

BUDDIEPACK wrap up interview guide

Introduction

This is the final interview of the BUDDIEPACK project. Its purpose is to gather your thoughts and reflections on the WhatsApp diary task and the entries you made. As with our previous interviews, there are no right or wrong answers - we want to hear your real opinions and experience. 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?

About specific diary entries

Will require some specific preparation before each interview to analyse the diary data.

- Tell me more about **X**.
- What prompted you to make an entry about **Y**?
- I noticed that there are a few entries about **Z**. What did you find interesting about this?
- You've mentioned **X** and **Y** as qualities you look for in reusable packaging. Can you elaborate on this? Why are these qualities important?
- You've mentioned **X** and **Y** as things that make packaging unsuitable for reuse. Can you elaborate on this? What is it exactly that you find off-putting?
- What do you think about the way **X** is displayed and signposted?
- How helpful or or unhelpful is this kind of product labelling?
- How easy or difficult was it to reuse **Y**?
 - How did you know what to do?
 - Would you use it again?

Reflections

- How did you find the process of making diary entries over WhatsApp?
- Do you feel that keeping a WhatsApp diary influenced your activities in any way? For example, were there things you noticed that you might not have if you weren't keeping a diary?
- Were you surprised by anything you noticed while recording this diary?
- Did it prompt any reflections about the packaging you use day-to-day?
- What do you think this diary says about your packaging habits?
- How easy or difficult was it to find examples of reusable packaging in your day-to-day life?
 - How much choice do you feel you have over what packaging you use?
 - In what contexts is it easier or more convenient to reuse packaging?
 - In what contexts is it difficult or less convenient?
 - Where do you notice the provision to support reusable packaging - for example, places where you can refill or return it?
- Based on your observations over a week, how realistic do you think it is to get more people to regularly reuse packaging instead of throwing it away?