

Interview Questions

Demographic questions

- What is your name?
- Can you tell me your age and where are you from? (Maybe change the question to (can you introduce yourself?))
- Do you know what nutrition plan is?
- Can you describe me what it means to you?
- What are your current eating habits like? Do you follow any specific diet plans or guidelines?
- Do you currently keep track of your food intake and nutritional information?
- Question in between:** Are there any national food that you incorporate into your diet?
- How physically active would you say you are on a daily basis. Do you go to gym or do exercises?
- How many meals do you typically eat in a day, and at what times?
- What challenges do you face when trying to maintain a healthy diet?
- Do you prefer to cook home or go somewhere to eat?
- What kind of support or guidance would you find most helpful in sticking to a nutrition plan?

Functionality questions

- Do you follow an online nutrition plan?
- Is this plan personalised or general?
- (If general: Would you like to have a personalised one?)
- What features would you expect from a nutrition plan app or website?
- (If uses technology: How do you feel about using technology, such as an app or website, to help manage your nutrition?)
- Would you like to have a simple/general description of your nutrition plan, or big and detailed plan with step-by-step tutorial?
- Question in between:** Are there any foods or ingredients that you absolutely can't stand?
- Would you like to be able to keep track of calories on website or app?
- Would you like to have a Chatbot on the website and what features would like him to be able to do?
- Would you like the ability to track your progress towards nutrition goals and receive personalized reports or insights?

- How important are educational resources, such as articles, videos, or tutorials, for understanding nutrition concepts and making informed choices?

Interview Transcripts

First Interview

Danya: Okay, then I'm starting the interview.

Danya: Okay.

Danya: Hello, my name is Danya.

Danya: I would like to ask you some questions regarding a nutrition plan.

Penny: Yeah.

Danya: And to start, what is your name?

Penny: Penny.

Danya: Penny, okay.

Danya: Can you tell me your age and where you are from?

Penny: 40.

Penny: 41?

Penny: Yeah, I'm from China.

Danya: Do you know what a nutrition plan is?

Penny: Not too much because it can feel like it means a lot of things.

Penny: I think it means they help you plan what you should eat in order to have good nutrition like for kids.

Danya: What are your current eating habits like?
Do you follow any specific diet plans or guidelines?

Penny: Not really, no.

Danya: Okay.

Danya: Do you currently keep track of food intake and nutrition information?

Penny: Also not.

Penny: No.

Danya: Alright.

Danya: Is there any national food that you take into your diet?

Penny: National food?

Penny: Chinese food?

Penny: Yeah, I think I cook rice at least three times a week and some other days like most of if I cook Chinese food, if my husband cook then Dutch food or sometimes we get delivery

Penny: Fresh some pasta or other food.

Penny: Yeah.

Danya: Okay.

Danya: How physically active would you say you are on a daily basis?

Penny: If you ask more particularly, like how much time I was walking, maybe do.

Danya: You go to gym or.

Penny: Oh yeah, only once a week, like today I might go.

Danya: Or maybe you do some home exercises.

Penny: Not really.

Penny: Yeah, I think now I'm a bit lazy.

Penny: I take the car and only thing is maybe just some walk but not much.

Danya: Okay.

Danya: How many meals do you typically eat in a day?

Penny: Oh, if you ask me, I think I skip breakfast quite often.

Penny: Yeah.

Penny: I think like, okay, I just drink some coffee, I come to my class.

Danya: And then we have meal two times per day.

Danya: Right?

Penny: Two, I think.

Penny: And sometimes I have, I like to have a night, like snacks in the night.

Penny: I like to eat some snacks.

Penny: Yeah, sometimes.

Penny: Yeah.

Penny: But I think I.

Penny: It's.

Penny: I know it's not good to skip breakfast because there's a lot of times I do that.

Danya: A lot of people skip it.

Penny: Oh, okay.

Penny: Yeah.

Danya: Alright.

Danya: And do you prefer to cook at home?

Penny: And most of the time cook at home?

Penny: I also like to go out for dinner, but not often.

Penny: Also with kids?

Penny: Not sometimes.

Penny: Because for kids still, I think it's best to cook for them.

Penny: And once in a while we order Domino's or not every week, maybe every two weeks.

Penny: One day you're lazy to cook and you order food because they'll have two boys.

Penny: That's good to ask.

Danya: So would you like to have a nutrition plan for yourself?

Penny: I would for now.

Penny: Maybe if I want something.

Penny: Maybe it's like cooking inspiration if I can combine with cooking inspiration and I know my kids are eating well and enough protein for them.

Penny: And I think only some days come to me, like if I go to the gym after body pump, you're very tired and like, oh, maybe it's good to know today I need to have extra protein or something if I go to the gym for some.

Penny: Sometimes I think it's good to have some ideas that if you have enough protein, for example.

Danya: And would you like to have it on website?

Penny: Website these days could be, I think a word app, I think will be easier if like tracing or get ideas because now like, yes, say I need to cook chicken.

Penny: I just circle this social media, my social media to ask like the recipe, for example.

Penny: Yeah, that apps.

Danya: And if you were to have a nutrition plan, would you like it to be a simple one or maybe more descriptive, describing everything step by step?

Penny: I think it's difficult for me to think what is the nutrition plan?

Penny: If you can explain, like if I go to search or see something, like the details you want to ask is.

Danya: Like nutrition plan as we think about it is meals.

Penny: Meals.

Penny: Yeah.

Danya: Okay.

Penny: Yeah, yeah, yeah.

Danya: So if we are talking about meals, then would you like to have just what in general, what you need to have for exact time or if I.

Penny: Can think about it to make inspirations.

Penny: If like you can just give me some examples in a week, maybe every day.

Penny: For example, one week.

Penny: Now I just check.

Penny: Okay.

Penny: Three times which things the recipe every day, one recipe, get some idea.

Penny: Could also be maybe not follow it exactly, but then.

Second Interview

Danylo: What's your name?

Kiki: Hi, I'm Kiki.

Danylo: Can you tell us a bit about yourself?

Kiki: Hey there! I'm Kiki, in my 38, originally from Eindhoven city in the Netherlands.

Danylo: Do you know what a nutrition plan is?

Kiki: Yeah, I've heard of it.

Danylo: Can you describe what it means to you?

Kiki: It's like a roadmap for eating healthy, making sure you're getting all the good stuff your body needs.

Danylo: What's your eating routine like? Do you follow any diets or rules?

Kiki: I try to keep it balanced with fruits, veggies, lean meats, and whole grains. No strict diets, just keeping it real.

Danylo: Do you keep tabs on what you eat and the nutrition facts?

Kiki: Yeah, kinda, but not obsessively.

Danylo: Do you have any favorite national dishes you like to eat?

Kiki: Oh yeah, love trying out different cuisines from around the world.

Danylo: How active are you daily? Do you hit the gym or do any workouts?

Kiki: I try to move around every day, walking, yoga, sometimes gym if I'm feeling it.

Danylo: How many meals a day do you usually have, and when?

Kiki: Usually three square meals and a couple of snacks in between. Times can vary depending on my schedule.

Danylo: What's tough for you when it comes to eating healthy?

Kiki: Finding the time to cook good meals and not caving to cravings or social pressure sometimes.

Danylo: Do you prefer cooking at home or eating out?

Kiki: I love cooking at home, but a nice meal out is always a treat.

Danylo: What kind of help would you like to stick to a nutrition plan?

Kiki: Tips and support that fit with my lifestyle would be awesome.

Danylo: Do you use any online nutrition plans?

Kiki: Nah, not really.

Danylo: Would you like a personalized one if you could?

Kiki: Yeah, sounds like it could be helpful.

Danylo: What would you want in a nutrition app or website?

Kiki: Recipes, meal plans, progress tracking, and maybe a chat feature for quick questions.

Danylo: How do you feel about using tech for nutrition?

Kiki: I'm cool with it if it's user-friendly and actually helps.

Danylo: Do you want a basic or detailed nutrition plan?

Kiki: Detailed, please! I need all the help I can get.

Danylo: Any foods you absolutely can't stand?

Kiki: Spicy stuff and certain seafood aren't my jam.

Danylo: Would you like to track calories on a website or app?

Kiki: Yeah, could be handy to keep an eye on things.

Danylo: How about having a chatbot on the site?

Kiki: Sure, as long as it's not too annoying. Quick tips and reminders could be cool.

Danylo: Would you like to track your progress and get personalized reports?

Kiki: Yeah, that'd be motivating!

Danylo: How important are easy-to-understand resources for you?

Kiki: Super important! I need stuff that's not too science-y and actually helpful.