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### Objectives

The key questions that I would like to get answered by these user interviews are as follows:

* What does the customer feel about food delivery by robots?
* How do they see a feature that gives importance to small food delivery?
* What would be some good controls /power that a human operator in the support or operations side can have over robots?
* How does a customer see the robot tracking feature and its interface (in the prototype) from the operator's perspective?
* Any improvement / suggestions on the prototype developed

### Methodology

Interviews are planned to be conducted online due to COVID19 situation. A zoom session shall be established with each of the users being interviewed. Link to the prototype shall be shared to them before the interview session and the users could share their feedback so that I can see. This would help me to understand their opinion at the first look of the prototype and can judge if this helps them. By asking them to think out loud, I could also register their general feeling towards the product and its usability.

### Participants

Three users from the same country but not the same city who likely uses the food delivery services in their local markets. This would give me an overall idea on different market scenario what the user expects. The first user from Mansoura, Egypt, the second user from Alexandria, Egypt and the third one from Cairo, Egypt. All three are working people and are using such online food delivery services quite regularly.

### Interview Sessions

#### Introduction

Hello Mr. / Mrs.. Firstly, thank you for accepting my request and giving me 30 minutes of your time. Let me introduce to you again who I am and what I am up to. My name is Ahmed Abdelnasser. I’m here as a product manager for a well-known food delivery company called ‘Doordash’ in the US and I know that you, as a customer, have used a couple of food delivery services in your country of residence. This is one of the reasons why I chose you to be part of this research.

Let me give you some background on Doordash: Doordash has been providing services to both restaurants and to the customers since 2012 mostly in the US, and its operating over 50 states there. It is highly recognized for a high-quality service like on-time delivery and the best real time food tracking functionalities for the customer. The company is planning to improve its food delivery mode, by introducing robots to deliver food. Though the goal is to have fully autonomous robots in the market, initially we may need some manual intervention to control those robots. I have been lately working on some exciting ideas about tracking and controlling these delivery robots from the backend operations team and I wanted to share them with you and get your feedback.

The way that this interview will run is… I have a few background questions to get to know you a little bit better and some of your food ordering habits. Then, we’ll switch gears and I’ll show you a prototype that I have been working on and ask you for your feedback. I would share a link to you in the chat window. You can click on that and you can see my prototype. You can as well share your desktop with me so that I get to see them at the same time and relate your comments with respect to the screen that you are navigating.

Before we start, I would like to know in general if you have any questions? Or shall we go ahead and start right away?

Another point to check with you is if this is ok if I record your voice? The recording is only going to be used internally by the team to refer back to our conversation.

#### Background Questions

* Could you please give me a little bit about yourself?

o What do you do and for how long have you been doing that?

o How long have you been in this city?

o How many people are living in your house?

* Have you used any food delivery services online? What are they? What is your opinion on them?
* What was the last time that you ordered food online?
* How do you see the food delivery service compared to you going to the restaurant and buying from them?
* What kind of food items do you normally order online?
* How frequently do you order them?
* How does your colleague or your friends or your family members see food delivery service? Have you heard any remarks from them?
* As a customer of a food delivery service, how do you see the step towards automatizing food delivery? How do you see robots as a potential delivery agent for your food?
* What kind of food do you like to order when we install robots as a food delivery agent? Are there any special items which you would like to or would not like to order by a food delivery service?
* What do you think about small orders? If you like to order only a dessert and wish to be delivered at home, what kind of issues do you foresee?
* As a customer, do you see any kind of issue in the food offered not by a human? What in your opinion can bridge the gap if there is an issue with food delivered by a robot?
* How do you see support from the operations team in the backend when there is an issue with robot delivery? What kind of services do you expect from the backend support if you see any potential issue with robot delivery? Do you like to give those operators some special controls or powers over the robot?
* How do you see a subscription service where you get some special deals and offers for the delivery by robots?
* What is it like to order your favorite dessert periodically (to be delivered on assigned days / dates and at specified times)?
* Are there any other concerns you have with respect to food delivery service, robot food delivery, small food ordering and delivery?

#### Tasks

I’d like to show you a prototype that I have been working on. This is an app that operators at the support team or in operations team would use to track and control the robots once the robots are in the market. I’d like to remind you that not all features at this point would work. It is just a prototype and you could see a couple of placeholder screens showing its under construction. The idea is to get opinion from the customers first, before showing this to the customer care executives or to the operations team. These features might also impact the end user to some extent and I would like to know how you feel and you can judge if such a feature is essential from a back-end support or do you like to add any new functionality? This would also help me get an idea if it’s worth going ahead with this idea as a product.

Please understand that there are no right or wrong answers here and as you go through my prototype, I’m going to ask you to think out loud. I’m interested to know what you see on the screen; what do you interpret with2 different things that you see on the screen and what do you expect those items to do.

##### Task 1

Let’s say as an operator you get a call from a customer asking you where his food is. How would you do that?

If I would like to know the time of delivery of my food, how would you do that?

##### Task 2

I would like to get the food delivered to another location which is just in the next street. As an operator you might have to reroute the robot to a new address. How can you can help me here

#### Wrap Up

Great! Thanks so much for going through all of that with us. Just two final questions

Is there anything you think could be improved?