

BUDDIEPACK shopping trip guide

Introduction

This part of the research is an accompanied shopping trip. I'll be joining you and asking questions while you shop, and you are also welcome to comment on anything about your shopping experience that you think might be relevant to our research on reusable packaging. As far as possible, please shop as you normally would. As with the previous interview, you can ask me to pause or stop at any time. Before we start, do you have any questions? Is it okay if I start recording?

Prompts: general intro

- What kind of shop are you doing today?
 - e.g. big grocery shop, just getting a few things, lunch break shop.
- Tell me about this store - how long have you been shopping here?
- How often do you shop here?
- Do you know what you want to buy? If so, how?

Prompts: in-store

- Did you bring anything with you?
 - e.g. shopping list, reusable bags, packaging for return or refill
- How did you get here?
- How does this trip fit into the rest of your day?
 - Where have you come from?
 - Where will you go next?
- How do you navigate the store - do you go to specific aisles to look for the items you want, or do you like to browse?
- Can you talk me through your approach to packing?
 - Do you prefer scan and shop/packing as you go or packing at the checkout?
 - How does packaging help or hinder this task?

Prompts: packaging

- What are you looking for, in terms of packaging?
 - Do you make any decisions about what to buy based on the way something is packaged?
 - What qualities of packaging are appealing to you?
 - Packaging material, shape, type of container
 - Colour, texture, size, feel, smell, how it affects taste
 - Is there any packaging that you find unappealing or off-putting? Why?
 - What about signs of wear and tear?
- What, if any, reusable options have you noticed?
 - What do you think about this being on offer at [*name of store*]?

- What drew your attention to them?
- What do you think about the way they're displayed?
- Have you tried these products?
- If so, what's your experience of using them?
 - How easy or difficult is it to go for this option, instead of the same product in disposable packaging?
 - Do you have to do anything differently?
 - Do you still use these products?
 - What do you like about using them?
 - Is there anything you dislike about using them?
 - Have you tried other products in reusable packaging at this store, or other products in reusable packaging elsewhere?
- If not, what would encourage you to try them?
 - Do you have any concerns about reusing this type of packaging?
 - What do you think you would need to do differently, if anything, with this product instead of the same product in disposable packaging?
- Are there any types of products that you wouldn't consider trying in reusable packaging?
- How do you think businesses can reassure customers who are not sure about trying products in reusable packaging?
- What would make it easier to use?

Prompts: online only

- How do you navigate the online store - do you reorder the same items every time, or do you like to browse?
- How does this activity fit into the rest of your day?
- How and when will this shop be delivered?

Wrap up

Thanks very much for letting me join you today. Is there anything more you would like to add before we wrap up?

The final part of the research is a WhatsApp diary task and wrap up interview where we'll reflect on the data you collect in your diary. You'll need to keep a diary for 7 consecutive days of a typical week - ideally capturing some of the reuse behaviour we've discussed. I'll give you an information sheet now which explains the diary task in a bit more detail. When do you think you would like to start this diary?

We can schedule the wrap up interview a couple of weeks after you finish it. Would you like to schedule that now?