

Vendor Interview Form Version 1.0

Type: Semi-structured interview

Target: On-campus food vendors / food truck staff

Duration: ~10–15 minutes

Background

- Vendor name / location:
- Role (e.g., cashier, manager, staff):
- Time of interview:

Core Questions

1. Can you briefly describe a typical busy time at your location?
2. What are the most common issues students experience when ordering or paying?
3. Do students ever seem confused about menu items, prices, or payment methods?
4. Have you noticed students leaving because of long lines or wait times?
5. How do mobile order systems affect your workflow, if at all?
6. From your perspective, what information do students usually lack before ordering?
7. Besides students checking in person, do you have any other ways to communicate your opening hours or availability (e.g., apps, social media, signs, websites)?
8. Have you ever tried other ways to increase your visibility or foot traffic (for example, promotions, online platforms, or location changes)?
 - a. If yes: What worked or did not work?
 - b. If no: What makes it difficult to try these options?

Other Questions:

Key Observations (Interviewer Notes)

- Communication channels mentioned:
- Exposure / visibility strategies:
- Pain points mentioned:

Vendor Interview Form Version 2.0

1) Type: Semi-structured interview

Target: On-campus food vendors / food truck staff

Duration: about 10 to 15 minutes

2) Background

Vendor name / Location:

Role:

Time of interview:

3) Core Questions

- a) Can you briefly describe a typical busy time at your location?**
- b) What are the most common issues students experience when ordering or paying?**
- c) Do students ever seem confused about menu items, prices, or payment methods?**
- d) Have you noticed students leaving because of long lines or wait times?**
- e) Do you have online order systems if yes, what is it like? How do mobile order systems affect your workflow, if at all?**
- f) From your perspective, what information do students usually lack before ordering?**
- g) Besides students checking in person, do you have any other ways to communicate your opening hours or availability (e.g., apps, social media, signs, websites)?**
- h) Have you ever tried other ways to increase your visibility or foot traffic (for example, promotions, online platforms, or location changes)?**
If yes: What worked or did not work?

If no: What makes it difficult to try these options?

- 4) **Others: other things they want to mention**
 - a) **If there were an existing app where you could upload menus and opening hours, would you be willing to join? Why or why not?**
 - b) **Do you look at online reviews of your business? Do you make changes based on reviews?**
 - c) **Other questions based on the interview.**

Key Observations & Interviewer Notes

- Communication channels mentioned:
- Exposure / visibility strategies:
- Pain points mentioned: