

BUDDIE-PACK Takeaway Scheme A users: focus group guide

Introduction

- This focus group is about food packaging and eating out for lunch.
- It will take between 60 and 90 minutes.
- My name is _____ and I will be facilitating.
- My colleague _____ will observe and take notes.
- We will also audio record the discussion.
- I'll let you know when we start recording.
- Before we start, let's go around the table and say our names so everyone knows who we have in the room.

I'm now going to run through a few ground rules for discussion. After this, you'll have the opportunity to ask questions before we get started.

- Participation in the focus group is voluntary.
- You don't have to answer any questions you don't want to.
- All responses are valid - there are no right or wrong answers.
- Please respect the opinions of others even if you don't agree.
- Try to stay on topic; I may need to interrupt to cover everything.
- Protect others' privacy by not discussing details outside this group.

Are there any questions?

Okay, now I'm going to start recording.

Lunch routines (20-30 minutes)

My first few questions are about lunch routines.

- Under what circumstances do you eat out or get food on the go for lunch?
 - For example, is it part of your working day or some other routine?
 - Do you ever go out for lunch or get lunch on the go spontaneously? If so, what might lead you to do this?
- Where do you tend to go for lunch if eating out or buying lunch on the go?
 - What makes you choose this venue/these venues? (e.g. convenience, food range, food quality, price, time, ...)
- What kinds of food and drink do you buy at lunch time? (e.g. a full meal, hot or cold food, a snack, a treat, ...)
- Do you tend to eat food and drink that you've bought on the premises, or to takeaway?
 - What influences your decision about whether you will eat in or get lunch to go?
 - How do you transport food and drink purchased to go?
 - Where do you tend to eat food and drink purchased to go?

How food and drink is served at lunch (20-30 minutes)

My next few questions are about how food is served at lunchtime.

- When you get food and drink on the go, what packaging does it come in?
 - Are you given a choice of packaging?
 - What's the default way that food and drink to go is served?
 - What are the pros and cons of this packaging? (e.g. material properties, appearance, practicality, labelling, ...)
- What do you do with this packaging when you've finished your meal?
- How, if at all, does food and drink packaging differ if you eat in for lunch? (e.g. Do venues use crockery, single use packaging, or some other type?)
- What types of packaging do you prefer for food and drink on the go, and why?
- Is there any food on the go packaging that you really dislike, or things that make it unappealing?

Reusable food and drink packaging (20-30 minutes)

My final set of questions is about reusable packaging for food and drink:

- What experience do you have of reusing packaging for food and drink on the go? (e.g. own packaging/keep cup, [Scheme A], any other reuse system)
- Where have you noticed reusable food and drink packaging as an option?
 - What brought it to your attention?
- [*Show and pass around prototype*] This is an example of a [Scheme A] reusable lunch container that can be borrowed for free with the [Scheme A] app.
 - What do you think of the design of this container? (e.g. material properties, colour, shape, sealability, appearance...)
 - How suitable is this kind of container and reuse system for your lunch routine? (e.g. portion size, meal type, transportation, thermal properties, frequency of lunch on the go, ...)
 - What are the pros and cons of a reusable container like this, compared to disposable packaging for lunch on the go?
 - Do you have to do anything differently?
 - How easy or difficult is this to get used to?
- Thinking specifically about [Scheme A] cups and containers:
 - What first prompted you to try [Scheme A]?
 - Where have you used it? (e.g. only at one venue, or a few different locations)
 - In what contexts wouldn't you use it?
 - What do you do with [Scheme A] containers after you've finished your food/drink?

- Do you rinse or wash it at any point after using it? If so, when do you wash it and how do you wash it?
- How long do you tend to have the container before returning it?
- Do you use the container for anything else before returning it? (e.g. food storage at home, getting food or drink on the go elsewhere)
- Do you make a special journey to return it, or drop it off as part of some other routine?
- Since you tried [Scheme A], do you make a regular habit of using it when you buy food and drink on the go? Why/why not?
- What encourages you to keep using it, or makes it convenient to use?
- Have there been any barriers to using it, or anything that has discouraged you from using it?
- How do you think the customer experience could be improved?

Wrap up

Those are all of my questions. Is there any final feedback that anyone would like to add before we wrap up?

Thanks very much for your time. As promised, we have a _____ incentive voucher for each of you. Before you go, you need to collect this from us and sign to confirm receipt.