

Group: G10 - Strawberry Dumplings
Topic: Smart Ordering in a Restaurant

Scripts:

Hello there, I'm XXX.

First and foremost, I want to express my gratitude for your participation in our research. We're currently conducting a study on intelligent ordering systems and your opinions and feedback are important to us.

This research conversation will take approximately 10 -15 minutes, during which we'll ask a few questions.

Before we begin, to ensure that I can accurately capture your opinions and suggestions, I would like to record our conversation. This recording will only be used for internal analysis and research, and will not be used for any other purpose.

Do you agree to us recording this conversation?

【BEGIN】

1. Could you introduce yourself? (e.g: job, hobby, family...)
2. Have you had any experience ordering food online in restaurant?(what form/way...)
3. (If positive) Could you describe your most recent online ordering experience?
(If negative) Why haven't you tried ordering food online? Is there any reason?
4. Please tell us what factors do you prioritize when choosing an online food ordering platform?
/How do you usually choose restaurants or food? Do you prefer cooking at home or dining out?
5. Could you describe the features or services you frequently use when using an online food ordering platform?
/In your opinion, what conveniences can online food ordering bring?
6. Have you ever been dissatisfied with the quality of food or service after ordering online? If so, could you share it?
/Conversely, what potential problems or challenges do you think online food ordering might pose?
7. What information do you usually refer to when choosing a restaurant or dish?
/If you start ordering food online, what would you hope to gain from it? (Hint: What type of food? Restaurant prices...)
8. Have you ever experienced a failure or error when ordering food online? If so, could you share it?
/Do any of your friends or family use online food ordering services? What has their feedback

been?

9. Have you ever used other services provided by online food ordering platforms, such as reserving seats or pre-ordering special dishes? If so, could you share your experience?

/If you start ordering food online, what would you hope to gain from it?

10. Do you have any particular suggestions or ideas for improvement when using online food ordering platforms?

/In your opinion, what services or features should online food ordering platforms provide to attract users like you?

【END】

Thank you very much for taking the time to participate in our research and share your thoughts and experiences.

Here is a small gift for you, wishing you a wonderful day!

Explanation:

- When designing the questions, we prepared **alternative questions** to accommodate different reactions from the interviewees. Like start from question 3, if yes, then it would went smoothly, if not, we would continue with the alternative one.

-**Open-ended questions**, like question 4,5,6,7,... by asking them to describe an experience or other. These questions allow the interviewees ample space to detail their thought process and viewpoints.

-**Placing order of the questions**, we start with simpler ones and gradually move to more complex ones, makes the entire conversation flow more smoothly.

-We designed **rhetorical questions** to gain a deeper understanding of respondent perceptions. For example, after question 3, we might ask: "Is there any reason?" or "Do you have relevant experiences to share?"

-In the design of the questions, we also fully considered the **time limit**. We ensured that the number and depth of questions were adapted to the scheduled interview length to make the best use of the interviewee's time.

- At the end of the interview, we express our appreciation for the interviewee's participation by offering a gift, which also serves to strengthen the relationship. We chose to include an extra pen to make sure it was relevant.