

“Hi _____, thanks for taking the time to chat with me today. My name is Morgan, and I’ll be conducting the interview today.

I’m doing some market research, so some of the questions might be a little personal, and will concern your lifestyle. If you feel uncomfortable answering any of the questions, just let me know and we can skip it. I can’t tell you much about what we do or the exact reason we’re doing this research now, because it might affect the way you answer the questions. But I can definitely tell you after the interview is over.

Warm Up

Do you have any questions so far?

If you don’t mind, I would record the audio for this interview; it will only be used internally, for the purposes of this research.

What’s your occupation?

What does your typical weekday look like?

What does your typical weekend look like?

What do you like to do in your free time?

Eating Habits

How would you describe your eating habits?

Do you like to cook at home or do you eat out most of the time?

Why do you like cooking at home?

Why do you like eating out/ordering in?

Discovery

What piece of information do you rely on most when deciding where to eat?

Do you use YELP to discover restaurants?

Describe what YELP tools you rely on most when deciding on a place to eat?

Do you read full reviews on a restaurant?

Food Truck Specific

Have you eaten at a food truck?

Tell me about the last time you ate a food truck

If you haven't eaten at a food truck before, why not?

Where are you typically at when you order from/eat at a food truck? Why do you think that is?

What do you like most about the overall experience when eating at a food truck?

Do you think food trucks are convenient? Why or why not?

How do you feel about the food truck industry in general?

What would need to change for you to eat at food trucks regularly?