

Subject #1 | **Subject #2** | **Subject #3** | **Subject #4**

Occasion

- The occasion was valentines day
 - Enjoys cooking and eating as a social activity
 - Less expensive than going out
 - You have more control over what your eating and how it's prepared
 - Last time he cooked, she was impressed
- Meal was mostly for him; someone else freeloaded.
- The other person played a peripheral role in the cooking; he made the rice.
- He didn't know if it would end up good or not. He presented it to his guest as more of an exploratory thing, rather than a "hey I'm making something special, want to eat it"
- Going to a party at a friend's house who is vegetarian.
- No Occasion. His dad shot a deer, gave him a bunch of venison, he wanted to eat it.

For Whom, Deciding what to cook

- Cooking for one other, who mentioned fish
- Good appetizer, easy to make, finger food, strong and defined taste, not too substantial, alerts hunger and interested in rest of meal
- He picked rice because it goes good with fish; learned from previous experience
- He made salad because it went with everything; learned from mom
- He also made green beans; spontaneous decision
- He was looking for something where he could get the recipes for at whole foods. He wanted something that didn't involve going to a fish market, to get sushi-grade food.
- He was concerned about the fact that this food requires skill. He was making it for someone else as well, so he wanted something easy and one that didn't require raw fish.
- Had to come up with something fun/creative/festive, but vegetarian.
- She usually likes making deserts, but someone had already claimed that.
- Just for himself. He knew he was cooking the venison, and liked the way one of his roommates prepared meat (cubed, sautéed in adobo, lemon, olive oil). Added his typical side dishes that he makes with most meals – easy to make.

Considering Others' Preferences

- He was once making this corn chowder with fake crab. About 10 people came over. Someone came who was a vegetarian, but his chowder had a chicken broth. If he can prepare things that aren't compatible separately to accommodate all people.
- - Because he doesn't have a vegetarian mindset, he doesn't always notice when his meals are not veggie friendly.
- n/a – was cooking for himself. However, he has food allergies that he has to watch out for when he's eating out.

Finding a source of recipes

- Decided to find recipes for salmon on wholefoods.com
 - He came across wholefoods in Boston and he liked it, so looked up the website based on their recommendation
- Knew to make cocktail sauce from his mother's recipe
- User is a sushi-addict so when considering cookbooks at B&N, the title "sushi for wimps" made him feel comfortable that the directions are at a basic level.
- When looking for cookbooks, user mostly looks for books that fit into your schedule that works for small meals.
- User spends considerable effort trying to figure out how to scale down recipes for one person.
- User doesn't use recipe sites that often. Can't find meals that are healthy, quick, and for one person. Plenty of them cater to things requiring more effort, which would be okay for a party but not for routine.
- He needed to be in the bookstore mindset for him to decide that maybe he should think to make sushi.

- User feels that there is more selection at the bookstore because the search terms and sites that he can think of are easily exhausted.
- They'd been trying to eat healthy, beans are really cheap, but they can get boring, so they wanted a book that had exciting ways to cook beans.
- Got out a cookbook called "Beans"
 - It seemed very straightforward and plain. Mentioned on a website they had visited before. Had paper designed to be written on (room for people to change recipes, notes). It was made by a local author, includes a story before each recipe. Most recipes used a lot of common pantry items, but also each one has really "crazy beans" (unique).
- Just makes things up. He has no car, recipe books irritate him because they require ingredients that are hard for him to get. He only ever has basics (VERY basic basics).

Alternative sources considered

- He didn't consider alternative sources because he found the recipe on the first one. However, if it didn't work, he would have used google.com
- He has never performed an Internet search for sushi recipes. Not sure why. Because he has the book he feels that is the only resource he needs.
- Looked at other recipes within the book, but did not look at other books.

Searching through recipes

- Looked at wholefoods.com for the recipe for salmon
- Index → Seafood → Salmon → Mango
- He heard of combining fish with mango salsa so he wanted to explore it, while browsing through salmon recipes
 - Saw it as something impressive without requiring too much energy and time
- User looked through the table of contents to get an idea of the kinds of things that he liked. He knew the food, but did not know how to make it. In other cases, he does not know what the food is that he approaches from.
- In this case he skims through the table of contents to find a name that he recognizes.
- User was looking for a "unique" vegetable ("everything is going to be interesting and fun, but i was looking for something unique").
- It was really fun because all the ingredients were easily accessible.
- The best way to find a recipe is for him to surround himself with examples, and look through them to say, "this looks good".
 - It sucks that i have to look through everything (all the books he has - table of contents) to find something he wants.
 - User doesn't necessarily know what he wants, so he needs a selection to find out what he wants, but he doesn't want to look through everything.
- Looked through the book and noticed that a recipe called for preserved lemons, toasted seeds, and other "wild ingredients" that they had never thought of putting together.
- Irritates him because he never has the ingredients – stopped searching, and now just makes things up.

Criteria for confidence in handling recipe

- He determined whether he could handle it by looking at ingredients, instructions, and equipment. If he has all those, he can handle it.
- Mom's recipes in box: Complicated based on the ingredients + time to cook; also deterred by living up to her standard and her expertise
- The cookbook did not mention difficulty.
- Ingredient selection was a primary factor in assessing difficulty.
- For difficulty in this case, he was not looking for preparation time, rather to see how well he could do it.
- We knew it was going to come out well because we'd made things from the cookbook in the past, and nothing we'd made was ever bad.
- Ingredient driven – what does he have on hand?

Ingredient Procurement

- Bought fish at fish market in Strip District (based on friend's recommendation, price, and previous experience)
- Bought salmon and shrimp
- They have a lot of strange items in general and order beans online from a native seeds site, Megaseeds.org.
- We used canned beans because we were lazy, and didn't have time. Normally with beans you have to cook for hours – crazy!
- Needed preserved lemons, so we ran around town to get those.
- Didn't know what a particular ingredient was "nigela seeds". Went to bean store and asked about it. Turns out, it was an uncommon name for black caraway seeds.
- Has to bike to grocery store – very limiting

Cooking Methods

- He doesn't measure exactly even though recipes give exact quantities
- He copied recipe from website to index card:
 - Ingredients
 - Cooking time
 - not preparation methods, because it was pretty easy)
- While preparing, he had the recipe open, but in other times the recipes are really basic, so he just has the book open but didn't use it
- He followed the shrimp tempura recipe closely because it involved adding many things.
- Generally sautéed everything in olive oil.

What do you do with the recipes

- Stored recipe index card in a recipe box
- Mom made contributions to recipe box based on what she thought he would like
 - He ignored them mostly because they seemed too complicated
- Made a note – have a post in the book that marks it
- Next time we need to make something, we'll see that already made it, but also try to remember them
- When we go to the grocery, we'll look at the cookbooks and the notes that we put in them.
- Generally nothing – happened to post picture of the venison to flickr because he was proud of it.

Learning from someone else

- When cooking with mom, he looked up tips and cooking specifications from cookbooks based on where his mom told him to look
- User learned some new technique from talking to an expert (sushi guy at whole foods).
- He conveyed that knowledge based on how he was trained and said that this took a lot of practice to get a feel for it.
- He showed him how while explaining it to him.
- His dad tells him recipes that he finds which are easy and healthy. He says, "let's me show you how to do it" and user watches.
- He usually forgets these, because that information is conveyed very informally, so it's really hard to remember.
- He mostly will show by cooking it and explaining.
- She calls her mom practically every time she makes something new.
- Her mom gives her refined points on dishes that she is making, but also has a large recipe collection that our user doesn't make, so she can get those from her.
- A lot of the time she'll find the recipe she wants to make in a cookbook, then she'll ask her mom what she can do to make it more authentic.
- A lot of times I'll call her for cooking advice, then end up talking about something completely different. She ends up finding out more about who her mom is.
- She also learns a lot from her mom about the history of certain foods, which cookbooks typically don't provide.

- With the information from her mom, she will usually makes notes in the cookbook. Then after cooking, she'll add other notes saying whether or not she agrees with her modifications.
- Picks up techniques from roommates – that's about it.

Why do you cook

- Decided to make a shrimp cocktail from scratch because of less preservatives, more healthy
- Cooking makes me feel accomplished; that I can feed myself and my friends. Makes me feel independent.
- I get to choose what I put in my body.
- Get to choose new recipe, taste new things.
- Health/fitness, find cheap sources of protein, avoid ingredients he's allergic to.

Difficulties

- Cutting of mango was challenging because it wasn't ripe enough
- Market did not have wide enough selection of salmon
- User has a hard time with his rice cooker.
- One thing the user missed was how to prepare the base ingredients (cut nori from full sheets).
- The most challenging thing (part of the beast). There is a delicate balance with how much you can put into the roll (you can't put too much or too little).
- Having to look up what "nigela seeds" were. They thought the cookbook was expensive and should have a more common name for it.
- Shoddy equipment, poor access to ingredients.

Rewards

- Likes doing stuff with hands
- Putting ingredients into a form where thought and planning went into it
- Proud of accomplishment
- The most enjoyable part: while he tries to pay attention to presentation didn't work, the fact that he got partially there was very rewarding. While there are parts that he could screw up, he liked that there was still room for error without ruining the entire meal.
- He likes to make food because it's a great sense of accomplishment. He enjoys that he can start a task and complete it in 20 minutes. Most of his work takes longer.
- It tastes more natural, it tastes better and he feels better for having made it. → A warm feeling.
- The most fun part was toasting the cumin, grinding it up, and putting in big bowl with beans.
- Tasting the food was very rewarding/enjoyable; they had never tasted preserved lemons before. Learned that in morocco, preserved lemons are like ketchup.
- It's fun to be able to do something and come out with a product that is really tasty and people like it.
- Liked making something tasty – roommates tasted it and were impressed.

Misc

- There are a lot of reasons to not make food: I'm tired; just heat something up.
- He considers cooking a hobby that he would like to do more frequently, but usually he does easy things that he doesn't consider to be extravagant cooking experiences.
- It's very rare that he cooks for himself. He'd be open to it, but because his meal schedule it's harder to coordinate.
- If he had more time: he would like to make more extravagant things and find other people to help him eat it.
- Growing up there was always a lot of leftovers, so he has a negative view of them. Finding balance with how much leftovers to have is difficult.
- He cooks for about 6 meals to last for about 2 days. A lot of his dishes don't last that long.

- Selecting what to cook for routine. After reading the recipes. Looks for versatile recipes and things that don't take too long to prepare. Pasta feels like more work, so he is less inclined to make it.
 - Perceived effort as divorced from time. Maybe equipment, but user feels he is lazy.
- They consider cooking is a hobby. When I don't have anything else to do, I do that.
- Dori and Michael think that my desserts are over the top, and that matches my personality.
- I really like making birthday desserts for people and stuff. Usually it will be a surprise of some sort, I really like doing that for my friends.
- Wishes he could do more cooking – looking forward to better access to ingredients, and roommates who won't ruin his kitchen gear.
- I like cooking because I like the challenge of trying to do a bunch of things at once, figuring out how to do it well. Frustrating because of living situation, share kitchen with people that use it as a bar area. But I imagine myself getting more into cooking in the future when you don't have to share space with a bunch of college age people
- If I consciously buy things to prepare, I'm going to put thought into my nutritional goals – like consciously planning it out.