

BUDDIEPACK packaging interview guide

Introduction

As outlined in the information sheet I shared with you, this research project is looking at the use of reusable packaging in everyday life. There are no right or wrong answers - I'm interested in your honest account of how you use packaging to understand the pros and cons. In this interview, we'll begin with a general overview of your household and your shopping habits, then move onto a tour of any reusable packaging that you use at home. You can ask to pause or stop the interview at any time. Before we start, do you have any questions? Is it okay if I start recording?

Household and shopping habits

- To begin, can you give me a brief overview of your household - who lives here?
- Who does the grocery shopping?
- Where do you typically shop for groceries?
 - Online or in store?
 - If you use a combination of stores, which ones do you use for what purpose? (e.g. big shop, top up purchases, veg box, refill..)
 - In what ways, if any, has this changed over time?
- What about household cleaning products (e.g. laundry detergent) - do you buy these from the same store, or somewhere else?
- What about personal care products (e.g. shower gel, shampoo)?
- Why this store/these stores? What do they offer that's important to you?
- Can you tell me a bit about your grocery shopping routine?
 - For example, do you have a regular day for grocery shopping? Do you plan and make a list, or are you more spontaneous?
- What's your approach to mealtimes - as in, do you prepare a lot of food at home, do you prefer convenience foods, or is it a mix?
 - What about when you're on-the-go, e.g. for lunch breaks?
 - How often do you eat out in cafes or restaurants?
 - How often do you order takeaway food?

Home tour of reuse

The next part of the interview is a home tour, and thinking a bit more about the types of packaging that you use.

- Can you show me examples of reusable packaging or containers that you use, for any type of product?
 - Groceries
 - Household cleaning products
 - Personal care products
 - Food and drink on-the-go
 - Takeaways

- Tell me more about this packaging/container:
 - When did you start using it?
 - What prompted you to start using it?
 - Is there any incentive/reward for using it?
 - How frequently does it get reused?
 - Where do you store it? Why do you store it here?
 - What are the benefits of it?
 - Are there any disadvantages?
 - Do you have to do anything differently to use it?
 - What technologies are involved? (e.g. app, deposit point)
 - What do you notice about the packaging material and features?
 - What is it made of?
 - What shape is it?
 - How does it open/close/re-seal?
 - How do you get the product out?
 - Colour, texture, size, feel, smell, how it affects taste.
 - Have you altered or adapted the packaging in any way?
 - Is it labelled? If so, how do you use the information on the label?
 - Are there signs of wear and tear? What are they?
 - How many times do you reuse it (or think you'll reuse it) before it will need to be replaced? How do you know this?
 - How do you know when it's no longer usable?
 - What do you do with it when it's no longer usable?
- Can you also show me how you store groceries generally? As in, your kitchen cupboard and fridge storage space?
 - When thinking about storage, what packaging/product considerations are important to you?
 - How does your kitchen set up affect the way you store things? (e.g. architecture, amount of storage and space)
 - What do you do with surplus stock, if you can't fit it all in the containers that you use? (e.g. for things like flour, teabags, rice, pasta?)
 - Or, if you keep things in their original packaging, what are the advantages of this?
 - What do you do with containers for refill when you have some leftover?
- What do you do with packaging for disposal or recycling?

Packaging and reuse

I also have a few questions that are more specifically about packaging and reuse.

- What - if anything - do you notice about packaging when you're making decisions about what to buy?
 - What qualities of packaging are important to you?
 - Do you prefer particular types of packaging or materials?

- Do you have any packaging pet hates? For example, types of packaging that you really dislike, or things that make it unappealing?
- How do you decide what packaging is suitable for reuse?
 - What qualities are important for reusable packaging?
- How do you feel about single use packaging that gets thrown away?
- I'm going to list - one at a time - four different types of reuse identified by the Ellen McArthur Foundation. For each type of reuse, I'd like you to tell me:
 - (a) Whether you have any experience of doing this?
 - (b) What do you think about this way of shopping?
 - **Return on the go** - for example, reusable packaging or containers that you drop off at a business, for them to clean and reuse.
 - **Return from home** - for example, reusable packaging that is dropped off and picked up by a delivery company. (e.g. milk round)
 - **Refill on the go** - for example, taking a reusable container to a refill station, or carrying your own reusable coffee cup.
 - **Refill at home** - for example, getting refills delivered through a subscription service or purchasing refill pouches in store and decanting into a container at home.
- Can you think of any other ways that you reuse packaging that we haven't already talked about?
- What do you do with packaging that you plan to reuse? e.g. storage, cleaning

Wrap up

Those are all my questions for this interview. Is there anything you would like to add?

Thanks very much for your time. The second part of the research is an accompanied shopping trip - I'd like to arrange to meet you somewhere you shop regularly so we can have a conversation while you do your shopping. This could be a supermarket, somewhere you get your lunch, or if you shop online I could come back here or we could schedule a GoogleMeet and you could screen-share your shopping basket. When would it be convenient to schedule this?