

Interview Data: Oisoshi Project

Synthesized findings from a longitudinal behavioral study on regional culinary exploration.

Participant Profile & Methodology

• Participants	8 (5 female, 3 male)
• Age Range	22-50
• User Type	High-frequency delivery users seeking authentic regional cuisine
• Method	3-day diary study tracking meal cravings, followed by remote contextual inquiries

Key Interview Questions

- 🗣️ How do users navigate the gap between a "craving" and an authentic regional menu item?
- 👁️ What visual or data cues are needed to verify ingredient quality?
- 🍽️ How does a user's "Taste Profile" influence their real-time decision-making?

Affinity Mapping

Cluster A: Discovery Opportunities

- "I struggle to find authentic regional food; most apps just push generic fast food."
- "The search filters are too broad; specific regional cooking styles are needed."

Cluster B: Trust & Quality Indicators

- "To me, quality is defined by proper ingredient sourcing."
- "For me, ingredient transparency justifies a premium service."

Cluster C: Personalization & Habitual Workflow

- "I want the app to understand my true flavor profile rather than just relying on my past order history."
- "The onboarding was too generic to reflect my culinary background."
- "Without smart pairings, I usually just order less."

Actionable Insights

- ✅ Insight 1: Implement a tiered filtering system **Region > Style > Ingredient** to transition users from "browsing" to "deciding" faster.
- ✅ Insight 2: Integrate a **Transparency Data** view highlighting ingredient sourcing and quality metrics.
- ✅ Insight 3: Build a dynamic **Flavor Profile** engine that learns from user ratings to prioritize regional dishes that match their specific taste preferences.