# USER INTERVIEWS

**Research Goals:**

- Understand more about behaviors and context around keto diet.
- Understand more about tasks users want to complete and their prioritization.
- Uncover pain points while performing the user jobs.
- Gain insights into community behaviors.
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**Script:**

Hello,
My name is Kasia and I will be walking you through this interview today.
The purpose of this interview is to collect information about experiences and challenges that people following keto diet face and to understand the measures they take to maintain motivation to stick to their goals.
There are no right or wrong answers and any additional feedback is appreciated. Feel free to ask if you find anything unclear. This should take no longer than 45 minutes.

**Interview Questions:**

1. Why did you decide to start keto and how did you ease into it?
    - to understand motivations and first steps in starting this diet/lifestyle.

2. How and where do you find information that you need about keto?
    - to gain insights into how users educate themselves and uncover potential needs in this area.

3. How important is exercise and fitness in your life?
    - to understand more about behaviors and context around user keto journey.

4. What were your criteria for choosing the app you are currently using? / How did you find the app you are currently using?
    - to better understand user behavior and priorities with which they use the app.

5. How do you use websites or apps to help you with keto?
    - to understand more about the tasks they want to complete, context of app use, how they think about a problem.

6. Can you describe the logging process? What data do you typically log?
    - to gain insights about the tasks users want to complete and their prioritization.

7. What are your favorite features of any existing apps you use to help with keto and why?
    - to understand more about tasks users like to complete using their existing app.

8. Tell me about a particular time when you set up the app where it helped you with the logging process?
    - gain insights into jobs and tasks users complete to improve their workflow, understand the need around customisation

9. How do you know that you are succeeding daily and in the long run? What keeps you going?
    - to gain insights into long term behaviors and motivations behind the nutrition change.

10. What don't you like about any tools you currently use and why?
    - to uncover deeper insights about user pain points in existing apps in market

11. Tell me about a particular time when the app failed? What did you do?
    - to uncover deeper insights about user pain points in existing apps in market and user behavior to solve the issue.

12. If there was something you could change about your existing app - What would it be?
    - to uncover deeper insights about user pain points in existing apps in market

13. What is the frequency with which you use the app? How has it changed over time?
    - to gain insights into the behavior around the app use and when it plays the most critical role in the user journey

14. How much of a role does connecting with fellow members of the keto community play in your motivation?
    - to gain insights into community behaviors around knowledge sharing.

15. Additional question: Where do you find keto recipes?
    - to gain insights into community behaviors around knowledge sharing.

**Interview insights:**

- 4 people were interviewed. All of them have been on keto diet for at least 6 months. Ages: 25-40. Their motivations varied. They all used apps to track their meals.
- The interview questions were ordered according to a keto process funnel but they were  treated more like a guideline than a script. The conversation flow sometimes took random turns.
- In most cases the users had much more to share - and these were great insights.
- The keto diet subject is still a bit of a taboo in medical environments so people are willing to share their experiences happily and in detail.
- The users seem to share certain characteristics when it comes to self discipline and intrinsic motivation.
- Satisfying users emotional needs seems to be an unspoken need and possibly something to tap into to influence the retention.

# USER RESEARCH ANALYSIS

## BEHAVIORS & ATTITUDES

Used an app to calculate necessary macros

App usage:
Daily in 1st month.

Logged food while cooking or immediately after

I used barcode scanner a lot and it automatically uploads the food.

I was happy to find the only keto shop in Berlin

Fine with smartwatch sync but wouldn't do anything extra to log exercise.

Fitness - i don't bother with inputting info

Fitness - I should do it but I don't.

## NEEDS & GOALS

Have more energy and feel better

Would love to know a doctor that is open minded.

Would love to have more scientific facts.

Option to share, receive, log automatically

Easy to log food - opening the app and pressing the plus button to input the food.

Fav features - Showing how much I have to eat per category.

Being able to order food directly - and not have to think about ingredients: for example if someone cooks for you and delivers - it would be great.

## FRUSTRATIONS

Lot's of conflicting existing information.

App choice - a lot of confusing information.

I don't look for recipes - The thing is confusing even now.

Community: Sense of alienation.

Functionality: Cannot share recipes.

Tedious to input all the data

Needed to remember weight of input food.

Hard to ease into - strong keto flu sympthoms

## FACTS

Started keto with my partner.

I use device to measure ketone levels in my blood

The app covered most foods in Germany

### Flavia

*"It's tedious to input all the stuff all the time."*

*"I didn't know anybody else doing this."*

*"The more i read the more doubt everything."*

# BEHAVIORS & ATTITUDES

Usage - I use it like i would use scale - quick info, but not anymore to track stuff.

Usage - 1-2 first months of intense learning. Later - to get back to to rythm

App - For full meal I enter ingredients once. I just log in foods i eat.

App - It is the first and only app I used.

Finding & Info - google play, websites

Community - Especially in the early weeks, it was useful to share experiences, support helped

I use google and Delish for recipes finding.

Considers more traditional knowledge sharing practises (fora) more reliable.

Considers older keto followers more serious and reliable.

Care to cook right and take pix and go to trouble.

Exercise - If i can be healthy without it i wouldn't do it.

Some info fora are healthier than others.

# NEEDS & GOALS

Lose weight

Ability to customize meals.

Wish - More customisation when it comes to units and recipe making.

When you have german products you should be able to input them in English!

Wish - When creating recipes - make allowances for the units - I always use same amounts - it should be pre-determinable.

App - To support the diet and the change of lifestyle.

App - I use them for awareness and goal setting.

understand better my body and what I was putting into it.

App - Used to add, save foods, create recipes.

# FRUSTRATIONS

Info - It's newly mainstream, became a trend quickly, youtube, online resources, websites.

Inputting is slow - I wish I had barcode scanning.

Calculating by serving is frustrating. What does that mean?

Lot's of duplicates or similar entries - it's very messy.

Hard to find German products.

Metrics are confusing. I do not use imperial metrics - why do I see them?

Don't understand all functionalities of the app.

Frustration with community misunderstanding keto.

It's trendy mainstream - close to the vegan community, I don't like extreme trends of thoughts.

# FACTS

Cold turkey approach. Disciplined.

the first 3 weeks were super hard due to keto flu.

Huge impact on the body

Eric

*" I don't like the keto community - i wanna yell at them. It's not just mayo!!! "*

*"I'm not really trying new ingredients - i don't know the value of it."*

*" One of the first things I understood was how little fiber I ate. It pointed to the weaknesses I wasn't aware that I had. "*

*" Calculating by serving is frustrating. What does that mean? I need the weight - I need something i can calculate! "*

*"Saving and organizing requires time, at some point I stop caring - i know the ingredientes so lets do it YOLO. "*

## BEHAVIORS & ATTITUDES

I don't research recipes. Eat similar foods everyday

Exercise - It should be but I do not have an active life.

Exercise - I do log steps. At the beginning I logged chores.

Logged all the products every day.

Weigh everything. Memorizing or notes.

Logging meals, water intake, steps, and calories.

Used a familiar app. Conviniently - it has a keto option.

Logging ingredients on phone or desktop

Search for the products, weigh and log.

Logging everything as soon as done eating.

YT, Dr Berg, T. DeLauer. Lots of keto materials available online.

## NEEDS & GOALS

Set up meals for quicker logging

Need for professional information.

Set up based on goals: sports enthusiasts, weight loss etc

Input food without opening the app.

Fav - can monitor vitamins and supplements

Fav - can log variety of exercises and chores

Would be cool to sync the app with specialists, f.ex dr Berg

Fav - Summary of the week. Recognition when goal is reached.

Fav - They prompt you to weigh yourself.

you should be able to log EVERYTHING.

It would be great to set IF windows.

App - setting proportion itself.

It would be great t set up your market - and have products available

App - mobilizes you to keeping these proportions

App - can log exercises, various meals, snacks, water, vitamins

## FRUSTRATIONS

There are no polish products to input.

Sometimes when I look for a product I have too many options.

Sometimes I cannot log certain foods - how do you log a cake

When inputting food manually - cannot modify microelements - hard to know which elements the food will supply.

Taboo - among people and in medical environments

I tried to use another app before but I couldn't find my way around it.

## FACTS

I have epilepsy - I came across keto while researching it.

strictly obeying the rules.

I obsessively read and educated myself.

Noticed significant physical and mental health improvement

**Paula**

*" It is important to surround oneself with reliable specialist information and research."*

*" Most of the time we eat similar or same things every day."*

*" It depends on determination - it takes time. "*

*" Once you understand and learn about your nutrition - you get the habit. Using this app made me aware about a lot of issues with my diet."*

*"App? I cannot imagine being on keto without it."*

*" Results? They are visible! I am the skinniest I've been in my adult life. I sleep and feel much better. My epilepsy attacks seized. "*

## BEHAVIORS & ATTITUDES

Carefully collected information prior to starting

chose app based on online recommendations

Didn't look for any recipes at first - got basics, fats, meat and broccoli. Played it safe.

Didn't measure anything - stuck to similar foods

On low carb - I log things - to understand how much of what I eat

Did it for couple of months until i got the habit - then i got off - i learned.

I would write things down and in the evening put in the app

Created a lot of recipes

App - You could add your own local foods with macros and make it public.

Exercise - Not much, I do little exercise. Mostly walking.

Exercise - For fitness logging - I think there was an option - i don't think i was using it.

App - Liked the layout but do not have comparison.

Community - huge role for knowledge sharing - YT

Found discipline to stay away from foods i decided i don't want to eat.

## NEEDS & GOALS

Instead of measuring - find a simple way to do a few clicks.

Idea: List of things if you stop eating this and that - you will be lacking these vitamins.

simple way to add foods

Select from what is your database.

Stress the importance of microelements.

Add focus on measurements

Have small intro - what people should focus on - how they feel.

RSS sharing, keto bloggers to contribute

people tend to eat similar food - make a list of what u eat frequently.

App - It has lots of german local foods.

App - could choose ingredients or add ingredients locally, create own

Save your favorite food - add to favorites

Helped me to lose the addition to sugar

Keto was way into healthier lifestyle

as depression treatment following therapy.

Understand how things trigger us

medical reasons - I used to be diabetic - type 2 - wanted to heal. Improve my eyesight.

## FRUSTRATIONS

Database is user generated - multiple entries for one food!

you have to weigh everything if you have fresh veg especially.

Every ingredient you have to look for.

not much info in other languages than English

Beginners tend to get confused

Community self help can be really confusing

GPs that are willing to let you do it under supervision are rare.

Exercise logging - it messed with macros - it altered the results.

Eating out - no way to log food.

## FACTS

1 month research prior

Cold turkey approach

I managed to delete the app when it fulfilled the purpose.

**Martina**

*" I learned that food can cause depression."*

*"I'm not going to write down all i ate."*

*"If i prepare a meal - im going to make it very similar each time."*

*"I stopped being too strict - but found discipline to stay away from foods i decided i didn't want to eat."*

*"Personally I never failed - i did well."*

# KNOWLEDGE SHARING

## HOW

I obsessively read and educated myself.

Carefully collected information prior to starting

chose app based on online recommendations

not much info in other languages than English

I don't look for recipes - The thing is confusing even now.

Lot's of conflicting existing information.

Community self help can be really confusing

## WHERE

Finding & Info - google play, websites

I use google and Delish for recipes finding.

YT, Dr Berg, T. DeLauer. Lots of keto materials available online.

It's newly mainstream, became a trend quickly, youtube, online resources, websites.

Considers more traditional knowledge sharing practises (fora) more reliable.

Considers older keto followers more serious and reliable.

Some info fora are healthier than others.

## EXPERT-INPUT

Would love to have more scientific facts.

Would love to know a doctor that is open minded.

Need for professional information.

Taboo - among people and in medical environments

GPs that are willing to let you do it under supervision are rare.

## FIRST STEPS

Hard to ease into - strong keto flu symptoms

the first 3 weeks were super hard due to keto flu.

Huge impact on the body

Cold turkey approach. Disciplined.

strictly obeying the rules.

1 month research prior

Cold turkey approach

## COMMUNITY

Community - huge role for knowledge sharing - YT

Community: Sense of alienation.

I was happy to find the only keto shop in Berlin

Frustration with community misunderstanding keto.

It's trendy mainstream - close to the vegan community, I don't like extreme trends of thoughts.

## EMPOWERMENT

I don't research recipes. Eat similar foods everyday

Didn't look for any recipes at first - got basics, fats, meat and broccoli. Played it safe.

Didn't measure anything - stuck to similar foods

I don't look for recipes - The thing is confusing even now.

" I'm not really trying new ingredients - i don't know the value of it."

**Findings:**

- very **strong intent** at the onset - strong discipline and decisive approach
- **confusion and frustration** regarding information
- YouTube and Google as primary sources of  information
- **not much scientific** material available (f.ex. regarding good/bad cholesterol)
- GPs reluctant to offer support - focus on selected numbers instead of overall wellbeing
- **language** limitations
- sense of **alienation** at the beginning
- they tend to eat the same things most of the time at first

**Insights:**

- the users will research the subject religiously prior or at the beginning of the transition
- they do not feel confident in what they are doing
- they are afraid to fail - they stick to the same menu for extended periods of time to play it safe
- extremely strong demand for professional/scientific support

# FOOD LOGGING

## HOW

- Usage - I use it like i would use scale - quick info, but not anymore to track stuff.
- I would write things down and in the evening put in the app
- To log food - opening the app and pressing the plus button to input the food.
- I used barcode scanner a lot and it automatically uploads the food.
- Set up meals for quicker logging
- Could choose ingredients or add ingredients locally, create own
- App - Used to add, save foods, create recipes.
- Weigh everything. Memorizing or notes.
- Logging ingredients on phone or desktop
- Every ingredient you have to look for.
- Search for the products, weigh and log.
- Created a lot of recipes

## WHEN

- App - For full meal I enter ingredients once. I just log in foods i eat.
- Logged all the products every day.
- Logging everything as soon as done eating.
- Logged food while cooking or immediately after

## WHAT

- Logging meals, water intake, steps, and calories.
- Fav - can monitor vitamins and supplements
- Used an app to calculate necessary macros
- App - can log exercises, various meals, snacks, water, vitamins
- you should be able to log EVERYTHING.

## DATABASE

- The app covered most foods in Germany
- App - It has lots of german local foods.
- App - You could add your own local foods with macros and make it public.

## ISSUES

- Sometimes I cannot log certain foods - how do you log a cake
- Tedious to input all the data
- Inputting is slow - I wish I had barcode scanning.
- Calculating by serving is frustrating. What does that mean?
- Lot's of duplicates or similar entries - it's very messy.
- Hard to find German products.
- Metrics are confusing. I do not use imperial metrics - why do I see them?
- Functionality: Cannot share recipes.
- Needed to remember weight of input food.
- you have to weigh everything if you have fresh veg especially.
- When inputting food manually - cannot modify microelements - hard to know which elements the food will supply.
- Eating out - no way to log food.
- There are no polish products to input.
- Sometimes when I look for a product I have too many options.
- Database is user generated - multiple entries for one food!
- Don't understand all functionalities of the app.

## NEEDS

- people tend to eat similar food - make a list of what u eat frequently.
- simple way to add foods
- Select from what is your database.
- Save your favorite food - add to favorites
- Input food without opening the app.
- Wish - More customisation when it comes to units and recipe making.
- Wish - When creating recipes - make allowances for the units - I always use same amounts - it should be pre-determinable.
- It would be great to set up your market - and have products available
- Showing how much I have to eat per category.
- When you have german products you should be able to input them in English!

**Findings:**

- users weigh food **precisely** and input it in app
- they try to **speed up** the logging process: barcodes, recipe creation
- **language** issues with logging foreign products
- they sometimes fail to understand all **logging functionalities** of their apps
- they add/create ingredients for more **precision** logging
- issues with **manual input** of the products - all information should be log-able
- they input food after they have cooked/eaten
- all of them log food **every day**
- some log water, vitamins, exercise, microelements
- they find the food searching process **tedious**
- they tend to log same amounts of same foods - adjust their process to aid **faster logging**
- they rely on offline tools (pen&paper) to aid memorising what to log
- they have issues finding **local foods** in the database
- issues with **inaccurate** information from UGC in database
- issues with metrics - random, **imprecise**, not localized
- logging fails when eating out

**Insights:**

- in early stages - users value precision over speed
- speed is important in later stages of the diet
- they would benefit from simpler way to track foods: pool of favorites, customization of metrics, input without opening app, recipe sharing
- they want full control of the input information
- strong need for reliable database - or editable entries

# EXERCISE LOGGING

## ATTITUDE

Exercise - If i can be healthy without it i wouldn't do it.

Fitness - i don't bother with inputting info

Fine with smartwatch sync but wouldn't do anything extra to log exercise.

Exercise - It should be but I do not have an active life.

Exercise - For fitness logging - I think there was an option - i don't think i was using it.

Fitness - I should do it but I don't.

Fav - can log variety of exercises and chores

## WHAT

Exercise - Not much, I do little exercise. Mostly walking.

Exercise - I do log steps. At the beginning I logged chores.

Exercise logging - it messed with macros - it altered the results.

# APP USAGE

App usage: Daily in 1st month.

Usage - 1-2 first months of intense learning. Later - to get back to to rythm

Did it for couple of months until i got the habit - then i got off - i learned.

I managed to delete the app when it fulfilled the purpose.

# FUNCTIONAL NEEDS

Instead of measuring - find a simple way to do a few clicks.

Idea: List of things if you stop eating this and that - you will be lacking these vitamins.

Stress the importance of microelements.

Add focus on measurements

Have small intro - what people should focus on - how they feel.

Ability to customize meals.

Fav - Summary of the week. Recognition when goal is reached.

Fav - They prompt you to weigh yourself.

Would be cool to sync the app with specialists, f.ex dr Berg

It would be great to set IF windows.

Set up based on goals: sports enthusiasts, weight loss etc

RSS sharing, keto bloggers to contribute

Would love option to share, receive, log automatically

Would love being able to order food directly - and not have to think about ingredients: for example if someone cooks for you and delivers - it would be great.

**Findings:**

- users declare interest in fitness but **behavior** doesn't support it
- exercise logging relevant for s**imple activities** - cleaning, walking, running
- logging exercises impacts the macro calculations - this introduces a potential for **imprecision** in logging
- in **early stages** of keto regimen the users tend to have low energy levels. With time, when they enter ketosis - they tend to have much more energy and engage in fitness activities
- users use the app every day throughout **the first 1-3 months of keto**. They abandon it afterwards.
- users would like **extended logging functionalities** and more focus on precision
- most users on keto regimen eventually add **intermittent fasting** to their routine.

**Insights:**

- users that start strict keto regimen do not tend to put exercise in focus
- at the beginning stage - when users are focused on precision - exercise logging seems to be of secondary importance
- users eventually engage in fitness activities but they tend to do that at later stages,
- users do not seem to put a lot of value on exercise logging
- once users create healthy habits they abandon the app. they tend to get back to it after some time for new information or to get back on track with the diet
- users would be interested in convenience solutions (ordering groceries directly, sync with experts, ordering food) and additional logging options (intermittent fasting windows, body measurements)

# Solution exploration - addressing the needs:

**Knowledge sharing:**
- Knowledge base with common issues explained, focus on well being more than weight and numbers
- Possibility to input symptoms (similar to Flo app) that would prompt references to relevant knowledge base articles
- Keto flu information prompts at the beginning of use "did you know that… "
- Short video or information prompts every day (similar to Headspace app) explaining different aspects of the low carb nutrition
- Eating out SOS - info board about common ingredients breakdown (e.g. Tom kha gai soup tends to consist of:... this translates to approximately: …..)
- Logging SOS - prompts about approximate weight/volume values for similar  products (e.g. 1,5cm thick slice of cucumber is typically 30g etc)
- List of possible microelement deficits when giving up certain products in the diet

**Functionality:**
- Add possibility to create own pool of products
- Prompt to scan all the products in the fridge/in use and set up a pool for fast logging
- Show remaining macros - add a possibility to suggest how this translates to foods in your product pool
- Add possibility to input all the information manually. If a user chooses to do that for greater precision
- Add possibility to create and share recipes
- Add metrics presets - inputting products with weight/volume preset (for faster logging of re-used proportions)
- Include option to log measurements with prompts
- Summary of the week - microelements, possible flags in case of deficits
- Add possibility to log IF windows (prompts)
- Calculator based on goals (fitness, weight loss, keto, low carb). Would not focus on extreme sport enthusiast use cases.
- Logging in app language - translations to local product names shown

**Possibilities for the future:**
- Possibility to connect with a local GP/dietician expert that is registered as open for consultation in the subject
- Possibility to sync with researchers working within the field of nutrition
- Possibility to order food/groceries in-app - partnerships with keto friendly brands.