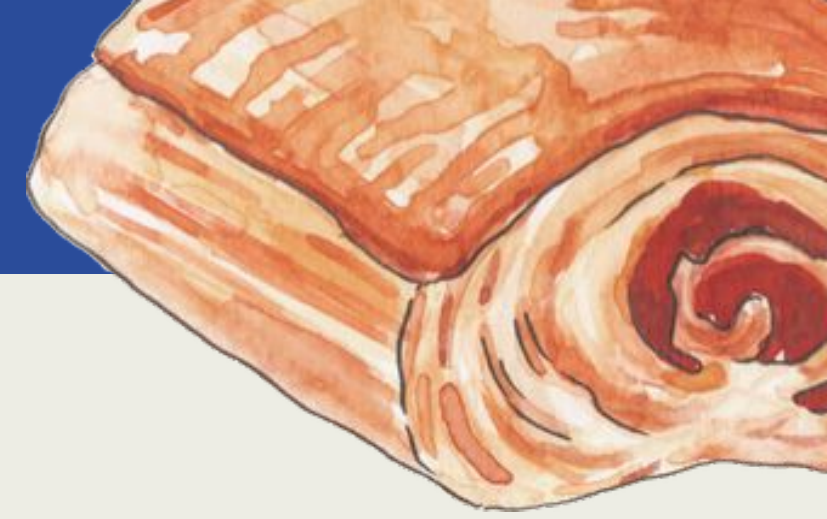


# What's Next?



- Distill **further insights** about cooking process versus outcome
- Continue **analyzing** interview results
- Work on **HMW** and **POV** statements
- Determine **specific focus** within meal planning and cooking domain





# Thank You!



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# Appendix: Link to Empathy Maps

[https://miro.com/app/board/uXjVNd3u\\_fw=?share\\_link\\_id=141853370502](https://miro.com/app/board/uXjVNd3u_fw=?share_link_id=141853370502)