

Briefing Doc: Kitchen Product Development Research

Objective: This research aims to inform the development of new products for the home kitchen and home cook, including appliances, cookbooks, devices, ingredients, or kits.

Approach: The research will employ exploratory interviews to understand cooking habits, product preferences, and unmet needs among home cooks.

Key Themes:

- **Cooking Habits and Preferences:** The research will delve into the cooking habits and preferences of participants, exploring questions such as:
 - Frequency of cooking
 - Types of food routinely cooked
 - Meals prepared for fun, in a pinch, and on a regular basis
 - Preferred cooking tools and appliances
- **Product Satisfaction and Gaps:** The research seeks to understand:
 - Existing kitchen products that users enjoy and the reasons for their preference
 - Desired improvements or modifications to existing products
 - Ideas for potential new products to address unmet needs in the kitchen
- **Pricing Considerations:** Understanding acceptable price points for new kitchen products is crucial. The research will explore participant perspectives on pricing.

Important Questions to Ask Interviewees:

- **Demographics:** Age, marital status, children, working status
- **Cooking Passion:** Do you enjoy cooking?
- **Cooking Frequency:** How often do you cook?
- **Cooking Repertoire:** What types of food do you enjoy cooking?
- What do you cook on a routine basis?
- Tell me about what you cook for fun, in a pinch, and normally.
- **Tool and Appliance Preferences:** Are there particular cooking tools or appliances that you use routinely?
- Why do you like those devices?
- If there was something you would change about the devices you have, what would it be?

Quotes from Source Material:

- **Opportunity Statement:** "There is an opportunity to develop products for the home kitchen and home cook. The products may be an appliance, a cookbook, device, ingredients, or kits."
- **Scope:** "The scope is wide open as this work is exploratory."
- **Desired Information:** "We would like to know the category of the problems people are having, existing products people like and why they like the products, potential new product that people wish existed, the functions or features of the new product, what an acceptable price might be."

Next Steps:

- Develop a detailed interview guide based on the questions outlined in the charter document.
- Recruit a diverse group of participants representing a range of cooking habits, experience levels, and demographics.
- Conduct in-depth interviews, carefully documenting responses and insights.
- Analyze interview data to identify key themes, unmet needs, and opportunities for product development.