

User Interview Script

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RECRUITING QUESTIONS

- Do you often get food delivered to you?
- Do you drink coffee or tea frequently?
- Do you often eat cakes and pastries?
- Do you consider yourself as a good beverage and pastry lover?

THE LEARNING GOALS

- What is their delivery behavior
- What do they like or vice versa find painful in current delivery services and why?
- What is their coffee and cakes behavior?

The Introduction

My name is Olga. Thank you very much for participating in this study. I am currently working on a project related to coffee delivery. I just want to have a discussion regarding your experiences with delivery and on-demand services. Also I am working on coffee and pastry application and would like to know more about your experience with coffee/ tea and pastries/ cakes. This interview will take about 30 minutes. If you want to leave the session or take a break at any point, please let me know. There is no “right or wrong” answer to the questions and the only right answer is your opinion. Please feel free to ask questions anytime. Do you have any questions before we start? Do you mind if I record this session for note-taking purposes? The recording won't be shared with anyone.

The Questions

Icebreaker questions:

- How do you like to spend your free time when not working?
- Could you tell me about yourself?
- How old are you and what do you do for work?
- Where do you live?
- What does your home life look like?

Learning goals:

Delivery behavior(10 min)

1. How often do you use delivery services?
2. When do you use them?
3. Why do you use them?
4. What do you use them for?
5. How do you hear about these services?
6. Have you ever had a really good experience using them? If yes? could you please describe in detail what was great about them?
7. Have you ever had a bad experience with the delivery services? If yes, could you please describe in detail what was painful about them?
8. Do you have any favourite services? If yes? please describe what you like about them and why?
9. When was the last time you ordered something on delivery?

Coffee and cake behavior(10 min)

1. How often do you drink coffee or tea?
2. How often do you eat pastry?
3. Where do you go and get coffee and pastry ?
4. Have you ever had a bad experience with coffee or tea and pastry or cakes?
5. Have you ever had a more than a great experience with coffee or tea or pastries? If so? could you please describe what was great about them?

The wish list question

Based on everything I asked you, let's say I am going to give you a solution to any problem that you have. And you have a magic wand, you can get anything. What is your wish?

The Outro

Thank you for your time. All the notes and recording are confidential and will only be seen by myself and the team. We may contact you again for the solution testing. Thank you and good bye.