

Interview Guide

1. Objectives

- a. Understand how people who eat gluten free find gluten free food items online or when they're traveling
- b. Determine the factors or elements that make it difficult to find GF foods
- c. Discover when there is a successful or enjoyable GF food finding.

2. Table of Contents:

Interview Part	Description
Introduction	Introduction and interview goals
Kickoff	Get permission to record interview
Rapport - General Questions	General question to gain contexts about stylists' and clients values and preferred qualities in a provider/client
Stories on Building User/GF Person findings GF foods	The experience of GF eaters and how they find GF foods, what platforms they use, what their
Reflection	Ideating on better GF eater experience
Wrap up	Discuss follow up interview

3. Introduction

Hi

My name is Vivianne and I am a product design student at Ideate Labs looking to gain some insight around what it's like for GF eaters to find food.

I would love to hear more about your experience finding gluten free foods and as you eat out at restaurants

4. Kickoff

Before we begin, I also wanted to know if you would be okay with me recording this interview. Would you be okay with that?

And finally, do you have any questions before we begin? Great! This interview should take about an hour to complete.

5. Rapport

About the Client:

1. How's your day/weekend going so far?
2. I just wanted to get a little background on you. What do you do?

Food Warm Ups

1. What did you eat today?
 - a. How did you feel about it?
2. What about yesterday?
3. What was your favorite meal this week?
 - a. Can you tell me why?
4. What about your least favorite meal? Why?

3. Stories on finding GF foods

GF food finding:

1. When did you first start eating GF food?
2. What was the process like when you got started?
3. Do you have any other diet types (vegetarian, pescatarian, etc.)
4. Can you recall the biggest issues that came up when you first went GF?
5. What ways do you normally find gluten free foods when you go out to eat?
 - a. apps, platforms, or resources?
6. Can you tell me about a time when you had a hard time finding GF food? What happened?
7. How often do you eat out at all?
8. What makes a good or safe gluten free food item for you? What are you looking for in a gluten free food/dish?
9. What are your current routine or favorite spots to eat gluten free foods at? What do you appreciate about those foods? How did you find it/them? How is this food presented?
10. What are GF foods that you would like to have?

11. What are some services you wish you could see at nearby restaurants? How long have you been eating gluten free? What made you stop eating gluten?

1. What are some symptoms that you experience when you eat gluten?
2. What do you enjoy about your favorite restaurants you go to? Are there any gluten free favorites? What are some of your favorite gluten free restaurant findings when trying to eat out?
3. What is the best dining out experience you've had while eating out? Where? When? With whom? How did you find? What was the process of finding these foods?
4. What are some experiences you wish you had?

GF Recipes:

1. What are some GF foods that you cook at home?
2. What's your process for cooking these foods?
3. How do you plan the meal? Do you do meal plans for the week?
 - a. What are some issues that come up when you create GF meal plans?
 - b. What is the grocery shopping process like?
4. What are some GF foods that you haven't yet cooked at home? How come?
5. What are some setbacks you've had when you've tried to cook GF foods at home?

7. Reflection

Client Questions

1. What makes you likely to recommend a GF restaurant to someone?
2. Can you describe a positive experience after finding a gluten free food restaurant? A negative experience? Why was it negative/positive?
3. Reflecting on your most recent experience dining out eating GF, do you feel like your experience met your expectations and the information you found?
4. What kind of information do you wish to see on other platforms when researching new places to eat GF foods? What would make your search easier? What would make an ideal platform for GF food?
5. What else would you factor into your search for a restaurant with gluten free foods?
6. What are some ways that indicate a positive GF food finding experience? What makes you trust a place will have a promising dining experience with the GF food options you find at a restraint? Can you describe a positive experience?
7. What pain points do you experience with the platforms you use?
8. How have you changed your approach to finding GF foods at restaurants / when attempting to travel and dine out or dine out in general from the beginning of your GF journey to now?
9. How do you organize perhaps a trip with travel and you're dining out for GF foods?

8. Wrap up

I think we are just about done with our questions! Is there anything else you would like to add? Thank you so much for taking the time to meet and talk with me. I would love to do a follow up interview at a later time to give you an update on my progress and gather some more context as I go through the design process.

Would you be able to provide me with an email that works best to contact you?