# Grocery Delivery Service Customer Interview

Interviewer: So to start, how are you? And how has your week been?

User: It's okay. Apart from I tested positive for COVID on Monday!

Interviewer: On Monday? Oh, gosh. Thankfully, it’s more of a faff than something serious, we hope. Sorry to hear about that. Thanks so much for coming on the call, despite that. So first of all, I just wanted to set the scene and say we're here to listen and learn and not to judge in any way.

User: Yeah, sure. I work full time, and my wife works full time. We've got two daughters, one just turned seven, and the other one's 10. We've been working from home more, but we've been going into the office over the last few months, a bit more. Yes, just general sort of family of four, both working, and time constraints around that.

Interviewer: Absolutely. And over the last 10 years, have you been living in your current address?

User: Yeah, we moved here in 2014. So we've been in this house for the last eight years.

Interviewer: Nice. Okay. So thinking about the first time you bought from us, what did buying allow you to do or achieve?

User: We lived in Canada for two years and got back last May. We came back and it was in the middle of COVID and lockdowns. We'd done isolations in Canada and the UK, so we’d got delivery before COVID but hadn’t moved much beyond that. We moved away from Amazon and made a conscious decision to try local and high street more, and away from the big shops. We also bought an electric car, so had the debate if we get delivery in a diesel van or drive our electric car - so that's why we looked at you since you do electric delivery. We couldn't find other electric food delivery in London. So we started exploring your site for what we could get locally or from Dulwich, etc.

Interviewer: Do you remember how you discovered us?

User: I probably searched for "electric van delivery". That's where I found grocery deliveries, but none electric. Then I found you after more digging.

Interviewer: Were there other options like Abel and Cole?

User: Well, there were fruit and veg deliveries. But not electric in London. Abel and Cole started it in Bristol I think.

Interviewer: Do you remember what it was like when you got that first delivery?

User: Yeah, communication was really good - the WhatsApp is pretty good, and the ability to reply direct and change the time. I had to rearrange the first one due to meetings. But it was smooth and I saw the electric van.

Interviewer: Were you at home for that first purchase?

User: Yes, I tried not to be but alcohol was included so you needed someone there. So I rearranged the time and was there. It was very smooth.

Interviewer: What do you think is missing from what we offer?

User: The main reason I looked was fruit, veg and staples for the week. I don't like getting those from big supermarkets. It’s a catch 22 - if you go to the big supermarkets you can get organic and UK source, but at the greengrocer I’m not sure what I’m getting or if it’s organic. So the ideal would be fruit and veg delivered via the electric van that’s organic. Then we’d only have to go to Sainsbury’s for things like cereal. So we started that with Modern Milkman but their range isn’t huge and their stuff isn’t organic, though you can choose UK source and seasonal. So if you did organic fruit and veg, we’d probably do that weekly.

Interviewer: What do you think about the packaging?

User: That’s important to us too - we try to limit plastic. Modern Milkman has zero plastic, with paper packaging like yours. I think your packaging is good, not over packaged. I don't know how much you reuse packaging. I don’t know if it’s better for me to recycle it or give it back to reuse.

Interviewer: How did you find ordering on the website?

User: Very easy and good. Amending orders via WhatsApp is good. I don't have anything bad to say - it's pretty seamless.

Interviewer: Anywhere we could make ordering easier?

User: No, I don't think so. I think it's very easy. I generally order off my phone and find it very easy with no obstacles.

Interviewer: Are there any local shops or producers you'd like to see us offer?

User: Three we use on the local High Street - the health food shop, Beau Bakery, and a new florist called Flowers and Threads. The health food shop does vegan frozen foods, deli items and breads we'd pick up. Beau does muesli and pasties we'd pick up occasionally. And we try to support the new florist Flowers and Threads.

Interviewer: Okay, I think we're nearing the end of my questions now. Thanks again for your time and feedback today. It's been really helpful in understanding your experience with us.