

Enriko Aguilar Dos Santos: You need me to, like... Jake Robert Christianson: Just so you know, I'm recording you. Enriko Aguilar Dos Santos: Yeah. You need me to turn on the camera, or... Jake Robert Christianson: No, you're all good. I'm just doing audio only, then I'm putting it into a data sheet, so I get all the questions labeled. Enriko Aguilar Dos Santos: Okay, perfect, man. Jake Robert Christianson: Oh, you ready? Enriko Aguilar Dos Santos: Yeah. Jake Robert Christianson: How often do you order food online in a typical month? Enriko Aguilar Dos Santos: In a month? Enriko Aguilar Dos Santos: Probably, like... Enriko Aguilar Dos Santos: I probably ordered, like, 3 times a week, so probably, like, let's say 10 times in a month, probably. Enriko Aguilar Dos Santos: Yeah, maybe. Jake Robert Christianson: Is that mostly delivery? Enriko Aguilar Dos Santos: Yeah. Jake Robert Christianson: What apps do you currently use to order food? Enriko Aguilar Dos Santos: I use Uber Eats and DoorDash. Jake Robert Christianson: Why those specifically? Enriko Aguilar Dos Santos: Uber Eats, because I got Uber One, or whatever it's called, you know, the one that takes out. Jake Robert Christianson: Yeah, yeah. Like, the plan that you get cheaper. Enriko Aguilar Dos Santos: Yeah, and usually I use Uber Eats when they don't have a restaurant in Uber One, or, like, there's no... Enriko Aguilar Dos Santos: drivers available in newer, newer eats. Jake Robert Christianson: Got it. Walk me through the last time you ordered food online. Jake Robert Christianson: Like, what made you choose that restaurant? Did you check for deals first, etc? Enriko Aguilar Dos Santos: Last time I ordered, it was... actually, last night, I ordered Panda Express on DoorDash. I was gonna order an Uber Eats, but they did not have it. And DoorDash... Enriko Aguilar Dos Santos: like, the store was about to close, or something like that, and DoorDash had, like, 10 minutes left, and I ordered, and... Enriko Aguilar Dos Santos: Yeah, that was it. Jake Robert Christianson: Order. Jake Robert Christianson: What frustrates you about food delivery or restaurant apps? Enriko Aguilar Dos Santos: What was that again? Jake Robert Christianson: What frustrates you about food delivery or restaurant apps? Enriko Aguilar Dos Santos: Would they take too long? Or... when you order... Enriko Aguilar Dos Santos: When they're about to close and you order, that's never happened to you, that... Enriko Aguilar Dos Santos: It just says that your order's on its way for, like, 4 hours, and then it just cancels? Jake Robert Christianson: Oh, yeah, yeah, yeah. Jake Robert Christianson: Like, yeah, that has happened to me, actually, yeah. Do you ever feel like you're missing better deals on other apps? Jake Robert Christianson: Take the Uber one thing out of... thought, real quick, just because... Enriko Aguilar Dos Santos: So the question was, like, do I think there should be better deals? Jake Robert Christianson: No, do you ever feel like you're missing out on better deals on other apps? Like, what do you... Enriko Aguilar Dos Santos: Yeah, yeah, obviously, because there's some times that, let's say the McDonald's app has some promotions or deals that Uber Eats doesn't have, or DoorDash, or the other way around, there's some times that there's deals in DoorDash that Uber Eats doesn't have, so yeah. Jake Robert Christianson: Yeah, that makes... that... yeah, fully right. Does Uber Eats, DoorDash, or Grubhub fall short anywhere? Jake Robert Christianson: More like on the, like... Less of the delivery side of it, and more of the other side. Enriko Aguilar Dos Santos: So, wh-wh-what? Jake Robert Christianson: Does Uber Eats, DoorDash, or Grubhub fall short anywhere? Like... Jake Robert Christianson: Where they show deals, how they organize the app, or stuff like that. Less about, like, the delivery wait times and stuff. Enriko Aguilar Dos Santos: My bad, I didn't understand. So, you talk about the, the, their deals? Jake Robert Christianson: No, no, no, like, just the app itself, like, when you're using Uber Eats, do you ever,

like, or DoorDash or Grubhub, do they ever, like... Jake Robert Christianson: not live up to expectations, meaning, like, is the search annoying? Is the transparency annoying? Less about, like, delivery wait times. Enriko Aguilar Dos Santos: Mmm... Jake Robert Christianson: You can say no, that's also a valid answer. Enriko Aguilar Dos Santos: Yeah, I guess not. Jake Robert Christianson: Alright. Next question. How important are deals when deciding where to order from? Jake Robert Christianson: Very important, somewhat important, or not important? Enriko Aguilar Dos Santos: Somewhat important. Jake Robert Christianson: the Uber one kind of takes precedent, I'm guessing? Enriko Aguilar Dos Santos: Yeah, I'm thinking about getting out of it, either way, like, sometimes I feel like it's worth it, but to be honest, like, there's some stores that are kind of far away, and they still don't make the deal, so... Enriko Aguilar Dos Santos: That's fair. Have you ever chosen a restaurant specifically because of a deal? Enriko Aguilar Dos Santos: Yeah. Jake Robert Christianson: And what was that deal? Enriko Aguilar Dos Santos: Let's say... I cannot tell you specifically the deal, but there's some times that it's, like, there's a restaurant that it's buy one, get one free, so that makes me want to order it more, because I can just have more food, you know, for. Jake Robert Christianson: And did you, like, search for that deal, or did it just, like, pop up in the recommended? Enriko Aguilar Dos Santos: It pops up, like, unrecommended, yeah. Jake Robert Christianson: Hmm. And then how much time are you willing to spend looking for the best deal? Enriko Aguilar Dos Santos: Mmm... I don't know, around... 5-10 minutes, if I don't find a great deal, am I just... Jake Robert Christianson: For that much? I... so you will look through the app to try to find the best deal, or you just look at, like... like, the top 5 restaurants? Enriko Aguilar Dos Santos: Sometimes, sometimes I look through the app. Enriko Aguilar Dos Santos: But I usually have my top, like, 5 restaurants, and sometimes, if one of those has a deal, then I'll just pick it up. Jake Robert Christianson: Got it. Jake Robert Christianson: But now let me introduce you to my concept. Imagine an app that shows all food deals from nearby restaurants across Uber Eats, DoorDash, and Grubhub, and other brand apps. When you select... when you select a deal, it redirects you to the required app to complete the order. Would you use this app? Why or why not? Enriko Aguilar Dos Santos: Oh, of course I would use it, because it would save you so much time, and it's really useful. Jake Robert Christianson: And so that answers, kind of, why would... what would make this app valuable to you? Just the time-saving aspect, or anything else? Enriko Aguilar Dos Santos: Yeah, time-saving aspect, and just the saving money, most of it, because if it shows you the deals right away, then you don't gotta go through every app. Jake Robert Christianson: Would it also be valuable as a way to, like, bridge the gaps between Uber Eats only has specific things, and then, like, DoorDash, for example. Jake Robert Christianson: Chick-fil-A, so you get to see all your options written out. Enriko Aguilar Dos Santos: Yeah. Jake Robert Christianson: Okay. Would you prefer the cheap, which ones, like, just list them from top priority to, like, least? Would you prefer, like, the cheapest overall meal, best percentage discount, free items, or loyalty rewards when looking for a deal? Enriko Aguilar Dos Santos: So, so... Jake Robert Christianson: Cheapest overall meal, best percentage discount, like, 5% off, free items, or loyalty rewards. Lacking loyalty rewards, like the McDonald's app, like, getting you points. Enriko Aguilar Dos Santos: I think the cheapest overall would be the first one. Jake Robert Christianson: And then what would you go next? Enriko Aguilar Dos Santos: Probably... The percentage of the deal? Jake Robert Christianson: And then... and then loyalty or free items? Enriko Aguilar Dos Santos: Free items, and then loyalty. Jake Robert Christianson: Got

it. Jake Robert Christianson: Which makes sense, because loyalty take... it takes a lot to get that free item. Enriko Aguilar Dos Santos: Yeah. Jake Robert Christianson: How would you feel about being redirected to another app to complete the order? Would it bother you? Enriko Aguilar Dos Santos: If it's making... if it's gonna respect the deal, or whatever price, yeah, it doesn't matter. Jake Robert Christianson: Yeah, so the whole thing is it would use, like, AI scrapers, so it would take the current deal. Yeah. And then other, like, under what conditions would it feel smooth? Like, not putting any... Jake Robert Christianson: stuff into the app, like, I'm not... like, you put in the app... you don't put in the app burgers or whatever, you wait to get redirected to do that? Would that be fair? Or would you want to see your price with... with that discount applied? Jake Robert Christianson: That makes sense. Enriko Aguilar Dos Santos: So, it's either, like, seeing my, my, like, the products without the discount, and then at the end, how much would it be with the discount, or what? Jake Robert Christianson: Like, in the app. Enriko Aguilar Dos Santos: You put in what you're gonna get, so you could see, like, the total with that. Jake Robert Christianson: discount applied, like, say 15% off, and then you put it in. But the problem is, the downside of that would... you have to input it twice. One in Deal Dash AI, and then the other in, like, Uber Eats. Or do you want to just put everything in the Uber Eats one? Enriko Aguilar Dos Santos: I would just put everything on the Uber Eats one, if it's possible. Jake Robert Christianson: Got it. Yeah, no. Next question. What would you want to see on the homepage? Like, when you first open up the app, do you want to see, like, nearby deals, the trending deals, personalized recommendations, time-limited deals? Like, what's... Enriko Aguilar Dos Santos: Yeah, probably the first opened it. Jake Robert Christianson: What do you want to look at? Enriko Aguilar Dos Santos: Best... best or... best and latest deals, probably. Jake Robert Christianson: best, latest, would time-limited deals be important? Like, I know Wendy Zapp has, like, on Wednesday, like. Enriko Aguilar Dos Santos: For free Friday, Friday, or whatever, like that. Okay, okay. Jake Robert Christianson: Is that important, or it's kind of just, like, once you look... you're just looking for the best overall deal? Enriko Aguilar Dos Santos: Mmm, I don't think it's that important, I think just by looking at the best deal possible. Jake Robert Christianson: Fair. What filters would you want? Like, Jake Robert Christianson: One that my friend said last time was have a way to, Jake Robert Christianson: put Uber One price, like, price correction on there, so it highlights data of Grubhub and stuff like that. Jake Robert Christianson: Would, like, distance, price, like, what would be your filters you would use, ever? Enriko Aguilar Dos Santos: Probably, like, on their... is there, like... like, under 30 minutes, maybe? Jake Robert Christianson: Okay. Time-wise, okay. Enriko Aguilar Dos Santos: Yeah. Enriko Aguilar Dos Santos: And I guess, like, cheapest one, you know, like, the best, like, the filter I would use is probably the best, like, deal, you know, the... Jake Robert Christianson: Oh yeah, that makes complete sense. For the 30 minutes one, because that time's determined by, like, drivers out and stuff like that, it's kind of probably not gonna be exactly right. Enriko Aguilar Dos Santos: Yep. Jake Robert Christianson: How mad would you be if this said 30 minutes and it showed up later? Enriko Aguilar Dos Santos: It depends how much later, but usually when it says, like, 30 minutes, like, more than 30 minutes, I'm already expecting my food to be cold, you know? So, as long as my. Jake Robert Christianson: That's true. Enriko Aguilar Dos Santos: It's... it's... hot, I think I wouldn't mind that much, but... Enriko Aguilar Dos Santos: At least that's my old filter I put myself, you know? If it's, like, more than 30 minutes, I know the food's gonna be cold, so I'm not gonna have high expectations on it. Jake Robert Christianson: Got it,

got it. Jake Robert Christianson: what would you want this app to do? Like, calculate the total price, including fees, show which platform is the cheapest, alert you when your favorite restaurant has a deal, or use AI to recommend based off your past orders, like... Jake Robert Christianson: What would you want it to do? Enriko Aguilar Dos Santos: I think maybe, show me, like, the best deal possible, and also show the... the... the best price, like, the final price, including fees and everything. I think that's... that's really, really good. Jake Robert Christianson: Okay. Question 17, we're almost done. Would you trust an app that... Jake Robert Christianson: aggregates deals from other apps? Why or why not? Like, gets to... gets to deals from other apps? Enriko Aguilar Dos Santos: Yeah, I would. Enriko Aguilar Dos Santos: As long as it's, like... Enriko Aguilar Dos Santos: like a pro... you know, like a used app, or known app, you know? I guess as long as it's on, like, let's say the Apple store, I think it's... it's... I will trust it. Jake Robert Christianson: And also, like, it doesn't lie to you, I'm guessing that's another big thing. Enriko Aguilar Dos Santos: Yeah. Jake Robert Christianson: Would ads bother you if the app was free? Enriko Aguilar Dos Santos: Mmm... no. I guess it depends on what kind of ad, you know? If they... if I'm trying to look for food around, and then they show me a 2-minute video, or a 30-second video, then I would be annoyed, but if it's just a pop-up, or just in the corner, or whatever, I wouldn't mind. Jake Robert Christianson: Got it. Would you create an account for personalization, or would you, like, use guest browsing? So, like, the account could, like, would be for, like, saving your preferences, like, for example, if you have Uber One or whatever. Enriko Aguilar Dos Santos: If you created an account, every time you logged in, it would remember that. Jake Robert Christianson: Or would you want to just click that every time for the guest browsing? Enriko Aguilar Dos Santos: I guess at first, I would probably use the guest, but then after a while, you know, of using the app, I guess, like, it gains your trust. Jake Robert Christianson: Boom. Enriko Aguilar Dos Santos: I count. Jake Robert Christianson: Got it. Jake Robert Christianson: What would make this app feel smarter than just searching manually? Enriko Aguilar Dos Santos: Mmm... having those... Probably, like, a... Enriko Aguilar Dos Santos: like, a good menu? Does that make sense? Like, at first? Jake Robert Christianson: Like, the, Uber Eats, like, icons on top, like, where you can pick the type of food? Enriko Aguilar Dos Santos: Yeah, yeah, exactly, exactly. Jake Robert Christianson: Got it. What would make you delete this app? Enriko Aguilar Dos Santos: delete the app? Jake Robert Christianson: Yeah. Enriko Aguilar Dos Santos: I guess if it's not showing the best deals, you know, if I go to Uber Eats, and then I find a better deal in Uber Eats than on that app. Enriko Aguilar Dos Santos: then that would make me, you know, like, that would be it. Jake Robert Christianson: Yeah, yeah, makes complete sense. Jake Robert Christianson: And then, if this app didn't exist, would you just continue doing what you're doing instead? By just going from Uber Eats, checking that one, and then working your way? Enriko Aguilar Dos Santos: So, what was the question again? Jake Robert Christianson: If this app didn't exist, what would you continue doing instead? Enriko Aguilar Dos Santos: Oh. Enriko Aguilar Dos Santos: I would just keep using, like, Uber Eats and DoorDash, it's between those two. Jake Robert Christianson: Got it, so those are your two big ones. Enriko Aguilar Dos Santos: Yeah, it's probably just Uber Eats. DoorDash, it's usually, like, when there's nothing, when there's... Enriko Aguilar Dos Santos: I usually use Ordash when there's something that it's not on Uber Eats, you know? Jake Robert Christianson: Makes sense. And then last question. If this app saved you \$3 per order, how often would you use it? Enriko Aguilar Dos Santos: Every time. Jake Robert Christianson:

So, yeah, if it's even saved \$1 every time, compared to not saving any money, would you still do it? Enriko Aguilar Dos Santos: Probably \$1, no, but maybe every now and then, since I'm already... am I considering that I'm paying Uber One? Jake Robert Christianson: Yeah, yeah. Enriko Aguilar Dos Santos: Yeah, then probably \$1, no, but I guess my filter would be, like, more than... Enriko Aguilar Dos Santos: Like, like you said, I think \$3 is... you put it, like, perfect. I think if it's \$3 every time, I would do it. Jake Robert Christianson: Got it. Perfect. And, just like that, it's all good. Alright, thank you so much. I have to go transcribe all this. Enriko Aguilar Dos Santos: Alright, perfect. My bad, bro, for asking. Jake Robert Christianson: For what? You did nothing wrong. Jake Robert Christianson: Alright, have a going on. Enriko Aguilar Dos Santos: Yeah, you too, man, I'll see you in class.