

Section 1: Current Behavior

1. How often do you order food online in a typical month?

- (Follow-up: Is that mostly delivery, pickup, or both?)

2. What apps do you currently use to order food?

- Why those specifically?
- Do you also use brand apps (e.g., McDonald's app)?

3. Walk me through the last time you ordered food online.

- What made you choose that restaurant?
- Did you check for deals first?

Section 2: Pain Points (This is important)

4. What frustrates you about food delivery or restaurant apps?

- Too many apps?
- Hidden fees?
- Hard-to-find deals?

5. Do you ever feel like you're missing better deals on other apps?

- How do you currently check for deals?
- Do you compare across apps?

6. Does Uber Eats, DoorDash, or Grubhub fall short anywhere?

- Deal visibility?
- Search?
- Transparency?

Section 3: Deal-Seeking Behavior

7. How important are deals when deciding where to order from?

- Very important / Somewhat / Not important

8. Have you ever chosen a restaurant specifically because of a deal?

- What kind of deal?
- How much time did you spend searching?

9. How much time are you willing to spend looking for the best deal?

Section 4: Concept Testing (Your App Idea)

Now introduce your concept:

“Imagine an app that shows all food deals from nearby restaurants across Uber Eats, DoorDash, Grubhub, and brand apps. When you select a deal, it redirects you to the required app to complete the order.”

Then ask:

10. Would you use this app? Why or why not?

11. What would make this app valuable to you?

12. Would you prefer:

- Cheapest overall meal?
- Best percentage discount?
- Free items?
- Loyalty rewards?
- All of the above?

13. How would you feel about being redirected to another app to complete the order?

- Would that bother you?
- Under what conditions would it feel smooth?

Section 5: Feature Discovery

14. What would you want to see on the home page?

- Nearby deals?
- Trending deals?
- Personalized recommendations?
- Time-limited deals?

15. What filters would you want?

- Distance
- Price
- Cuisine
- Delivery time

- Pickup only
- Rating
- Platform (Uber Eats, DoorDash, etc.)
- “Free item” filter
- Student discounts
- Type of food basic

16. Would you want the app to:

- Calculate total price including fees?
- Show which platform is cheapest?
- Alert you when a favorite restaurant has a deal?
- Use AI to recommend based on your past orders?

Section 6: Monetization & Trust

17. Would you trust an app that aggregates deals from other apps? Why or why not?

18. Would ads bother you if the app was free?

19. Would you create an account for personalization? Or prefer guest browsing?

Section 7: Advanced (Great for A+ UX Data)

20. What would make this app feel smarter than just searching manually?

21. What would make you delete this app?

22. If this app didn't exist, what would you continue doing instead?

23. If this app saved you \$3 per order, how often would you use it?
-This helps you measure perceived value.

Thanks you the end!