Insights / Themes

Food experience is heavily influenced by people

When people decide to eat together, they tend to not use their phone

relationships made over food

People care less about taste when the people or place are special

Sometimes people see eating as just something to get done

People mentioned anticipation making the experience better

Food experience is heavily influenced by entertainment

Many people use social media when eating alone, but not with other people

People get bored when eating alone

The restaurant experience is influenced by taste

Many people mentioned taste being the most important factor of a restaurant

People are influenced by restaurant reviews

Many people often rely on reviews to find new restaurants

Everyone uses maps to find restaurants

Many people often rely on star ratings to find new restaurants

Some people prefer to eat based on recommdations from friends

Food experience is influenced by time

Eating can be a social activity that requires money + time investment

Many people can't enjoy food when in a rush

People dislike when eating feels like a neccessity (in a rush) + view eating as an escapism

People are hesistant about a VR food experience

People generally don't know much about the metaverse

People are wary of tech going too far into eating - especially a VR headset

People are unsatisfied with their cooking

Many people want to use healthier and higher quality ingredients

Many people want to cook better

Many people want to spend less time cooking

Cooking takes too much time