

Seasonal

Research findings: survey

The questionnaire

The questionnaire was created with Google Forms. It can be found here:

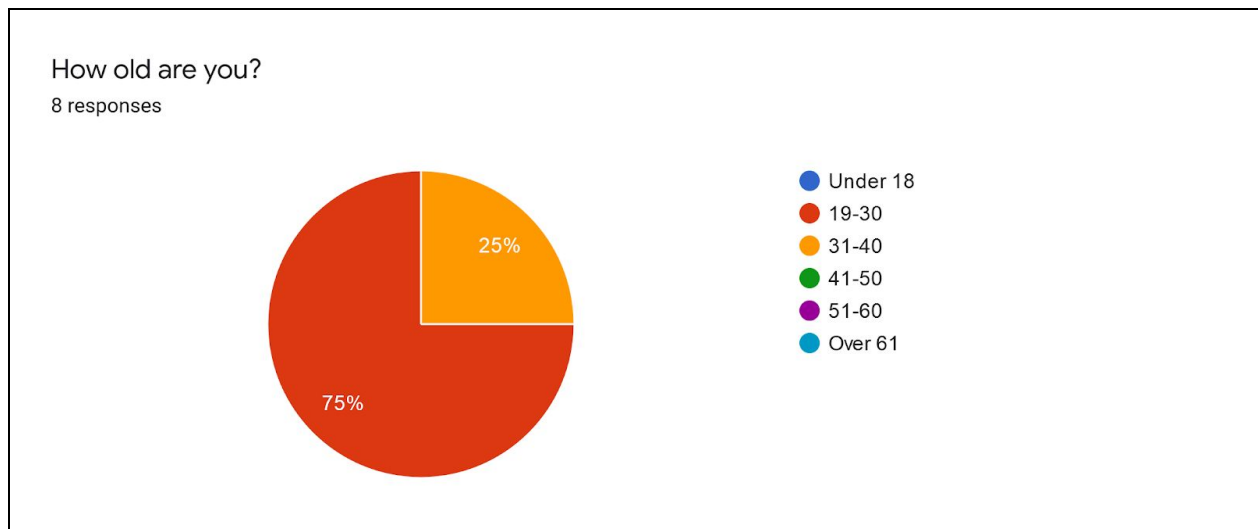
https://docs.google.com/forms/d/e/1FAIpQLSfKcll8Xiw61JypxZQ7V1qAsNZN0WdGylidYAPayOCFDDhCTA/viewform?usp=sf_link

Results

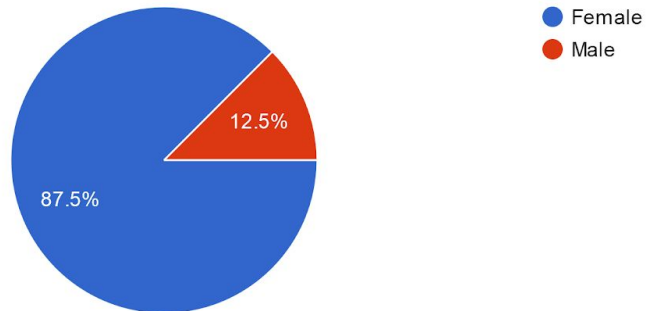
Demographics

Eight respondents, recruited among the UX Academy students via Slack channel participated in the survey.

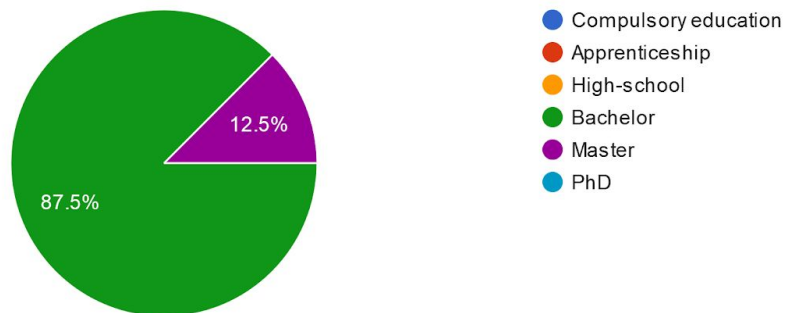
Most respondents were **between the ages of 19 and 30**, the rest were between the ages of 31 and 40. **All but one respondent were female**. 7 owned a Bachelor degree, and one a Master degree.



You are...
8 responses

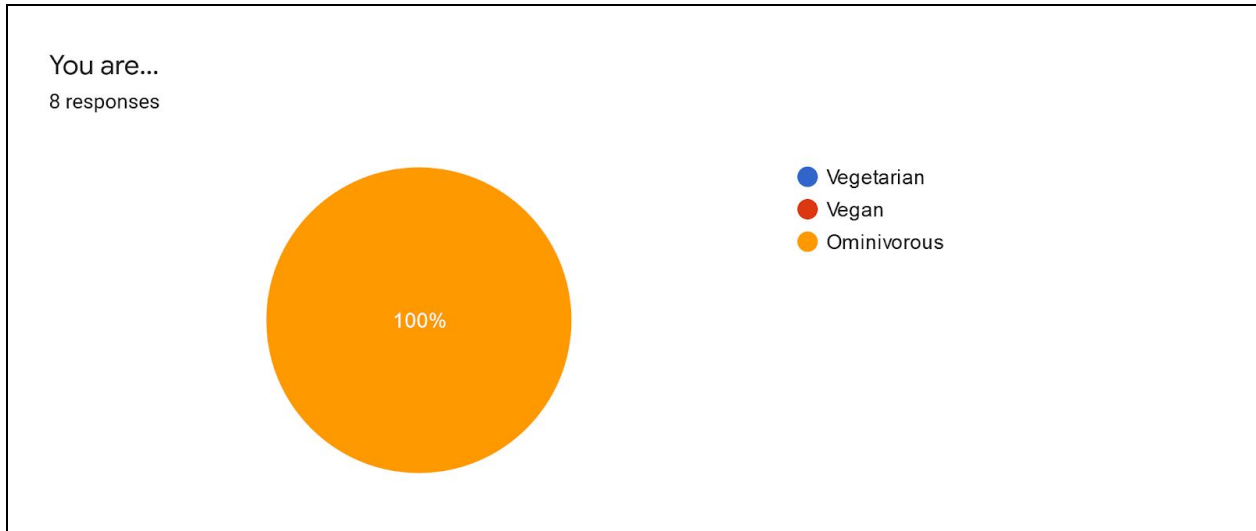


Your highest level of education...
8 responses

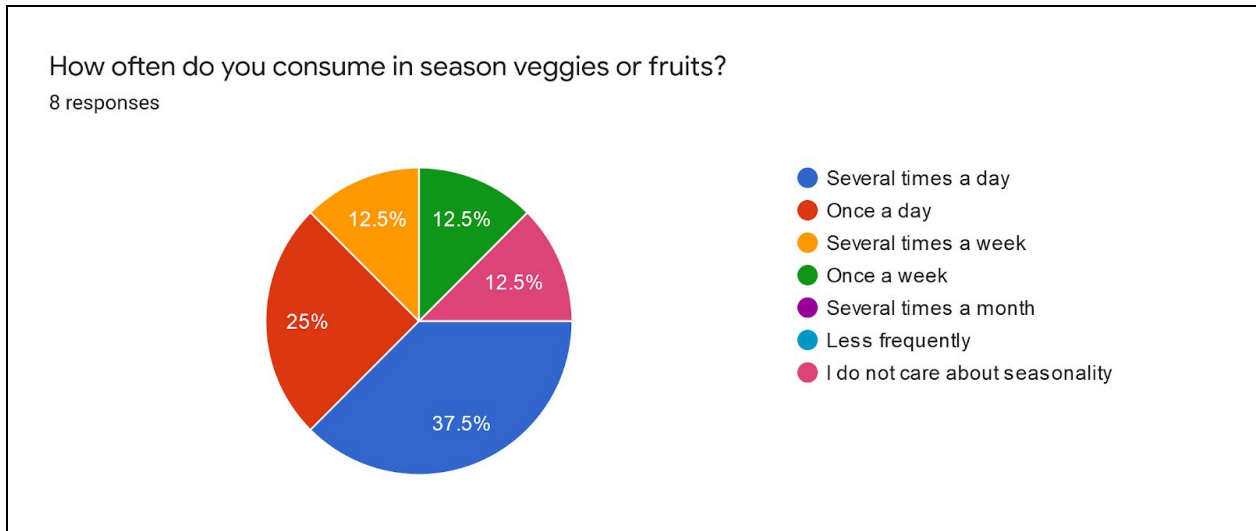


Eating habits

All respondents considered themselves to be omnivorous.



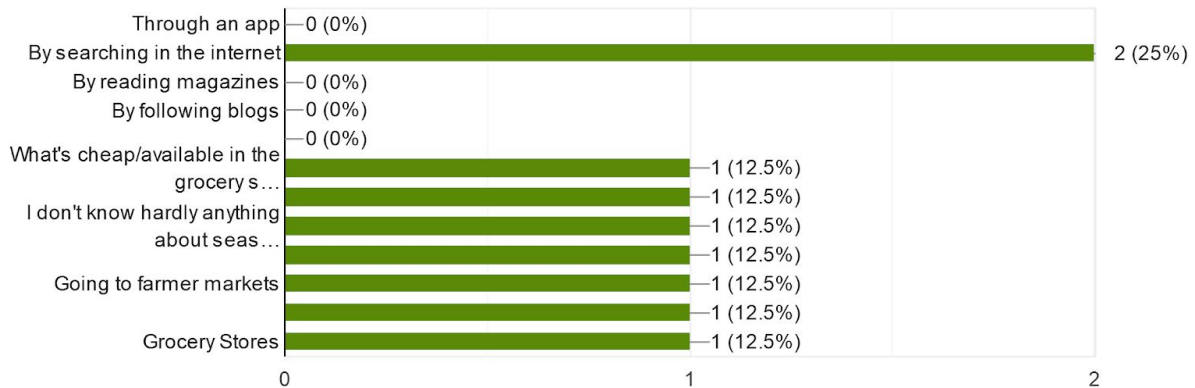
Most participants consumed in season veggies or fruits several times a day (3 out of 8). 2 out of 8 ate them once a day, 1 several times a week, 1 once a week and 1 did not care about seasonality.



2 respondents stayed informed about the seasonality of veggies and fruits by searching the internet. None through an app, or by following blogs, or by reading magazines. Among the other answers were e.g. prior knowledge, what was cheap or available in the grocery store, going to farmer markets, going to grocery stores. One answered that he or she did not know anything about seasonality.

How do you know about the seasonality of the fruits and veggies you consume? Choose all that apply.

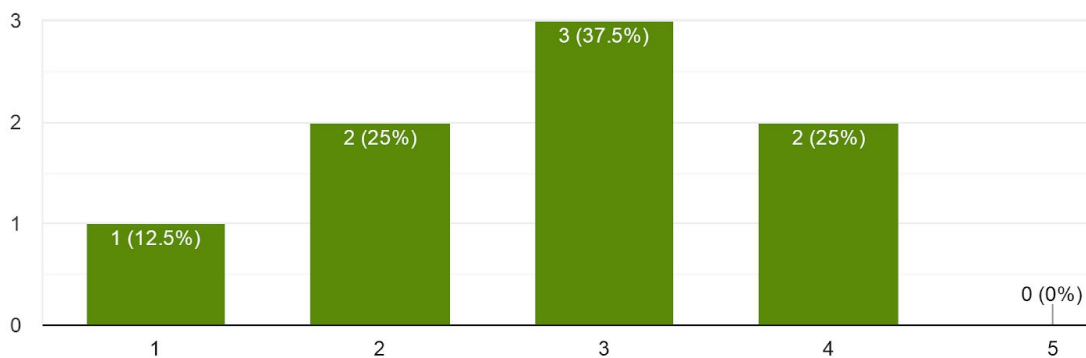
8 responses



Most respondents (3 out of 8) considered seasonality to be mildly important. Two considered it rather important, two less important, and one did not care about seasonality at all.

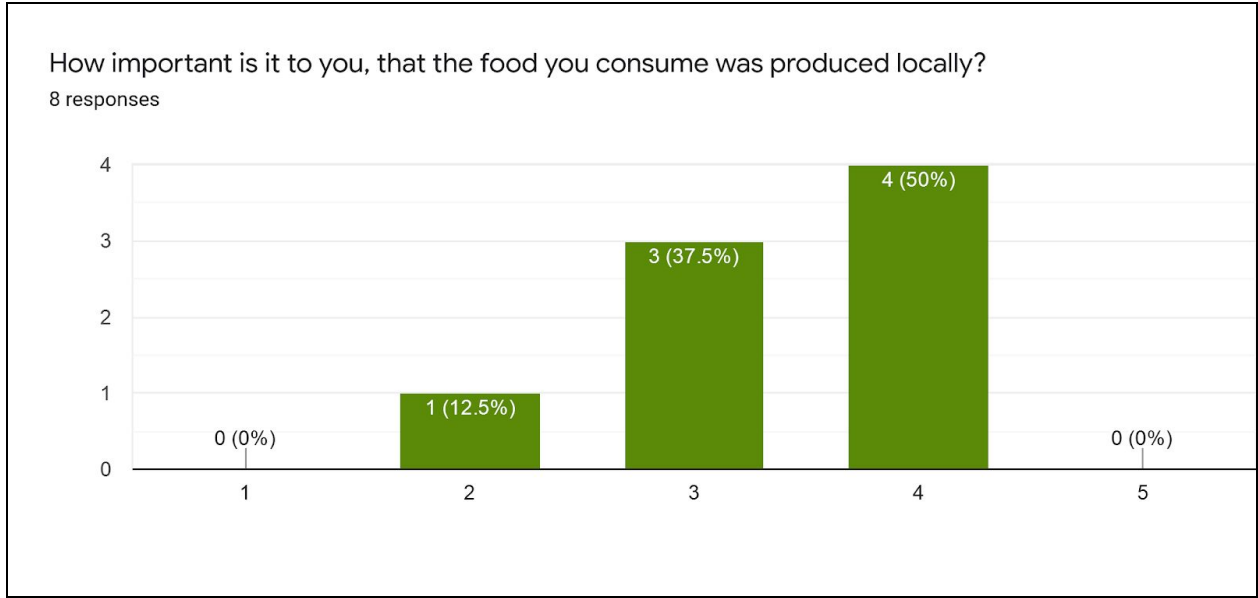
How important is it to you, that the veggies and/or fruits you consume are currently in season?

8 responses



When asked what the benefits of in season fruits and veggies would be, one participant answered that it meant less fossil fuels, as the food was not imported. **Several respondents mentioned freshness and better flavor as benefits**, or that they were richer in nutrients.

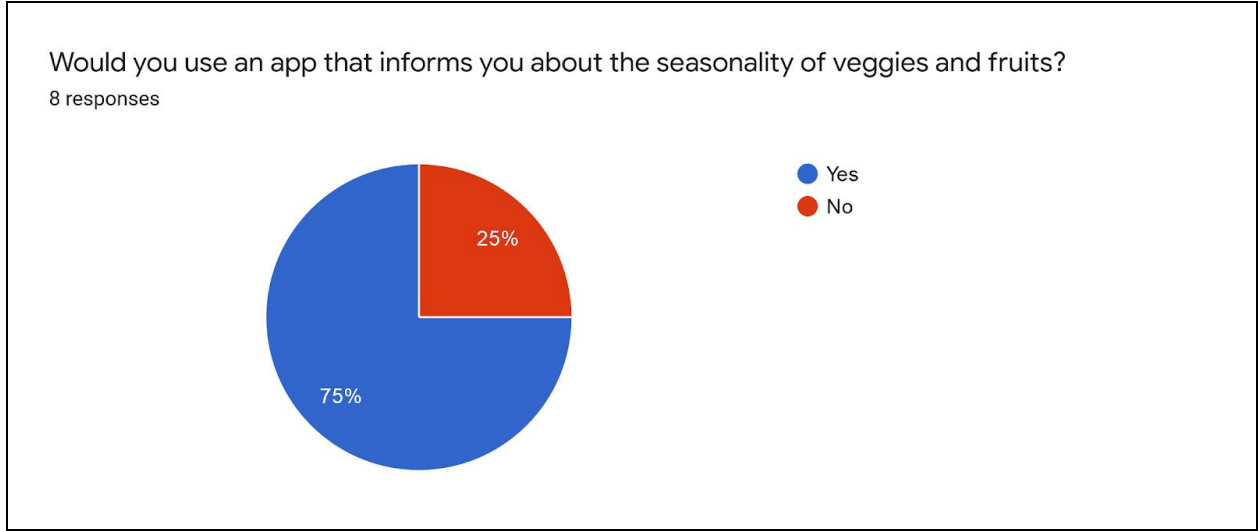
Localness was rather important for half of the respondents, while three of them considered it to be mildly important and only one not so important.



Among the benefits of local fruits and vegetables, several respondents answered that it allowed them to **support local farmers** or even the community, while some also considered them **better regarding freshness and flavor**. For one of the respondents, they also had less preservatives.

In season food app

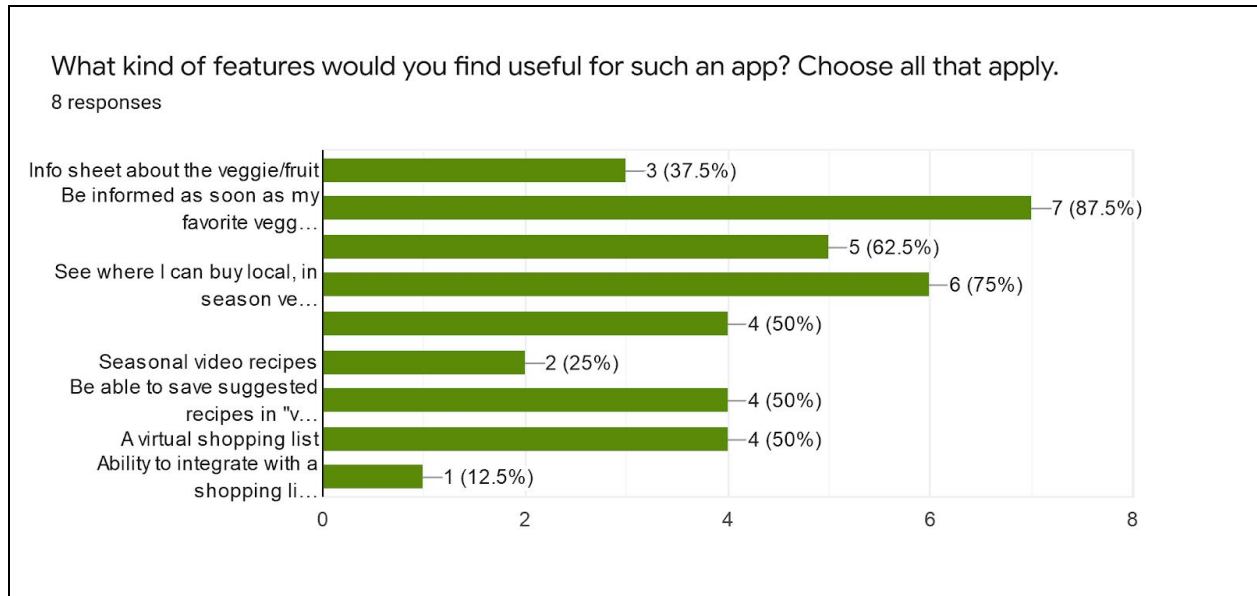
6 respondents out of 8 would use an app that tells them which veggies and fruits are in season.



According to the respondents, these would be the feature roadmap, ranked by vote:

1. Be informed as soon as my favorite veggies/fruits are in season (7 out of 8);
2. See where I can buy local, in season veggies and fruits (6 out of 8);

3. Be able to check when a veggie/fruit is in season (5 out of 8);
4. Be able to save suggested recipes in “virtual cookbooks” & a virtual shopping list (4 respondents out of 8, each);
5. Info sheet about the veggie/fruit (3 out of 8);
6. Seasonal video recipes (2 out of 8);
7. “Ability to integrate with a shopping list I already use” & “notifications so that I can passively be informed - this isn't something I'd think to open/check” (1 out of 8, it was one single answer).



Conclusion

Trends

All but two respondents would use an app like seasonal. Overall, localness matters more than seasonality for most respondents, although most of them eat seasonal vegetables and fruits at least once a day. For most respondents, seasonal fruits and vegetables are fresher and better in flavor. When they are local, they allow the respondents to support local farmers. In both cases, for some respondents, there is also the ecological value of lower harmful emissions during transport.

Comments

The goal of recruiting 10 respondents was almost achieved.

As 75% of the respondents would use an app like Seasonal, the survey proves that there would be a user base for this kind of product. The survey also showed which features were the most interesting to the participants.

Last updated: April 2nd, 2020.