**Interview Questions**

1. Name and job description
   1. Jennie He, Hunter College BS in Food Science/Nutrition, MS in Nutrition
   2. On the path to be a registered dietitian
   3. Working in a non profit as a nutritionist
   4. Worked with low-income communities, provides supplemental foods for low-income women
2. What type of demographics are your clients who are seeking nutrition help? Do any of them seek help with grocery shopping patterns?
3. As a nutritionist, how do you recommend people who don’t have access to fresh produce make better food choices?
   1. $2 coupons to spend at Farmer’s Market
   2. BBT - food stamps
4. What do you recommend to your clients who are on a budget for their grocery shopping?
5. If you were to use a grocery shopping app that budgets your items for you, what features would you like to have as a user?
   1. Cheapest option including store specials if they have it
      1. Save time to map out their trip (might hit different stores whether its different days)
6. How could we make the app more marketable to these people?
   1. Where (digital or physical) is a good place to market to these people?

Low Income Questions

1. Is there a better term for describing low income people?
2. Most common problem you see in people who are low income
3. Most common problem you see in people who are low income as it relates to grocery shopping
4. Do you think low income people would use an app to compare which grocery store has the lowest price? Why or why not?

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Jennie’s current work:

* Provides supplemental foods for low-income women
  + WIC, provide benefits like grocery items (milk, cereal, juice, cash value for fruits/veggies, cheese, yogurt, etc)
  + <https://www.fns.usda.gov/wic>
  + May want to have a feature in app that says whether the store accepts WIC, EBT, food stamps, ect.

General Notes:

* Try to include smaller corner stores because they are more accessible
  + For example, low-income pregnant woman will not walk or take train
  + Make sure that convenience stores are considered
  + Most common chains low-income have access to: KeyFood, Target
* Swapping feature (recommending foods of similar nutritional value)
* Swapping things like beef to salmon is a stretch for certain cultures
* **Religious reasons** for dietary restrictions is **more important** than **dietary** restrictions for low-income people (people that are Kosher, don’t eat pork or beef, etc.)
* Lots of culture in low-income areas - harder to cater to everyone
* Things low income people grocery shopping struggle with:
  + Quality of meats, fruits/vegetables
  + Places that don’t sell certain foods like produce would reduce access to low-income individuals to be able to purchase them
* How to market the app
  + Word of mouth
  + Working with non-profit organizations that are doing outreach because they are client based (have the target audience)
  + FB/Instagram
  + Age range: millennials
* Mode of transportation to grocery stores (common for low-income):
* Walking
* Fill up carts from places like Costco and take on the subway

Implementation Tips:

* Categorize by food groups to maintain balance, make sure people are eating all their food group categories (fruits, veggies, protein, etc)
* Add commuter distance of nearest train line (even though the store may seem close, it may require lots of transfers)
* Make it multi-lingual (low-income people who may not speak English or know how to read)