Question 1: How often do you purchase lunch as opposed to make your own lunch?

* 2 daily eaters, 3 weekly eaters, 5 2-3 times per month, 3 once per month
  + Total transactions – 27 possible transactions from a group of 13 people – per month

Question 2: Do you want to discover new restaurants in your area?

* Yes 7, No 1, Maybe 5

Question 3: What is the biggest factor when you decide on a restaurant for take-out food?

* Location/speed – 4
* Healthy options/quality/type of food/Allergies – 9
* Price – 1

Question 4: How much are you willing to spend on a sandwich-type meal for lunch?

* $20 or cheaper - 2
* $15 or cheaper – 7
* $12 or cheaper – 1
* $10 or cheaper – 3

Question 5: What kinds of restaurants do you get takeout most frequently?

* Salad/health-focused restaurants – 5
* Fast-food – 1
* Cultural -2
* Pizza or sandwich – 5

Question 6: Where do you work?

* Home – 9
* Office – 2
* Other – 2

Question 7: Being able to choose what food I’m eating is important to me.

* People like options and customization ability – add a customization feature

Question 8: I would like to use an app allows me to schedule lunch deliveries daily.

* Delivery service is necessary, but not a daily service – however, can create a feature that saves past orders to expedite ordering process

Question 9: I would like to use an app that allows me to discover new restaurants.

* People want an app that allows them to discover new restaurants – restaurant finding app

Question 10, 11, 12: Demographics

* Jobs of professionals
* Gender doesn’t matter