

Interview Guide

For list of full questions to ask refer to the end of this document

1. INTRODUCTION (5 MINUTES)

- a. Introduce yourself and objectives: Give the interviewee a brief background of who you are (i.e., Name, major, school) and the main objectives for the interview. Explain why we need the interview and the part of the innovation process we are currently in. Promise to keep answers confidential and ask for permission to take notes while interviewing.
- b. Ask the participant for their **DEMOGRAPHICS** and an introduction: Keeping your customer persona in mind, ask clarifying background questions to get a clear sense for who they are.

Interview:

2. Start with general questions such as:
 - a. What does your day to day look like?
 - b. Walk me through a lunchbreak.
3. If you notice a recurring problem or something interesting,
 - a. Start asking more detailed questions regarding this problem
 - b. Refer to interview question list or come up with you own open ended questions if this is a new topic or issue
4. When you spot a pain that seems to be on the surface
 - a. Dive in and try to find the root cause to that problem
 - b. Jot this down
5. Be sure to take notes throughout this process!!

6. CONCLUSION & WRAP-UP (5 MINUTES)

Once the interview has ended, review the notes, and fill out VOC iDNA sheet to summarize what you have learned from this interview. Additionally, if you have any questions or clarifications you need from your interviewee ask them **before** ending the interview. At the very end of the interview, say these things:

- a. Thank you so much for your time! My team and I greatly appreciate you helping us out with this. If we have any follow up questions, we'll reach out to you. Thank you so much and enjoy the rest of your week!

Interview Guide Questions:

Innovation Challenge: How might we utilize technology to streamline meal preparation and improve the information seeking process for health-conscious, busy millennials?
Company

1. Do you have any experience with premade meal kits? Ex. Hello Fresh, Freshly, Snap Kitchen, Home Chef, EveryPlate, Blue Apron **(Validated)**
2. If so, how frequently do you purchase premade meals? What's your average cost for one meal? **(Validated)**
3. What do you like or dislike about the pre-made meal kits? **(Validated)**
4. Do you use food delivery platforms (i.e. Grubhub, Doordash, Postmates, Uber eats or others)? **(Validated)**
5. How often do you use food delivery service? How much do you spend per meal on food delivery platforms? (estimated average cost for a meal and give a range) **(Validated)**
6. Anything you like or dislike about the food delivery platforms? **(Validated)**
7. Do you prefer takeout or delivery? Assuming you have 10 meals, how many takeout vs. delivery vs. dine in vs. cook (if you cook)? (i.e. takeout 4/10 meals, 3/10 dine in, 3/10 delivery) **(Validated)**
 - a. If you have a top choice, why is xxx (takeout) your top choice?
8. With limited time for meals, which way do you prefer? Assuming you have 10 meals, how many takeout vs. delivery vs. dine in vs. cook (if you cook)? (i.e. takeout for 4/10 meals(i.e. takeout 4/10 meals, 3/10 dine in, 3/10 delivery) **(Validated)**
 - a. If you have a top choice, why is xxx (takeout) your top choice?
9. Does your office/office building have vending machines? If so, what type of products are available? **(Validated)**
 - a. Would you be more likely to use a vending machine if it provided fresh meals?
10. How much time do you have for lunch breaks? **(Validated)**
11. Walk me through a typical lunch break at your office. - On the workday, what do you eat for lunch if you have plenty of time? What do you eat for lunch if you have limited time? **(Validated)**
12. How much do you usually spend on lunch during the workday? - What's your average cost for lunch on the work day if you have plenty of time? What's your average cost for lunch on work day if you are in a rush? **(Invalidated)**
13. Is there a space in your office to sit down and have lunch? **(Invalidated)**
14. Is there a microwave or a fridge in your work space? **(Invalidated)**
15. How likely are you to use the microwave or fridge? What do you use it for? **(Invalidated)**
16. When ordering takeout, do you prefer placing orders in person, over the phone, or via an app? **(Validated)**
17. How often does the price of getting food delivered affect how often you order out? **(Validated)**
18. Is it easier at your place of work to bring lunch or go out for lunch? **(Validated)**

Almost all of their workplaces provide a fridge and a microwave. While most interviewees don't use it.

Most of interviewees spend more on food when they are lacking of time (cook frozen food or grab fast meals/snacks).

Majority of interviewees eat out for lunch during the workday. Although there were a minority who packed lunches or skipped meals.