Interview Data: The Living Meals Project

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

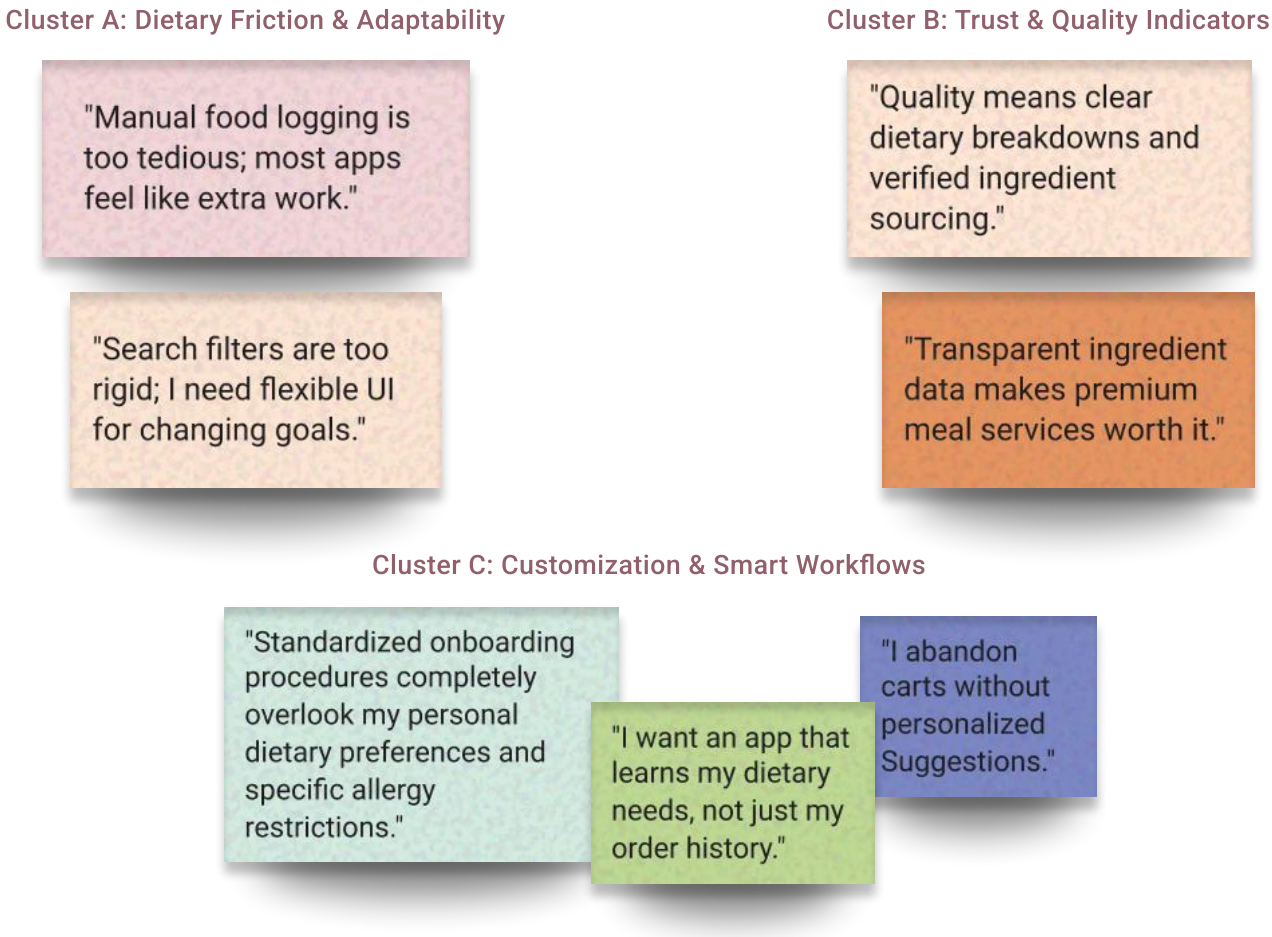
Participant Profile & Methodology

• **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



Actionable Insights

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