Objective:
To understand how Consumers react to new protinex?

Warm up

**Key Areas of Information:**

* Triggers for proactive Protinex usage without any serious symptoms (in proactive Protienx users)
* Their understanding of Protein and its benefits
* What can help in breaking the inertia/procrastination towards the category (in aware, health conscious, non-users)

Questions

1. Introduce yourself: your name, job, who all are there in your family, free time interests/ hobbies, and favorite pastimes?
2. Dreams & Aspirations: What are your dreams, aspirations, and goals for the next 5 years? Are you taking steps to achieving them? If not, what is stopping you from doing so? What do you think is your biggest hurdle on this path, and how do you plan to overcome the hurdle?
3. Who is your role model / biggest influencer? Why?
4. What are some adjectives your friends & family would use to describe yourself?
5. On a scale of 1 to 10, how stressed would you say you are on a regular basis? What are the biggest stressors of your life right now? What steps do you take to manage this stress?
6. Have you integrated any health and fitness related changes into your lifestyle in the last 3-4 years? Why or why not? What are the changes?
7. What is the importance of health in your life? What does it hep you to achieve?
8. How important do you think nutrition intake is to your overall health and fitness?
9. What all comes under nutritional intakes?
10. How are these products different from each other?
11. What do you think a balanced diet consists of? Can you give some examples?
12. What role do you think protein plays for your body?
13. How do you fulfil the daily requirement of protein in your diet?
14. Is there anything negative that can happen with protein intake?
15. What are the health nutrition supplements / drinks you have heard of?
16. Which out of these do you consume / have tried before – share your experience?

For cohort 1: Proactive users of Protinex:

1. How did you hear about Protinex?
2. Did you do any research to find the best nutritional supplement / drink for you? Or was it recommended by someone
3. What was the trigger to research/start thinking about Protinex
4. Who is the decision maker in your household when it comes to food /nutrition / health supplements?
5. What convinced you to try Protinex? Compared to other products that you researched/heard of
6. What has your experience with Protinex been like? Would you say you are satisfied – why or why not?
7. What difference does Protinex make in your everyday life? What benefits does it have?
8. Based on your experience with Protinex, what would you say is the role of protein in your everyday life?
9. Is there anything lacking in your experience consuming Protinex? Can it be improved in any way?
10. What would make you switch it for a similar product?
11. How do you think the following are different from each other: Protinex, Horlicks, and Ensure?
12. How would you categorize Protinex – A health nutritional drink or a protein drink
13. How would you recommend Protinex to your family/friends? What will you say

For cohort 2: Potential users of Protinex

1. What are some health and fitness related problems you struggle with currently?
2. What are some steps you are taking towards solving them in your diet?
3. Do you think the steps you are currently taking towards maintaining your health and fitness are enough for you?
4. Do these steps help you stay energetic and active throughout your day?
5. What made you start taking these steps? Are you happy with the results?
6. Who or what is an authority you believe in when it comes to health matters / who influences your decisions? Example: doctors, elders in family, friends, own research, ads etc.?
7. Are you able to maintain a balanced diet? Do you think that is enough?
8. How important is it to take nutritional supplements apart from maintaining a balanced diet?
9. How important do you think intake of protein is for your body? Do you think you get enough protein with your current diet?
10. What are the benefits of protein for your body
11. Have you heard of Protinex? If yes, why haven’t you tried it?
12. What, in your opinion, could make you try it?
13. Can you share suggestions / information that Protinex should provide in order for you to try it?
14. Have you tried other nutritional supplements / drinks? If yes, which all? Do you think they benefit you / make a difference to your health & fitness?
15. What are you dissatisfied with when it comes to these supplements / drinks? What would you change about them?
16. Would you switch for a similar product? What would make you switch?
17. How do you think the following are different from each other: Protinex, Horlicks, and Ensure?
18. How would you categorize Protinex – A health nutritional drink or a protein drink