

# INTERVIEW SCRIPT

## INTRODUCTION *(2 minutes)*

Hi, **thank you so much** for agreeing to take part in this interview. My name is Hanna, and I'm researching the Just Eat the takeaway app.

### **How are you doing/feeling?**

This session will **last approximately 30 minutes**.

During this interview, I'll be looking at the process you go through when ordering takeaway from Just Eat. **There are no right or wrong answers, and I'm not evaluating you.** I want to see if you're encountering any problems using Just Eat and how in your opinion it could be improved.

Do you have any questions for me? Great, **let's get started**.

## INITIAL INTERVIEW *(5 minutes)*

*Briefly build rapport with the participants, getting them in the right mind-set and gaining information to use later on in the interview.*

- Tell me about your experience using the Just Eat app during the COVID-19 lockdown?
- Why do you think Just Eat is your method of choice to order takeaways?
- What for you sets it apart from other methods of ordering takeaway?

## INTERVIEW *(15 minutes)*

1. Thank you for **downloading the TeamViewer QuickSupport app** on your phone.
  - Could I please have your **passcode to share your screen?**

- Once we've set this up, can you please **imagine the following**:

*Select one of the below scenarios:*

- You are at home and want to order a **healthy meal** for your **lunch later** on in the day.
- You are **busy working at home** & want to order a **healthy meal** for a **quick lunch**.

- Now go through **how you would place the order with Just Eat** in that scenario?
- If you can please **verbalise what you're thinking** along the process.

2. What's your **favourite part** of ordering? Why?
3. Is there any part which might cause you to feel **frustrated/hesitant** to place an order? Why?
4. When **choosing your restaurant**, what was the deciding factor? Why?
5. When **choosing a menu item**, what was the deciding factor? Why?
6. What information do you look for **while browsing the menu**?
7. What is the **first detail** you look for on the menu items? Why?
8. What can make the **decision-making process easier** for you?
9. What would you consider being the **essential top three details** on a menu item? Why?
10. Could anything be **included on the menu item** that would **significantly help and guide your choice**?

Do you have any **questions** about what we went over?

**Thank you very much for your participation.** You've done a great job and the information you've given has been a great help. Take care and enjoy the rest of your day.

*End of interview.*