

## **Semi-structured interview questions for the designers (60 to 90 minutes)**

### *Background*

1. What is your age, gender, and occupation?
  - How long have you been working at your design agency, and what is your function there?
2. What was your role within the FETE project?
3. What do you consider to be your biggest strength as a designer?
4. What type of projects have you worked on for your design agency?
5. Do you have experience with transition projects?

### *Visioning in the transition context*

6. What aspects of ViP are adapted most when applied in practice compared to how the method is described in the book by Hekkert and van Dijk?
  - How does the process differ when applied in transition projects such as with FETE?
  - Why do you think these aspects are adapted?
7. How did the resource allocation for this project influence the design process or outcome (e.g., scope, time etc)?
  - Is this more common with projects in a transition context?

### *Collaboration*

8. Can you summarise what you understood as the aim of the design activities the design agency took part in, as well as what the goal of the vision was?
  - Did this change over time?
9. Did you experience a mismatch between the requirements from the project context (research/transition) and the expertise of the design team applying the method?
  - If so, how did you manage this mismatch?
10. How did you experience the collaboration with FETE during the development of the vision?
  - Was there anything that you found specifically challenging or fruitful about the collaboration?
    - What could be the reason for these fruitful or challenging experiences (e.g., discipline, knowledge gap, lack of involvement throughout etc.
11. In what way did the FETE research team shape your design process and how did this effect the outcome? [Actors]
  - What impact did including novice designers have on the design process?
12. How did you align or integrate the expertise of the research team (FETE) and the design team when applying the method, e.g., when dividing tasks etc?
13. What working skills of the designers were consistent across this project as with other visioning projects?

### *Design process and vision itself*

14. Does the final vision for FETE differ from the outcomes your design agency usually produces?
  - How so, and what may have influenced this difference (e.g., transition context)?
15. What qualities did you strive for in the visualisations of the scenarios, both in the written text and the drawings?
16. Which of these statements, if any, do you recognise in your design process or vision outcome for this project:
  - The FETE vision is inspirational. It inspires and stimulates me and/or others to imagine possible futures
  - The FETE vision is motivating. It motivates me and/or others to actively take steps to reach the vision
  - The FETE vision is comprehensive. It allows for multiple perspectives on the future food system
  - The FETE vision is tangible. The written scenarios and system sketches make the vision more accessible to me and/or others
  - The FETE vision is relatable. It reflects peoples' motivations, actions, and desires in the context of everyday life.
  - Do you miss any qualities that you think represent the vision or visioning process that aren't covered in these statements?

- Could you elaborate on why or why not you agree with these statements or how you relate to them?
  - Is there anything you miss in the vision that you wish was included?
17. What do you think about the quality of this project, either with regard to the vision itself or the application of the method?
- What aspect are you proud of, and what would you like to improve? [Design Outcome]

*Value of designers in visioning*

18. Do you think there is any value in designers visioning in the context of transitions?
19. What do you think designers might bring to the visioning process that other disciplines may not?
20. What do you think differentiates ViP from other visioning methods?

## **Semi-structured interview questions for FETE researchers (60 to 90 minutes)**

*Background*

1. What is your age, gender, and occupation?
- a. How long have you been working at your university, and what is your function there?
2. What is your role within the FETE project?
3. Prior to this project, did you have experience developing visions for any previous work?
- a. If so, what kind of experience, and what methods did you use?
4. Why do you think developing a vision for the FETE project was important?

*Role of vision in research*

5. What role do you think visions play in fostering transitions?
- a. What criteria would visions need to include to support the transition to enough?
6. What criteria and role should visions play in guiding academic research?
7. How did you expect the vision would benefit your consortium's efforts?
8. How did you experience the tensions that arose in the process of exploring food waste and consumer behaviour versus the wider transition of the whole food system?

*Collaboration*

9. Can you summarise what you understood as the aim of the design activities the design agency took part in, as well as what the goal of the vision was?
- a. Did this change over time?
10. How did you experience the collaboration with the design agency during the development of the vision?
- a. Was there anything that you found specifically challenging or fruitful about the collaboration?
    - i. What could be the reason for these fruitful or challenging experiences (e.g., discipline, knowledge gap, lack of involvement, etc.)?
11. Did you experience a mismatch between the requirements from the project context (research/transition) and the expertise of the design team applying the method? How did you manage this mismatch? [Context]

*Design process and vision itself*

12. What do you think about the quality of the vision? What aspects do you really like, and what would you like to improve? [Design Outcome]
13. I have prepared 5 statements that I will read aloud/copy in the chat one at a time. For each statement I would like you to state on a Likert scale of 1-7 how strongly you agree to each statement and elaborate on why that is the case. Each statement is focused on the fete vision presented by Reframing Studio. A small note, when I say vision, I mean the single vision comprised of the for four systems/scenarios. (1 being strongly disagree)
- a. The FETE vision is inspirational. It inspires and stimulates me to imagine possible futures
  - b. The FETE vision is motivating. It motivates me others to actively take steps to reach the vision
  - c. The FETE vision is comprehensive. It allows for multiple perspectives on the future food system
  - d. The FETE vision is tangible. The written scenarios and system sketches make the vision more accessible to me
  - e. The FETE vision is relatable. It reflects peoples' motivations, actions, and desires in the context of everyday life.

*Food waste matters. Staging design to foster societal transitions*

- f. Do you miss any qualities that you think represent the vision or visioning process that aren't covered in these statements?
- g. Is there anything you miss in the vision that you wish was included?

*Interview process*

- 14. The interview analysis undertaken by the design team to develop the vision was to seek possibilities in the interviews by searching for the principles and mechanisms of what was said rather than coding via something like ATLAS. What do you think about this type of approach?
- 15. Do you think there is any added value to analysing the data this way for the visioning process?

*Value of designers in visioning*

- 16. Do you think there is any value in designers visioning in the context of transitions?
- 17. What do you think designers might bring to the visioning process that other disciplines may not?