Interviews

Interview 1

Verena
October 12, 2022 3:30—4:00pm

Use the Time Tracker widget to keep track of time during interview

Answer Time Tracker

Questions *Provide question you are asking here*	Answers *Provide interviewee's answers here along with any behavioral changes or reactions.*	
Would you share your age, gender and occupation?	64 female entrepreneur CEO of small company	Additional notes and observations
Is your income limited, average or high? (So you have to consider how much you spent?)	high income, no restrictions on budget, buys what she likes	Additional notes and observations
Do you shop for yourself only or for other people too? (Who? Why/how?)	mostly herself - sometimes for visitors, family, partner coming over goes to farm store	Additional notes and observations
How often do you shop for groceries? (ex Weekly, monthly, daily...) Why?	1x week supermarket (everything) 3x farm store in 14 days (more often to get fresh ingredients)...	Additional notes and observations
What is your regular mode of transportation (for shopping)?	supermarket: car farm store: car or bicycle	Additional notes and observations
Do you have any mobility issues? Which? How do you solve it?	no	Additional notes and observations
Which type of food do you usually prefer to eat? (fresh, self-prepared, quick, frozen/preserved) Why?	mostly fresh and seasonal (grown up like that + likes to eat fresh and likes the taste) doesn't like canned food (personal preference, environment and waste) has frozed food (peas, brokkoli (since it's easier to cook with it, less work), and other stuff that's hard to get f...	
What is influencing your decisions on what to buy? Why?	whatever I want, choice of moment, eye catcher at shop	Additional notes and observations
Wine, liquor, schnapps - what are occasions for you to buy them? (what for, amount, whom for)	regularly (constant stock in house) - refering to wine mostly (self-consumption, visitors, gifts to take when invited)...	box of wine (supermarket or winery) - bought when out of stock or passing a tempting one bottle(s) of liquor, schnaps, sparkling wine
So its a special day and you want to treat yourself (and/or others) - what do you buy? Why?...	depending on season - smoked fish, nice wine (if not to hot outside), growing own veggies & fruits in garden buying a complementary good cheese and wine (summer time) at the farm store	
If you have no time to shop personally, how do you take care of it?	always has time, if not then using what's at home (reserves) and/or reduced menu) she shops no one else	Additional notes and observations
Imagine a friend visits you from abroad and wants to have a "German food and drinks" evening. What are you getting? Where? Why? (c...	spätzle mit rinderrouladen und rotkraut buys at supermarket, local store is to expensive, maybe the sauerkraut from farm store, meat is very expensive for more than 2 people and never on stock (they have a waiting list) will cook herself (and chooses a somewhat easy to prepare meal)	

Interview 2

Insert interview name and date here

Kenny
October 12, 2022 3:30—4:00pm

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Answer Time Tracker

Questions *Provide question you are asking here*	Answers *Provide interviewee's answers here along with any behavioral changes or reactions.*
Question 1 Do you mind telling me about your age and Occupation	Answer 1 Female Teacher in a government school 48 years old
Question 2 Is your income limited, average or high?(So you have to consider how much you spend)	Answer 2 High end of Middle income
Question 3 Do you shop for yourself only or for other people too? (Who?, why/how)	Question 3 I really don't go to the shop, i don't like going to the shop. its a bother for me, going to town going from shop to shop. its a really bother for me kehinde ojoye
Question 4 How often do you shop for groceries? (i.e Weekly, monthly, daily...) Why? kehinde ojoye	Question 4 Well, if i really need a thing i will go to town once a year. i do most of my shopping on line but if the need really arise i will go to a special shop or research for the shop online. kehinde ojoye
Question 5 What is your regular mode of transportation for shopping kehinde ojoye	Answer 5 If am going to the supermarket for shopping i will take a cab because its easy to transport myself home but if am going down town for bigger iteam i take my car kehinde ojoye
Question 6 Do you have any mobility issues?, Which?. How do you solve it? kehinde ojoye	Answer 6 I dont have issues with mobility kehinde ojoye
Question 7 Which type of food do you usually prefer to eat? (Fresh, self-prepared, quick or frozen/preserved) Why? kehinde ojoye	Answer 7 I prefer to make it myself. i will use convenient product such as deep frozen vegetables to facilitate. i also buy fresh vegetables from the farm shop or at the supermarket. This is influenced by mood and season kehinde ojoye
Question 8 What is influencing your decision on what to buy? and why? kehinde ojoye	Answer 8 I don't really spend so much, i don't really use much luxury. i usually have the money to buy things because i saved up kehinde ojoye
Question 9 Wine, liquor, Schnapp- what are occasions for you to buy them? (What for, amount and why) kehinde ojoye	Answer 9 I don't drink alcoholic drink. If i must buy wine I try to buy from specialised shop where i can get advice on the one to buy kehinde ojoye
Question 10 So its a special day and you want to treat yourself. (and/or others) - what do you buy and why kehinde ojoye	Answer 10 i was n France and i got antient and it something good for myself. kehinde ojoye
Question 11 If you have no time to shop personally, how do you take care of your purchase kehinde ojoye	Answer 11 I will say usually go on line or if i go to town i already have a plan and go straight to the shop. i dont really go window shopping kehinde ojoye
Question 12 Imagine a friend visits you from abroad and wants to wants to have a German food and drink evening. what are you getting? why? and where? kehinde ojoye	Answer 12 I think i will get some dark bread or whole wheat from a biological bakery because that is the only bread i like. i will also get chess and bacon. And for the warm, i think i will ask my mum to cook because she is a better cook. She will do something like red cabbage or something like that. kehinde ojoye

Interview 3

Julia
October 12, 2022 3:30—4:00pm

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Answer Time Tracker

Questions *Provide question you are asking here*	Answers *Provide interviewee's answers here along with any behavioral changes or reactions.*	
Would you share your age, gender and occupation?	female, 30, media creator	
Is your income limited, average or high? (So you have to consider how much you spent?)	high, but i save money	
Do you shop for yourself only or for other people too? (Who? Why/how?)	for other people, partner, pets, not online	
How often do you shop for groceries? (ex Weekly, monthly, daily...) Why?	twice per week	
What is your regular mode of transportation (for shopping)?	public transport	
Do you have any mobility issues? Which? How do you solve it?	yes, this is why I shop twice , because my spine is injured and i can't lift heavy stuff. my knee is also injured	
Which type of food do you usually prefer to eat? (fresh, self-prepared, quick, frozen/preserved) Why?	fresh, cook at home	
What is influencing your decisions on what to buy? Why?	i buy veggies and meats. if i buy extra, i buy seasonal and discounted	
Wine, liquor, schnapps - what are occasions for you to buy them? (what for, amount, whom for)	yes, everything. life is the occasion.	
So its a special day and you want to treat yourself (and/or others) - what do you buy? Why?...	depends on the mood. super aged black angus steak, WAGUE, with lots of wine. no special reason.	
If you have no time to shop personally, how do you take care of it?	then i don't eat. i used to order delivery. but where i am now, they don't have delivery. i would like that option back.	
Imagine a friend visits you from abroad and wants to have a "German food and drinks" evening. What are you getting? Where? Why? (c...	Bavarian restaurants. I won't cook pork for 6 hours. it will have to be a restaurant, ready-made food.	