

- a. Icebreaker (Create rapport, get participant talking)
- b. What is your name, and where are you from?
- c. Ask if they're okay with recording the interview
- II. Introduction (Shift focus toward topic)
 - a. We're interested in talking with people with food allergies and dietary restrictions. We want to make the process for finding food that fits into their dietary needs simpler. Do you have any food allergies or dietary restrictions?
 - i. If needed, prompt with "Do you avoid meat, are you lactose intolerant, etc."
 - b. How long have you had this dietary restriction?
 - i. Follow-up with other questions about history with restriction as necessary.
- III. Key Questions (Gain insight on area of primary interest)
 - a. **Their current process of determining food safety**
 - i. Tell me about the last time you had to determine whether something was safe for you to eat.
 - ii. How comfortable do you feel trying out a new dish in a restaurant or food product from a grocery store?
 - iii. Do you use an existing external system for tracking your nutrition/allergies?
 - 1. Ex. Apps, tracking on paper, etc.
 - b. **difficulty of finding nutrition info, regardless of context**
 - i. How confident are you in your ability to avoid restricted foods?
 - ii. How much time do you spend figuring out what you can eat while you're "on the go"?
 - 1. What do you think of this experience?
 - iii. Where/how do you get your food information?
 - iv. Have you ever been misled by information on the Internet about what you can eat?
 - c. **Interest in educational content**
 - i. If Allergy
 - 1. Do you feel like you understand why you have this allergy or restriction?
 - a. Ex. Do you understand the ways that this product can affect your nutrition?
 - b. Do you understand what to look for in a food label? What about the ingredients?
 - ii. If Restriction
 - 1. Do you understand what sorts of ingredients would violate your food restriction?
 - a. For instance, that gelatin contains bone?
 - d. **Getting ideas for foods they can eat**
 - i. How do you find new varieties of things you can eat?
 - ii. How adventurous of an eater are you?
 - e. **Consequences**
 - i. What does one do if they eat food they shouldn't eat?
 - ii. Based on possible consequences, how vital would a nutrition app be for you?
- IV. Summary (Consider questions in broader perspective)

- a. Considering everything we've talked about today, what is the one thing that's most important to you?
- V. Wrapping-up (Bring closure to discussion)
 - a. Is there anything else you'd like to add?
 - b. Ask if they're okay with taking a picture