

INTERVIEW:

Speaker 1: Hello, how are you? May I waste some of your time doing some diet-related visits?

Speaker 2: okay, sure.

Speaker 1: Are you a student here? Or are you a staff member or a guest?

Speaker 2: yep, student.

Speaker 1: Well, do you usually cook at home or eat out?

Speaker 2: I usually like to eat fast food because it's convenient and time-saving. But occasionally I go out with my friends for a dinner or a party. Of course I will buy some bread and milk at coles in advance for breakfast, so I eat breakfast at home.

Speaker 1: Do you think your diet is healthy?

Speaker 2 : Haha, I can say that my diet is very regular, very regular unhealthy. Because I love burgers and fries, they are delicious and convenient. They save me time in meal preparation and are very easy to clean up. I don't like to waste a long time on eating. So usually fast food is my best choice.

Speaker 1: Sometimes they are convenient, I usually love Grill'd and Hungry Jack. Grill'd's beef burgers are

so delicious.

Speaker 2: I'll often eat Hungry Jack and McDonald's. I prefer Hungry Jack, the Fried Chicken is very crunchy and delicious.

Speaker 1: So you eat Hungry Jack and McDonald's because they are close to your home?

Speaker 2: It's true that Hungry Jack and McDonald's are not far from my house, and actually KFC is not far either, but I don't like them. The chicken is too fatty.

Speaker 1: Besides fast food, do you usually eat some fruits and vegetables?

Speaker 2: Haha, actually the burger comes with two leaves of lettuce and a slice of tomato, so that's actually a vegetable. I would always buy some fruit from coles. I love fruit, I like sweet fruit. Blueberries are cheap these days. I often buy a box of blueberries to eat at night when I am hungry.

Speaker 1: Have you ever bought Gold Kiwifruit, I like it very much.

Speaker 2: Well, I haven't. It's too much trouble to eat them.

Speaker 1: Haha, you can try it next time it is really delicious. well, do you share your diet with your friends or on social media?

Speaker 2: I rarely share my diet. But when I have a dinner with my friends, I will share the photos on social media.

Speaker 1: Do you usually have people to eat with?

Speaker 2: My friends rarely eat with me because they don't eat fast food with me every day. But we do go out for dinner together.

Speaker 1: Do you know any new restaurants?

Speaker 2: I probably won't when I'm in Brisbane, but I will try some other restaurants when I'm travelling. I think I should try the local food when I travel.

Speaker 1: Why don't you try different restaurants in Brisbane where there are different cultures?

Speaker 2: I have tried some, but I don't try new restaurants every day. Usually when I meet up with my friends, they choose the restaurant. To be honest, there are some Korean and Chinese dishes that I find very good. But the waiting time is too long.

Speaker 1: Are you busy with work and study?

Speaker 2: Sometimes I have a lot of studying to do, but actually I prefer to spend time on my hobbies. I go fishing on weekdays and swim with my friends in Gold Coast on weekends. You know I need to take a train for

one and a half hours, if I waste another hour to eat, I might as well lie on the beach for a while.

Speaker 1: I understand you, cooking and going to a Chinese restaurant is really a waste of time. I also choose fast food when I am very busy.

Speaker 2: That's right, bro.

Speaker 1: If your friends are sharing good or bad restaurants, would you like to join the discussion?

Speaker 2: Of course I would if I had eaten at the restaurant, I would tell them what I recommend and what likes sh*t!

Speaker 1: How often do you usually get together with your friends Speaker 2: Maybe 1-2 times a week when you're not busy, and once every 2-3 weeks when you're busy.

Speaker 1: Although I don't think you'd be interested, I'd like to ask if you'd be interested in attending a social event that focuses on food and nutrition, such as a food tasting event or a nutrition seminar?

Speaker 2: Nutrition seminars? I'm probably not interested in that. But I would be interested in a food tasting event where you can taste various kinds of food.

Speaker 1: okay, thank you very much for this interview. Have a nice day

Speaker 2: You too bro. easy things. see you!

INSIGHT:

Dietary preferences: The respondents in the interviews preferred fast food, especially burgers and fries, because they are convenient, tasty and save time. This suggests that the fast-paced lifestyle and convenience play a key role in their dietary decisions.

Reasons for food choices: respondents chose specific fast food chains such as Hungry Jack and McDonald's because they were closer to their homes. This suggests that the location of the restaurant had a significant impact on their choices.

Fruit and Vegetable Consumption: although the respondents showed a preference for fast food, they also buy fruits, especially sweet fruits such as blueberries. They do not eat fruit to focus on nutrition, but rather preference.

Social media sharing: respondents indicated that they do not often share their diets on social media, but do share photos when eating with friends. This suggests that social factors play a role in their eating experience.

Restaurant choice: Respondents indicated that they usually go out to eat with friends, but the choice of restaurant is usually decided by their friends. They also try some restaurants from different cultures but do not try a new restaurant every day.

Time management: Respondents mentioned that they prefer to spend their time on hobbies, such as fishing and swimming, rather than on cooking or long meals. This suggests that they are more focused on leisure and recreation.

Social Involvement: respondents indicated that they are willing to discuss the good and bad aspects of a restaurant with their friends and share their recommendations if they have eaten there. This indicates that they have some social engagement in their circle of friends.

Interest in social events: respondents expressed an interest in food and nutrition related social events, particularly food tasting events, indicating a willingness to participate in food related social events.

DESIGN OPPORTUNITIES:

Food tasting events: Organise food tasting events to allow people to try different types of food, especially from different cultures. This can provide opportunities for socialising and increase awareness of multicultural food.

Health education: Provide educational activities or workshops on healthy eating to help people better understand how their dietary choices affect their health and how to make healthier choices.

Social food app: develop a social app to help people discover and connect with others in the same area or with similar eating habits to share dining experiences.

***Food sharing platform: create an online platform that allows people to share home-cooked meals within their community. This will help reduce food waste and

promote community interaction, helping people to reduce the time cost of eating.

Social eating challenges: Organise online social eating challenges to encourage people to try new eating habits or foods. For example, try a vegan diet for a week, or eat a serving of fresh fruit every day.

Food storytelling: Promote food storytelling to encourage people to share personal stories, cultural traditions and memories related to food. This can strengthen people's emotional connection with food and lead to a deeper understanding of food.