

MarketRun: five interview notes

These notes are fictional, written to practise research synthesis in Week 2. Read them all, highlight quotes that reveal needs, pains and behaviours, then group them into insights.

Interview 1: Funke, 29, bank customer service, Lekki

Lives in Ajah, works in Victoria Island. Leaves home at 5:30am, back after 8pm.

Q: How do you buy food today?

A: Saturday is my only day. I go to Ikota market early, it takes three hours with traffic. Some weeks I just go to the supermarket and pay double.

Q: Have you ever ordered from a trader?

A: Yes, my pepper woman. I send voice note, she sends a picture, I transfer. But last time she sent tomatoes that were already soft and I couldn't complain properly.

Q: What would make you trust a new way?

A: Seeing the actual items before they pack. And knowing the trader is the same person every time.

Q: Anything that annoys you about apps?

A: Too many steps. And when they don't show the final price until the end, with delivery fee hidden.

Interview 2: Mr Ibrahim, 41, civil engineer, Ikeja

Married, three children. His wife usually shops, but she started a new job.

Q: How do you buy food today?

A: My wife makes a list on WhatsApp. I don't know market prices, so I usually overpay when I go.

Q: What worries you about ordering online?

A: Being cheated on quantity. A 'paint' of rice from one trader is not the same as another.

Q: How do you prefer to pay?

A: Transfer is fine. I don't like saving my card in apps.

Q: What would you want to see?

A: A clear list with the price per unit, and what changed if something was not available.

Interview 3: Blessing, 24, nurse, Yaba

Works shifts at a hospital. Shares a flat with a friend.

Q: How do you buy food today?

A: Small small. On my way home I buy from the roadside sellers. I don't have time for a big shop.

Q: Have you tried delivery apps?

A: For restaurant food, yes. For groceries, the minimum order is too high for me.

Q: What phone and data do you use?

A: Tecno phone. I buy 3GB a month. Apps that load many pictures finish my data.

Q: What would make you use something new?

A: No minimum order, and let me reorder what I bought last week with one tap.

Interview 4: Iya Sade, 56, trader at Mile 12 market

Sells peppers, tomatoes and onions. Has a smartphone; her daughter helps with WhatsApp.

Q: Do customers order from you by phone?

A: Yes, about ten regular ones. They call or send voice notes. Sometimes I miss messages when the market is busy.

Q: What is hard about it?

A: Writing down orders. And waiting for transfer before I give the rider the goods. Some people delay.

Q: Would you use an app?

A: If it is simple and in big letters. If my daughter must do everything, it won't work.

Q: What would help you most?

A: To see all my orders for the day in one place, and to get paid quickly.

Interview 5: Tunde, 33, dispatch rider, Surulere

Rides for two small logistics companies and takes private jobs.

Q: What goes wrong with pickups?

A: Wrong address or no landmark. Customers don't pick calls. I wait 30 minutes at the market because the order is not ready.

Q: How do you get directions?

A: Google Maps, but the landmark is more important. 'Opposite the blue church' helps more than the street name.

Q: What would make the job better?

A: Know the order is packed before I come. And the customer's correct phone number.

For the tutor: insights learners should find

- Trust and quality: customers want to see items before packing and keep the same trader (Funke, Mr Ibrahim).
- Unclear units: heaps, mudu and paint vary; price per unit and substitutions must be clear (Mr Ibrahim).
- Time poverty drives the need, but minimum orders block smaller buyers (Funke, Blessing).
- Data cost matters: light pages, fewer images, reorder in one tap (Blessing).
- Traders need one simple daily order list and fast payment, in large text (Iya Sade).
- Riders need landmarks, correct phone numbers and a 'packed and ready' signal (Tunde).
- Transparent final price, including delivery, before checkout (Funke).