Overarching goal:

* How might we provide healthier food options for people in need?

Immediate goal:

* Understand people’s current food choices and beliefs about healthy eating
* Identify opportunities for improve people’s healthy eating habits

*Intro*: we are learning a new design process for creating positive social change in the community! (Describe human-centered design.) Focusing on understanding eating habits and how to promote healthy eating for people in need. Trying to get as diverse a range of views, eating habits, as possible.

*I. Open up the conversation and help people feel comfortable*

* 1. What’s your profession?
  2. Can you describe your household (i.e., who do you live with, if anyone?)
  3. Do you have kids?
  4. What did you eat yesterday?
  5. How often do you cook your own food?
  6. Who does the grocery shopping in your house?
  7. When is the last time that you went grocery shopping?
  8. When and where do you normally go grocery shopping? Why?
  9. What area of the grocery store do you spend the most time in?
  10. What kinds of things do you like to eat?
  11. Why?
  12. How do you define healthy eating?
  13. How important is healthy eating to you?
  14. How healthy do you think your eating habits are? Why?
  15. What would make you likely to eat more healthy in general?
  16. Do you make a grocery list?
      1. How do you make your grocery list? What do you think about when creating this?

(or)

* + 1. How do you decide what to buy from the store?
  1. What would you buy if you were aiming to eat healthy food?

1. *Start to understand this person’s hopes, fears, and ambitions*
   1. In an ideal world, would your eating habits be different than they are now? What would you eat?
   2. Draw a healthy meal. What prevents you from eating this? What would make you more likely to eat it?
   3. Draw on this plate your ideal meal. How would you update this to be more healthy?
   4. Draw the contents of your fridge/pantry.

*III. Reflection*

1. Feedback from interviewee
2. Immediate thoughts, reflections, reactions (interviewer)