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Most Important?

A Deep Dive Into Breakfast

Des 322
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When given the prompt of breakfast,
we began brainstorming various
opportunities that we wanted to research.



When given the prompt of breakfast, we began brainstorming various opportunities that we wanted to research.

These opportunities included:

How breakfast habits for school children have been affected by the pandemic?

What is the relationship of breakfast and restaurant industry workers?

Is there a relationship between breakfast and cognitive importance in the morning hours?

After further discussion and heated debate
we decided to go with none of those....

Our driving question actually
ended up being...

**What Even is
Breakfast?**



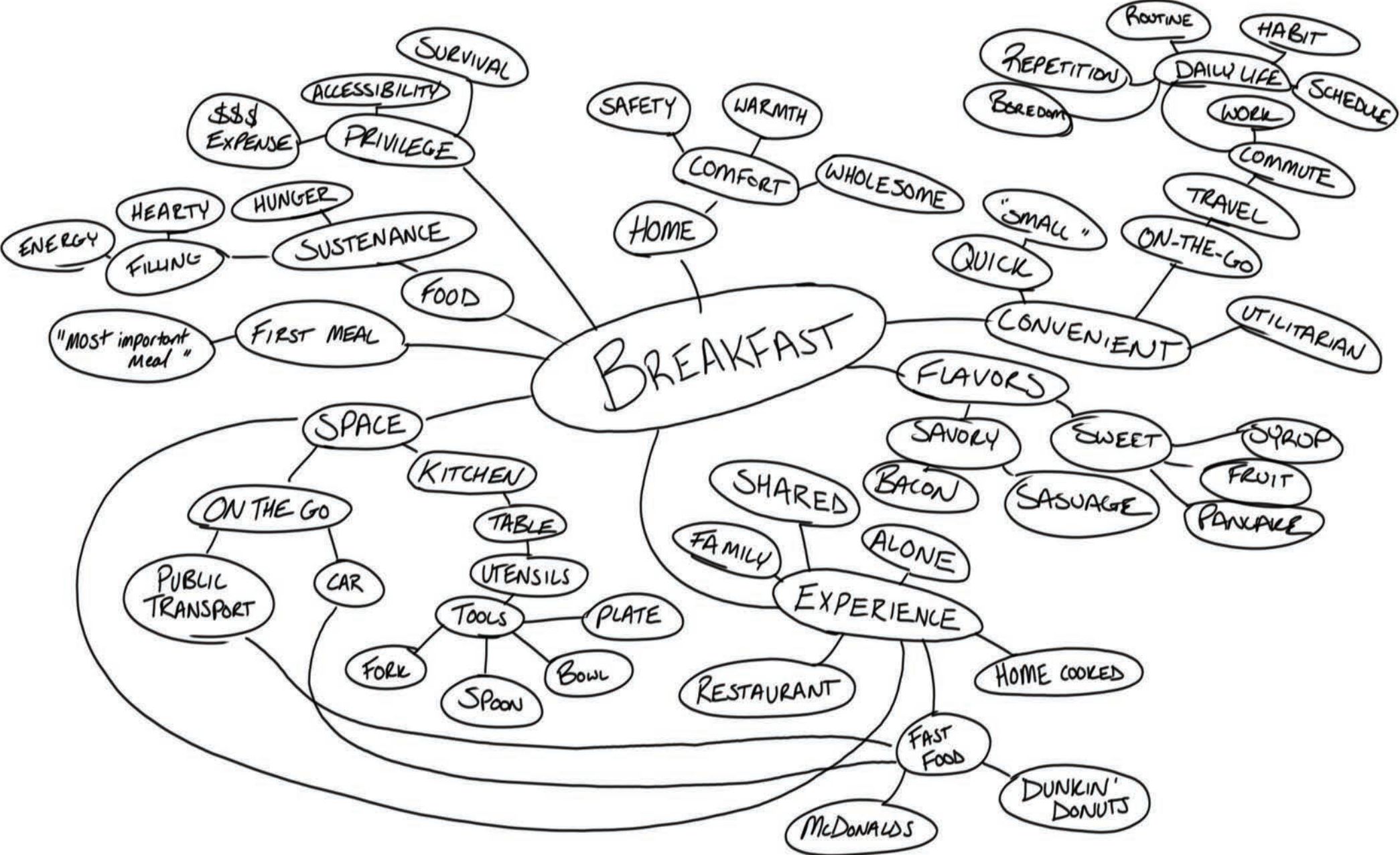
Why take the time to define Breakfast?

After discussion, we realized that the experience centered around breakfast varies from person to person.

It's genuinely fun and interesting to hear about people's experiences and their relationship with a meal.

Understanding the culture around a single meal (in America) could reveal a lot more about the behaviors and values of the people studied.

So where do we start?



Secondary Research

"In the 1920s, Americans ate very light breakfast, so public relations pioneer Edward Bernays persuaded doctors to promote bacon and eggs as a healthy breakfast in order to promote sales of bacon on behalf of Beech-Nut, a packaging company that had diversified into food production. Bernays convinced over 5,000 doctors to sign a letter recommending a hearty breakfast, and publicized this conviction in newspapers, with bacon and eggs presented as the ideal start to the day. Sales of Beech-Nut bacon increased, and we've been eating bacon for breakfast ever since."

"Breakfast is the most important meal of the day" was literally a marketing slogan... created and pushed by BIG BREAKFAST.

"Perhaps no other aspect of our lives is as saturated with popular assumptions as the way we eat. When it comes to meals, our habits have become so deeply ingrained that we hardly wonder why we adhere to them."

'The Secret History Of Breakfast' mashed.com

'Three Squares, the Invention of the American Meal' Abigail Carroll



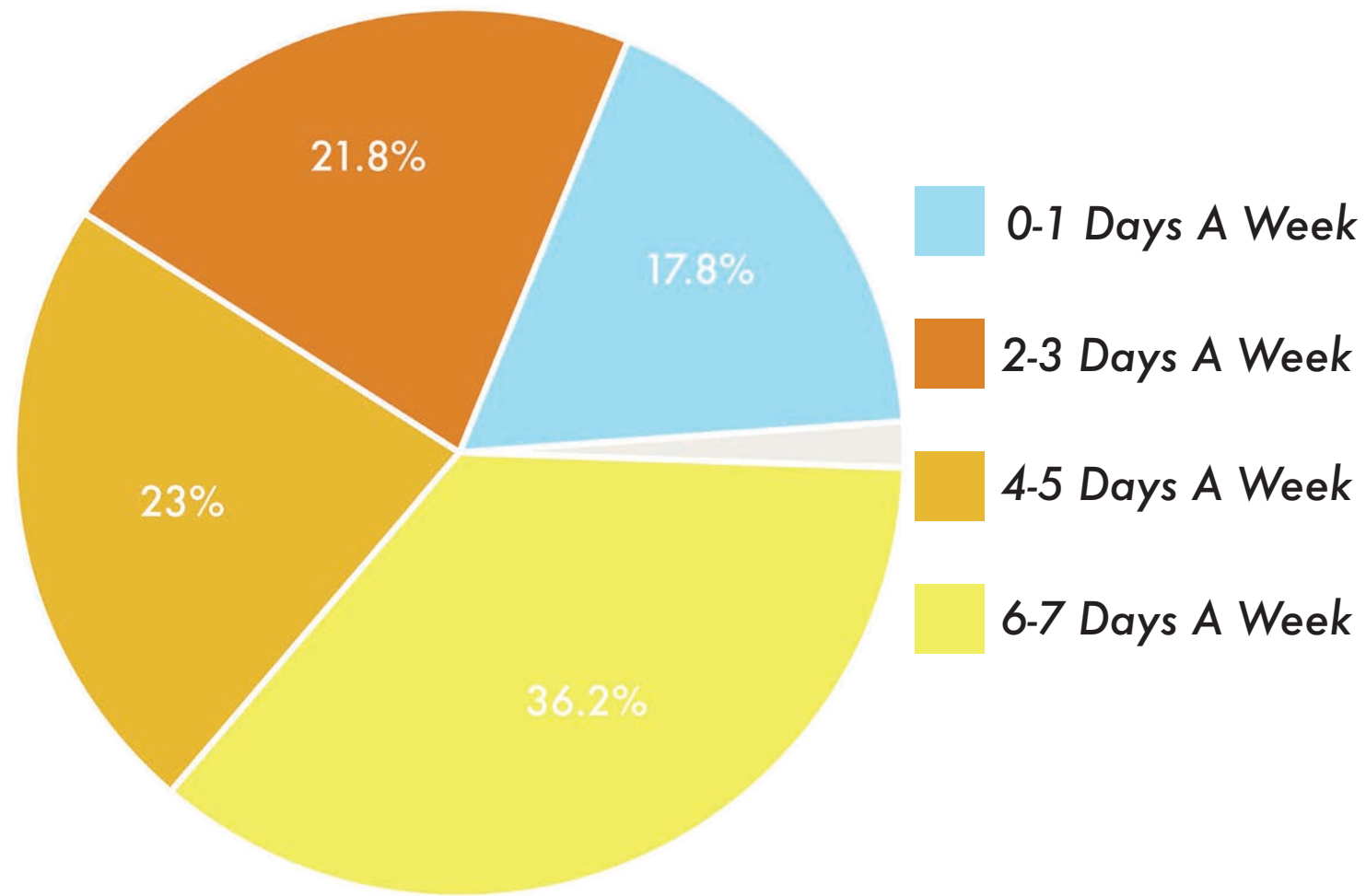
After Our Secondary Research, We Launched A Survey

The purpose of our survey was to get a better understanding of people's attitudes towards breakfast.

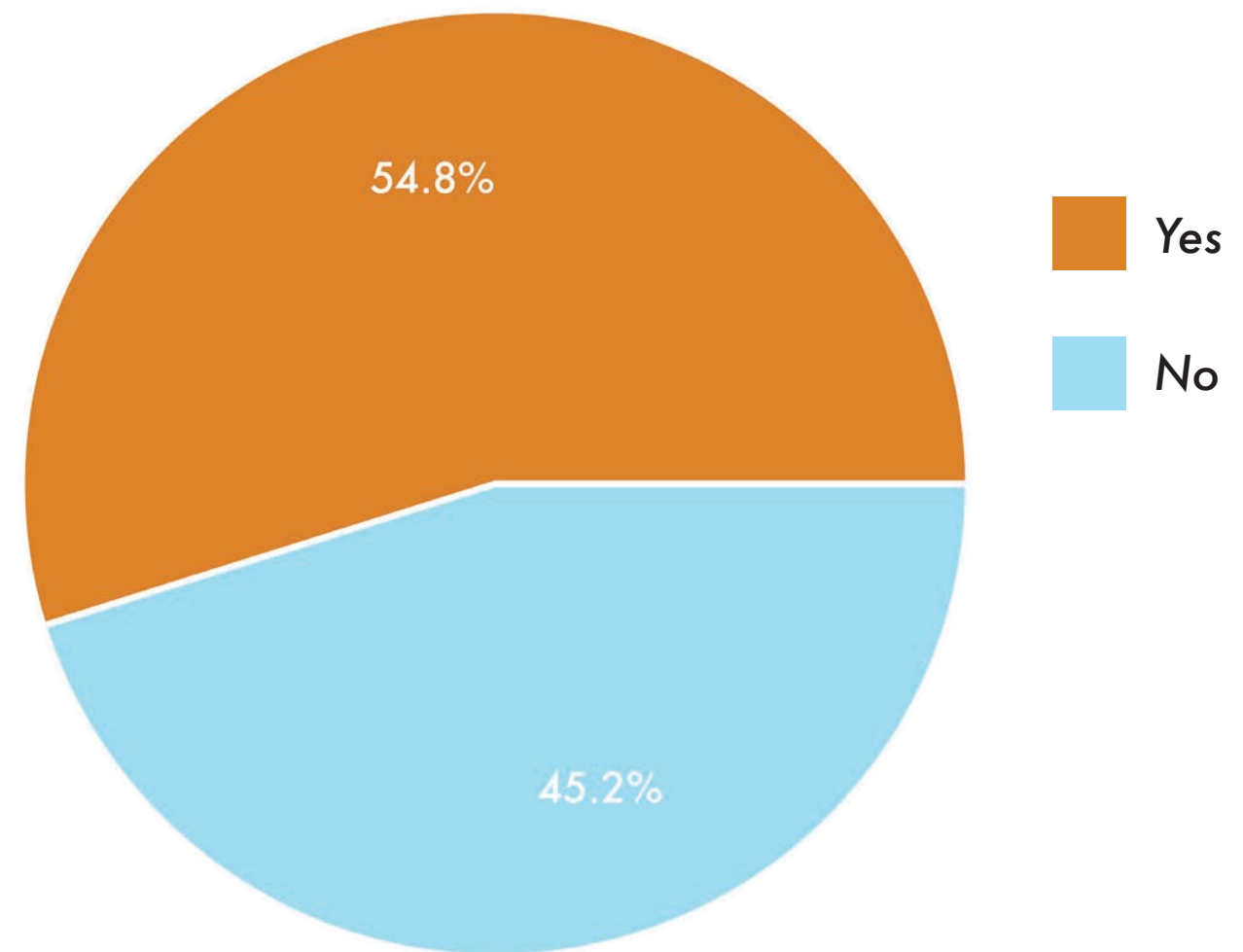
We received over 170 survey responses.

Survey Data

How Often Do You Eat Breakfast?



Is Breakfast The Most Important Meal?



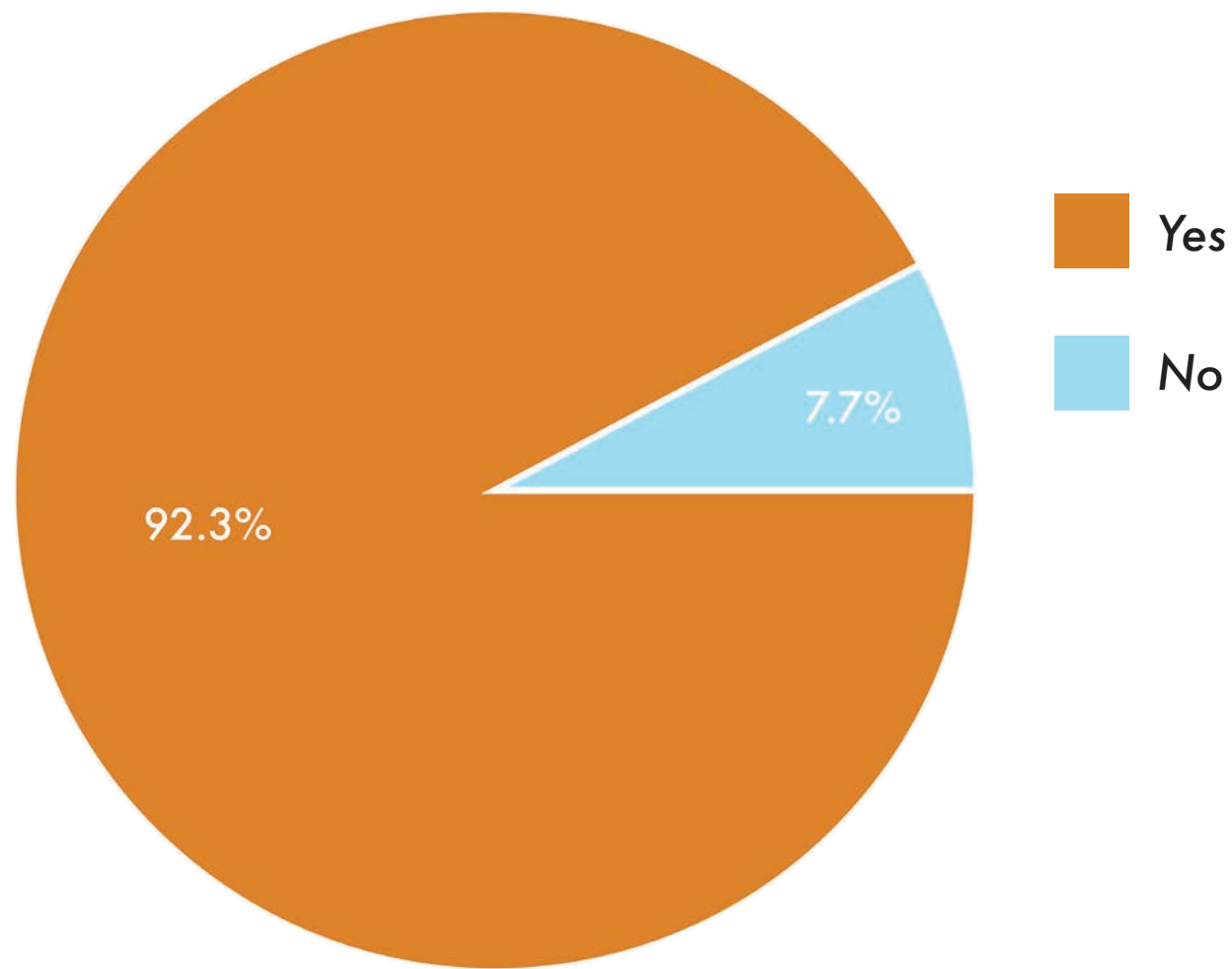
Survey Data

What Factor(s) Plays The Biggest Role In Whether A Meal Is Breakfast Or Not?



Survey Data

Have You Eaten Breakfast For Dinner?



Survey

Dinner For Breakfast?

"Only when I have bangin leftovers"

"Conceptually, I feel uneasy. Which, as someone who regularly eats "dinner" for "breakfast", I take symptom of the psychosis that certain tastes are for certain times. I suppose this psychosis is likely perpetuated by hegemonic western culture and capitalist forces to reinforce cultural norms and biases for and against certain foods and preparation styles which incentivises us to buy things and excludes many, non-western foods from the canon patchwork that is north american cuisine. Probably great for the cereal industry. Why would anyone eat raisin bran if they didn't feel like they were supposed to?"

"It slaps"

*"I hate it and think it's stupid. Like just eat dinner for dinner. I don't understand the whole pancake for dinner bulls***."*

"If dinner EVER tries to defy the sanctity of breakfast I will go on a hunger strike that would impress Ghandi"

What We Learned From Our Survey Results



*People Are Passionate
About Breakfast*

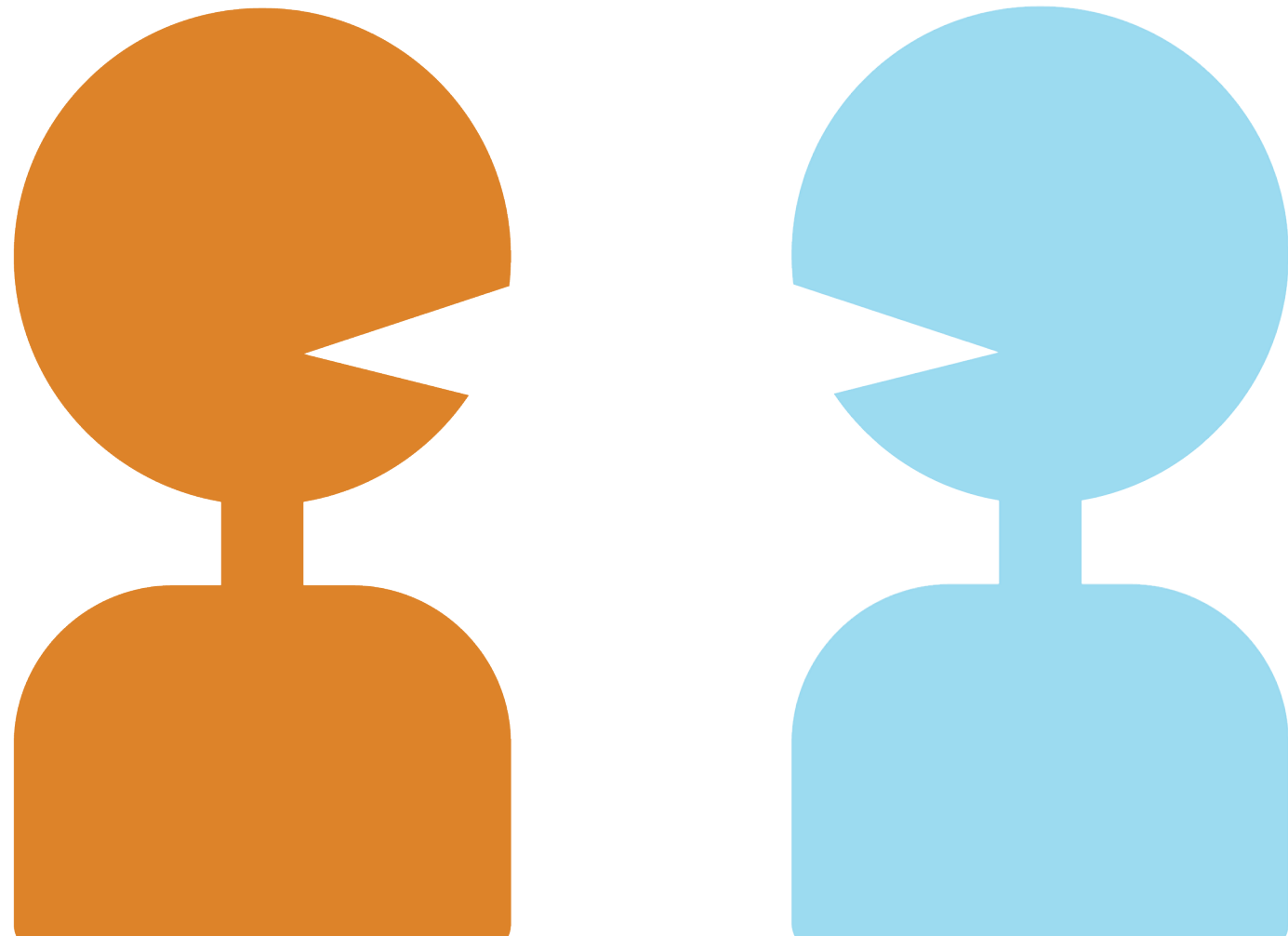


*People Are Split On
How Important
Breakfast Is*



*There Isn't Just One
Factor For Defining
A Meal As Breakfast*

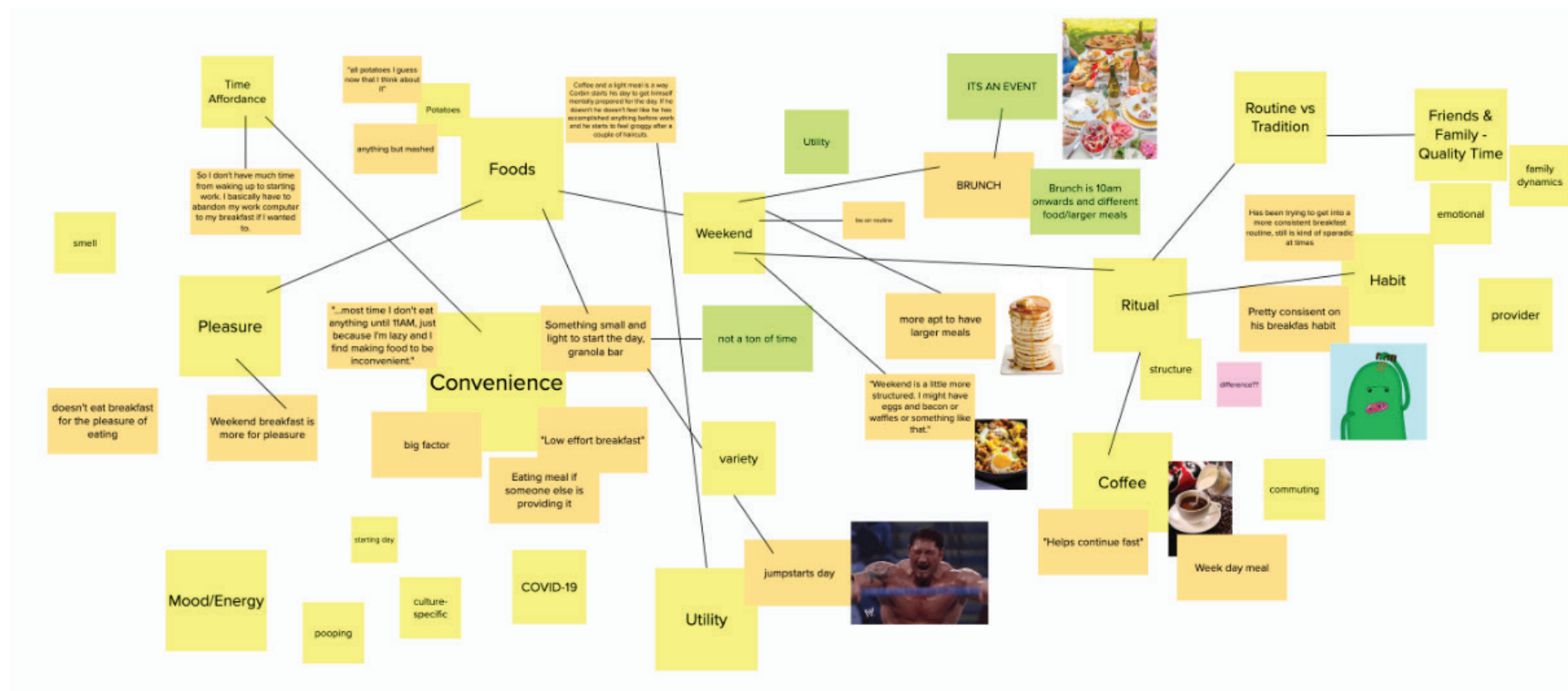
After Analyzing The Survey, We Began Interviews



The purpose of the interviews was to get a deeper dive into the data we collected from some of our survey participants.

We interviewed 15 people, some one on one, others in a group format.

Analysis



After coding and tagging the interviews, we started to use *Mural* to spot different relationships within our data.

"...most times I don't eat anything until 11AM, just because I'm lazy and I find making food to be inconvenient."

- Alex, 27

"I generally had breakfast more often than not when I was commuting, just because I had a stricter schedule. I think it was because I had to find time to fit food in, because I had a lot of classes or be somewhere. My commute was one of the few times when I could eat. It was a morning routine, I would eat the same thing every day."

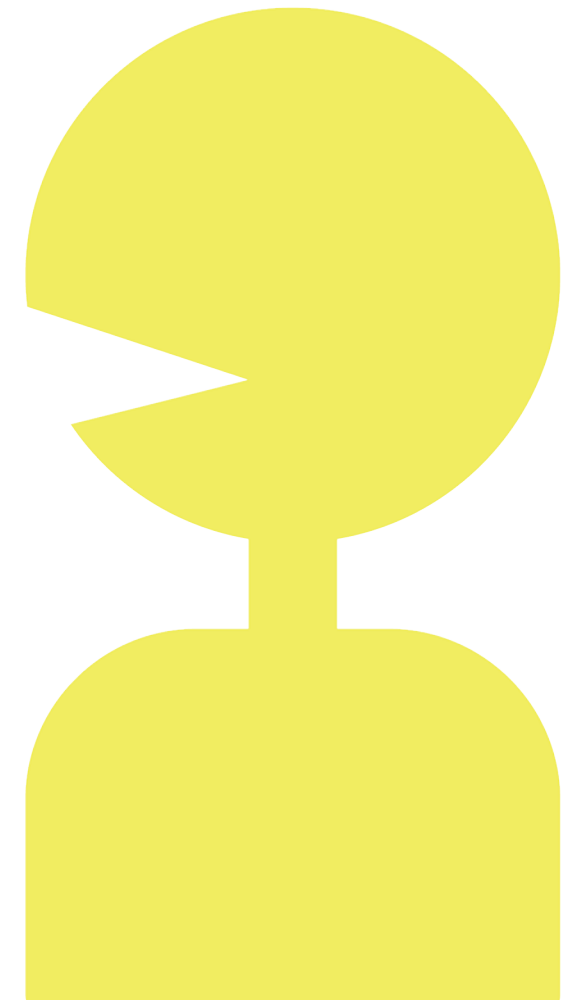
- Bethany, 23

"I do think weekends are the time to have bigger breakfasts, when I have less things to do. I can't imagine having steak and eggs right before work because it would be too heavy, but it would be fine on a lazy weekend. If it's feast-like, I want to be in a state where I can relax and have a lot of time to enjoy and finish my meal, whereas on the weekday it's very utilitarian."

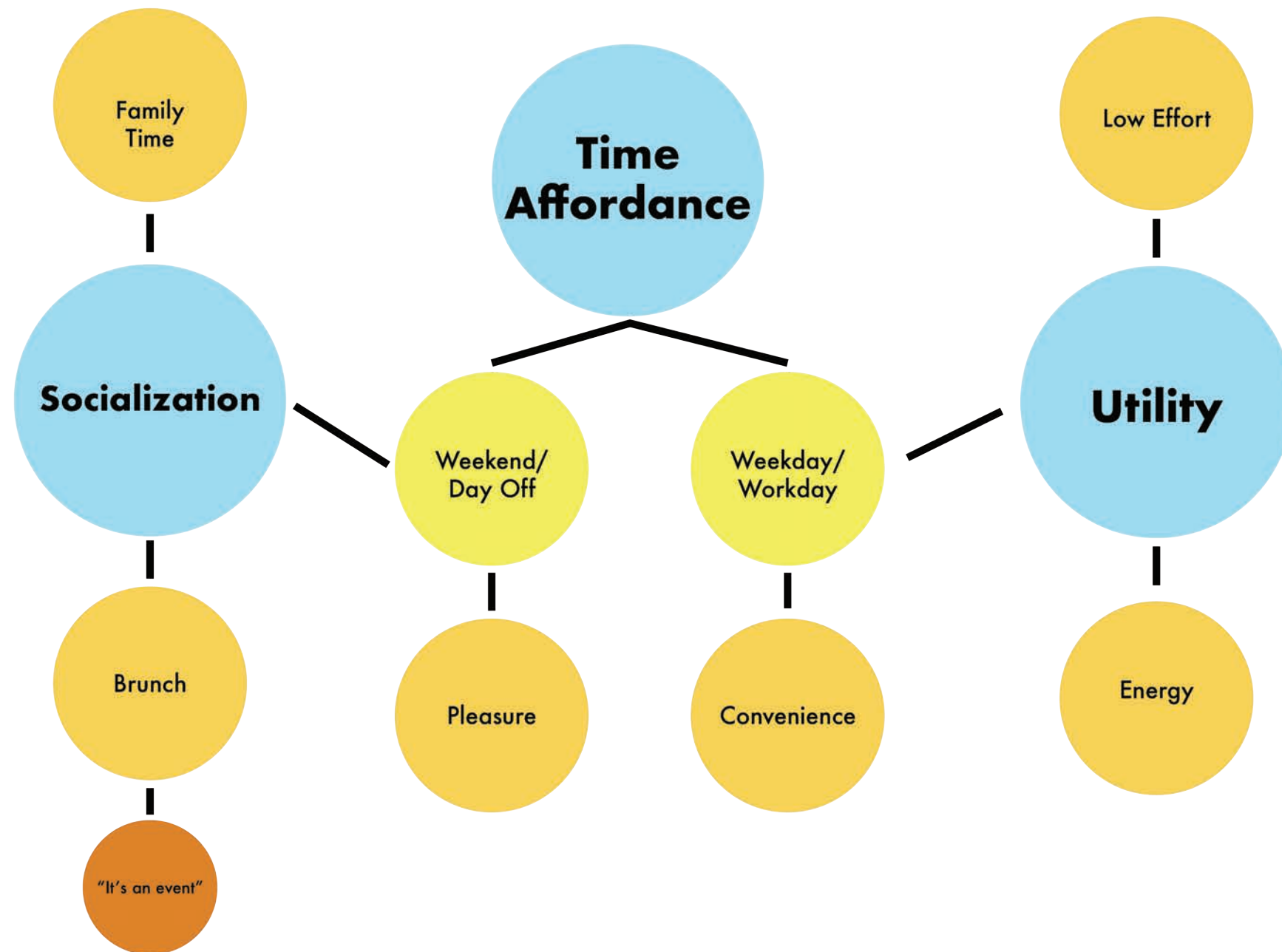
- Rex 25

"It's a very relative meal, it can happen at any time. It has more to do with its relation to a daily routine or starting the day. You can start at 10PM and work 'til 8AM, and eat breakfast at 10PM; breakfast doesn't have to be in the morning."

- Leo, 22



Analysis

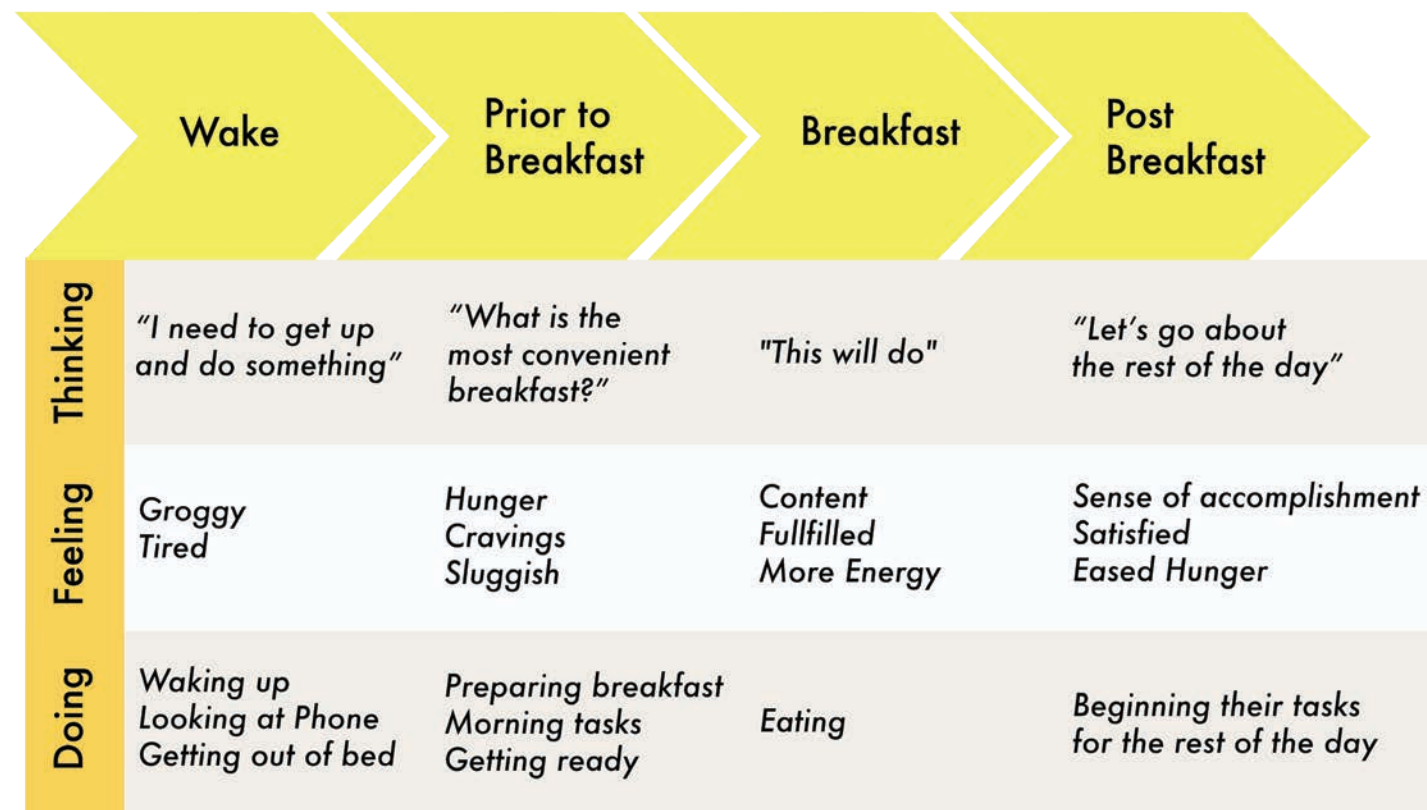


This chart represents strong factors that we found to be consistent throughout our survey and interviews.

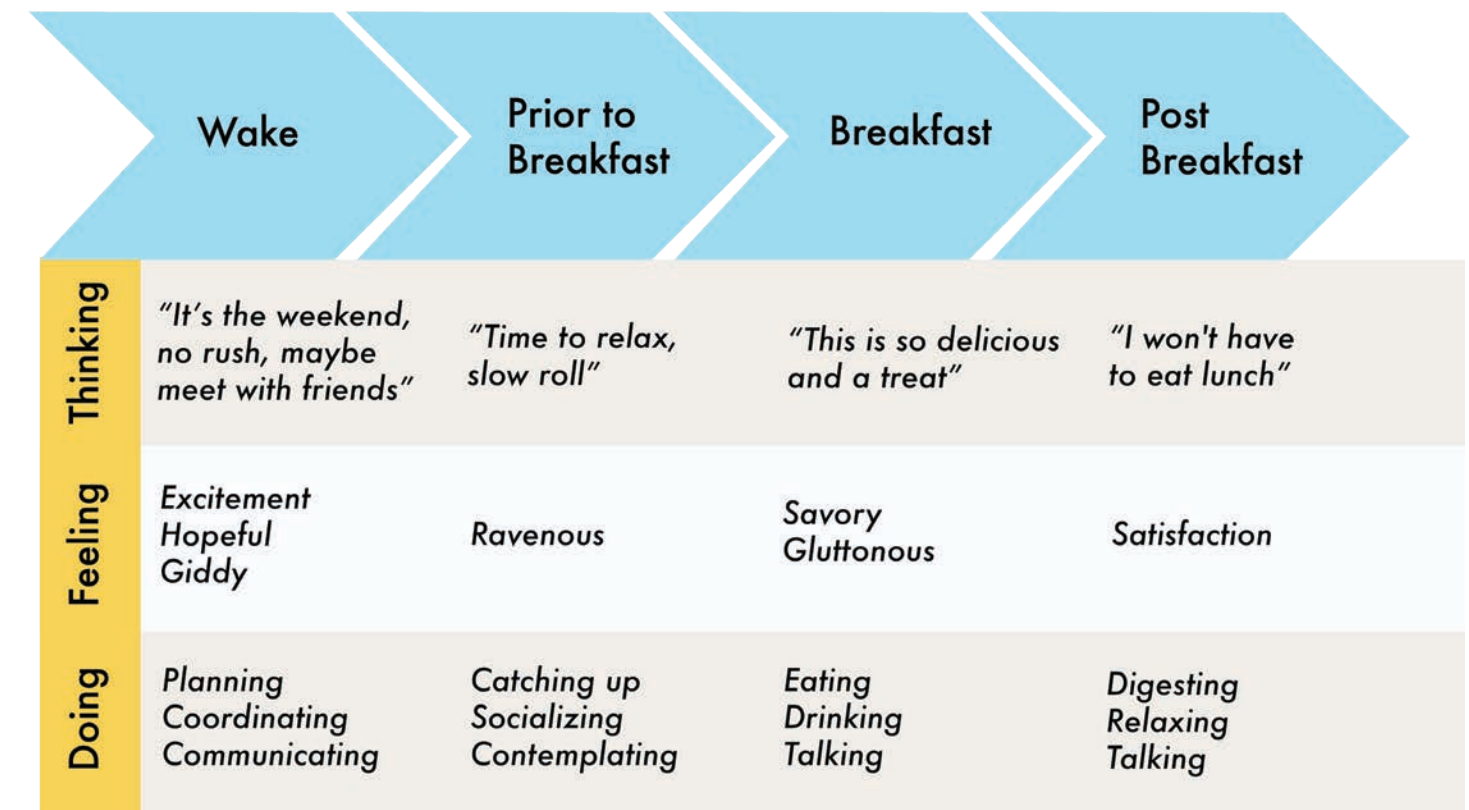
We found that time affordance, utility, and socialization all were consistent themes in the responses we received.

Analysis

Weekday Breakfast Journey Map



Weekend Breakfast Journey Map



During our research we saw a strong pattern of different breakfast approaches for weekdays versus the weekends. We saw this as a good opportunity to journey map based on our interview data.



Insights

Breakfast is a different experience on weekdays vs weekends.

People look for low effort avenues for facilitating a breakfast.

The function of breakfast evolves depending on context - time afforded, socialization, utility.

Higher inclination to prepare/eat breakfast when others are present.

So what did we get from all of this?

Defining what breakfast means to people is not an easy task. What we got most out of our research is that breakfast means something different to everybody. It is not easily defined by bacon and eggs and eating before noon. There are so many lifestyle and cultural factors that have so much influence on the idea of what breakfast is. Adding in corporate influence to make it even more confusing, breakfast has turned out to be a more complicated topic than we expected.

In conclusion, the relationship between breakfast and an individual varies on a case by case basis. Breakfast should be defined on an individual basis based on the needs of the breakfast eater, not a marketing slogan telling you it is "the most important meal of the day"

Thank You