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| **Name** | **Raj** | **Ayush** | **Akansh** | **Varsha** | **Amrita** | **Ishwar** | **Amarnath** | **Priya** | **Rahul** | **Shantanu** |
| What is your age bracket | 35-40 | 25-30 | 25-30 | 20-25 | 20-25 | 25-30 | 25-30 | 25-30 | 30-35 | 30-35 |
| Current Location | Bangalore | Bangalore | Delhi | Bangalore | Bangalore | Bangalore | Bangalore | Bangalore | Kolkata | Bangalore |
| Native Place | Jharkhand | MP | Delhi | TN | TN | Andhra | Andhra | MP | UP | Hyderabad |
| Profession/Area of work | Sr. Manager | Software Engineer | Salaried Professional | Salaried Professional | Salaried Professional | Salaried Professional | Salaried Professional | Sr. Analytics | Manager | Sr. Tech Lead |
| How do you Order food online | Zomato/Swiggy | Zomato/Swiggy | Swiggy | Zomato/Swiggy | Zomato/Swiggy | Zomato | Zomato/Swiggy | Zomato/Swiggy | Swiggy/Zomato | Swiggy/Zomato |
| How frequently do you order food. | 1 time a week | 5-6 times a week | 4-5 times in a week | 1 time a week | 1 time a week | 2-3 times a week | 2-3 times a week | 2 times a week | 2-3 times a week | 1-2 time a week |
| On What Occasions do you order food. | Weekends | No occasion | For Lunch and dinner | Weekends | Weekends | Weekend Party | Weekends and for a change | Weekends | Weekends | Weekends for change |
| What is the primary reason for ordering food online | Change and party mood | No time to cook | No time to cook | Change | Eat something good | No time to cook | No time to cook | Weekend special | For a change and different cuisine | Something special |
| What is the choice of food you would want. | Non-Veg, Biryani | Ghar ka Khana kind | Ghar ka Khana kind | Biryani, Pizza | Pizza, Biryani | Ghar ka khana, Non-Veg, Chinese | Ghar ka khana | Something special depends on mood like Biryani, Pizza, Snacks etc. | Biryani, Non-veg | Non-veg, different cuisine |
| Would you like to have subscription plan for your choice of food. | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| Which food app subscription plans do you have | Swiggy One | Zomato | Swiggy | No Subs | No Subs | Swiggy | Swiggy | Swiggy | Swiggy | No subs |
| What motivates you to take subscription plan | Delivery charge cut | Price cut | Price cut | NA | NA | Delivery charge cut | Delivery charge cut | Price cut | Price Cut | NA |
| What is your opinion of the restaurant food. | Sometimes not as per expectation. | Good | Good | Quality | Oily/Quality | Oily/Hygiene | Quality, hygiene | Quality | Hygiene/Quality | Oily/Hygiene |
| Do you have diet restrictions | No | No | No | No | No | No | No | No | No | No |
| How much would you rate the exp. of ordering food. | Average | Average | Average | Average | Average | Average | Average | Average | Average | Average |
| What impacts does discounts and offers have on your food ordering habits | Order more | Order more | Order more | No impact | No impact | Order more | Order more | Order more | Order more | Order more |
| How much time you would be ok to wait for food delivery | 30 mins | 45 mins | 40 mins | 30-40 mins | 40-45 mins | 30-40 mins | 40-50 mins | 30-40 mins | 35-40 mins | 40-45 mins |
| Would you like a feature which allows you to schedule your food order | Yes, Like it | Highly like it | Yes | Good to have | Good to have | Highly like it. | Important must have. | Good to have | Good to have | Yes would prefer. |
| Primary concern when ordering food. | Taste/Quality | Quality | No concern | Customer support | Quality/Taste | Taste/Quality | Average | Quality/Hygiene | Hygiene | Quality/Taste |
| Common experience with food quality | Good/Average | Good | Good | Good | Good | Good | Good, ok | Good | Good | Good |
| Overall experience of food orders placed | Good | Good | Good | Good | Good | Good | Good | Good | Good | Good |
| Common experience with the delivery persons | Average/Good | Good | Good | Good | Average/Good | Good | Good | Good | Average/Good | Average/Good |
| What are the factors which influence your choice of restro or place. | Ratings/Taste | Ratings/ Known Places | Ratings/ Known places | Ratings/Cuisine | H1 | Ratings/Taste/Quality | Ratings/Taste/Known Places | Ratings/Taste/Known Places | Ratings/Known Places | Ratings/Known Places |
| Technology | App | App | App | App | App | App | App | App | App | App |