

Conducted Study: Healthy Eating for people with a busy lifestyle

Question:

Would you use an online delivery service for meals; including recipes, and pre-portioned ingredients to be cooked at home as an alternative to eating out or fast food.

The population studied is professionals with an age range of 28–40 years old. They are college graduates, with an average household income of \$195,000 per year and live on the west side of Los Angeles. The participants are fashionable and appear and conscious of a healthy lifestyle. All 7 participants work 40 plus hours a week. 71 percent of the participants describe traveling as a requirement at least twice a month. The participants are fashionable and conscious of a healthy lifestyle through diet and exercise. Describing they all try to exercise at least 4 times a week. They report due to the lack of time they often are unable to fit in exercise and having to eat on the go, leaves them frustrated. The studied population has a busy lifestyle, has a desire to prepare more health-conscious meals and is searching for a fast, simple and easy way to prepare meals that fit within nutritional guidelines and budget at home.

For this study, a semi-structured interview approach was used with seven participants. Participants were interviewed face-to-face using the interview questions below. Prior to starting my interviews I would instruct the participants that even though I had a series of questions, if anything came to mind, not necessarily directly related to the question asked, feel free to discuss. I began each interview asking demographic questions, such as age, nationality, level of education, number of members in your current household and occupation. I then asked the following open-ended questions:

1. Tell me about your current lifestyle in regards to health.
2. Describe your attitude regarding healthy eating.
3. If eating healthy were important what would make it easier to do on a daily basis?

Structured Questions asked:

1. How many days a week do you or your family eat out? How do you decide when to eat out or not?
2. What is the price range of your meals when you go out?
3. What are some of your favorite meals you enjoy when you go out to eat? Would you like to learn how to cook those meals at home?
4. When going out to eat do you take into consideration leftovers?
5. Have you used any online ordering services for your favorite restaurants? If so, what was your experience like using those services?
6. How often do you prepare food at home?
7. How often do you go to the grocery store? What food isle do you most frequent when you are there?
8. Have you ever used any online services to do your grocery shopping? If so what have you used? If not, what has influenced you not to use it?

9. When preparing a meal do you take into consideration leftovers? What steps do you take to try to limit food waste when preparing meals at home? !!
10. What are the difficulties you face when trying to cook your favorite meal?
11. Do you or your family tend to eat out more or prepare meals at home?
12. Have you ever tried substituting certain foods in you diet for healthier options? If so what have you tried before?
13. What is most frustrating about finding healthy meals?
14. What dietary allergies or concerns do you or your family have? How do you go about navigating these food allergies and or concerns?
15. Do you find it easier cooking for yourself or for a group? Please explain your decision.

The Findings:

The findings are most of the participants frequent the grocery store once or twice a week to pick out fresh produce and the brands they trust, taking into account for picky eaters. They enjoy cooking health-conscious meals, but their busy schedules only afford them to cook meals within 20-30 minutes. Even so, they get frustrated if they do not have the right ingredients. The participants try to cook enough for leftovers, which they usually have for lunch the next day.

Because of their busy schedules, they actually eat out 60% of the time, usually eating dinner, each meal costing an average of \$30 per person. They check restaurant reviews on Yelp when deciding on a place to dine—about four times a week. Dining out has become embedded into their current lifestyle. They would like to create a more wholesome lifestyle by cooking healthier meals at home.

Each of the participants are interested in eating more health-conscious meals made of fresh ingredients and are open to a delivery system.

5 out of 7 visit the grocery store 1 once a week

7 of 7 prefer fresh produce and ingredients

2 of 7 cook meals daily

6 of 7 prefer to eat at home.

Each participant spends between \$20-\$70 per meal eating out.

A HEALTHIER LIFESTYLE

BUILDING AN ONLINE DELIVERY
SERVICE FOR RECIPES, AND PRE-
PORTIONED INGREDIENTS TO BE
COOKED AT FOR HOME

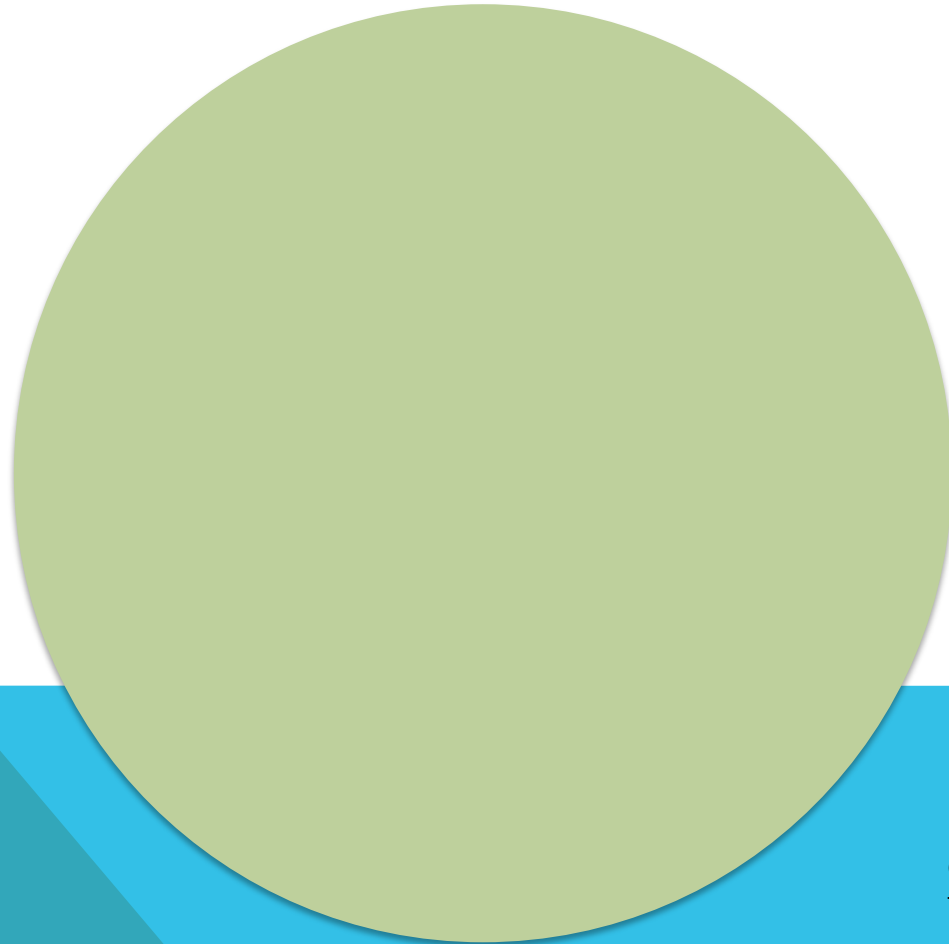
QUESTION

Would you use an online delivery service for meals; including recipes, and pre-portioned ingredients to be cooked at for home be an alternative to eating out or fast food?

The population studied:

- Professionals with an age range of 28–40 years old.
- They are college graduates, with an average household income of \$195,000 per year and live on the west side of Los Angeles.
- The participants are fashionable and conscious of a healthy lifestyle through diet and exercise.
- They report due to the lack of time they often are unable to fit in exercise and having to eat on the go, leaves them frustrated. The studied population has a busy lifestyle, has a desire to prepare more health-conscious meals and is searching for a fast, simple and easy way to prepare meals that fit within nutritional guidelines and budget at home.

FRESH INGREDIENTS

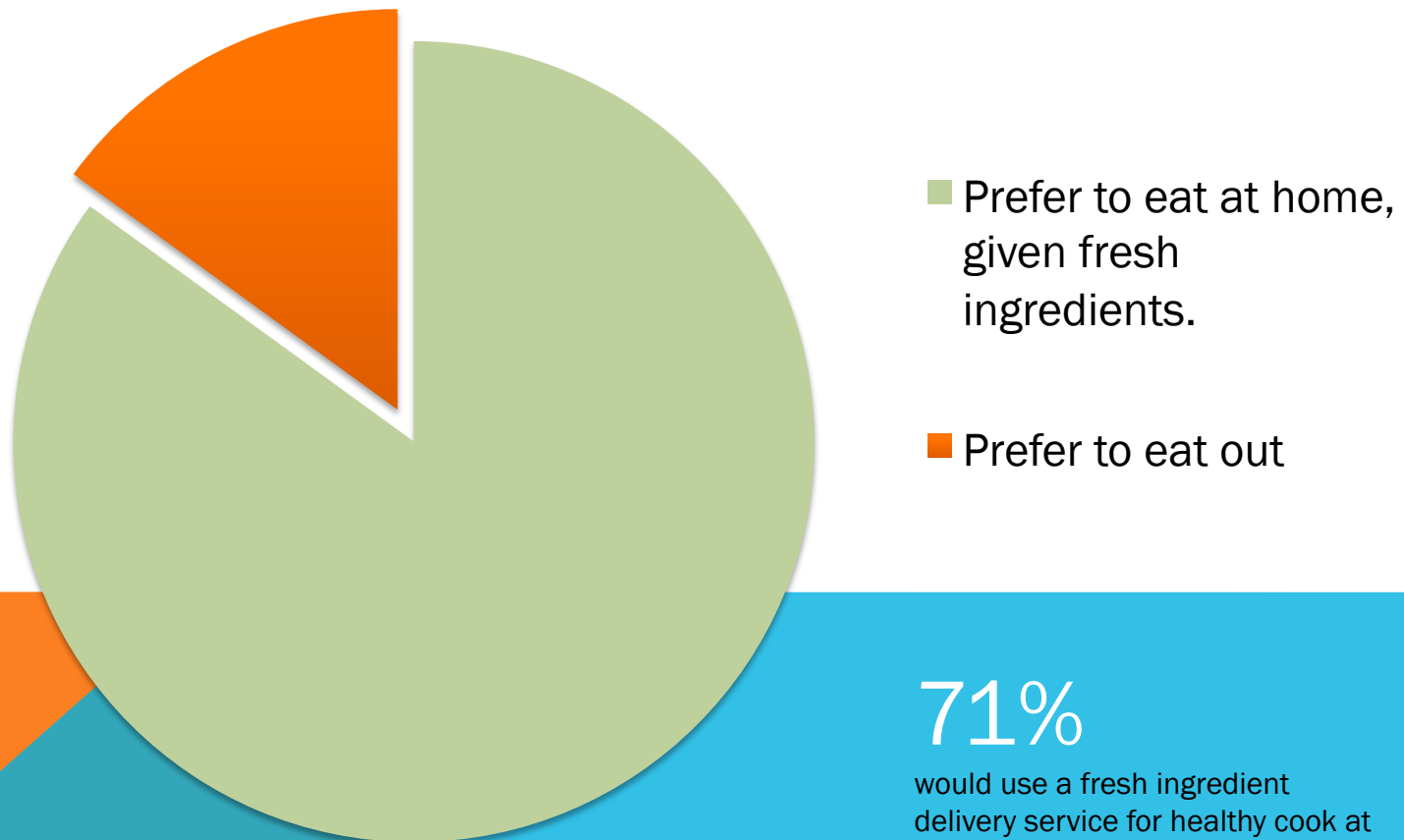


100%

of participants prefer
fresh ingredients

HOME COOKED MEALS

Home Cooked Meals

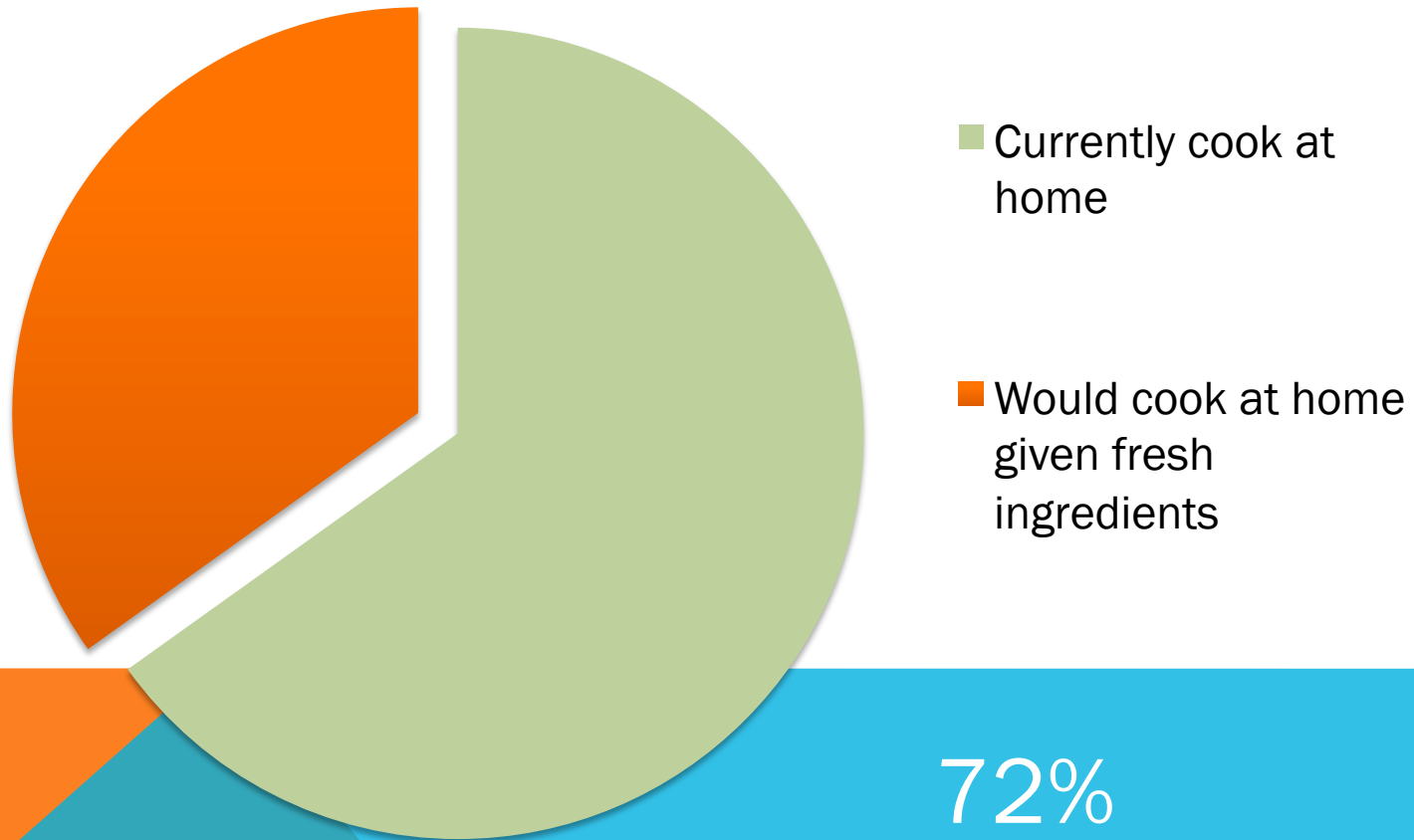


71%

would use a fresh ingredient delivery service for healthy cook at home meal option.

HEALTHIER OPTIONS AT HOME

Currently cook at home

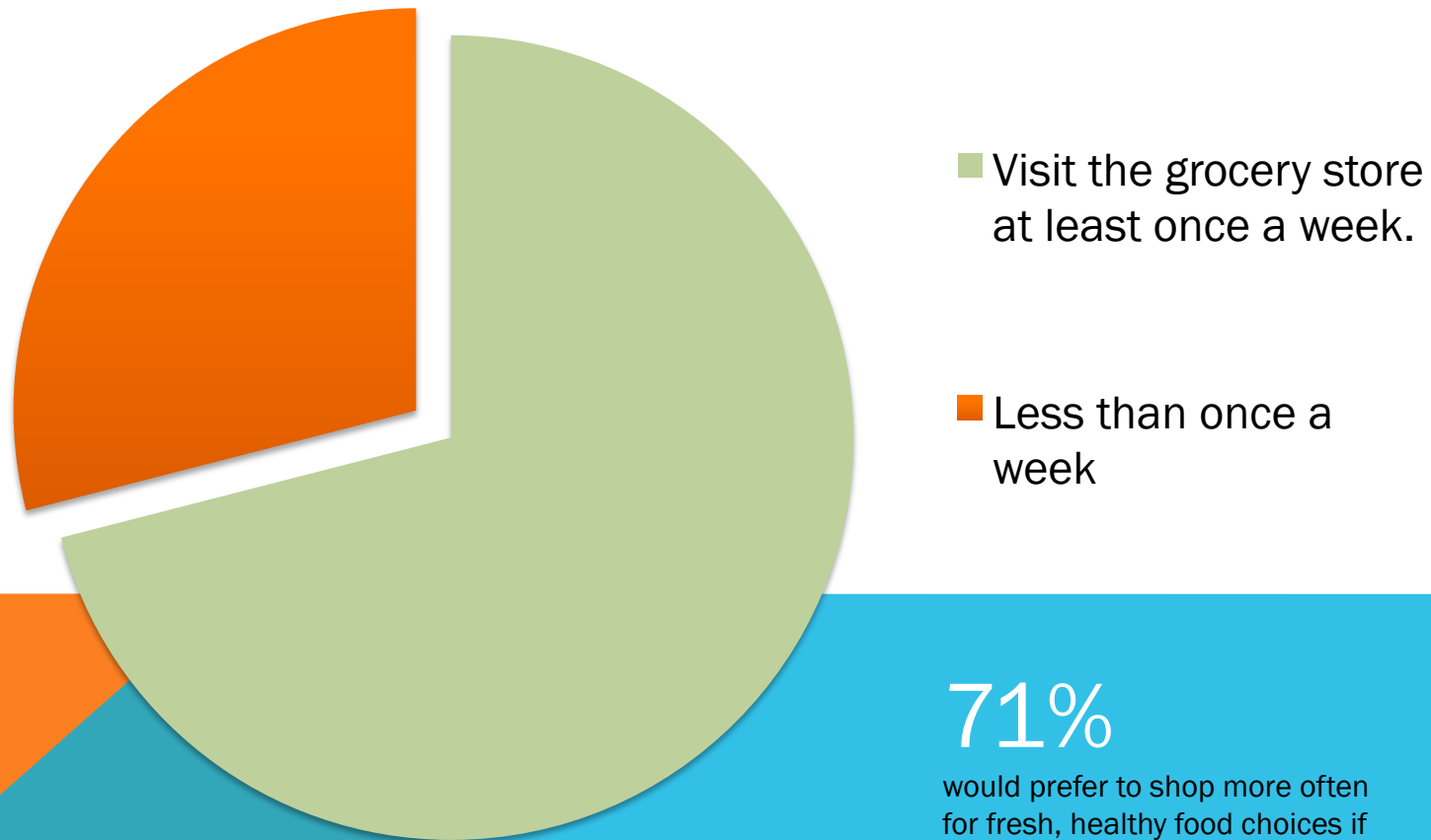


72%

would use cook at home if fresh ingredients were provided.

GROCERY STORE VISITS

Grocery store visits



71%

would prefer to shop more often for fresh, healthy food choices if given the time.

MONEY SPENT ON EATING OUT

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THE DATA SHOWS THERE IS A NEED FOR:

an online delivery service for meals; including recipes, and pre-portioned ingredients to be cooked at home as an option to live a healthier lifestyle.

78%

of the population studied would use a delivery service for fresh, portioned ingredients.