James Dishman

UX60531 Discovery Research Fundamentals

Create a Screener

September 21, 2025

Hi [Name],

Thank you for responding. My Name is James Dishman.

I am conducting research into food shopping habits in the Mahoning Valley. I want to ask if you are willing to participate in this research.

Participation is voluntary and will entail:

Being interviewed for 15-20 minutes about your experience with and/or thoughts on access to healthy food.

completing a follow-up survey (10-20 minutes);

possibly being a tester for a web portal tool prototype (10-20 minutes).

Total time to participate will be between 20 and 60 minutes over 10 weeks in two to three separate 10-20 minute sessions. Each session will be recorded, but your face or body will not be captured. Your voice will be recorded, and possibly your screen will be captured. The recordings will not be shared with anyone outside of our research and design team. *(This language is a placeholder and can be changed as necessary in the future.)*

May I ask you some questions to determine if you are eligible to participate?

Inclusion Criteria questions:

What is your age?

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

Participants must be at least 18 years old to participate.

What zip code do you live in?

Participants must live in the appropriate geographical area (the greater Mahoning Valley area). Exact zip codes can easily be supplied based on the scope of the study.

Over the past month, how often have you gone grocery shopping or has someone gone grocery shopping for you?

- Daily
- 2-3 times per week
- Weekly
- 2-3 times per month
- Once per month
- Less than once per month
- I don't shop for groceries

Participants must actively engage in acquiring the food they eat.

Exclusion criteria questions:

Do you currently work in any of the following fields?

- Food retail/grocery
- Public health/nutrition
- Social services
- Market research
- Food assistance programs
- None of these

I was thinking that it might be beneficial to interview two different subpopulations: social workers with exposure to food-insecure individuals and individuals who witness or experience food insecurity, so that this question could work for both. We probably want to exclude researchers, retail, and people working directly with food assistance programming. In an extended study, all those perspectives would be beneficial, though. I would like guidance on clarifying this idea. It is completely possible to exclude the social workers if we need to limit the scope of this study, that is what I would do.

Have you participated in research about food or nutrition in the past year?

- Yes
- No
- Not sure

Exclude people suffering from research fatigue.

Which devices do you use to access the internet? (Select all that apply)

- Smartphone
- Tablet
- Laptop/desktop computer
- I don't regularly use the internet

Subjects need to have access to the internet.

Open-ended conclusion question:

Thinking about the last time you went grocery shopping, can you briefly describe what that experience was like?

This question isn't 100% necessary, but if we want to include an open-ended question to summarize, it would work.

Thank you for answering my questions. Based on what has been explained about this study, are you willing to participate? (require a yes/no answer).

We are finishing our research preparation now and will soon schedule interviews. If you are selected for participation, we will contact you within two weeks regarding this study. Do you have any final questions for me?

Thank you. Goodbye.

Considerations:

The most important inclusion criteria are age and geography. We don't want to open the can of worms that is including children, and I do not see any reason to do so at this juncture. If I want to create a regional solution, then geography is essential.

The most important exclusion criteria would be professional background and technology usage. I have been thinking about the two-group approach for a while, which I am sure is some form of bias on my part. Still, I felt that the idea of including regular people and people in the trenches on the forefront of this situation might yield interesting results. I could be totally out of line here, though. If this is going to be a digital study, then technology usage is of paramount importance.

I tried to frame the questions so they are not leading. I included inline comments with each in italics.