



## **An Insider's Guide to Sous Vide Users**



**What are the attitudes, behaviors, responsibilities, and interpersonal relationships of smart cooking device users?**



**Smart Cooking Technology is Connected**



**What is Sous Vide ?**



# Our Approach



# Sample Population



# Sample Population



# Sample Population





**Sample Population**



# Research Methods



# Experiential Research & Observation



# Interviews



## Photo Diaries

“It makes me feel confident.  
Happy [...]. You know what  
you’re going to get at the  
end.”  
P3



**Findings: High-Quality Results**

“We’re people that cook.  
We’ve always liked cooking.  
Sous vide added another  
technique - kind of a cool  
one. You make amazing food  
with so little effort.”

P2



## Findings: Sous Vide Users Love Cooking

“It was kind of a shortcut way to take like maybe half the time.”

P5

“I can sit down and watch a movie and have a drink and the food is bubbling away and I don't have to sit there and watch it”

P3



## Findings: Convenience and Ease



“Set and Forget”

P4

**Findings: More time for things that Matter**

“Takes a long time to set up,  
takes a long time to cook”

P1



## Findings: Planning Meals



**Applications: Marketing**



**Applications: Sous Vide Product Development**



**Applications: Unifying Sous Vide with other Methods**



**Thank you!**