

Japanese Food & Online Ordering Survey Research Debrief

Participant Criteria

People who live in Japan that are the primary shoppers / decision makers for what to eat in their households, People who live in Japan that enjoy & eat fast food

Research Methods

- A [survey](#) created with Typeform - 11 participants

Online Ordering

- **45% of participants** (or 5 out of the 11 people that took the quiz) said **they did not order food online**
- **64% of participants** (or 7 out of the 11 people that took the quiz) said **they prefer ordering food in-person** rather than online

Apps, Websites, & Online Food Ordering Services Mentioned

- Hot Pepper
- Tabelog
- Uber Eats

Things People Like About Ordering in Restaurants / In-Person

- Call Button System
- Ticket Ordering
- Condiments (which you often don't get as much of with takeout / delivery)
- Atmosphere
- Getting to talk to friends & family
- You can customize meals in ways you can't when using an app

Things People Like About Ordering Food Online

- Easy & Convenient
- You don't have to interact with anyone (which is good given the pandemic / current state of things)
- You can order online late at night even when most restaurants are closed

Things People Dislike About Ordering Food Online

- Online ordering can be confusing / too many steps
- Paying online is difficult
- The process can be slow