

Affinity Diagramming

Recipe Selection

Environmental

Know the unsustainable consequence of meat industry **12.P2**

Feel good about using food that would've been thrown away. **10.P1**

Taste

She wants to add sweet potato despite it not being in the recipe. **OS**

She wants to add tomatoes despite it not being in the recipe. **OS**

Price

I cook food at home because it is cheaper, plain and simple. **2.P1**

A large majority of it is **taste**, but it also has to do with **price**. **4.P2**

Ethical

Substitute things like beef instead of veal **13.P2**

I know the meat industry is massively messed up **7.P1**

Recipe Making

Experiments

Sometimes I like to take a risk. **8.P1**

She eyeballs the amount of each spice without chicking the recipe. **OS**

Variety

I like meals that have different food groups. **5.P1**

Nutrition

Something that can be filling. **5.P1**

Habit

I have one or two foods that I eat over and over until I get sick of them **11.P1**

I stick to certain foods because they are in my comfort zone **3.P1**

Availability

Opens pantry (appears to be checking ingredients she has. **OS**

Will only make recipes that I already have 85% of ingredients. **5.P2**

Technology Use

Mobile Platform

Pulls up list of ingredients on phone and references it while shopping **OS**

Scrolls to ingredients takes a screenshot. **OS**

Key Takeaways

1. Participants prioritize price of ingredients when picking a recipe for dinner.
2. Participants are comfortable substituting ingredients in a recipe.
3. Participants care about the environmental impacts of food on some level.
4. Participants often reference a recipe when shopping.