

## **Forage: 1:1 Interview Script**

Hi XXX,

Thanks so much for agreeing to meet and discuss your experience/interest in meal delivery services. Please feel free to answer openly and honestly, there are no right or wrong answers! If it's ok with you, I'd like to record this call so I can refer back during my project. This will all be confidential and not shared with anyone else.

### **Interview questions**

*15-20 minutes*

1. Have you ever subscribed or ordered from a meal delivery service?
  - a. What made you try this?
  - b. Are you still getting meals delivered?
  - c. If not, what made you stop?
  - d. Imagine you could change anything about it, what would you change?
2. What would make you try a meal delivery service (or start using one again)?
3. If you were having meals delivered, what meal of the day would you like delivered most?
4. Can you estimate how many times do you cook from scratch, heat a pre cooked meal, or eat take out in a week?
5. When eating out, what price would you consider fair for a typical entree + sides?
6. What types of meals do you cook at home the most? Why?
7. Have you ever had groceries delivered?
  - a. If so, how was your experience? Is there anything you would change about it?
8. Is there anything important to you when considering the food ingredients you eat/buy?
9. How far in advance do you typically plan a meal?
10. When cooking at home, how many times a week do you cook from fresh ingredients versus heating frozen meals?

## **Observation/Review a site together**

*10-15 minutes*

[Klean LA](#)

Rough plan: Have the interviewee check out the site and offerings—there's no set task flow, but will go throughout the pages and have participant's think out loud. Hoping to get more insight on participant's thoughts on plans, set menus, etc.

\*Is there anything you expected to see but didn't?

\*would you be interested in ordering from this service, or something like it? Why or why not?

\*precooked vs ingredients?

\*types of meals you would want delivered?