

Spring 2021
DES 322

Health & Convenience

Breakfast Habits

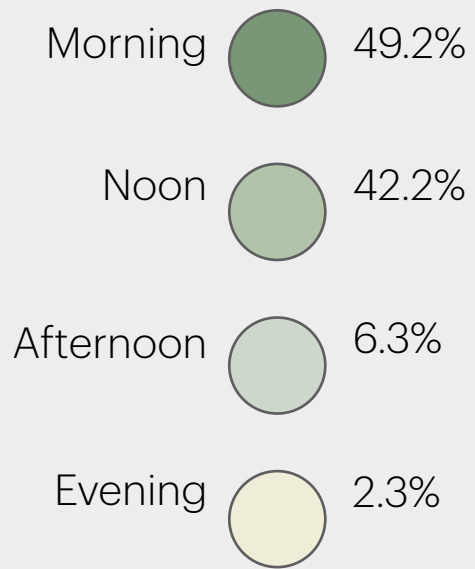
Emily Kuo, Liz Rodriguez, Somya Garg

What are some of the common notions on breakfast and how does the Internet influence them?

How do health and convenience affect breakfast?



When do people eat Breakfast?





No Preference

19.5%

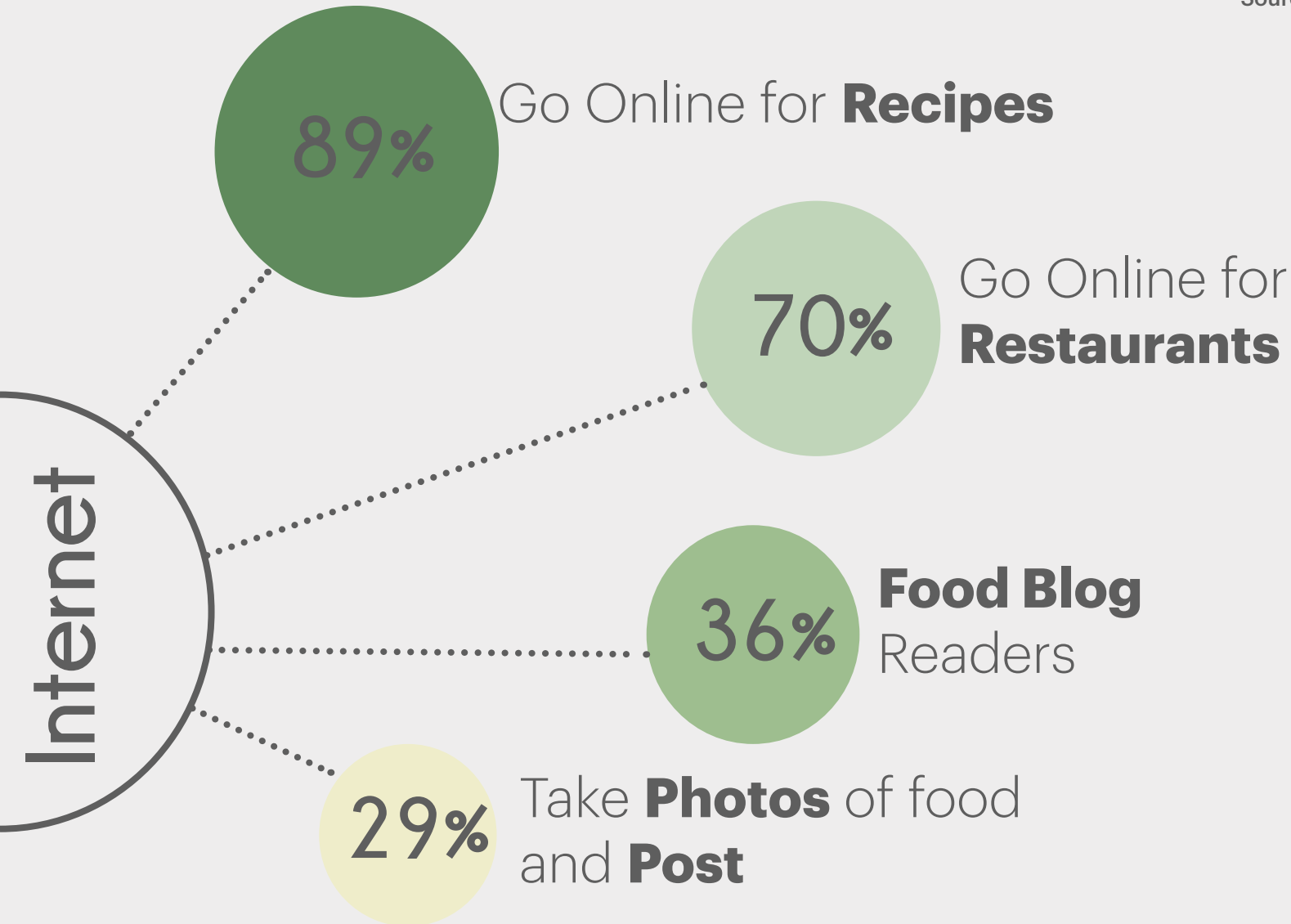
Light Meal

57%

Heavy Meal

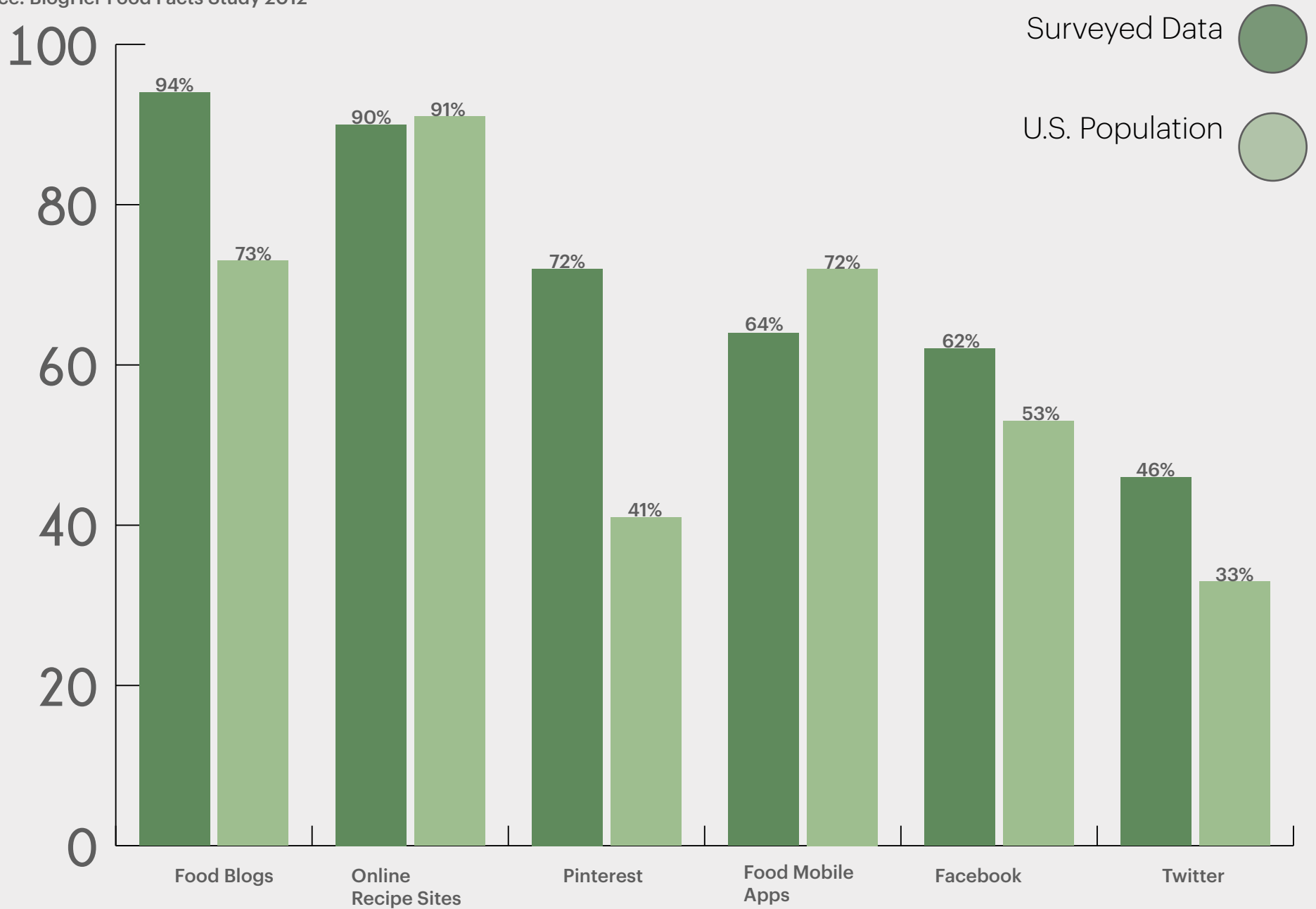
23.4%

Portion Preferences

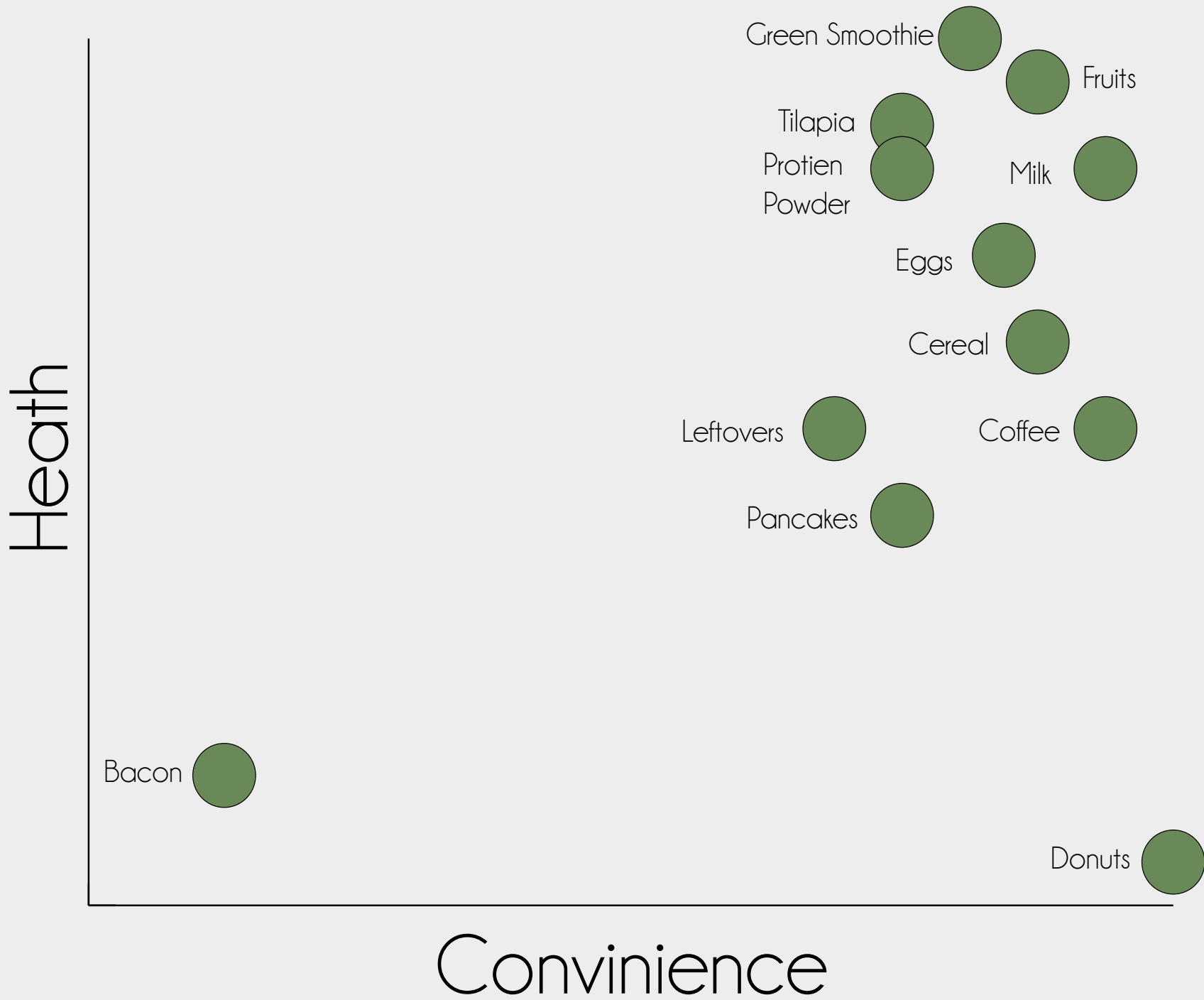


Food is universal;
The Internet is uniquely useful

Source: BlogHer Food Facts Study 2012



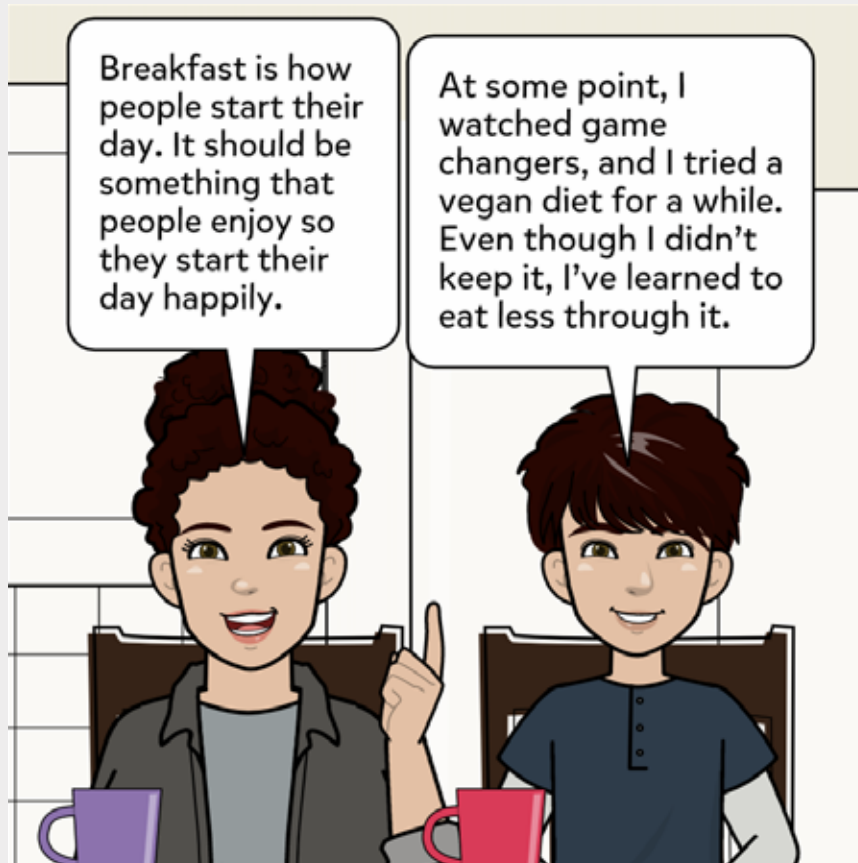
Food sites rule the INTERNET!!



It was a bit hard to find a stimulus for the interviews because our target group for the survey was really wide and we wanted to make sure we included everyone without any bias.

It was also difficult for us to focus on a specific topic to work with under the themed breakfast. We moved from cultural habits to health and convenience.

Our target group was from around the world and it was difficult to talk to them for longer periods of time because of the time difference.



Did we face any problems?

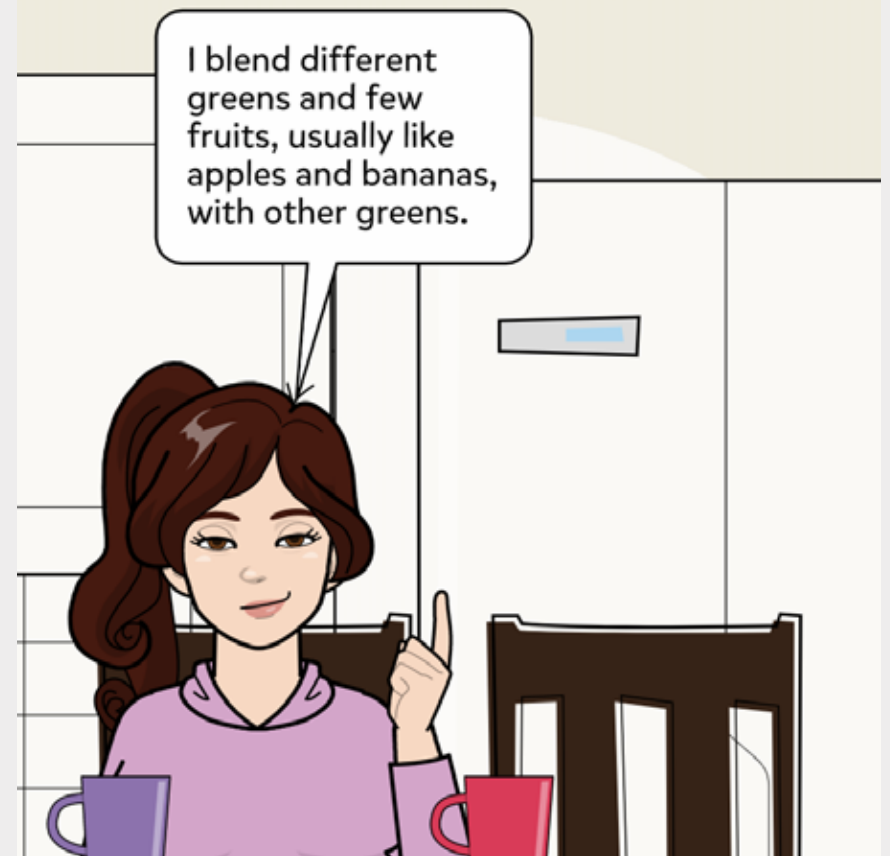
What were our key takeaways?

- Health and Convenience play a huge role while shaping the breakfast habits of people around the world.



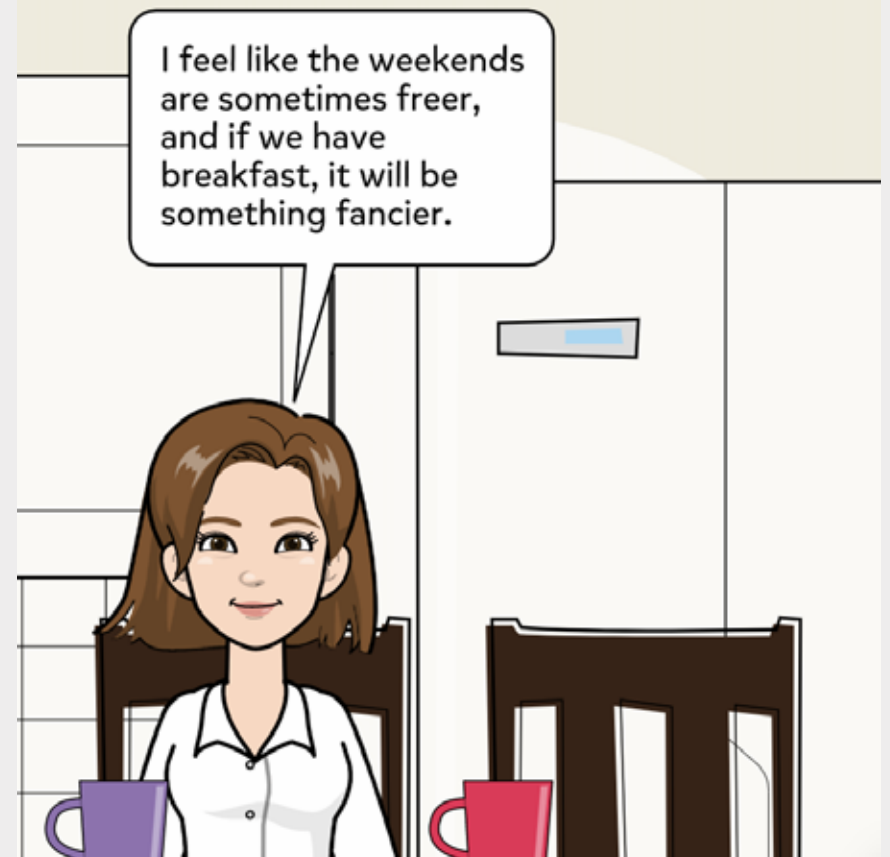
What were our key takeaways?

- While most [we] interviewed and surveyed live with other people who help out in the kitchen, it is important to understand the role Internet has still been playing in their dietary preferences.



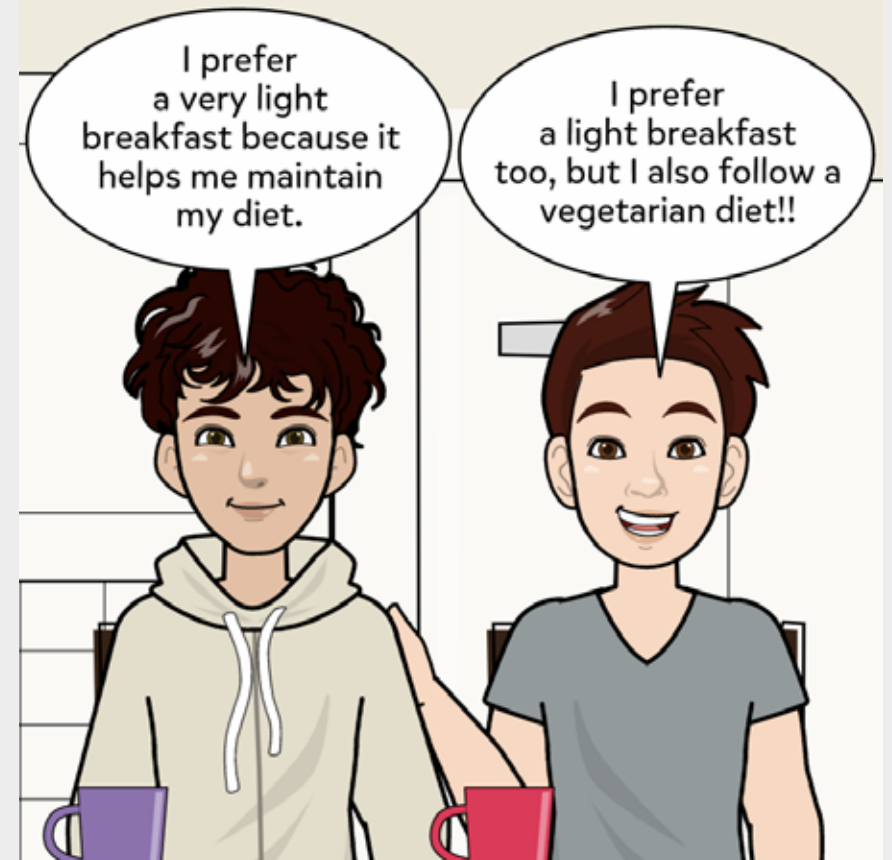
What were our key takeaways?

- 70% of the food choices and habits people have about breakfast are still unhealthy, and people need to be informed of their choices so that they can have a better lifestyle.



What were our key takeaways?

- Pantries and Dining Halls provide food to the people in universities and community centers. They need to understand the interplay of health and convenience.



Thank you!!!
