# **Interview 1**

**Preslava:** Hello, my name is Preslava and the point of this interview is to gather information on what the customer wants from pizzeria service. What is your name?

**Kristina:** My name is Kristina, nice to meet you.

**Preslava:** Okay, my first question is how often do you go to pizza restaurants?

**Ktristina:** Actually I go to pizza restaurants pretty often.

**Preslava:** Are you used to making your order online when you go to a restaurant?

**Kristina:** Yeah, I really like the terminals that we order your pizza because you actually don't have to contact cashier or something like that.

**Preslava:** What would you expect from a pizza website in terms of ease of use? More specifically, would you prefer to order yourself online or for your order to be taken by a waiter?

**Kristina:** For me, the most important thing about the website will be the information about the pizza. I mean the allergies, the stuff like that, also the prices and the different varieties of sizes.

**Preslava:** And more about design, how would you prefer the website to be designed for easy navigation, for example, to be more minimalistic or to have more visuals, animations, something like this?

**Kristina:** I think the visuals are more important. Because you order food, you know, when you see something and it's yummy, you order it. If there are no pictures of the pizzas, I don't think that will work.

**Preslava:** So you prefer something more interactive rather than something clean and simple for design. Okay, and would you prefer to see real-time updates on the availability of pizza that is in stock?

**Kristina:** Yeah, that would be great.

**Preslava**: And would you like to receive notification about the order status while you're waiting for your order?

**Kristina:** Oh, totally. This is a cool feature that most of the restaurants must have.

**Preslava:** Okay, thank you for answering my questions. This is the end of our interview.

**Kristina:** Okay, thanks. Bye!

# **Interview 2**

**Preslava**: Hello. My name is Preslava, and the point of this interview is to gather information on what a customer wants from pizzeria service. What is your name?

**Aya:** Hi. I'm Aya. I'm a student. I'm doing law at Erasmus University.

**Preslava:** Okay. My first question is how often do you go to pizza restaurants?

**Aya:** Well, it's a new pizza restaurant in my neighborhood. It's really a good place. And I go there, like, once or twice a week when, like, I didn't have time to cook at my place.

**Preslava:** Are you used to making your order online when you go to a restaurant?

**Aya:** Yeah. I think it's really good. It's really a nice idea. if I can, like, make an order online.

**Preslava:** And what would you expect from a pizza website in terms of ease of use? More specifically, would you prefer to order yourself online or for your order to be taken by a waiter?

**Aya:** Well, I prefer to make the order online.

**Preslava:** Okay. And are you willing to pay before receiving your order?

Aya: Yeah. I think it would be nicer if I can see the amount. Yeah.

Yeah. The total before even receiving the order. Okay.

**Preslava:** And is there something that frustrates you when ordering from good websites, like, for example, navigation in websites?

**Aya:** Well, some website they are really bad. Oh, you know, I think because, like, they design only for specific type of devices. Also, some website, they have only one language like Dutch, for example, so I really struggle in reading. And, some website, do not, show, like, specific information about the pizza. Yes. And, because, like, I'm allergic, I really like, you know, really want to know, the ingredients that can cause allergic reactions.

**Preslava:** Exactly. Yeah. Okay. And more about design, would you prefer a website, with easy navigation or with more visuals, more animations?

**Aya:** I think, if it's easy and simple, it would be so nice to be easy to navigate.

**Preslava:** What do you think about visuals in websites? Like, a lot of visuals, a lot of animations.

**Aya:** Well, I think if you add, like, some pictures, would be nice because, sometimes, like, I need, like, to open Google Maps to see the pictures of the pizza. Yeah. So if you just, like, add some pictures so, you know, I know, what kind of pizza I am ordering. You know?

**Preslava:** Yeah. And, would you prefer to see real time updates on the availability of pizzas in stock?

**Aya:** Yeah. This is would be really nice because, now the restaurant is really messy and, I need, like, sometimes to wait 30 minutes or sometimes 40 minutes. So it would be nice to to see how much, time do I need to wait.

**Preslava:** Yeah. And regarding that, would you like to receive notification about the status of the order?

**Aya**: Yeah. It would be nice. Yeah.

**Preslava:** This is the end of our interview. Thank you so much.

**Aya:** You are welcome. Bye bye.