

W04 – 4.3 Market Research Part 1

Stacey Sansom

BYU-Idaho

Abstract

This paper explores basic market research. The intent is to study and understand the importance of market research through personas, interviews, and surveys to gather information about a product and its usage. The product is a planner created by Stacey Sansom entitled *Weekly Dinner Plan: Planning Dinner One Week at a Time*. The target audience was a preselected group of at least five people. All were female respondents. The paper contains questions prepared as a guide for a brief persona interview to gather additional information about the use of the planner. Respondent answers are included as well as a summary of the research results.

Keywords: market research, persona interview, target audience

Product

Weekly Dinner Plan: Planning Dinner One Week at a Time (by Stacey Sansom)

Target Audience

- | | |
|----------------------------------|----------------------------|
| 1. Ann* – seen the book | 5. Catina |
| 2. Jennifer – bought the book | 6. Vanessa |
| 3. Linn – seen the book | 7. Robyn – bought the book |
| 4. Leanne* – knew about the book | * Respondent |

Questions

1. What is your age?
2. How many kids do you have?
3. Are you employed? Part-time. Full-time. Self-employed. Other.
 - a. How many hours per week do you work?
 - b. Are you working in an office (or other physical job location) or are you working from home?
 - c. Does your job involve frequent travel?
4. What have been your biggest challenges this past year?
 - a. Have these challenges changed with yourself or a spouse returning to the office full or part time?
 - b. Have these challenges changed with the children returning to school on-campus full-time?
5. How many picky eaters do you feed?

- a. Are they all children?
 - b. Are you or your spouse pickier?
 - c. Is the pickiness due to allergies or other medical conditions?
6. Have you ever thought “there has to be an easier way to get dinner on the table more efficiently?”
 - a. Think back to when you thought this, what challenges were you facing at the time?
 - b. Did you make any changes to your mealtime routines?
7. Have you heard about meal planning or menu planning?
 - a. Where did you hear about meal planning?
 - b. What do you know about meal planning?
 - c. Do you believe that meal planning can help you overcome any of your mealtime challenges?
8. How familiar are you with the different meal planning or menu planning options and tools on the market?
 - a. Have you used any of these prepackaged options?
 - b. Have you used any do-it-yourself planning options?
9. Have you used a boxed and delivered meal service such as Hello Fresh, Home Chef, or Blue Apron?
 - a. What were your opinions on the service and product provided?
 - b. Have you continued the service? Why or why not?
10. How familiar are you with the different do-it-yourself meal planning or menu planning tools available for purchase today?

- a. Where did you hear about these?
 - b. What resources have you used to learn more about these tools?
 - i. Where these resources helpful?
 - ii. What keywords did you use when searching?
11. Do you meal plan?
- a. What made you decide that you needed to use meal planning or menu planning?
 - b. How often do you actively meal plan?
 - c. What technique(s), method(s), or tool(s) do you use to meal plan?
12. What resource was most helpful in deciding what meal planning or menu planning technique or tool to use?
13. What criteria did you use to compare the various options of meal planning methods, techniques, or tools available on the market?
14. Who else cooks in your house and were they part of the decision-making process?
15. What influenced your final decision to purchase or not purchase?
16. What is the ideal purchasing channel for obtaining your meal planning tools?
17. Have you heard about the planner entitled *Weekly Dinner Plan: Planning Dinner One Week at a Time*?
- a. Did you know about this book when you made your decision on meal planning?
 - b. Do new products or services influence change to your current plan or are you content to stick with what you are using?
 - c. Have you purchased this book? Why or why not?
 - i. Was price a consideration in your purchase?
 - ii. What criteria did you use when deciding to purchase this book (or not)?

Respondent: Ann

1. What is your age? *49*
2. How many kids do you have? *9 kids total*
3. Are you employed? Part-time. Full-time. Self-employed. Other. *Self-employed*
 - a. How many hours per week do you work? *60 hours*
 - b. Are you working in an office (or other physical job location) or are you working from home? *home*
 - c. Does your job involve frequent travel? *no*
4. What have been your biggest challenges this past year? *Time to prepare a meal*
 - a. Have these challenges changed with yourself or a spouse returning to the office full or part time? *no*
 - b. Have these challenges changed with the children returning to school on-campus full-time? *no*
5. How many picky eaters do you feed? *3*
 - a. Are they all children? *No*
 - b. Are you or your spouse pickier? *Spouse*
 - c. Is the pickiness due to allergies or other medical conditions? *no*
6. Have you ever thought “there has to be an easier way to get dinner on the table more efficiently?” *Yes*
 - a. Think back to when you thought this, what challenges were you facing at the time? *Trying to get meals out regularly on time without taking time away from other things.*

- b. Did you make any changes to your mealtime routines? *Less time and less mealtime routine due to COVID and everyone being home.*
- 7. Have you heard about meal planning or menu planning? *yes*
 - a. Where did you hear about meal planning? *Raised with it*
 - b. What do you know about meal planning? *The basics, put down some meals, buy the ingredients, and fix it.*
 - c. Do you believe that meal planning can help you overcome any of your mealtime challenges? *Not all of them*
- 8. How familiar are you with the different meal planning or menu planning options and tools on the market? *Pretty familiar*
 - a. Have you used any of these prepackaged options? *Yes, Hello Fresh, Good Chef, Home Chef, and Green [something]. Hello Fresh was the best and easiest.*
 - b. Have you used any do-it-yourself planning options? *Yes*
- 9. Have you used a boxed and delivered meal service such as Hello Fresh, Home Chef, or Blue Apron? *Yes*
 - a. What were your opinions on the service and product provided? *Hello Fresh had lots of food, good packaging, and good freshness. Home Chef was very stingy on their food and good packaging.*
 - b. Have you continued the service? Why or why not? *No, because of cost.*
- 10. How familiar are you with the different do-it-yourself meal planning or menu planning tools available for purchase today? *There are a bunch*
 - a. Where did you hear about these? *Many sources, family, friends, online via Facebook ads and searching. Family introduced.*

- b. What resources have you used to learn more about these tools? *Several online and Facebook meal-planning groups and searching the internet.*
 - i. Where these resources helpful? *I guess yeah if I put the things into action.*
 - ii. What keywords did you use when searching? *Easy meal prep, freezer meals, cooking easy*
- 11. Do you meal plan? *Yes and no.*
 - a. What made you decide that you needed to use meal planning or menu planning? *To help control my grocery shopping*
 - b. How often do you actively meal plan? *Once a month or less.*
 - c. What technique(s), method(s), or tool(s) do you use to meal plan? *Calendar*
- 12. What resource was most helpful in deciding what meal planning or menu planning technique or tool to use? *New Leaf Wellness and My Freeze EZ Meal Plan*
- 13. What criteria did you use to compare the various options of meal planning methods, techniques, or tools available on the market? *Pretty much the versatility of food, ease of recipes.*
- 14. Who else cooks in your house and were they part of the decision-making process? *None*
- 15. What influenced your final decision to purchase or not purchase? *Cost.*
- 16. What is the ideal purchasing channel for obtaining your meal planning tools? *The internet, order online.*
- 17. Have you heard about the planner entitled *Weekly Dinner Plan: Planning Dinner One Week at a Time*? *Yes.*
 - a. Did you know about this book when you made your decision on meal planning? *No, it came out after.*

- b. Do new products or services influence change to your current plan or are you content to stick with what you are using? *Always looking.*
- c. Have you purchased this book? Why or why not? *Not yet, I have been busy. I need to. I looked at it and liked it.*
 - i. Was price a consideration in your purchase? *Yes and no. I think it is reasonably priced.*
 - ii. What criteria did you use when deciding to purchase this book (or not)?
The ease of the set-up.

Respondent: Leanne

1. What is your age? *45*
2. How many kids do you have? *6*
3. Are you employed? Part-time. Full-time. Self-employed. Other. *Yes, but unpaid labor.*
 - a. How many hours per week do you work? *Too many, 60 hours.*
 - b. Are you working in an office (or other physical job location) or are you working from home? *Home*
 - c. Does your job involve frequent travel? *No.*
4. What have been your biggest challenges this past year? *Patience and adherence to guidelines, arrant employees.*
 - a. Have these challenges changed with yourself or a spouse returning to the office full or part time? *No*
 - b. Have these challenges changed with the children returning to school on-campus full-time? *No.*
5. How many picky eaters do you feed? *4*
 - a. Are they all children? *3 are children*
 - b. Are you or your spouse pickier? *Spouse*
 - c. Is the pickiness due to allergies or other medical conditions? *Yes, some of it.*
6. Have you ever thought “there has to be an easier way to get dinner on the table more efficiently?” *No. I am just slow with food prep.*
 - a. Think back to when you thought this, what challenges were you facing at the time? *Very condensed time schedule around dinner, continual picky eaters, and allergies. Limited patience for cooking.*

- b. Did you make any changes to your mealtime routines? *No.*
- 7. Have you heard about meal planning or menu planning? *Yes.*
 - a. Where did you hear about meal planning? *That's a general principle that is widely known, no specifics about when I learned about it.*
 - b. What do you know about meal planning? *It helps you get all your ingredients to one trip to the store. It just helps you not have to panic close to dinner time.*
 - c. Do you believe that meal planning can help you overcome any of your mealtime challenges? *No, it doesn't help me overcome the picky eaters. It only helps with the condensed mealtime because I still must prepare the food. It does not help the patience for cooking.*
- 8. How familiar are you with the different meal planning or menu planning options and tools on the market? *Not very familiar.*
 - a. Have you used any of these prepackaged options? *No.*
 - b. Have you used any do-it-yourself planning options? *I have done meal planning even as recently as two months ago I was trying to do two weeks at a time.*
- 9. Have you used a boxed and delivered meal service such as Hello Fresh, Home Chef, or Blue Apron? *No.*
 - a. What were your opinions on the service and product provided? *I cannot give a perspective because we have not used them. They are not cost effective for my family of 8. It is beyond what I am willing to pay for my family.*
 - b. Have you continued the service? Why or why not? *N/A*

10. How familiar are you with the different do-it-yourself meal planning or menu planning tools available for purchase today? *I have not done anything purchased so I am not*

familiar with purchased. I looked for things that were at no cost. Not very familiar.

a. Where did you hear about these? *N/A*

b. What resources have you used to learn more about these tools? *N/A*

i. Where these resources helpful? *N/A*

ii. What keywords did you use when searching? *N/A*

11. Do you meal plan? *Yes.*

a. What made you decide that you needed to use meal planning or menu planning?

To reduce my number of trips to the store.

b. How often do you actively meal plan? *Once a week.*

c. What technique(s), method(s), or tool(s) do you use to meal plan? *Personal*

reference sheets of favorites, past meal plans for variety, cookbooks and/or cookbooks for recipes.

12. What resource was most helpful in deciding what meal planning or menu planning technique or tool to use? *Family preference lists*

13. What criteria did you use to compare the various options of meal planning methods,

techniques, or tools available on the market? *I look at cost ratios because make specific decisions on the cost of things. For example, high protein costs. I also keep a good stock of basics in my pantry so that is a staple for keeping things easy.*

14. Who else cooks in your house and were they part of the decision-making process? *None.*

15. What influenced your final decision to purchase or not purchase? *Price and ease of cooking. I don't like things that are cumbersome. Convenience is important.*

16. What is the ideal purchasing channel for obtaining your meal planning tools? *N/A*

17. Have you heard about the planner entitled *Weekly Dinner Plan: Planning Dinner One*

Week at a Time? *Yes.*

a. Did you know about this book when you made your decision on meal planning?

No.

b. Do new products or services influence change to your current plan or are you

content to stick with what you are using? *Content to stick with what I already use.*

c. Have you purchased this book? Why or why not? *No, I use the free option. I feel*

like it is something that I am not consistent with writing down my plans. The act of writing it down is not always easy, it is cumbersome to me.

i. Was price a consideration in your purchase? *Yes. I go with the free option.*

ii. What criteria did you use when deciding to purchase this book (or not)?

Past behaviors prior to knowing about the book and that drove me to not buying the book.