

Chart A: Survey Question Creation Process			
Research Question	Draft Survey Question	Response Options	Question Rationale
Section 1: Order ahead app use			
What percentage of people are currently utilizing order-ahead for delivery?	How do you usually order food/drinks from quick service restaurants (i.e. Starbucks, Jamba Juice)?	Multiple Choice: Order ahead Order in-store Order delivery	Determines importance of order-ahead app in eyes of user
Screeners: Divide respondents into 2 groups based on whether they have used order-ahead applications before	Have you ever used order-ahead applications to order food/drinks before?	Binary Choice: Yes (section 3) / No (section 2)	Routes user through the survey
Section 2: Does not use order-ahead			
Identify the main reasons order-ahead apps ARE NOT preferred	Do you prefer order in-store or order delivery to order-ahead applications?	Multiple Choice: Yes No Other	Gives us a perspective on whether or not people that don't use order ahead actively dislike the idea of it
Acquiring qualitative data on their ordering preferences	Please explain your answer to the question above.	Open ended	Allows for further explanation of their reasoning
Section 3: Does use order ahead			
Identify how frequently app users utilize order-ahead applications	On average, how often do you use order-ahead applications?	Multiple Choice: Once a month or less Twice a month Once a week Two or more times a week Almost daily	Allows us to categorize our users and their answers by the frequency at which they use order-ahead apps
Identify the main reasons order-ahead apps ARE preferred	Do you prefer order-ahead applications to order delivery and order in-store?	Multiple Choice: Yes No Other	Gives us a perspective on whether or not people that use order ahead actively like the idea of it in comparison of delivery and order in-store
Acquiring qualitative data on their response to the above question	Please explain your answer to the question above.	Open ended	Allows for further explanation of their reasoning
Identify applications for competitive/comparative analysis	What order-ahead phone applications have you used?	Checkboxes: Tapingo, Grubhub, Starbucks, Moes, Jamba, Auntie Annes, Other:_____	Gives us an idea of which applications are more commonly used by our researched user group
Further determine which applications are best for competitive analysis and also determine which ones may be considered the best or most used.	What online order-ahead application do you use most frequently?	Multiple Choice: Tapingo, Grubhub, Starbucks, Moes, Jamba, Auntie Annes, Other:_____	Tells us which of the applications is most commonly used, which we can use in a comparative analysis or as a means of researching successful applications
Learn what users like about their most used order-ahead application	What do you like about using your most frequently used order-ahead application?	Checkboxes: In-app Customer Service, In-app payment, Loyalty System, Online Menu, Rewards, Store Locations map, No preference, Other:_____	Gives us information on what these users like about their preferred application
Learn what users do not like about their most used order-ahead application	What do you NOT like about using your most frequently used order-ahead application?	Checkboxes: In-app Customer Service, In-app payment, Loyalty System, Online Menu, Reward, Store Locations map, No preference, Other:_____	Gives us information on what these users do not like about their preferred application
Screeners: Divide respondents into 2 groups based on whether or not they have used the Jamba application before	Have you used the Jamba order ahead application before?	Multiple Choice: Yes (section 4) or No (section 5)	Routes the user to the appropriate part of the survey
Section 4: Actually has used Jamba application			
Identify the frequency at which consumers use the Jamba application	How often do you use the Jamba order ahead application?	Multiple Choice: Once a month or less Twice a month Once a week Two or more times a week	Helps us to divide our user research by how frequently our users use the application
Classify users by their loyalty status	What kind of user are you currently in the Jamba application?	Multiple Choice: Guest User (Do not have access to the rewards system) Loyalty User (Do have access to the rewards system)	Gives us information on the type of Jamba user
Identify successful elements of the Jamba application	What do you like about using the Jamba application?	Open ended	Helps us learn about what these users like about the Jamba application
Identify problematic elements of the Jamba application	What do you not like about using the Jamba application?	Open ended	Helps us learn about what these users do not like about the Jamba application
Identify critical problem areas that the user dislikes even without having the application open	What (if anything) frustrates you the most about the ordering process?	Open ended	Helps us learn about what technological/functional elements of the actual ordering process are frustrating to the user (compared to just general aesthetic problems with the app)
Section 5: Demographic Questions			
Acquire information on the gender of our participants	What is your gender?	Multiple Choice: Male Female Something Else (Other) ; Prefer not to answer	Let's us classify our user group by gender and helps us to compare our findings with Jamba demographic information
Acquire information on the age of our participants	What is your age?	13-17; 18-24; 25-34; 35-44; 45-54; 55-64; 65+	Let's us classify our user group by age and helps us to compare our findings with Jamba demographic information
Develop a vague understanding of the users' economic background	What is your current employment status?	Multiple Choice: Employed full time (40 or more hours per week) Employed part time (up to 39 hours per week) Student Retired Other	Let's us classify our user group by employment status and helps us to compare our findings with Jamba demographic information (as well as give us a perspective of how skewed our findings are towards students, given that we are conducting this study on a college campus)
Get contact info from people willing to participate in a study (and we can hopefully determine if they are an existing Jamba app user from the surveys)	If you live on or near the Georgia Tech campus and are interested in participating in a user study on improving the Jamba order-ahead application, please leave us your email or phone number here, and we may reach out	open ended	Lets us follow up with specific users for interviews