

Customer Interview Script

Interview with Sarah McKinney

Customer Food Delivery Customer

Demographics & Background:

- Age: 28–35
- Occupation: Marketing Specialist
- Experience: 3+ years ordering from food delivery services
- Location: Urban, living in a busy city
- Values: Sustainability, efficiency, convenience
- Frequency of Use: Orders delivery 3–4 times a week

Current Challenges & Insights:

- Inaccurate Delivery Times:
 - Sarah often encounters delivery times that are either later or earlier than expected, which disrupts her daily routine.
- Primary Challenge: Delivery time inconsistencies make it difficult for Sarah to plan her day, leading to frustration when food arrives too early or too late.
- Excess Cutlery & Condiments:
 - Sarah has noticed that food delivery services often include unnecessary cutlery and condiments, even though she never uses them.
- Primary Challenge: Receiving excess cutlery and condiments feels wasteful and adds to her frustration, especially considering her eco-conscious values.
- Environmental Impact of Waste:
 - As someone who is environmentally aware, Sarah feels guilty about the unnecessary waste generated by extra packaging and single-use items in her deliveries.
- Primary Challenge: She feels that many delivery services aren't prioritizing sustainability and contributing to unnecessary environmental harm.

System Satisfaction & Workarounds:

- Order Customization Limitations:
- Sarah feels that the current customization options for cutlery and condiments in most apps or websites are not intuitive or easily accessible.
- Interface Satisfaction: She finds it difficult to quickly customize her order, especially regarding opting out of unwanted items.
- Delivery Time Information:
- The lack of real-time delivery tracking is another pain point. Sarah is often left wondering where her order is and when it will arrive.
- System Gaps: Without accurate updates, she ends up guessing when the food will arrive, which sometimes causes her to waste time waiting.
- Workarounds:
- Sarah relies on calling the customer service line to request customized delivery preferences or clarify estimated delivery times, which adds to the hassle.

Desired Improvements:

- Delivery Time Accuracy:
- Sarah wants more reliable and accurate delivery time estimates, along with real-time tracking updates to help her plan her day better.
- Feature Prioritization: A system that provides exact delivery time windows would have the biggest impact on improving her overall experience.
- Customization for Cutlery and Condiments:
- Sarah is seeking a more streamlined way to customize or opt-out of receiving extra condiments and cutlery when ordering. She would appreciate a simple toggle feature in the app or website.
- Feature Prioritization: An easy-to-use option to adjust cutlery and condiment preferences directly within the order flow would greatly enhance her experience.
- Eco-Friendly Options:
- As someone who prioritizes sustainability, Sarah would like more delivery services to offer eco-friendly packaging options and a way to limit wasteful items.
- Feature Request: A more sustainable ordering process, including the ability to opt-out of single-use plastic items and condiments, would align with her values and increase her satisfaction.

Follow-Up:

Sarah confirmed she is open to providing further feedback in the future and is available for an anonymous follow-up interview if needed.