

Interview Questions

Primary Research Question: What are the factors that would motivate and sustain higher customer engagement and increase customer trials and see the value in doing so?

Secondary Research Question: How might we educate customer to efficiently make the switch?

Hypothesis: Customers lack motivation to opt for zero-waste lifestyle/ products because of limited education/ knowledge, increased cost, perceived complexity around the shopping process, and don't recognize the value and impact in making the switch.

Introduction

1. Where do you currently shop for your everyday essential needs? And why?
2. How much on average bi-weekly do you spend on your food and everyday essential products?
3. What are your favorite everyday essential brands? And what do you like about them?
4. Do you prefer doing your shopping for these types of items in-person or online? And why?
5. Could you describe your experience shopping online what did you like/dislike about it?

Zero waste

1. Have you ever opted to purchase a refillable product? If so, what was your experience like refilling this item?
2. What is your understanding of a zero-waste lifestyle?
3. Have you ever shopped for zero waste products? And what was your experience like? **(If no, why not?)** (If yes, are you continuing to use zero waste products in your life? **if no, why not**)
4. Are you aware of any zero waste shops in your area? If so which ones?
5. What would motivate you to purchase zero waste products?
6. What contributing factors would help you to maintain a zero-waste lifestyle?

Shopping

1. What is your preference around in-store pickup (curbside) vs delivery and why?
2. Could you briefly talk about your latest on-line shopping experience, what did you like / dislike?
3. How far are you willing to travel to get your everyday essential needs?
4. For a cost-effective and convenient solution, consider a scenario where you ordered some zero-waste refillable products, like dish soap, olive oil, etc. and it will be delivered to your home in glass jars that you will then transfer into your own jars/ containers and have the original jars ready to be picked up and refilled for your next delivery. Would you be willing to try it? If not, why?