

Interview Data: The Living Meals Project

Synthesized findings from a behavioral study on dietary customization and meal-ordering friction.

Participant Profile & Methodology

• Participants	12 (6 female, 6 male)
• Age Range	24-42
• User Type	Health-conscious users seeking flexible dietary preferences and meal customization
• Method	1-week diary study and remote usability testing on meal-ordering habits

Key Interview Questions

- 🗣️ How do users balance dietary preferences with quick meal customization?
- 👤 What visual cues do users need to verify ingredient transparency?
- 📋 How do dietary restrictions influence real-time menu decisions?

Affinity Mapping

Cluster A: Dietary Friction & Adaptability

"Manual food logging is too tedious; most apps feel like extra work."

"Search filters are too rigid; I need flexible UI for changing goals."

Cluster B: Trust & Quality Indicators

"Quality means clear dietary breakdowns and verified ingredient sourcing."

"Transparent ingredient data makes premium meal services worth it."

Cluster C: Customization & Smart Workflows

"Standardized onboarding procedures completely overlook my personal dietary preferences and specific allergy restrictions."

"I want an app that learns my dietary needs, not just my order history."

"I abandon carts without personalized Suggestions."

Actionable Insights

- ✔️ Insight 1: Streamline onboarding workflows to transition users from rigid setup to tailored dietary preferences faster.
- ✔️ Insight 2: Integrate a dedicated transparency view highlighting ingredient sourcing and allergen safety.
- ✔️ Insight 3: Build an adaptive recommendation engine that updates meal suggestions based on evolving dietary needs.