

Advieh User Survey – Questions & Results (95 participants)

1. How would you describe your current cooking skill level?
 - Beginner - 36 (38%)
 - Experienced - 45 (47%)
 - Advanced - 14 (15%)
2. What type of instructions do you prefer when following a recipe?
 - Step-by-step with images - 49 (52%)
 - Short video clips - 21 (22%)
 - Written instructions only - 15 (16%)
 - Audio instructions (hands-free) - 10 (10%)
3. Why do you usually cook at home?
 - Eat healthier - 43 (45%)
 - Save money - 18 (19%)
 - Enjoy cooking - 24 (25%)
 - Dietary needs - 10 (11%)
4. What's your biggest frustration when using recipe apps?
 - Unclear steps - 41 (43%)
 - Too much text - 26 (27%)
 - Poor filters - 30 (32%)
 - Missing photos - 18 (19%)
 - No save option - 22 (23%)
 - Other - 6 (6%)
5. Do you follow any specific dietary needs or restrictions?
 - Gluten-Free - 26 (27%)
 - Dairy-Free - 20 (21%)
 - Vegan - 18 (19%)
 - Vegetarian - 23 (24%)
 - Nut-Free - 17 (18%)
 - No restrictions - 40 (42%)
6. How much time do you usually spend cooking per day or week?
 - < 30 mins daily - 32 (34%)
 - 30-60 mins daily - 44 (46%)
 - 1 hr+ daily - 12 (13%)
 - Only weekends - 7 (7%)
7. Would you like to improve your cooking or baking skills?
 - Yes - 65 (68%)
 - Maybe - 23 (24%)
 - No - 7 (8%)
8. How do you keep track of recipes you like?
 - Save in app - 53 (56%)
 - Screenshot - 31 (33%)
 - Notes app - 22 (23%)
 - Bookmark browser - 14 (15%)
 - Forget / Search again - 10 (11%)
9. Which features would help you cook more easily or confidently?
 - Step-by-step instructions - 61 (64%)

- In-app timers - 42 (44%)
- Dietary filters - 38 (40%)
- Hands-free mode - 34 (36%)
- Notes section - 27 (28%)
- Mark as Made - 25 (26%)
- Personalized suggestions - 48 (51%)

10. Where do you usually find recipe inspiration?

- Instagram - 55 (58%)
- Pinterest - 46 (48%)
- TikTok - 34 (36%)
- YouTube - 33 (35%)
- Friends/Family - 28 (29%)
- Cookbooks - 16 (17%)
- Recipe apps - 40 (42%)