

GRAZE TLV

1:1 INTERVIEW GUIDE

Goals:

- Determine why people purchase gift packages/spreads
- Uncover what adaptations and challenges people are facing during COVID-19 times

Hi! Thank you so much for volunteering to take time out of your day to participate in my research. I'll be asking you some questions, all of which should take about 15-20 minutes of your time. All of your recorded information will be used for research purposes and research purposes only. All of your responses will remain anonymous. Is that okay?

- Remember - active listening
- Don't interrupt
- No leading questions
- Follow up with why and how questions

Demographics

- Name
- Age
- Occupation
- Social media platforms used

General Gift Package Purchase

1. Have you ever purchased a gift basket?

1.1. What did you purchase? For whom?

1.1.1. For what occasion?

1.2. Can you tell me about the ordering and delivery experience?

1.3. Were you satisfied? Disappointed?

2. How did you hear about the gift service?

3. How often do you tend to order deliverable gifts?

4. Are there any features or capabilities you wish a gift delivery site offered?

5. Anything else you would like to share?

COVID19 times - Gift Package Purchase

1. Have you faced occasions or events affected by COVID-19 times?

2. How have you adapted?

3. Have you contemplated ordering a gift delivery during this time?

3.1. Did you order? What? Why? Why not?

3.2. What led you to go with a certain product or vendor?

3.3. What led you to not go with another vendor?

4. Have gift deliveries played a different role during this time for you? How?

5. Anything else you'd like to share?

You've been so helpful! If there's anything else you'd like to add, I'd be happy to hear it.

Thank you so much for your time and helping me with my research!