

INTERVIEWS

Interview Goals

- Understand the moods and experiences that influence people's decision to purchase bakery products.
- Determine how frequently health-conscious individuals buy bakery products online.
- Explore whether people would consume more bakery products online if healthier options were available.

Target Participant Characteristics

- Ages 18–45
- Reside in metropolitan or suburban areas
- Individuals who are health-conscious or live with someone who prioritizes a healthy diet
- Diverse gender representation
- Inclusive of participants with different abilities

Interview Questions

1. On what kind of days or in what moods do you feel the urge to eat something sweet?
2. Have you ever purchased bakery or pastry products online for yourself or someone else?
 - 2.1 Can you describe your experience buying these products online?
 - 2.2 Why do you think you haven't done it more often (or at all)?
3. What would motivate you to buy a cake or pastry online?
4. Do you ever refrain from eating sweets or pastries? Why do you think that is?
5. Are you familiar with healthy pastries? What are your thoughts on them?
6. What do you think would make you use—or not use—an app that offers high-quality, healthy bakery and pastry products?

Interview Transcript 1 - Alberto

Name: Alberto

Age: 37

Location: Sevilla, Spain (formerly China)

Occupation: Psychologist (online)

Background:

Alberto has spent the past seven years in China, where he combined two roles: a teacher and a psychologist. Currently, he resides in Sevilla, Spain. He is a health-conscious individual who regularly practices sports and places significant importance on maintaining a balanced, healthy diet.

Health Considerations:

Alberto experiences digestive discomfort when consuming gluten, which affects his overall well-being.

Question: When do you typically crave sweets, or on what kind of days do you find yourself wanting to eat them?

Answer:

I usually crave sweets on my days off, especially when I don't have any other plans or commitments. For example, Sundays are a typical day for me to indulge in something sweet. It's often in the afternoon, when I have some free time to relax. I tend to enjoy sweets alongside a cup of coffee, as it feels like a little treat during a slower, more laid-back part of the day. It's not something I do every day, but when I'm winding down and enjoying a moment of peace, having a sweet snack adds a bit of comfort and enjoyment.

Question: Have you ever purchased bakery products online, either for yourself or for someone else?

Answer:

No, I've never ordered bakery products online. The only time I might order something like that is when I'm already ordering a meal. Occasionally, I'll add a dessert like ice cream or a cake to my order, but it's not something I do frequently. Generally, I prefer to buy bakery items in person, so I can see and choose exactly what I want.

Question: Why would you consider buying a cake or other bakery product online?

Answer:

I would buy a cake or bakery product online if I knew that the bakery offered something unique or of particularly high quality that I couldn't find at other places. For example, if there's a specific cake or dessert that I know is only available from a certain bakery and it has a reputation for great taste and craftsmanship, I'd be willing to order it. It would have to be something special that stands out from the usual offerings.

Question: Are you self-conscious about eating sweets and cakes? If so, why do you think that is?

Answer:

Yes, I try to limit my intake of sweets because most of them contain a lot of sugar, which isn't good for my health. I'm conscious of the impact that sugary foods can have on my body, especially since I try to stay fit and eat a balanced diet. I think it's important not to eat too many sweets because they don't offer much nutritional value and can contribute to health issues like weight gain or increased risk of chronic conditions. I try to enjoy them in moderation, but I'm mindful of the choices I make.

Question: Do you know what a "healthy bakery" is? (If the answer is no, I'll explain it.) What do you think about it?

Answer:

I'm not entirely familiar with the concept of a "healthy bakery," but I think it's a great idea. With more people becoming aware of the impact of food on health, it makes sense to have options that are better suited to modern needs. Many people are concerned about what they're eating, so having a place where you can enjoy a dessert or snack without feeling guilty about it being full of empty calories would be very appealing. I think offering healthy alternatives, like pastries made with better ingredients or lower sugar content, would cater to this growing demand.

Question: Why do you think you would use an app that offers high-quality, healthy bakery products online?

Answer:

I would use such an app because it could offer the only option in Seville for healthy pastries. If the products are not only nutritious but also tasty, it could easily become my go-to for sweets and desserts. I'd be willing to substitute the usual sweets I buy with healthier options if the taste is on par and if the app provides clear, detailed information about the nutritional values of the products. It would help me make more informed decisions about what I'm eating, while still allowing me to indulge in a treat now and then.

Interview Transcript - Carolina

Name: Carolina

Age: 25

Location: New Zealand (originally from Colombia)

Occupation: Social Communicator

Background:

Carolina has been living in New Zealand for the past five years. Over the last year, she has worked seasonally, picking fruits and vegetables. She leads an active lifestyle, regularly swimming, and places great importance on maintaining her health. In addition, Carolina has a blog where she shares reviews of books she's read and writes about various social topics that interest her.

Question: When do you typically crave sweets, or on what kind of days do you find yourself wanting to eat them?

Answer:

I tend to eat sweets when I'm having coffee, but that doesn't mean I have a sweet every time I drink coffee. I usually reach for something sweet when I'm feeling anxious or a bit melancholic. It's like a comfort thing for me. I don't have a set time; it's more about my mood and the need for a little indulgence during a coffee break.

Question: Have you ever bought bakery products online, either for yourself or for someone else?

Answer:

I've never ordered from an online bakery. I'm aware that it exists, but I've never actually tried it. Sometimes, when I order meals online, I'll add a dessert to the order, but I don't fully trust the quality of those products. I prefer to go for sweets that I know are fresh and that I can trust in terms of quality, which is why I haven't ventured into ordering bakery items online.

Question: Why would you consider buying a cake or other bakery product online?

Answer:

I think I would consider buying it if someone I trust recommended it to me. If I knew there was a bakery that specialized in certain products, I would feel more comfortable ordering from them. I'd want to know that the bakery has a good reputation and offers high-quality, unique products that I can't easily find elsewhere.

Question: Are you self-conscious about eating sweets and cakes? If so, why do you think that is?

Answer:

Yes, I try not to eat too many sweets, especially when I'm swimming or maintaining a more athletic routine. I feel like indulging in sweets doesn't align with the healthy, active lifestyle I'm trying to maintain. I'm conscious of how food affects my body, and I don't want to compromise my fitness goals by consuming too much sugar. It's all about balance for me—enjoying treats occasionally but being mindful of my health and physical activity.

Question: Do you know what a "healthy bakery" is? (If the answer is no, I will explain it.) What do you think about it?

Answer:

I have a little knowledge of the concept, mostly from a friend who shares healthy recipes on YouTube. However, I haven't had the chance to try any healthy bakery products myself. I think it's a great idea, especially because there seem to be very few options available right now. The idea of a healthier alternative to traditional bakery goods sounds appealing, and I would be interested to try it out if there were more options. It's definitely something I'd be open to exploring.

Question: Why do you think you would use an app that offers high-quality, healthy bakery products online?

Answer:

I would likely use the app, at least to try it out, especially since it's not likely that there's a bakery like this near my home. If the app offers a convenient way to access healthier dessert options that are of high quality, it would be worth trying. Plus, I could see it becoming a regular option for me if I find products I really enjoy. It's a great way to enjoy treats without compromising on health, and the convenience of having it delivered straight to my door makes it more appealing.

Interview Transcript - Luz Adriana

Name: Luz Adriana

Age: 44

Location: Medellín, Colombia

Occupation: Business Owner (Cleaning Business in Medellín and Bogotá)

Background:

Luz Adriana runs her own cleaning business that operates in both Medellín and Bogotá. She follows a healthy diet and is passionate about maintaining a healthy lifestyle, working with a personal trainer to stay fit.

Question: When do you typically feel like eating sweets, or on what kind of days do you crave them?

Answer:

I absolutely love sweets and I always feel like eating them. I have a sweet tooth and just adore them, so it's not really about my mood or the day—it's more about simply craving them.

Question: Have you ever bought bakery products online, either for yourself or for someone else?

Answer:

Yes, I have ordered bakery products online for myself. I follow a lot of Instagram accounts that showcase fancy bakeries, which tend to be more expensive than traditional bakeries. When I want something specific, I contact them through Instagram and they provide me with their contact number. From there, I can place an order via WhatsApp, where they send me a portfolio of their products. I can choose what I want, and they schedule the delivery. From my experience, it's been great. One of the bakeries I order from is called *Tres Trigos*, which offers a variety of breads with different seeds and flours, which I really enjoy.

Question: Why would you consider buying a cake or other bakery product online?

Answer:

I prefer to go to the bakery in person to choose my products. I like being able to see them and pick what looks most appealing to me. However, I would consider buying online if I already knew the specific product I wanted and I was ordering from a bakery I trust.

Question: Are you self-conscious about eating sweets and cakes? If so, why do you think that is?

Answer:

Yes, I am quite self-conscious about eating sweets, especially after a period where I was eating too much of them. I prefer eating cake over snacks like chips because I know cake is at least a little more natural, but I realized I was gaining extra weight. So, I decided to become more mindful of my sugar intake to stay healthier and maintain a balanced diet.

Question: Do you know what a “healthy bakery” is? (If the answer is no, I will explain it.) What do you think about it?

Answer:

Yes, I know about healthy bakeries. I actually follow a few of them here in Medellín. I don't want to give up the enjoyment of eating sweets, but I also want to maintain a healthy lifestyle. There are more and more bakeries like this in Medellín. One of them is called *Libertina*, and they offer gluten-free options and use organic ingredients. I'm especially interested in trying it because my partner, who is very health-conscious and sporty, would appreciate it too. It's a great way to share something we both enjoy while sticking to a healthy diet.

Question: Why do you think you would use an app that offers high-quality and healthy bakery products online?

Answer:

Yes, I would definitely use such an app. I'm really into this type of bakery, and the convenience of having high-quality, healthy products delivered would be very appealing to me. What I would love to see is a bakery that delivers products as needed, without having to plan in advance. Sometimes, the waiting time for delivery is too long, and I don't always know when I'm in the mood for a cake. It can be difficult for businesses to forecast demand since bakery items have an expiration date, but an app that offers more flexible delivery could really solve that issue.

Interview Transcript - Lucas

Name: Lucas

Age: 40

Location: Queenstown, New Zealand

Occupation: Logistics

Background:

Lucas is a strict vegan, deeply involved in animal welfare. While he doesn't practice sports, he is very conscious about his diet and what he eats.

Question: When do you typically feel like eating sweets, or on what kind of days do you crave them?

Answer:

Actually, there's no specific mood or day when I crave sweets. I enjoy sweet foods all the time and can indulge in them at any moment. If my body craves something sweet, I go ahead and have it, no matter the day, my mood, or the climate.

Question: Have you ever bought bakery products online, either for yourself or for someone else?

Answer:

No, I've never bought anything from an online bakery. I'm not really into online shopping. I prefer going to the place, seeing the products for myself, and buying them in person. If I've already eaten at a bakery and I know their products, I might consider ordering online, but that's not my usual way of buying things.

Question: Why would you consider buying a cake or other bakery product online?

Answer:

I would probably only consider buying bakery items online to support a friend who is starting a business, or maybe as a way of donating to a cause. But in general, I wouldn't buy it unless it was for a specific reason like that.

Question: Are you self-conscious about eating sweets and cakes? If so, why do you think that is?

Answer:

Yes, I'm trying to reduce my sugar intake and avoid too much flour, primarily because I want to maintain a healthy lifestyle. I'm conscious of the impact that sugar and processed foods can have on my health, so I try to limit them as much as possible.

Question: Do you know what a “healthy bakery” is? (If the answer is no, I will explain it.) What do you think about it?

Answer:

Yes, I know what a healthy bakery is. I think it's a great concept, offering a healthier alternative to traditional sweets and baked goods. It's a good way for people to enjoy baked products without consuming unhealthy ingredients. I believe this is especially important for people who are conscious of what they eat and want to make better choices for their health.

Question: Why do you think you would use an app that offers high-quality and healthy bakery products online?

Answer:

I would consider using the app for the convenience of ordering, especially once I've tried the products and know they meet my standards. I prefer having the option to order things online when it's something I'm already familiar with and trust.

Interview Transcript - Miguel

Name: Miguel

Age: 34

Location: Sevilla, Spain

Occupation: Account Manager for an Advertising Agency

Background:

Miguel Reguera is 33 years old. He is from Spain and works as an Account Manager for a German company in his hometown of Jerez. He exercises regularly, usually running and going to the gym. He doesn't closely control his diet, but he recently discovered that his girlfriend has a gluten intolerance.

Question: What mood are you in or what kind of days do you feel like eating sweets?

Answer: I tend to crave sweets almost always, but especially when I'm stressed. When I'm under pressure, I find myself reaching for biscuits, chocolates, cakes... basically anything sweet. It's just something I can't live without. I think it's more of a comfort thing for me, helping to alleviate stress in a moment of indulgence.

Question: Have you ever bought bakery products online, either for yourself or for someone else?

Answer: Yes, I've bought bakery products online, though it's not entirely a fully online experience. There's a bakery in Sanlúcar that offers a wide range of gluten-free breads, which are among the few options available in the region. My wife, Angela, has a gluten intolerance, so I ordered from there once, but I plan to do so regularly from now on since it's the only one that delivers. I contact them via WhatsApp, where they send me a list of available products and their prices. It's convenient and one of the few places offering delivery for these specialty items.

Question: Why would you buy a cake or other bakery product online?

Answer: The main reason I'd order bakery products online is convenience. I can simply stay at home, avoid the hassle of going out, and still get exactly what I need delivered to my doorstep. It's perfect for when I'm busy or just don't feel like leaving the house.

Question: Are you self-conscious about eating sweets and cakes? Why do you think that is?

Answer: Yes, I'm definitely conscious about eating sweets and cakes. I try to be

mindful of my health and, knowing that consuming too many sugary treats isn't good for me, I make an effort to limit my intake. I don't want to overindulge because I'm aware of the negative effects of excessive sugar consumption, both in terms of my overall health and my fitness goals.

Question: Do you know what a "healthy bakery" is? (If the answer is no, I will explain it.) What do you think about it?

Answer: I'm not familiar with the specific term "healthy bakery," but I think it sounds like a great idea. From what I understand, it likely refers to bakeries that focus on using wholesome, natural ingredients, offering alternatives like gluten-free or lower-sugar options. While I imagine these types of bakeries might be more expensive, I think it's a worthwhile investment for anyone looking to enjoy baked goods without compromising their health.

Question: Why do you think you would use an app that offers high-quality and healthy bakery products online?

Answer: I'd definitely consider using an app that offers high-quality, healthy bakery products. Finding bakeries that offer these kinds of items can be difficult, so having an app that provides convenient access to these products would be very appealing. If I could easily order from a trusted source and have it delivered without the hassle of searching for a physical store, it would definitely make my life easier. Plus, it would help me maintain a healthier lifestyle while still enjoying the occasional treat.

Interview Transcript - Pablo

Name: Pablo

Age: 31

Location: Barcelona, Spain (resident since 2015)

Occupation: Logistics

Situation: Pablo is originally from Spain and has been living in Barcelona since 2015. He works in logistics and has a background in playing football regularly during his youth. Since finishing university, he has not been very active physically, but he is making an effort to adopt a healthier eating routine to improve his lifestyle.

Question: What mood are you in, or what kind of days do you feel like eating sweets?

Answer: I usually crave sweets when I'm in a good mood, enjoying my free time, or when I'm celebrating something special. Whether it's a successful day at work, a weekend off, or a holiday, sweets seem to make the experience even more enjoyable. There's something about treating myself on those occasions, and it's a great way to celebrate with my partner or friends. Sweets are often linked to those moments of joy, so it's definitely a go-to for me when I'm feeling positive or in a festive mood.

Question: Have you ever bought bakery products online, either for yourself or for someone else?

Answer: Yes, I've ordered from a business called "Buenos Días Matías." It's a fantastic service where they prepare beautiful breakfast tapas that come in an elegant box, and I once bought it as a gift for my girlfriend. You can select from a wide variety of options, like fresh fruit, juices, and cakes, and they deliver it right to your door. What I really love about it is that you get to choose the exact day and time for delivery, which makes it a very personalized experience. The only downside is that it's a little on the expensive side, with a delivery fee of 4 euros. But it's worth it for the quality and the special touch it adds to a morning breakfast. It's a nice treat and perfect for giving as a thoughtful gift.

Question: Why would you buy a cake or other bakery product online?

Answer: Most of my purchases are done online, so I'm very comfortable with the idea. It's incredibly convenient and saves me time, especially when I'm on the go or busy with work. I can browse, select, and pay for what I want with just a few clicks on my phone, and then have it delivered to my home or office without having to leave. With the busy pace of life, it's nice not having to make a trip to the bakery. Plus, I love the

option of using payment methods like PayPal, which makes the process even easier and more secure. I've become so accustomed to buying almost everything online – from groceries to gadgets – so buying bakery items this way just fits into my routine.

Question: Are you self-conscious about eating sweets and cakes? Why do you think that is?

Answer: No, I'm not particularly self-conscious about eating sweets or cakes. I believe in enjoying the things I like, but at the same time, I'm mindful of my health. There are times when I'll try to limit the amount of sugar I consume, but I never completely deny myself when I have a craving. This year, I've started following a diet to focus on being healthier, so I've cut back on buying sugary treats for a while. However, if I feel like having something sweet, I don't hesitate to indulge. Moderation is key for me. It's all about finding a balance between enjoying what I love and taking care of my body.

Question: Do you know what a "healthy bakery" is? (If not, I'll explain.) What do you think about it?

Answer: Yes, I know what a "healthy bakery" is, but I haven't tried one yet, and I'm not very familiar with the details. I have heard about bakeries that focus on using alternative ingredients, such as dates, gluten-free flours, and other health-conscious options. To be honest, I'm a bit hesitant because I'm quite picky about what I eat and tend to lean toward more traditional options. I've always been used to classic pastries made with familiar ingredients, so things like dates and alternative sweeteners don't particularly appeal to me at first glance. However, if a "healthy bakery" could offer something that tasted good while being truly nutritious, I might be open to giving it a try. I'm just not really drawn to trendy food items or superfoods. But if it could satisfy my sweet tooth in a healthy way, I would definitely consider it as an option.

Question: Why do you think you would use an app that offers high-quality and healthy bakery products online?

Answer: Well, my partner really enjoys sweets, but she's also very conscious about eating healthy. Since I'm the one who usually handles cooking and preparing meals, I'd be willing to adapt and try making healthier treats if she asks me to. So, if there was an app offering high-quality, healthy bakery products that were convenient to order, I'd definitely use it for her. I think it would be a great way to satisfy her cravings for sweets while ensuring we stick to healthier options. For me, it's not something I would necessarily seek out on my own, but for her, I'd be more than happy to explore the possibilities. It's all about making sure she has what she enjoys while maintaining a healthy lifestyle, and if an app could provide that easily, I'd give it a try.

Interview Transcript - Rocío

Name: Rocío

Age: 37

Location: Seville, Spain

Background: Rocío is a 37-year-old Spanish woman who has been living in China for the past 7 years and has recently moved to Seville. She is currently studying tourism while working as a Spanish teacher. Rocío is highly concerned about maintaining a healthy lifestyle and prioritizes a balanced diet. She is dedicated to fitness and regularly practices yoga, which helps her stay physically and mentally fit. Her lifestyle reflects her commitment to health and wellness.

Question: What mood are you in or what kind of days do you feel like eating sweets?

Answer: I feel like eating sweets almost always. I really enjoy sweets, but I crave them even more when I am anxious. If I see an advertisement on TV or have any visual contact with something sweet, I can't help but want it. It triggers a craving that's hard to ignore.

Question: Have you ever bought for you or for someone else online bakery?

Answer: Yes, I've bought bakery items online before, specifically on my birthday when I was living in China. I ordered cakes for my grandparents, parents, and other relatives so they could celebrate my birthday. I reached out to three different stores. There's a website in Jaén that works very well, but in Granada, it was a bit more complicated because I had to create an account, so a friend helped me. In Murcia, it was difficult to find a suitable online service, so my cousin went out to buy the cakes instead. Overall, the online ordering process was smooth and convenient.

Question: Why would you buy a cake or other bakery product online?

Answer: I would buy a cake online mainly during moments of anxiety when I feel like I need something sweet but don't feel like going out. Although I don't usually eat cakes, if I did, I would prefer to buy them online rather than from a big supermarket. Right now, I mostly buy them online for special occasions like birthdays or Christmas as gifts.

Question: Are you self-conscious about eating sweets and cakes? Why do you think it could be?

Answer: Yes, it's definitely a struggle for me. When I eat sweets more often, I start to feel addicted to them. It's difficult for me because I need a lot of self-control, and food is one of the ways I manage my emotions. I'm aware of my behavior and know which

types of food I can control myself with and which ones I can't. Once I start eating something sweet, it's hard for me to stop, so I prefer not to start at all to avoid that temptation.

Question: Do you know what a "healthy bakery" is? (If the answer is not, I will explain it) What do you think about it?

Answer: Yes, I know there are healthy bakery options available. I think it's a very useful concept because the flavors can be just as good, but with the added benefit of providing nutrients. It makes me feel less guilty and anxious compared to eating industrial cakes loaded with sugar. I've tried cakes with less sugar and healthier ingredients, and I found it much easier to control myself when eating them. It's not because I like them less; it's because I know I'm eating something healthier, which makes me feel better. I can enjoy them without the guilt, and that makes it easier for me to control my cravings. I'm not doing something "bad" for my body, and that helps me keep my balance.

Question: Why do you think you would use an app that offers high-quality and healthy bakery products online?

Answer: I don't really use apps at the moment because my phone is quite old, but I just bought a new one. I would be open to using apps in the future, especially for online bakery orders, but at this moment, I'm not really into ordering food online. Once I get used to my new phone, I'll probably start exploring online services more.

Thinks:

If there is no need to preorder days in advance, it would work better. Bakery products are not necessarily good for health, and I don't fully trust online bakery products.

Says:

I would consider buying bakery products online if the bakery is specialized. I plan to keep ordering, especially if the bakery offers healthier options. In the future, I would buy healthy bakery products again due to health concerns. I would consume more bakery items if they are healthy because healthy options make it easier for me to practice self-control.

Does:

- I don't usually order bakery products online.
- I enjoy sweets with coffee.
- I typically order bakery items in advance.
- I eat sweets on days off or during festivities.
- I avoid eating sweets after training.
- I'm self-conscious about my sugar intake.

Feels:

There aren't enough options available, and it's hard to find good choices. People in relationships often adapt to each other's habits. I feel that most bakery products aren't healthy, and I don't fully trust bakery items bought online. I always crave sweets, but I feel lazy or anxious when I give in to them.