Here is a conversation with one interviewee :

Interviewer: Hi, can I ask you a few questions regarding food delivery services?

Interviewee 1: Sure, go ahead.

Interviewer: What do you do for a living?

Interviewee 1: I work at a job.

Interviewer: Great! What are your food preferences, veg or non-veg?

Interviewee 1: I prefer non-veg food.

Interviewer: Okay. Which dishes or cuisines are you more fond of?

Interviewee 1: I love Chinese and Indian cuisines.

Interviewer: Do you order food online?

Interviewee 1: Yes, I do.

Interviewer: Which app do you use for ordering food online?

Interviewee 1: I use Swiggy.

Interviewer: How often do you order food online?

Interviewee 1: Once a week.

Interviewer: What problems do you face while ordering food online?

Interviewee 1: Sometimes, I face issues with food tracking and also there are a lot of options given, which makes it difficult for me to choose.

Interviewer: What is your preferred mode of payment while using these services?

Interviewee 1: I prefer to pay via UPI.

Interviewer: Is there any feature that you like the most from the current food delivery brands available in the market?

Interviewee 1: I love the fact that the restaurants and cuisines are listed and the tracking system is also very convenient.

Interviewer: Any feature which you use the least from the current food delivery brands available in the market?

Interviewee 1: I am not much aware of the dine-in options, but it is the one feature which I have never used just heard about it online.

Interviewer: What would be your expectations while ordering food online?

Interviewee 1: I expect good quality food, proper packaging, quick service, and some best offers as well.

Interviewer: Would you trust the quality of the food that is prepared at the restaurant?

Interviewee 1: Yes, I do trust the quality of the food.

Interviewer: Would you like to subscribe to additional types of services on this platform like membership at nominal fees, home-cooked foods, dine-in facilities, customization, etc.?

Interviewee 1: No, I wouldn't.

Interviewer: What motivates you to order food online or use these types of platforms?

Interviewee 1: I love the quick services and the fact that there are a lot of cuisines available to grab.

Interviewer: Have you faced any problems while ordering food online?

Interviewee 1: Not really, except for sometimes payment issues, where the payment is deducted but the order is not confirmed.

Interviewer: Do you find swiggy/zomato is less transparent in price compared to the restaurant menu?

Interviewee 1: Yes, I do find it less transparent sometimes.

Here are summarised responses of all 10 interviewees :

1. What do you do for a living?

* 8 interviewees: Job
* 2 interviewees: Business

2. What are your food preferences? (Veg/Non-Veg)

* 7 interviewees: Non-Veg
* 3 interviewees: Veg

3. Which dishes/cuisines you are most fond of?

* 5 interviewees: Chinese & Indian
* 3 interviewees: Indian
* 1 interviewee: Mexican, Chinese & Indian too
* 1 interviewee: Mughlai

4. Do you order food online?

* 10 interviewees: Yes

5. Which apps do you use to order food online?

* 5 interviewees: Swiggy
* 5 interviewees: Zomato

6. How often do you order food online?

* 3 interviewees: More than once a week
* 5 interviewees: Once a week
* 2 interviewees: Once a month

7. What all problems do you face while ordering food online?

* 4 interviewees: Food tracking issues, Food quality, Lot of options given
* 2 interviewees: Payment issues, Delay in Delivery’s
* 2 interviewees: Food quality, Packaging, Payment issues
* 1 interviewee: Delay in delivery
* 1 interviewee: App glitches

8. What is your preferred mode of payment while using these services?

* 6 interviewees: UPI
* 3 interviewees: Cards
* 1 interviewee: Cash

9. Is Any feature that you like the most from the current food delivery brands available in the market?

* 3 interviewees: Restaurants and cuisines listings
* 4 interviewees: Tracking system, User-friendly interface
* 3 interviewees: Offers section, Easy select options (food qty add, veg/non-veg, menus available)

10. Any feature which you find useless or you use least from the current food delivery brands available in the market?

* 1 interviewee: Dine-in options
* 7 interviewees: Not sure/Aware of it
* 2 interviewees: Nothing

11. What would be your basic expectations while ordering food online?

* 4 interviewees: Good quality food
* 2 interviewees: Quick service, Offers
* 1 interviewee: No glitch while using the app
* 3 interviewee: Hot & Good packed food

12. Would you trust the quality of the food that is prepared at the restaurant?

* 6 interviewees: Yes
* 2 interviewees: Not so sure
* 2 interviewees: No

13. Would you like to subscribe to additional types of services on this platform (membership at nominal fees, home-cooked foods, dine-in facilities, customization, etc.)?

* 9 interviewees: No
* 1 interviewee: Maybe, I'll look into it

14. What motivates you to order food online or use these types of platforms?

* 4 interviewees: Quick service
* 2 interviewees: Offers
* 1 interviewee: Lot of options available to decide
* 1 interviewee: Convenience
* 2 interviewee: Avoid cooking

15. Problems that you would have faced while ordering food

* 2 interviewees: Payment Issues(Payment deducted but order not confirmed)
* 1 interviewee: Qty(People can eat) info is not appropriate,
* 7 interviewees: Prices are high compared to restaurant

16. Do you find swiggy/zomato is less transparent in price compared to the restaurant menu?

* 10 interviewee: Yes, Prices are high compared to restaurant