

# Interviews

Characteristics, Needs, and Insights

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## Interview Questions

1. General Information
  - a. Where do you work/study?
  - b. How are the lunch conditions in your main area? (e.g., number of canteens, typical lunchtime?)
  - c. How long is your lunch break usually?
2. Factors for an enjoyable Lunch
  - a. What factors make a lunch enjoyable for you? Please rank the following factors from 1 (least important) to 5 (most important):
    - i. Amount of people
    - ii. Familiarity with the people
    - iii. Duration of lunchtime
    - iv. Price of the meal
    - v. Quality of the restaurant
    - vi. Distance from your location
    - vii. Queue/waiting time
    - viii. Novelty/frequent change of places
3. Lunch Companions
  - a. Do you prefer having lunch with new people or having a fixed group of lunch companions?
4. Decision-Making Process
  - a. How do you currently decide when and where to have lunch? If your answer is short, please describe your experience from today or yesterday.
5. Frustrating Lunch Coordination
  - a. Can you describe a time when coordinating lunch plans was particularly frustrating for you? What were the specific issues with the coordination?
6. Current Lunch Coordination
  - a. Walk us through how you currently use your preferred method (e.g., group chat, in-person) to coordinate lunch times. Also, explain how you handle non-typical days, such as when you sleep in late.
7. Importance of Social Aspect
  - a. How important is the social aspect of a lunch for you? Is having lunch alone a problem, or do you consider it a quick way to get back to work?

8. Comfort with Sharing
  - a. How comfortable are you with sharing your schedule or lunch plans on an app?
9. Flexibility of Lunch Schedule
  - a. How fixed is your lunch schedule usually? Is it always the same, or do you see value in a solution that offers flexibility?

## Interview Evaluation

### Interview 1

#### Characteristics

- Student at University of Zurich
- Typical lunch time 12 o'clock, 35-50min
- Prefers having lunch with a fixed, very familiar group of people, "fun break" from studies
- Prefers going to same canteen - it is close to the lecture halls, easy routine
- Communicates via WhatsApp with different friends and groups
- Has a rather fixed routine (strict university schedule)
  - Hence queueing time is important
- Doesn't mind sharing schedule online with other people
- Doesn't care much about novelty/change of venue or quality of canteen
- Feels uncomfortable being seen eating alone

#### Needs

- Better and simpler communication between friends/friend groups
  - Difficult to coordinate plans over multiple chats and chat groups

#### Insights

- Very tight schedule and mostly has lunch with same classmates → needs simple form of communication with them
- Likes to eat with the same people for comfort between stressful lectures
- People feel uncomfortable being seen eating alone, social pressure

### Interview 2

#### Characteristics

- Intern at software engineering company, office with 40 people
- Uni cafeteria and food trucks nearby
- 45min - 1h lunch break at 11:30 usually
- Familiarity with people, price and distance are most important
- Waiting time and novelty/change of venue not important
- Prefers mix of people they know well and new people for new inputs/change of routine
  - Break from mundane workday
- Usually everyone goes at 11:30 with no communication beforehand
- WhatsApp communication if there is a change of plans (not a common occurrence and only affects a few people)

- Doesn't mind eating alone, time to wind down or talk to friends/family on the phone
- Can also eat quicker and hence end the work day earlier
- Comfortable sharing schedule with selected people

#### Needs

- Sometimes meetings or customer visits get in the way of the 11:30 lunch → needs easy way to reschedule with available people
- Could imagine first sharing schedule/availability with coworkers they are close with and then with others

#### Insights

- Seems to have less of a need for an app like ours as the schedule and work environment are very static
  - The more free you are the more useful a scheduling app like ours seems to be

### Interview 3

#### Characteristics

- ETH student
- Lunch time usually 1h, 11:30-12:30
- Time most important, so includes avoiding queues
- Has group chat with friends to organize plan
- Doesn't care much about familiarity with people
- Duration of lunch very important, not too long/get back to work soon
- Avoid peak time by going at 11:30
- Comfortable sharing schedule with selected people

#### Needs

- Right amount of people
- On untypical days, asking random friends on WhatsApp is tedious

#### Insights

- People are unlikely to change with whom they go out for lunch, only how they go about organizing it

### Interview 4

#### Characteristics

- Student at a university in London
- Usually brings their own food
- Lunch break usually 1h
- Prefers to have lunch with people they know but also joins other students from class spontaneously
- Coordinates lunch in person during class
- Social aspect of lunch not important
- Comfortable sharing schedule with selected people

## Needs

- None

## Insights

- Solution not really applicable as students aren't as often at university so lunch is not necessarily a daily ritual
- Also less applicable because social aspect is not as important to this person

## Interview 5

### Characteristics

- Part-time IT student at ZHAW and part-time software developer at Credit Suisse
- Uses chat where to eat next
- Does not like to eat alone
- Thinks it's valuable to have flexibility for lunch times to be able to meet up with friends
- Likes different menus

## Needs

- Familiarity with people
- Does not want to eat alone
- Prefers something close since lunch times are short and mostly fixed

## Insights

- Important to eat with people they like and not alone
- Important to eat somewhere close

## Interview 6

### Characteristics

- Works at Kita and goes to school at BZZ
- Enjoys going with smaller groups
- Very important that it's the same people
- Prefers longer lunches
- Does not mind eating alone

## Needs

- Fast lunches
- Fast decisions
- Quality of food (picky)
- Go to lunch with the same people

## Insights

- Important to choose the right place to eat
- Since they discuss in groups, and waste time, it might be better to have discussed this earlier

## Interview 7

### Characteristics

- Uni Zürich VWL
- Many canteens are close
- Likes to have lunch with 1-3 other people,
- Does not mind walking longer for canteens and is flexible in time
- Likes to have cheap meal and good quality food
- Likes to have new people but also people he knows to lunch
- Does not have fixed group to eat
- Does not like to plan too much for lunch

### Needs

- Because he individually makes plans sometimes many people write him and he needs to consider them too which is stressful

### Insights

- Considers the people to have lunch with the most important factor
- Cannot eat alone, wants to stay flexible in schedule so does not want to share his schedule

## Interview 8

### Characteristics

- Uni Zürich Master Kommunikation
- Likes to eat with a small group of people, 1-3 people
- Does not like to walk long for lunch
- Price is a big factor
- Not many canteens available
- Does not mind new people for lunch
- Usually spontaneous plans

### Needs

- When being spontaneous does not always find people to eat with

### Insights

- No need for a better solution here, likes to lunch alone too

## Interview 9

### Characteristics

- Student of psychology at University of Zurich
- Lots of (vegan) eating options available
- Lunch time 11:30-12:30 usually
- Familiarity with people most important
- Amount of people and novelty/change of venue not important
- Communicates lunch organization via WhatsApp chats

- Prefers to have lunch with people if they have the time for it/aren't in a rush
- Comfortable sharing schedule on app

#### Needs

- Have lunch with a fixed group/familiar people

#### Insights

- Familiarity with people seems to be important for most people, people seek comfort between stressful lectures / classes

### Interview 10

#### Characteristics

- ETH Master student
- Lots of canteens nearby
- Lunch between 11 and 14 o'clock, 1-2h
- Familiarity with people very important
- Novelty/Change of venue not important
- Social aspect important
- Comfortable sharing schedule on app

#### Needs

- Prefers fixed group, more relaxed

#### Insights

- Social aspect seems to be more important than change of venues or quality of food
  - Break from everyday life

### Interview 11

#### Characteristics

- A student at ETH Zurich in the 7th and last semester of his CS bachelor
- Follows a relatively rigid time table given by his university, lunches tend to be at the same time
- Tends to go with a rigid group of friends
- Dislikes long queue times and overfilled canteens
- Not very willing to share full schedule with app

#### Needs

- Wants to have insights into the canteen's menus to make decision about whether to go
- Input a fixed time and place to go eat as a baseline
- Suggest change of lunch time on special occasions as well as change of canteen if the menu is inadequate

#### Insights

- All-in-one app for menus and planning

- Have a standard lunch time and place accounting for their schedule
- Manual selection of time, don't share schedule

## Interview 12

### Characteristics

- Working professional at a software engineering company
- Has a flexible schedule with no fixed lunch time
- Likes to try new restaurants and explore different cuisines
- Enjoys socializing with colleagues during lunch breaks
- Novelty is important, likes to try different foods

### Needs

- Wants to discover new restaurants and menus in the area
- Ability to easily find nearby lunch spots based on preferences and location
  - Access to user reviews and ratings for restaurants
- Option to invite colleagues to join for lunch and coordinate schedules

### Insights

- Integration with maps and navigation for easy restaurant discovery
- Personalization based on user preferences and dietary restrictions
- In-app ratings and reviews for reliable restaurant recommendations