

1. Customer (Food Orderer)

Goals:

- Understand pain points in ordering, waiting, and receiving food
- Explore expectations around timing, packaging, and delivery experience

Questions:

1. Can you walk me through the last time you ordered food online?
2. What app or service did you use? Why?
3. How do you usually decide which restaurant to order from?
4. What do you expect from the **estimated delivery time**?
5. Have you ever experienced **delays**? If yes, how did it affect you?
6. Do you care about receiving **cutlery, condiments**, etc.?
 - Would you like to customize those choices?
7. How do you feel about the **real-time tracking** experience?
8. Have you ever had issues **contacting the runner or restaurant**?
9. What's your ideal food delivery experience like?
10. If you could improve one thing in food delivery apps, what would it be?



2. Restaurant Owner / Staff

Goals:

- Understand kitchen workflow for online orders
- Identify pain points in food prep and dispatch

Questions:

1. How do you currently receive online food orders?
2. What platform(s) do you use? Any preferences?
3. How do you manage **dine-in vs. take-away** at peak times?
4. What challenges do you face with **timing the food preparation**?
5. How is communication with **runners**? (arrival, delay, etc.)
6. How do you manage **special requests** (e.g., “no onions”, “extra sauce”)?
7. Do you get any feedback from customers? What's common?
8. How do you currently **track the delivery process**?
9. How important is real-time visibility of runners to you?
10. What tools or improvements would help you better manage take-away orders?



3. Delivery Man / Runner

Goals:

- Understand delivery assignment, routing, and communication issues

Questions:

1. How do you currently get assigned delivery jobs?
2. Do you ever get **back-to-back orders**? How are they managed?
3. Do you feel the **routes you get are efficient**?
4. How do you usually **communicate** with restaurants/customers?
5. What information is missing or unclear when you get an order?
6. Have you experienced **confusion with locations or delivery notes**?
7. What causes you stress during deliveries?
8. Do you feel fairly treated when it comes to **route assignments**?
9. Would a **real-time dashboard or route assistant** help you?
10. What's one thing that would make your job easier?



4. Delivery Manager

Goals:

- Understand team monitoring, delivery assignments, and performance visibility

Questions:

1. How many runners do you typically manage per shift?
2. What tools do you use to monitor them?
3. How do you assign routes or orders to runners?
4. Can you see **where your runners are in real-time**?
5. What are the main **challenges in managing delivery people**?
6. How do you handle **delays, absences, or route conflicts**?
7. Are there metrics you track (e.g., delivery time, customer ratings)?
8. How do you communicate with runners during the day?
9. How do you know if an order has a problem?
10. What would make your **runner management system** more effective?