

Detailed Interview Questionnaire for Kitchen Product Development

Introduction

"Hello, thank you for taking the time to chat with me today! We're conducting research to learn more about people's cooking habits and preferences to guide the development of new kitchen products. Your insights are incredibly valuable to us. This conversation will be about [estimated duration] minutes. Please feel free to be as open and detailed as possible." [1]

Basic Demographics

1. **What is your age range?** (e.g., 20-29, 30-39, etc.)
2. **What is your marital status?** (Single, Married, Partnered, etc.) [2]
3. **Do you have children? If so, how many and what are their ages?** [2]
4. **What is your current employment status?** (Working full-time, part-time, student, etc.) [2]

Cooking Habits and Preferences

1. **Do you enjoy cooking?** (Yes/No) [2]
 - **If yes: What aspects of cooking do you enjoy the most?** (e.g., creativity, experimenting, relaxation, providing for family/friends)
 - **What types of cuisines or dishes do you enjoy cooking?** [2]
 - **If no: What are the main reasons you don't enjoy cooking?** (e.g., time constraints, lack of skills, limited space, other preferences)
1. **How often do you cook meals at home?** (e.g., daily, multiple times a week, a few times a month, rarely) [2]
2. **What kinds of foods do you typically cook on a regular basis?** (e.g., simple meals, elaborate dishes, specific cuisines) [2]
3. **Can you walk me through a typical week of meals you cook?** (This will help understand routine cooking patterns.)
4. **Tell me about the meals you cook:** [3]
 - **For fun or special occasions:** (e.g., elaborate dishes, baking projects, cuisines explored)
 - **In a pinch or when you're short on time:** (e.g., quick and easy meals, go-to recipes)
 - **Normally:**
1. **Do you follow recipes closely or prefer to improvise in the kitchen?** (This will help understand their approach to cooking.)

Planning

- **How do you typically plan your meals for the week?** (e.g., meal planning apps, grocery lists, spontaneous decisions)
- **What factors influence your meal planning decisions?** (e.g., dietary restrictions, budget, time constraints, family preferences)
- **Do you use any resources for recipe inspiration?** (e.g., cookbooks, websites, social media)

Shopping

- **Where do you usually shop for groceries?** (e.g., supermarkets, farmers' markets, online retailers)
- **What are your biggest pain points when grocery shopping for ingredients?** (e.g., finding specific ingredients, long lines, heavy bags)
- **Do you use any technology to assist with your grocery shopping?** (e.g., online ordering, grocery delivery services, shopping list apps)

Ingredient Prep

- **What are your preferred methods for preparing ingredients?** (e.g., chopping, slicing, dicing, measuring)
- **Do you find any particular tasks in ingredient preparation to be time-consuming or challenging?** (e.g., chopping onions, peeling vegetables, measuring spices)
- **Are there any tools or gadgets you use to make ingredient preparation easier or more efficient?** (e.g., food processors, mandolines, measuring cups/spoons)

Cooking

- **What are your preferred cooking methods?** (e.g., baking, roasting, grilling, sauteing)
- **Do you have any challenges or frustrations with your current cooking setup?** (e.g., uneven heating, limited burner space, lack of ventilation)
- **What features or functionalities would you most value in a new cooking appliance?** (e.g., precise temperature control, multiple cooking functions, easy cleaning)

Serving

- **How do you typically serve your meals?** (e.g., family-style, plated dishes, buffet)
- **Are there any aspects of meal serving that you find difficult or inconvenient?** (e.g., keeping food warm, transporting dishes, portion control)
- **Do you use any specific tools or serving ware to enhance your meal presentation?** (e.g., serving platters, bowls, utensils)

Kitchen Tools and Appliances

1. **Are there any specific cooking tools or appliances that you use routinely?** (Probe for specific brands, models, features they like.) [3]
2. **What do you particularly like about those devices?** (Probe for functionalities, ease of use, design aspects, etc.) [3]
3. **Is there anything you would change about the devices you currently own?** (Explore potential pain points and areas for improvement.) [3]
4. **Are there any tools or appliances you wish existed to make your cooking experience better?** (Encourage creative thinking about potential new product ideas.) [2]
 - **If yes: Can you describe the functions and features of this ideal tool/appliance?** (Gather detailed information about the envisioned product.) [2]
 - **What would be an acceptable price range for such a product?** (Gauge potential market viability.) [2]

Quantitative Questions

- **On a scale of 1 to 5, with 1 being "Strongly Disagree" and 5 being "Strongly Agree," how much do you agree with the following statements?** "I find cooking to be an enjoyable activity."
- "I am confident in my cooking skills."
- "I have enough time to cook the meals I want."
- "My current kitchen tools and appliances meet my needs."
- "I am always looking for new kitchen gadgets and appliances."
- **Approximately how much money do you spend on kitchen tools and appliances per year?**
- **How much would you be willing to spend on a new kitchen appliance that significantly improved your cooking experience?**

Closing

"Thank you so much for sharing your insights! This information is incredibly helpful for our research. We appreciate your time and openness."

Note: This questionnaire is designed to be a starting point for the interview. The interviewer should feel free to ask follow-up questions and delve deeper into specific areas based on the interviewee's responses. The goal is to have a natural conversation and gain a comprehensive understanding of their cooking habits, preferences, and potential needs. [1]