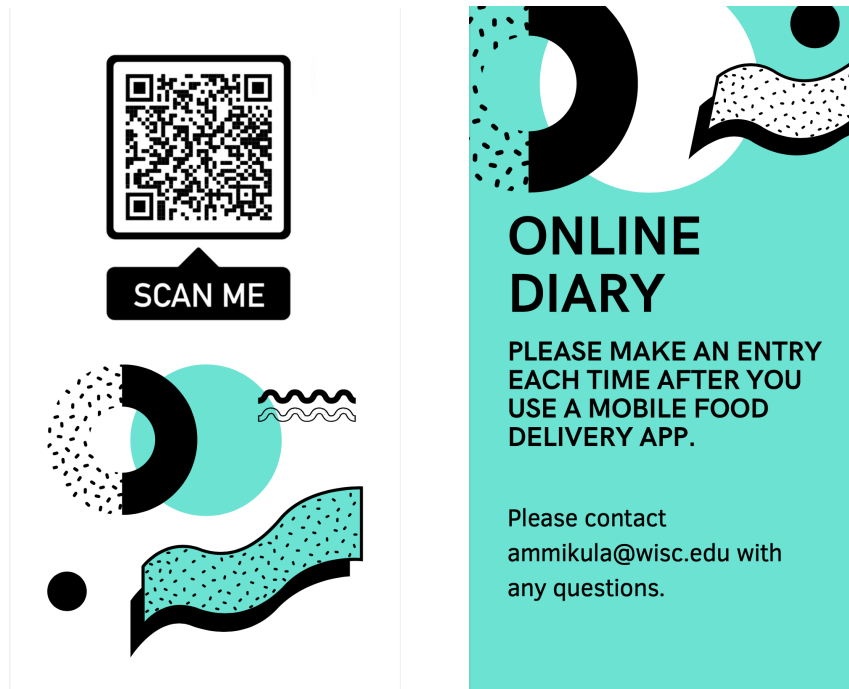## S1. Physical Model

The students were given a business card for convenience to fit in a phone case or wallet. The QR code links to the online diary where they can input their data.

S2. Online Diary

The students were asked to complete a short questionnaire about their use of a mobile food delivery application.

How long did it take you from opening the app to placing your food order? *

○ 0 to 5 minutes

○ 5 to 10 minutes

○ 10 to 20 minutes

○ 20 to 30 minutes

○ 30 minutes to an hour

○ More than an hour

○ I did not end up ordering food

If this is the 5th day of completing this study (Friday, March 4th):
Thank you very much for taking the time to be apart of this study. There is one final completion survey linked below that I would very much appreciate if you could fill out. Thank you!!

https://docs.google.com/forms/d/1-6O1IV0E7AQN6-S4XCuUW9eWnd946Mh-CKszFq1Eqk8/edit

Submit ▭▭▭▭▭▭▭▭▭ Page 1 of 1 Clear form

S3. Completion Survey
At the end of the 5 days, I asked participants to complete a more detailed questionnaire about their use of mobile food delivery applications.

Completion Survey

This is the final survey for this study, thank you very much for participating in it! Please be as in depth as you would like to be, no answer is wrong.

Please contact me at ammikula@wisc.edu with any questions.

⊘ **ammikula@wisc.edu** (not shared) Switch account ☁

* Required

First and Last Name (or anon name) *

Your answer

Over the course of the study, was there an app that you primarily used? If so, why? This could be because of available options, pricing, deals, usability, etc. *

Your answer

Do you think that food delivery applications are able to give the experience of looking at a menu? Do you usually find the photos to be accurate to what you receive?

Your answer

Oftentimes hours of operation, or availability of items can be old or out of date. Do you find this to be a common occurrence when using these applications? Do you think that restaurants are involved enough within these applications?

Your answer

How do you feel about delivery applications saving time with things like auto saving your credit card or delivery address? Do you believe it to be invasive in any way or really just convenient?

Your answer

There is research done that concludes having too many choices can make it harder for people to actually make a choice. Do you agree or disagree, and does this apply to these food delivery applications?

Your answer

Final comments:

Your answer

Submit ▭▭▭▭▭▭▭▭▭ Page 1 of 1 Clear form