



## **Research Tool**

### Focus group questions

- How did you find the overall experience of cooking using the box?  
Use of continuum line
- Broadly thinking of ease of use, what was your experience of the recipe cards provided?
- What levels of cooking skills do you feel are needed to follow this method?
- How healthy do you feel the meals are? What rating would you give and why?
- How appealing do you feel the meals are?
  - Who might they appeal to? Who not? Why?
- Do you feel that using the food box delivery service can help to improve healthier eating in the UK?
  - Expand on the answers.
- How does the finished meal compare to a typical convenience 'ready meal'?
- What do you think the likelihood is of you using a service like 'Hello Fresh' in the future?
  - Cost implication?
  - Storage?

All questions will be supplemented with minimal encouragers, which will allow for expansion, thus ensuring full answers are given

## **Transcript**

**R** First of all to let you know that I'm recording this twice, just in case one of them goes wrong. So I've given everybody a letter so that I can identify you obviously for when I type it up as it will all be confidential as you signed to say that you agreed. So it thought if we could start by going round and saying "Hi, my name is ... and I am letter A, and then that way I get to know your voices when I trying to transcribe it and making sure I'm putting things to the right people. So would that be all right to start?

**A** Hi my name is ... and I am letter A

**R** Thank you

**B** My name is ... and I am letter B

**C** My name's ... and I am letter C

**D** My name's ... and I am letter D

**E** My name's ... too . I'm letter E

**R** Nice and loud

**F** And I'm ... and I'm F

**R** Brilliant, thank you very much. So we've got a series of questions to be asked, there's about eight questions and some of them I might sort of ask for a little bit of supplementary information, like this one I'm going to get you to fill something in. So question 1, how did you find the overall experience of cooking using the box?

**D** Easy, quite easy. ... you didn't need to go rooting in cupboards or find out you didn't have any of the ingredients

**R** Good, good

**A** It was a really simple process, like four-five steps maximum and then you just follow it. And it just makes you all be able to do it all really quickly and easily really

**R** So easy and simple?

**A** Yeah

**B** You'd be able to do it with one person quite easily as well wouldn't you? Although there's enough to do for two so you can get involved with family but you can do it on your own as well. So it's quite easy

**R** Okay

**E** It's nice to have it all there written out in front of you instead of having to go and search online for the recipe

**F** It even tells you what utensils you need and that so you can have that prepared

**R** Yeah, yeah

**F** And out ready to use. It was pretty simple

**R** Things like the size of the pan or that you need a grater. So it's telling you all of that?

**A** Yeah and there wasn't any different equipment that you'd need that you wouldn't already have at home, so it was really inclusive of what people would usually have

**R** So you could just do it straight? Like in anybody's typical house?

**E** It's good that they give you the amounts as well because then you could do the recipe again if you liked it and buy the ingredients

**R** So the card was quite, you know, you could use it....

**E** Yeah, multipurpose

**R** Okay. So we've got a line here, so most of you said positive but I thought you could write your letter down on whereabouts, whether it's very positive or just in the middle just to give me an idea that I can put the data in in a different kind of way, if that's alright?

### 3.04

**R** Thank you very much. So definitely all in the positive side, some think it's brilliant and others just... So broadly thinking of ease of use, what was your experience of the recipe cards provided? So just thinking about the cards

**C** I like the cards

**D** Yeah

**C** It's the sort of thing that you'd keep as well, it's quite nice isn't it? It looks nice

**E** It's quite visual so it gets you excited about the recipe because you think 'ooh that looks lovely'

**F** And I like the little corner where it tells you a little bit about the couscous that people might not know about, like what exactly it is

**D** I think I would have liked some of them to have maybe the amount in grams because sometimes I wasn't sure if I was meant to use all of this . Most of the time it was really clear but with a couple of things I was like 'Oh, is it all of it?'

**F** And if you're using it again then having the grams would be useful

**D & E** Yeah

**E** I like how it says how hot it is and how many of your 5-a-day

**R** Do you think that was right with the spiciness levels compared to the dish?

**B** I didn't think it was cos if I saw three then I probably wouldn't get that recipe and I actually really liked it

**L** This one says...

**B** That would put me off I think

**F** Ours says three as well

**E** Ours says very hot but it wasn't very hot at all, no

**F** No, I felt like in ours, so we did the Moroccan steak and you had um

**E** Ras-el-Hanout, the spice to go on the steak

**F** yeah, and there wasn't enough of it, so maybe that's why

**E** It was a tiny pot so there wasn't quite enough for the steak

**F** And it was half for the steak and half for the couscous

**A** I liked how it has the allergens on the side as well and the nutritional values, so it includes all kind of learning abilities I guess, because you've got the pictures and you've got simple steps and you've got a bit of reading but, so it's not like you have to be, have any cooking knowledge or anything to do it. It even tells you on ours how to prepare the vegetables

**B** Yeah

**A** Things like that so it's really useful

**E** I think using the recipe you can't really go too wrong. In a way it's a little bit too simple if you've already got **cooking skills** cos its kinda like 'put oil in the pan'

**R** Okay

**E** But for someone who hasn't got **cooking skills** its good

**A** Yeah, it's really inclusive

**E** So it is for all abilities

**R** And I know this is a really difficult question, but if you compare it to say, a cookbook, do you think that's more information then you'd get out of say out of a typical Jamie book or something like that?

**E** Slightly more I think, yeah

**D** Yeah, there's more pictures with the steps whereas in a recipe book you get the picture of just the final dish usually

**F** And it tells you how they want it to be chopped, like with the carrots, it was cut into thin rounds

**R** So it's a bit more detail than you might have in a typical...

**E** Yeah definitely

**F** Yeah

**A** But it saves you flicking forwards and backwards through recipes, cos if you've got a few pages in a recipe book then 'how much of this did I need?', whereas this is all on the same side of the page so you literally don't really have to touch it

6:02

**E** You could even, if you had a few of these boxes over a certain amount of **time** you could file them away almost and make your own recipe book with all the recipes

**F** Yeah

**R** I think once you've ordered three boxes they send you a folder or something to keep them all in

**E** Oh do they? That's really good

**R** Their idea is to keep them all together. Okay does anyone want to say anything else about the recipe cards? That's a no. So next question is what, I mean we've kind of touched on it a little bit, but what levels of **cooking skills** do you feel are needed to follow the method?

**E** I think quite basic really, because it does simplify it so much

**A** I guess it depends what you are cooking as well

**R** mm-hmm

**A** Depending on, cos ours was really, really simple. It was chop the vegetables and pour in the ingredients and that was pretty much it.

**R** So some might be a bit harder

**A** I think there wasn't really a difficulty level on any of these recipes

**R** No

**A** So maybe they're all catered for the same level

**R** And some cookbooks would say difficulty level so

**E** Yeah, It would be really good to have some that are a bit basic and some that are a little bit harder for people that want a bit more of a challenge and really enjoy cooking

**R** That's interesting

**F** Ours was really simple as well and basic chopping skills and

**E** Frying

**F** Yeah and reading the instructions was the main part I guess. Everything else tells you very specifically, even with cooking the steak – how long to cook it on each side, how hot the pan has to be, if you want it done medium rare, if you want it well done how many more minutes to add

**R** So it's even telling you that detail

**E** I think it kind of caters for different learning styles as well cos if you're not the kind of person that wants to sit there and read through all the instructions, you could kind of get an idea from the pictures of what you had to do

**R** Yeah definitely. So saying that with those two in particular, people with basic **cooking skills** could come in and do that. Because obviously all of you can cook already. Yours seemed a little bit more difficult because you were making sauces as well.

**D** Yeah. But because all the spices were in little pots, it was just pour the pot in

**C** Yeah, and even with, it's the sort of recipe that if you made it yourself you probably would do the rice, leave it in a bowl and you'd get on with the chicken, wouldn't you?

**D** Yeah

**C** But on this, its like wait for the rice, then do this, then... So it does make it

**R** A bit longer?

**C** Yeah but step by step as well

**R** So in a way it's complicating a little bit more than it needs to? If you were doing it at home you'd kind of know that you can multitask and do things at different **times**?

**C** Yeah

**R** Whereas if you followed that to the letter then it might take you a bit longer?

**C** But for someone who can't cook..

**R** Then it's positive?

**E** It's kind of fail safe then isn't it?

**C** Yeah

**R** Brilliant, thank you

**C** It means you don't have to have two or three pans going at the same time for someone who's not that confident

**F** Or might not have that many pans

**C** Yeah

**E** Yeah

**R** Yeah that's true. So moving onto the actual meal. How healthy do you feel the meals were?

9:02

**A** Really healthy. It was well balanced. Ours was the veggie option so it was, I mean it says on here that it's three and a half portions of your five-a-day. I don't know if I really agree with that to that extent, it was just with the mushrooms, it wasn't as many as we would have said for an actual... but that's only from a nutritional, education point of view. But they are so healthy, I mean all it used was coconut milk and peanut butter so there was no fat apart from that. So it was great

**F** And was that enough protein?

**A** Yeah, I think, well the protein content is 16g. What about your one? Probably 30 or something, there's a bit more

**E** Yeah, 39 cos of the steak

**C** Ours was 46

**E** I thought ours was really healthy really, like the meat was lean, there wasn't like fat on the steak like there is with some steaks you get in the supermarket and lots of vegetables. If you wanted to pad it out a bit more then you could have put more spinach in it as well

**F** I thought some of the veg were a bit old, they didn't seem very fresh, like the carrot and actually the garlic as well. I thought they'd be fresher

**E** And the spinach was starting to go, you know when it goes a bit wet when it's starting to turn? Only just but it wouldn't have last very long

**F** Yeah

**R** Because obviously you cooking all three meals in one day but otherwise it's meant to last you for the next three days so if you'd left that to the end it might

**E** You would probably have to assess the ingredients when you got them and think right, that needs eating first

**B** Yeah

**R** And that does look like it would be really easy to add loads of extra veggies to the couscous

**E** Yeah you could really spread it out, to a family of four even, there's quite a bit of steak

**R** Yeah, yeah. How about yours for **healthiness**, what do you think?

**D** Yeah again I would have personally put more vegetables in but that might just be personal preference. But other than that I think it's quite **healthy**

**C** Yeah

**D** Everything was fresh so

**C** It might encourage people to use more spices and stuff as well

**R** So if we had to rate the meals, I know this is a difficult one, out of ten. What would you give them?

**E** I think I'd give ours a six, it was nice but some of the other ones were a little bit more full of flavor

**F** Yeah thinking about how quick ours was to make, thinking about if it was in the evening, I think I'd give it a nine but I felt like it could have some broccoli or something on the side

**E** Yeah

**F** A little bit extra

**A** I would say ours is probably a nine as well. Cos it was just so easy and quick and it was something that I would never thought to cook myself because, you know, with different ethnicities of food it does seem a bit daunting but this encourages you as C said to experiment with spices and things, it's not too technical

**R** Yeah

*12.02*

**A** I mean, you don't have to go out and buy all the ingredients so it's really helpful

**R** And quite a lot of the things you might have in the cupboard anyway,

**A** Exactly

**R** Like the peanut butter

**A** Yeah, so it really does encourage you to experiment with stuff

**R** So would you agree with that number, with the nine?

**B** Yeah, that's exactly the kind of food that I like as well though so with all the different meals whether it would always be as good ..... so that was really good for me

**A** It was nice to have a vegetarian meal that was actually full of flavour

**R** Really tasty?

**A** Yeah

**R** C what do you think?

**C** I'd probably go for a seven, I thought it was tasty but like E said the veg was lacking a little bit. I did like theirs best because I like my veg so

**E** I would have given yours a ten, I loved yours

**F** And you were the one that was apprehensive about the....spiciness

**E** I know

**R** And what about you D?

**D** I think I would have given it an eight, for similar reasons to C, I would have preferred more veg but I did like the amount of spices and different ones cos I think it would encourage me to use more spices. I'm quite fussy about spices

**R** I thought yours had a lot of spices in but didn't taste too spicy

**D** Yeah, there's quite a lot of flavour coming through I thought

**R** So maybe it's the way they work together so they're not too....that's a good introduction to spices

**D** Yeah

**R** So the next question, I think we've kind of covered it but we'll just go through it again, how appealing do you feel the meals are and whom might they appeal to? So if we look more at the kind of audience?

**E** I thought ours looked quite appealing but maybe that's me as an adult kind of thing, I'm not sure but maybe a child might be a bit fussy about the different vegetables in there or like the spice, maybe they might not, although it wasn't too strong in ours, so I think maybe young adults or like older adults but people that are over a certain age that are quite traditional and like their meat and veg and things like that might not be so keen on trying something like that

**R** Okay, so sort of saying young children might not like it and the very old who are quite traditional in the meat and three veg type thing

**E** Yeah

**R** And has anyone got any different opinions to that one?

**D** Probably people who are busy, so like as you were saying young professionals who maybe don't have **time** to maybe go shopping

**E** Like to try new things and experiment a little bit

**A** It was nice to see how all the vegetables can be hidden in the food, you know cos they weren't that obvious, with a few of the, the rice portions and couscous, so it could kind of appeal to teenagers as well where they still need to have the vegetables but they're not as fussy as a child

*15:01*

**E** Yeah, you could get them involved and maybe get them to chop the veggies up a little bit smaller if they're not keen on them

**R** But even if you served it to them without them knowing, then they might eat it because they didn't realise. Some of it's quite hidden

**E** Yeah

**F** I think also people with a big appetite it would appeal to too because there's just so much food

**E** Yeah you did get a lot

**F** Yeah cost that's the thing that I kind of worried about when I finally got it was quite small portions, but no plenty there

**R** What did everyone else think about portions sizes?

**C** They were quite big yeah

**D** Large yeah

**E** For someone who is a professional as well and is quite busy, it would be good because you could take it for lunch the next day or have it for dinner the next day if you're lacking **time**

**R** Okay so overall it sounds like as far as appealing, it's going to be to the kind of young professional adults who like to experiment with foods, can cook a really quick meal in the evening and then take leftovers to work the next day, because there is such a range of food left over

**A** And they're quite **healthy** as well you know like there's loads of veg in everything, its very balanced and its so vibrant so its really appealing, because it doesn't look bland, it tastes really

**F** Thinking about the veg I guess for someone whose eating these who might have beans on toast for dinner, I guess there's a lot more veg , you know like if they're used to

having something really quick and easy to prepare like pasta and with just a sauce. If it takes about the same amount of **time**, I guess they would have a lot more veg than they are used to, if we're thinking about that group

**R** Okay thank you very much. So question, you know this is quite a broad one, do you feel that using the food box delivery service could help to improve **healthier** eating in the UK?

**F** Yeah

**E** Yeah I think so because if you've got it there then you're going to cook with it. Whereas some people are a bit like set in their ways when they go to the supermarket and they will get a few things of fruit and veg maybe and then just go to the other aisles, whereas if you've got it there to use

**A** It doesn't occur to you sometimes to put an extra vegetable with your main meal but this includes everything

**F** And if it was affordable I think it would but if its not affordable then I don't think it would.

**E** Yeah

**F** I think you put people under pressure, if everyone was doing it, it would put people under pressure to pay the money for it and then that would be detrimental

**E** Yeah

**R** So there's an agreement that it could lead to **healthier** eating because you're having everything delivered to you but this depends on the costs

**B** Yeah, it also depends on what else they are eating the rest of the day and stuff as well I think. You know that, I really like that curry and if I decided to have that almost every night, that wouldn't be good as there's still quite a bit of calories in it, so long as they are willing to try lots of different things and it's **healthy** otherwise you get stuck on that

*18:03*

**A** If you could initially get the boxes for a few weeks, build up your recipe file and then go from there with it, that would keep you encouraged but I guess you do need financial start up cost really

**R** Okay

**C** You don't want to give the impression either that you've got to pay to have **healthy** meals

**E** Yeah

**F** Yeah

**C** I feel like there's so much...

**E** You can do that's **healthy** doesn't cost

**C** Yeah and when you speak to people they always say 'oh its too expensive to eat **healthy**' so there might be a danger that, with this box and cost...

**R** What the box costs?

**C** Yeah

**R** I don't know if I mentioned it but

**C** Did you say £35

**R** £35 for three meals, so do you think that it could be recreated by yourself at the supermarket much cheaper

**A** Much cheaper

**D** Yeah

**E** Yeah

**A** Also I think that if you went to somewhere like Lidl's you could do a whole weeks shop for like £40 or something but it's having the ideas to start it and then get the ball rolling cos then you could recreate it for a lot less so its kind of like you need it to experiment. Because I would never have thought to cook myself Thai food cos it seems daunting and you need all these different ingredients whereas if you've got a taster introduction into the cooking then

**R** That you could probably go but those for a lot less than it would cost?

**A** Yeah definitely

**D** Yeah

**F** But I guess it also doesn't teach people to shop for cooking cheaply, so it lacks that so people might think that's a great recipe, I'll go and get all the ingredients. And what's that paste?

**E** Ras-el-Hanout

**F** Yeah, they'll not find it and then they might think, well I'll just go back to having what I was having before

**B** Detracts people from actually buying the vegetables, they might not learn any more about what it is if you don't know what the vegetable is, just that it comes in the box

**F** Yeah

**B** You don't go 'ooh I'll try that', it's just there, you might even know what it is

**R** No. Because I suppose in the supermarket you might see them in vegetable families so then you might be experimental, you know tempted to experiment with different things whereas if you're getting it delivered...

**E** I think it does depend though on the person, whether it would help them eat **healthy** or not because some people might be really encouraged by it and others might just be like, 'oh I'll just go back to what I was eating before' you know, not too keen

**A** It does get you to try new things cos I don't necessarily like coriander but then when it was in this, I really liked it so its kind of, although it doesn't teach you to kind of shop for these vegetables, if there's something different you haven't used before, I would just always avoid that vegetable out of habit whereas it was good to know what it tastes like in something cos then it would broaden what I would eat in future. So it does work both ways really.

**R** D and did you find the same with coriander

**D** Yeah I didn't find it too bad. But I was just thinking if someone, say for example if the main veg in it was courgette. If you didn't like courgette if you were shopping you could maybe pick something else up whereas if its just here, you might just throw that in the bin and not have much vegetables in it at all

**B** And waste your money if you really don't like it

**D** Yeah

*21:01*

**A** But then you have got the choice of, how many different recipes to choose from on line?

**R** There's normally I think, six per week and you can choose three of them

**A** Yeah, so there's quite a good variety

**E** And I suppose you wouldn't really choose something if you think I'm definitely not going to like that. You'll kind of choose flavours that you like. But I do think there could be more variety with the recipes, when I looked online before, there could be a little bit more choice

**C** It might be good to have on the recipe cards ideas for substitutes so you can mix it up a bit next **time**

**E** Yeah

**C** Yeah, or even offer it when you're ordering so you could just click and change it to carrot or something

**R** That's a good idea, could be complicated but a good idea. If you particularly didn't like the courgette as you said, and you could change it to something else there and then, then it might ....

**C** Yeah

**R** What did you think about the ingredients? Because it says this is where it comes from so you've got an idea of the farm it came from or the beef farm where the meat came from or chicken or things like that. Does that make any difference?

**E** It's quite nice because it makes you feel like it's all fresh

**B** It's probably better quality than you might buy when you go shopping, you might stay away from that brand

**F** The way the meat was packaged it looked like it was, it kind of represented itself as a really high quality quite expensive cut. It definitely looked like it when we cooked it as well, it's taste was good. Yeah I thought the quality of meat and things and packaged by them, they really put a lot of effort into but that made me thought, whenever I saw the veg that wasn't that great I thought they haven't put as much effort into that. It might be organic but it hasn't kept as well

**R** Okay

**A** It was nice to see that the yoghurt doesn't just come from Tesco or somewhere, where you'd think 'oh I could have just got that myself' but you can see, I've seen that in a supermarket before so it's not like it it's something completely different that you couldn't get your hands on. It was still accessible and you could always change it but it was nice not to just have like

**E** Your average yoghurt

**A** Yeah. Because you know you've paid for a specific....you know, different kinds, it's the same with the meat really

**R** So one of the selling points is that it's local food or it's not been imported from thousands of miles away, so it's nice to say this is that farm it came from, it was grown here...

**F** It's good to know the miles for the food miles. It's a sustainable way of getting food but that relies on making, well it seems like it is but you don't know how exactly they're distributing it. Have they gone out with one box, gone to another place with one box....But it seems like...

**R** Yeah, I'm not sure where their head office is whether the food all comes to them there and then is somehow....Because there's got to be some packers somewhere

24:00

**A** They reduced the waste I thought with certain ingredients, because if you were just doing a recipe for yourself, say if you were this sort of educated professional who's cooking just for one and then you've got to buy a whole bag of carrots to use one. It does cut down on the waste that way and packaging and things like that, it's quite good

**R** Most things seemed to be recyclable didn't they?

**A** Yeah definitely and even the packaging that the box came in, all the....

**R** I think everything was recyclable. And I think what you were saying about the wastage, with the amount of herbs in your dishes, you'd have to buy six or seven pots, which would cost more so that's really good

**C** Yeah

**R** So I wanted to think about how your finished meal compares to a, sort of a typical **convenience** ready meal. So I'm thinking about something that you wouldn't necessarily cook, something that you'd just put straight in the oven or the microwave, you know if you come home from a day at work and just put something in, so to compare that kind of food with **convenience**?

**E** It's definitely a lot **healthier** than a lot of **convenience** meals out there

**B** You know what's in it don't you? So you know there's no added stuff in there

**E** Yeah, I like how it gives you the option to add salt and pepper. Like there's obviously some salt and pepper in the stock cube and maybe in the spice mixes or something but its nice to have that option. With some ready meals they just throw the salt in taste good don't they?

**B** Yeah

**R** Did anyone add salt and pepper to theirs?

**D** Ours actually said to add so we added a little bit yeah

**R** Okay

**F** We did as well

**E** But you're controlling it, I think you could just put a little bit in then cos you know there's going to be flavour from the spices so you don't really need too much salt

**A** And there's no extra additives and preservatives, things like that so that was good

**E** Yeah

**F** I really liked that usually with **convenience** meals they're based quite a lot on creamy things, which I don't really like. But I really liked that here if there was something you didn't like you could just not put it in. But yeah I think completely different to **convenience**

**E** It obviously does take a little bit longer than a ready meal but I think its worth it to have food that, you know, is going to be good for you

**A** There's more interactive with it, you're actually building the skill of cooking in a certain way. You don't just put something in. Like I say, it wouldn't occur to me say if I was going to have lasagna, you'd have garlic bread and that would be a traditional thing.

You wouldn't think to put vegetables with it, so this is far more balanced than something like that

**R** So when we were talking about **time**, I think this was before I started recording, all meals were meant to take half an hour, but we all agreed they took a little bit longer, say up to about an hour?

**A** Ours took about twenty minutes, maybe 25 cos we put it in the wrong oven

**B** Yeah, that's true

**E** Maybe ours did take about half an hour, if not just slightly less but I think cos we were washing up in between

**F** And there was two of us doing the meals. I think also if you were on your own doing it and you weren't sure about what you were doing, and you were thinking 'what way am I cutting this?' You know like what way should I be cutting the carrot?

27:04

**E** It might take a bit longer

**F** If you were worried about the small things, I think that would add even more to the **time**

**A** If you were doing it from scratch it would take longer though because you'd be weighing out all the portions whereas this was kind of like

**B** You might be searching the fridge for something

**A** Yeah so it was kind of. It's swings and roundabouts

**R** So it's midway between the **convenience** option of putting something in and cooking from scratch?

**F** Yeah

**R** It's done some of the work for you

**A** It's more broad really like F said. Although with the ready meals you do get very traditional things like cottage pie, shepherd's pie and you wouldn't see these kind of things. They have an ethnic section where you've got a bog standard Chinese, Indian meal but you wouldn't see something like this unless you went to a very expensive shop like Marks & Spencer's or Waitrose, so in that respect it would be more affordable in terms of the **convenience** meal because you wouldn't be buying Waitrose own brands

**E** Yeah, ready meals can be quite expensive as well so at least this fed two people but there was some left so we could feed even a third person, whereas with a ready meal you just get one portion and then that's it. There's not really any left for the next day or anything like that

**F** And you'd never really get in a ready meal, because ours was steak and you could cook it to how you like it, you wouldn't be able to get that in a ready meal equivalent

**R** No, it would be pre-cooked beef in little chunks

**F** And then when you heat it up it might not be as nice as texture

**E** And in a ready meal you don't get much of the meat either

**C** That's true

**E** They try and put more of other things in, whereas this portion of steak was huge, there was loads

**F** Yeah

**R** And maybe not as many vegetables that you could actually identify in a ready meal?

**E** Yeah

**F** True

**A** Yeah, in a way it prevents you from overeating as well because with a ready meal the portion is quite small and sometimes it says 'this serves two people' and you'd actually have it all to yourself, whereas, and then you would eat it really quickly as well, I always find when you've got a **convenience** meal you would sit in front of the TV or something I don't know. Whereas with this you've actually spent **time** cooking it so you would want to sit down and enjoy it for the food it is and not just something to fill you up quickly

**E** Yeah

**A** So its more engaging

**E** More of like a mindful way of eating

**A** Yeah

**E** Cos you're bonding with the food cooking it and then

**F** But then on the flip side I think I think if I was coming home, just from the experience of coming home and thinking 'I don't want to spend half an hour to an hour cooking. I would probably just skip this for today, go for the **convenience** option and think about it again tomorrow when I've got a bit more **time**, and I'm not as stressed or I'm not thinking about something else

**R** Yeah, which obviously if it's already there and in the fridge, then you've got, you're under that pressure aren't you?

**F** Yeah

**E** Yeah, you feel like you've got to cook it

**R** Otherwise it's going to go off and you've got to throw it away. What a waste of money

**A** It saves **time** with going to the supermarket and doing a shop as well so I guess it depends how you split up your **time**

*30:02*

**A** Because there is the misconception that **healthy** food takes a lot longer to cook and blah, blah, blah, the same with the price, whereas I guess it's just awareness

**R** It seems like what else is going on in your day,

**A** Exactly

**R** You could have had a really busy day at work, the last thing I want to do is stand

**F** Is read a recipe

**E** But I suppose you could read the recipe card on the way home, to get familiar with what you've got to do. On that train, not driving

*Laughter*

**A** Because I'd see it as something to look forwards to, if I was having a busy day at work or not a very fun day, I'd be like 'Ooh yeah, I'm going to experiment with this tonight'. You could treat it more as an activity as appose to a means to an end of eating food. But I agree that sometimes you don't really want to do that

**E** I think it depends on how busy you are, what job you're doing, if you're at Uni, what **time** you get home. Like if you can get home a little bit earlier and you can think right it's only four-five O'clock, I can casually do dinner now, take my **time** then it's not too bad

**R** Yeah

**E** But if you're not getting in until half-six, seven, then you just want something quick and you want to chill out and get your stuff ready for the next day

**F** And if you had low **confidence** in your cooking and your ability to do it nicely. So if I was thinking 'I don't even know if I know how to do this' and 'I've never even heard of this before and I'm not really sure that I'll like it when I finish it', so you've got to have to do a lot and think 'Am I going to enjoy this at the end?'

**D** Yeah

**F** Whereas if, say I'm quite **confident** in cooking then I know that it's going to be something I'll enjoy or I'll eat

**R** Thank you. So lots of mixed responses to that one. So one more question, so this is a bit more of a personal one. What do you think the likelihood is of you using a service like Hello Fresh in the future?

**E** I think I would use it if the price was right but it isn't the kind of thing I'd do every week, I don't think

**B** Mine is probably more occasions because I like shopping in supermarkets to see what they've got. If I've got leftover stuff I like the challenge of making that into something .... So I don't think that, I think that I would use it as a treat because it's 'ooh, its really exciting I'm getting something sent in the post', and I am going to do one but I don't think I'd do it, if I had the money, all the **time**. I like having the control of making lots of things out of what I've bought

**E** If it was £10, then I'd maybe do it a little bit often. So maybe once every couple of months just as a treat and then I'd get to keep the recipes after to build up a bit of a collection

**B** You know it's going to be tasty, and less stressful

**F** And different

**B** Yeah, I'll probably only do it to impress

**A** I'll might do an initial start up of a few different kinds of recipes and then do it myself from there on. Or I'd gift it to people as well, because I've had one as a birthday present before when it was like you can just choose what you want and I had the gift card given to me

**R** That's nice

**A** And they did have the promo

**R** Okay, that's nice

**A** And that's how I got to see how one of the boxes were before

**33:03**

**A** But I guess it depends on your salary. If you're thinking of being a professional and it depends on how much you'd usually spend on food. This might actually be the cheaper option, but as we're students at the moment this is kind of like flipped on its head

**R** So depending on the future and what job you'll end up with as to...so it's coming back to the cost again. What would you think about the likelihood in the future?

**C** It's probably not something I'd do to be honest. I mean I've enjoyed it today but like B said, I do like doing my shopping and I don't know.

**E** I think it's so easy to get recipes these days as well, although it would be nice to collect some of these recipes, there's so many recipes online that you can access for free

**C** I've always got a stack of recipes that I want to try. I'm not someone who's stuck for things to cook cos I quite like cooking

**E** I think if you were someone who was in quite a rut and just cooking the same things every week and would like to try something new, it would be a good thing to do

**C** Also it's having the box delivered isn't it, if you're a busy person who's never really home then..

**R** They give you an all day window so it could come at 9 O'clock in the morning or it could come at 5 O'clock at night

**C** Oh

**R** It's got the packaging to be able to be stored outside and it's got the ice packs in

**A** It's a safety thing

**E** I wouldn't trust it being left outside, I'd think someone would take it

**F** I like that they deliver it on Sundays, cos before when I got it, I got it delivered on a Sunday and they tell you when it's been delivered, and I work quite close by so I know that it's been delivered and it's sitting outside, and that's fine but when I get the chance I can run over and put it in the house. But it's always, I know it's safe whilst its outside cos it's just a .... I guess it depends where you have for them to deliver it to

**R** Yeah where you live and your outside is like

**A** If you lived in a flat or something maybe not so much, it depends if you've got a reception area

**R** Or a nice neighbour who will take it in?

**A** Yeah

**E** Or if there's a lot of cats in the neighbourhood and they manage to get into the box, like if you had fish in there or something

**F** I think it's quite well packaged though

**A** Yeah it was when I saw it

**E** That's good, the cats next door to me are vicious. They'll get in there

**R** What about you C? What do you think the likelihood is of you using a service like this in the future

**C** I'd only use it to try something new. So rather than, particularly with ours, rather than going out and buying ten different spices, I'd just maybe try it then but I'd only try it once and then go and buy my own spices. I wouldn't do it as a regular thing

36:02

**R** Just as a bit of inspiration?

**C** Yeah

**R** Okay

**C** Do they have the recipes on the website?

**R** Yes they do, I think it's seven that you get to choose from rather than six, but one was sold out when I looked this week so basically they've only got a limited amount of supplies

**A** Did they have the full recipe or did you have to buy it to find the whole, cos I thought it was just the picture

**F** Once you've logged on

**R** Yeah, once you've logged on

**F** Yeah and there's loads of recipes because you can look at all the past ones as well, but that's once you've signed up

**C** Right, cos I know with Able & Cole you can just go on and look at the recipes, you don't actually have to buy stuff from them, because I've got a few recipes from them before

**R** And then you can just go to the supermarket and buy the ingredients

**C** Yeah and probably cheaper

**R** Well that's it for my questions. Has anybody got anything that they'd like to ask me? Well thank you very much; I'm just going to stop this.

**F** If you've got anything else you need to know then just ask

**E** Yeah

*37:05*

Sliding Scale question

How did you find the overall experience of cooking using the box?

Positive

Negative

A B C D F  
E