

Participant

Rose
24 years old
Brooklyn, NY
Project Manager

Story(s)

Her roommate had made a spicy vegetarian chili recently, and Rose was hoping to make the same thing. She was out **at the grocery store** at the time, so she used her **phone browser** to look up the recipe. She knew the recipe was from Epicurious, which was also her primary source for recipes. To find the recipe, she **Googled** "spicy vegetarian chili + epicurious" and found it as one of the first few results. She then used the recipe's **ingredient list as a shopping list** to buy the necessary items at the grocery store. Upon arriving home, she opted to continue using the phone to read the instructions for the recipe. She didn't save the recipe, since she just remembers the names of the things she likes and searches for them each time. When searching for a new recipe (one she hasn't tried before), she uses Epicurious and searches for the dish she wants to find (e.g. "eggplant parmesan"). She then sorts the results by **star ratings** and starts looking through them. Considerations in a recipe include the **ingredients required** and **time required**. Sometimes will also search by **ingredients she has on hand**, or that she knows are **in season**. Sometimes uses paper books but not often. Example includes Baking Illustrated, which she uses for more **in-depth information on processes** (rather than just recipes). Similarly, she uses Rouxbe online to watch videos ("online cooking classes"). She likes Rouxbe because videos are helpful, and the site is "minimal" and "pretty".

Participant

John
28 years old
Philadelphia, PA
PhD Student
Novice cook, expert technology user

Story(s)

Made "Bistek Palomilla" (Cuban dish) four days ago using a recipe. He knew he wanted to make it, so he **Googled** the name of the recipe and looked through many of the top results. He decided to go with the NYT's version because it looked the most authentic (and barebones) of all of them. He's also had good experience with that source before.

He printed out recipe (about 1/2 of a page) for ingredient list to

bring to grocery store. Went to big supermarket store but couldn't figure out which meat to buy, so ended up going to Italian market to see a butcher as well. He really didn't pay any attention to local vs. non-local ingredients. Although, he was aware that the meat from the butcher is usually locally sourced.

He set his laptop on the counter while he cooked. He didn't use the sheet of paper he had printed, because he had left it in the car. The recipe came out well, and he said he would make it again. He said he might mix and match some of the other recipes since they had more spices and looked more interesting. He and his wife keep a recipe box, and he did go and print another copy of the recipe to go in there. He said if he were to make it again though, he's probably just pull it up on his laptop again by googling it.

General:

He's had issues in the past (including this dish) where the terms are too complicated. For instance, he didn't know what "cubed steak" was, and didn't know what a good substitute was. He went to the butcher for expert guidance on this.

He'd **prefer if the terms were either more basic, or if explained better.** Confusion of terminology is what usually deters him from cooking.

Participant

Amanda
40 yrs
Expert Cook
Academic Program Coordinator

Story(s)

Last month, she felt like having a particular soup with Asian flavors on a cold morning. So she drove to the grocery store (which is a bit far) in the cold, picked up all the ingredients and made the soup.

Though she hadn't made this soup earlier, she knew what should go in it from her experience with soups.

She usually does not look at a recipe for regular cooking (would only look at it to make sure she got all the ingredients, even if she did) but likes to refer to those when baking because she likes to be "precise."

She makes a particular kind of bread (Cranberry Orange) during the holiday season every year, but still references the recipe from the cookbook "Joy of Cooking" (her favorite cookbook) for "specific steps" and "to ensure all the ingredients are correct". Learns new recipes from friends, family, online websites, magazines and cookbooks.

She wanted to bake a specific variety of cookies for the holiday season because she remembered it from her "growing up" years. But her mother

didn't have the recipe, so she decided to look online and found one from a particular site. But the cookies "didn't come out well". So she looked at another website and made them again – this time "all the cookies got over within the week."

General

When cooking for a party –

- If it's a family party, she's told what kind of a recipe she has to cook and "googles" for the specific one.

- Otherwise, she would search in a more general way – "Appetizers for crowd"

- She looks for a familiar website in the search results.

- If she doesn't find one, it is more of a trial and error thing (story)–

- Has a stack of recipe books, magazines, recipes etc. in her kitchen.

"I have my favorite recipes pasted all over my refrigerator in giant bright orange post-its"

- She has a epicurious.com added on her Yahoo page – shows her a new recipe

everyday – if she likes one, she'll **bookmark** it, **print** it **and add it to her recipe deck**.

- She likes to share recipes with her sister (email from the site or share the link).

Participant

Emily

25 years old

Phoenix, AZ

Software Engineer.

Expert cook, expert technology user

Story(s)

Regularly cooks. Usually google's a recipe or looks in her Gmail inbox since whenever she cooks from a recipe off the internet, she copies the text in an email and sends it to herself with the subject title recipe - <name of the dish> since then she would not have to make all that effort in finding that recipe again and she can just look in her inbox.

She **printed out recipe (about ½ of a page) for ingredient list to bring to grocery store**. Usually wrote down the ingredients and stuck them on her fridge, was annoyed sometimes that she had to go back to the produce section when she realized she needed something from the produce section after already having gone through that section.

Use of technology: **Usually brings her laptop in the kitchen while cooking**, for two main reasons. One for listening to music, and two to read off the laptop screen since she does not want to print the recipe out, loses the paper easily. Is annoyed sometimes because her screensaver comes on and then she has to wash her hands and then look at the next step sometimes just covers the keyboard with something and uses messy hands and then wipes the keyboard later. If the recipe comes out well she generally emails her friends the recipe from the copy of the recipe she had saved for herself.

General:

Had trouble finding some of the ingredients earlier but now had worked out a method, generally google's something if she hasn't heard of before to try and find the alternate names and writes them down next to their name on paper or uses her iPhone in the store to look up alternative names. Generally just called up her mother to ask for cooking tips as opposed to looking for tips on the internet.