



Primary Users: Interview Transcripts

PRIMARY USER INTERVIEW 1: MARLEY

Pre interview questions:

1. Do you order food online? If yes, how often? If no, why not?

About once a week.

2. What do you like the most and least about ordering food online?

Most: easy convenient quick.

Least: it's expensive, and bad websites.

3. Have you ever ordered pizza online? If yes, how often do you normally order pizza?

If we order we probably order pizza.

Main interview questions:

4. When do you normally order pizza?

Dinner on weekends.

5. Why do you order pizza during these times?

Pizza is a dinner thing and a treat for the weekend, if you eat healthy during the week. Weekend long day of work, you're tired and you just want to relax. It's convenience x1000.

6. How do you usually go about ordering pizza?

Depends what I feel like. Dominos for disgusting, or Da Nonna for good pizza. Both online. We always order through Lieferando. The Da Nonna website is kind of shitty, the user interface sucks. It's not clear, random menu ordering. Icons are big and it is not clear... So much info...

Thuisbezorg saves the order details and the previous orders are saved.

7. How long does it normally take for you to place an order?

It takes 10 minutes.

8. Which device do you use for ordering online?

I use my laptop.

9. Please explain your general process for ordering pizza.

I only eat vegetarian so I check just the veggie ones, see the 7 options and then I go for the one I want and just get it. Sometimes we get ice cream. They have better selection than dominos. And we always get potato wedges.

10. What are the most important aspects of a pizza for you?

Size and crust.

11. What do you think about special offers on pizzas?

We tend to get emails with deals and you get tricked into it. We go for it.

12. What were the positive and negative aspects of the ordering process?

You can track it and follow the delivery person and know exactly when he is arriving.

13. How do you normally pay for your pizza?

Paypal.

14. Would you prefer any other alternative payment methods?

No they, even have bitcoin payment option.

15. Overall, what are the top three most important things for you when using a food ordering app?

Tracking option, nice clear menu, and that the app saves my information.

PRIMARY USER INTERVIEW 2: BOB

Pre-interview questions:

1. Do you order food online? If yes, how often? If no, why not?

I order food about once every two weeks.

2. What do you like the most and least about ordering food online?

Most: What I like the most is the ease of access, variety of options, ability to pay with credit card, having my own account on an app that saves my details. I also really Like looking at reviews for places to help me decide where to order from.

Least: Often the menu does not match what is available at the store. For example, I love my sauces and sometimes they are not on the online menu even though they are available at the restaurant. I also like to customize my order items but I almost never do it because I don't trust the option to write notes for special requests. I don't like the difficulty of customizing the order. Customizing is too stressful, but I would like to do it. The app prevents me from doing it. Another thing is that I don't like that my food could show up soggy and cold... I also don't like all the plastic utensils.

3. Have you ever ordered pizza online?

Very much so!

Main interview questions:

4. When do you normally order pizza? And why do you order pizza during these times?

I normally order pizza when I have a hangover. It's greasy, delicious and I don't have to do anything.

5. How long does it normally take to place an order?

15 mins to order and 45 mins delivery. So about 1 hour in total.

6. What device do you use for ordering? Why this device?

Phone, cause I prefer apps over websites. When going through an individual company I have to get used to a new process, with a general app I'm used to the process. Also, apps have multiple pizza places which makes it easier for me to find a the place I like. Finding an individual app is hard. I use my phone because I am less reluctant to block my location when using my phone and so the delivery details are added automatically.

7. Do you prefer calling, pickup or apps?

Calling means I need to know exactly what I want and I need to give my credit card info on the phone which I do not like. So I prefer apps.

8. Once you're on the app, how do you normally decide which pizza to get?

I search for the keyword that I'm interested in. Ideally it will show places close to my location, then filter based on reviews. I first check the vegetarian sections, usually it is not an option to filter for this though. Then I look for ingredients I like, and that is the deciding factor. Ideally look at the sauces too.

9. What else do you order besides pizza on pizza apps?

Coke, dessert, chili flakes, garlic sauce, and sauces are the most important thing for me. No sides.

10. What do you think about special offers on pizzas?

Love it, I get a better price and I try things I normally wouldn't.

11. In general, what are the positive and negative aspects of ordering online?

I would like it when I can leave a tip there with my card because I usually don't have cash. I like getting the confirmation email. I like having a progress bar, like seeing it being delivered and updated delivery time, I like not having to put in a bunch of info and not check a bunch of boxes for offers and deals, my info is saved. I don't like having to put in all my info. I don't like it when they ask for donations, for example children's charities. I don't need to be reminded of this when I'm about to order food, I donate to charities that I want to and it has its time and place.

12. How do you normally pay for your pizza?

Credit card.

13. Would you prefer any other alternative payment methods?

No.

14. After placing an order, is there any other information you would like to see? Please explain why.

I like seeing the status of my order. Then I don't have anxiety about if they are processing my order, and I know when certain steps take too long.

15. Overall, what are the top three most important things for you when using a food ordering app?

Consistency in what is available online and in store. Quick and easy payment, and would be cool to see individual ratings of meals.

PRIMARY USER INTERVIEW 3: CHRISTINA

Pre interview questions:

1. Do you order food online? If yes, how often? No, why not?

I order food online about two to three times a week.

2. Have you ever ordered pizza online? If yes, how often do you normally order pizza?

Yes I have, once every two months or so.

Main interview questions:

3. In which situations do you normally order pizza? And Why do you order pizza during these times?

In group settings pizza is a good option, because it is very easy to share. I rarely ever order pizza just for myself. I am also trying to be healthy, so I don't eat pizza too often unless they have a healthy option. In general, I try to eat at home as much as possible.

4. Do you remember the last time you ordered pizza? Could you explain the process from deciding to order to receiving the pizza?

Yea, just this Sunday. But maybe it's not the best example because my friend's husband owns the pizzeria, so he just called and got it. In other situations, everyone decides together and selects the pizzas they want, and we split the bill. The deciding factors for me are straight down to veggie topping or margarita pizza, no meat, super easy.

5. What did you enjoy the most about this process?

I don't have to talk to anybody, it's all done online. I also love having the entire menu to browse, slowly look through and decide. Back in the day we had to call to order and ask for a menu. The app also shows new items so that's great. All prices and info are all there in one place.

6. What did you dislike the most about this process?.

Hard to customize. If you want to take the cheese off your pizza you can't. On UberEats they have a space to write notes at the bottom, but on other apps it doesn't work. I like it when I am able to write down in the description what I want customized and then they call and double check.

7. What else do you order besides pizza on pizza apps?

Wedges, garlic bread, if they have good sides. I will always check. Deals are even better! Usually I will get a deal if there is one, but deals are mostly targeted to meat eaters. Deals are awesome, but only cheap pizza places have deals. The nice Italian pizzerias never have deals.

8. Do you usually have specific requests?

Yes, often. Not extra sauces or toppings because it's an extra cost, but usually just dietary requirements.

9. How do you normally pay for your pizza?

Card.

10. Would you prefer any other alternative payment methods?

Bitcoin!

11. After ordering, do you like to know exactly at which stage the order is in? Please explain why.

Yes, I always check to see what time the order has left. It's nice when they tell you it's preparing now and when they say the rider has just left.

12. How long does it normally take for the entire ordering process? Is this a reasonable amount of time?

In a group setting you have to check what everyone wants. So I would say 10 - 15mins maximum.

13. Which device do you normally use for ordering and why?

Phone. I always have it and my card is connected and it feels safer than a stand alone website.

14. Overall, what are the top three most important things for you when using a food ordering app?

Has to be a smooth interface, clicks shouldn't lag, phone attention is slow so the process has to be fast. Clear colors, UberEats is just white and black, pictures are helpful. PickMe is too hectic. They should have a good graphics person to select good text and formatting. I like when I can see special offers on orders. I get a reward when I always order from the same place. Uber keeps a record of how many times I order, it keeps me loyal to the app and restaurant. For the 3rd and 4th order from the same restaurant I get a discount. It's not just a random deal you give people, this is more of a personal reward. I also like that my card is always connected. I like being able to customize orders. Like seeing pictures.



Secondary Users: Interview Transcripts

SECONDARY USER INTERVIEW 1: SANDRA

Pre-Interview questions:

1. Do you use some sort of computer based system for taking orders?

Yes.

Main interview questions:

2. How do you receive orders and enter them into the system? Explain the process.

We got a database system of the process we use. So first when the customer calls we punch in the phone number, if the person is registered on our system their details come up and we proceed to taking the order. If they are not registered then we take their contact and delivery details, then we take their order. After that we send the order information to the info directly to the kitchen of the relevant branch through our system. The whole process until the customer receives the order takes about 45 mins. I manage all the orders through our main server that is connected to all restaurants.

3. Who is in charge of making sure the order gets to the customer in a timely manner? How do you ensure quality?

Everything goes the same way, we have one standard system at all our six branched. Each branch has a quality manager who makes sure the orders get prepared and delivered in time. We also always double check everything via phone, so we don't rely only on the system. So even if the system tells me the order was sent to the restaurant, I will call them to make sure they got the order. Whenever the rider picks up the order from the restaurant he calls and confirms the pickup. After delivery he also calls and confirms that the order was delivered.

4. Do you only use your own delivery system or do you also use other delivery systems like UberEats or PickMe?

UberEats and PickMe has a different system. The rider gets the order and then comes to the restaurant to pick it up. Uber has a different system, mobile phones or a special Uber tablet is placed in the restaurant for just these delivery services. The order manager of the branch checks these systems for orders and if the ordered items are not available they call the customer if not possible.

5. How is it to manage multiple delivery systems?

It's fine, no issues with having two systems.

6. Who do you communicate with in the team?

We call. This is the best way because there is direct communication and you are sure everything is going the way it should. You don't rely on the system.

7. What's the busiest time?

Sundays and Mondays are not that busy, but usually we will get orders between 6 - 9pm on these days. Friday Saturday is the busiest, it is busy even after 10pm. Sunday is usually busy from 5pm - 9pm

8. How many orders do you normally get during a shift?

40 - 50 orders depending on the outlet. For example Spandau gets 4 orders in one evening. The Mitte outlet will get about 30 - 40 orders.

9. How big is the average order?

5000 to 3000 Rupees.

10. What do you like the most about this ordering system?

It is convenient for accounting and getting reports. Also what is good about our system is that it does not dictate the way we handle our drivers. Manual communication is more trustworthy. Uber has some issues, people do away with the food sometimes and other issues. For example, the delivery guy will drive away after just ringing the doorbell once. We are more considerate. Our delivery persons will ring the bell more or call and make sure to get the delivery to the customer.

11. What do you find the most difficult about this system? What are the implications?

If there was a way to get the unavailable stuff updated in the system itself that would be very good. When the customer places the order itself, if I can see whether the item is available in the branch or not then I can immediately tell the customer. Right now the order first has to go to the branch and then if its not available they call us and then I have to call the customer and let them know. So it is not very efficient. At the moment we call each branch and ask what is not available and then we have a white board where we write it all down. But this is not very practical, there is also physically isn't enough space on the board to write down everything for all the branches.

About the interviewee:

12. How long have you been working here?

6 years, most of the employees at Harpo's have been here for a long time.

SECONDARY USER INTERVIEW 2: FRANK

Pre-Interview questions:

1. Do you use some sort of computer based system for taking orders?

We have a system called Cetrics. When we get calls from customers first the call is directed based on the language the customer speaks. After that, the call goes to the relevant outlet based on the address of the customer.

2. What's the busiest time?

It is the busiest between 7-9 pm and mostly on Sunday. We also have more orders towards the end of the month when people get their payslips.

3. How many orders do you normally get during a shift?

Hard to say. Depends on time of month and day.

4. How big is the average order?

800 to 1000 rupees. Generally people are looking for special deals and promotions online.

Main interview questions:

5. How long does the ordering process take?

It takes about 2 minutes, and then another agent has to verify the order. It takes about 10 minutes to prepare the order and maybe 20 minutes to deliver it. Any order above 10,000 rupees has to be verified. Another would call the customer to make sure the order is correct.

6. Who is in charge of making sure the order gets to the customer in a timely manner and that the quality is good?

All of that is the responsibility of the outlet.

7. How do you **communicate** with the team?

All communication with team members is through the application.

8. What do you find the most difficult about this system? What are the implications?

Whenever there is a menu item missing at a certain branch or they can not deliver to a certain address we have to call the customer back and tell them. This process is a bit complicated.

About the interviewee:

9. How long have you been working here?

I have been working here for 5 - 6 months. This is the first order manager job.

10. Have you worked at other restaurants as an order manager?

No I have not, I was working in the hotel industry before this.