Q: How often do you eat out in a restaurant?

A: Not often, let’s say not more than once a week.

Q: How do you choose a restaurant?

A: It depends on what I want to eat. I rarely go to a restaurant alone. We decide in the group what we want to eat, whether it’s chinese, russian. We decide like that.

Q: So it depends on your mood?

A: Yes.

Q: What do you think about eating out in general?

A: It’s very expensive. But it’s very interesting to try out new things.

Q: So you often try out new places to eat?

A: Yes, I really enjoy that.

Q: On what occasions do you eat out?

A: If it’s someone’s birthday for example. Or if I’m traveling. I tend to go to a restaurant if I travel. Or if we have a special occasion like a class reunion.

Q: Do you usually book a table if you eat out?

A: Rarely. It’s usually a very spontaneous decision. I do if we’re a bigger group of people with which it would be hard to find a table.

Q: When was the last time you ate out?

A: It was here in Zurich about two weeks ago.

Q: What was the experience like?

A: It was good. We were five friends. We went to eat chicken wings at the “Outback” at Stadelhofen.

Q: Do you ever order food online? I.e: from eat.ch?

A: No.

Q: Why not?

A: Because if I go eat something from a restaurant, I want to eat it there.

Q: But it’s just like take-away. You just order a pizza and then you can eat it at home without having to cook.

A: I never do that. If I want to eat at home I cook.

Q: So you prefer cooking at home?

A: Yes.

Q: Did you ever have any bad experience in a restaurant that you could tell me about now?

A: Yes. When I was in Prague this summer in every restaurant the staff was quite unfriendly. We learned afterwards that it wasn’t something personal but rather that people there in general are rather rough.

Q: Ok, so for the second part of this interview now you have to decide on a restaurant to book a table at.

A: Hmm… Where would I want to eat at now… I think I would go to Sprüngli at Paradeplatz. They make really good food there.

Q: Ok so now you call them and book a table.

A: Ok. *Looks confused at interviewer, waiting for the next question.*

Q: Can you call them now and book a table?

A: Do I really have to do now?

Q: Yes, please. But you can cancel the reservation afterwards.

A: Can I change restaurant? I work there, it wouldn’t be the best idea to call them and cancel afterwards.

Q: Yeah sure. Which other restaurant would you book a table at then?

A: Maybe the “Outback?.... Hmm. No, actually I’ll go with the “Oliver Twist” pub in the Niederdörfli. They make delicious burgers.

Q: How often have you been there?

A: Six to seven times maybe. I really like it. The food is delicious and they show the football matches.

Q: So you like it because you can combine the two experiences of watching football and eating out?

A: Exactly.

*Q dials the number and puts it on speaker*

B: Hello this is Oliver Twist, this is Brandon how can I help you?

A: Hello Brandon this is Heverton.

B: Hello!

A: I would like to book a table for tonight. Is that still possible?

B: It still is possible my friend.

A: Alright. At 8pm a table for three please.

B: Ok, and what was your name again?

A: Heverton.

B: Hamilton?

A: No, Heverton. Like the football club.

B: *laughs* Spell that out for me please.

A: Ok. So H-E-V-E-R-T

B: H-E-D?

A: No, I’ll start again.

B: Ok.

A: H-E-V-E-...

B: Z? Like zoo?

A: No a V.

B: C? Like Charlie?

A: No no no.

B: T like tango?

A: No. *laughs.*

B: *Laughs aswell.* Come on you gotta help me out here buddy.

*Both laugh.*

B: Work with me, work with me. Do you have a first name.

A: Yes. Heverton is my first name. Do you know the football club Everton?

B: Yes.

A: It’s the exact same spelling but with an H at the beginning.

B: Heverton?

A: Yes exactly. That’s my name.

B: Alright. And how many people?

A: For three.

B: Three people. And what time?

A: 8pm.

B: So: Heverton for three people at 8 o’clock tonight.

A: Ok, thank you very much.

B: Alright, thanks for calling. Bye!

A: Bye! *Hangs up.*

Q: Don’t forget to cancel after the interview.

Q: Ok, so why did you choose this specific restaurant?

A: The food is delicious and they show the football matches. I can combine these two experiences.

Q: Is there something else you like about this restaurant?

A: The location. It’s very central and easy to get to.

A: It’s a very relaxed restaurant. It’s built like an irish pub. I like that.

Q: Is there something you dislike about it.

A: There isn’t really something I dislike. The prices maybe. It’s quite expensive for someone of our age.

Q: So what’s the price approximately?

A: For a burger you pay about CHF 20.-

Q: What is most important for you when deciding on a restaurant?

A: How long I have to wait. Especially if I have to wait for a table to get ready in the first place. If that’s the case I don’t go there.

Q: How would you feel if your food was already waiting for you when you arrived at a restaurant?

A: I’d love that.

Q: What would you think of restaurants and takeaways that prepare your food before you arrive there?

A: It would be very useful. Especially at a takeaway. There you want your food and leave as soon as possible. In a sit-down restaurant it would be a bit differently. You want some time to arrive and maybe talk to the people you came with before you start eating. But it would be practical if you could say what you want to eat beforehand so the food comes faster.

Q: What would you think of an application that lets you order your food beforehand so that it’s already ready when you arrive there?

A: I’d like it if I’m really hungry. Sometimes it would be useful to order it 15 minutes after arrival so that a delay from someone in the group you go there with can be accounted for.

Q: Thank you for doing this interview with us!