

Supplementary Material 1: Counting Top 10 Food Outlets and Menu Items

Today's offers

[See all](#)



Hell (Hereford St)

\$8.50 Delivery Fee • 20–40 min

4.3



Candy's Kitchen

\$4.49 Delivery Fee • 25–35 min

4.3



The Burger Company

\$4.49 Delivery Fee • 15–25 min

4.3



Chinese Home Kitchen

\$5.49 Delivery Fee • 25–35 min

4.6

National brands

[See all](#)



Burger King (Carlton)

\$4.49 Delivery Fee • 15–25 min

4.2



Hell (Hereford St)

\$8.50 Delivery Fee • 20–40 min

4.3



Pita Pit (South City)

\$4.49 Delivery Fee • 20–30 min

4.6



Subway (Eastgate)

\$6.49 Delivery Fee • 25–35 min

4.6

Only on Uber Eats

[See all](#)



Midnight Shanghai

\$1.49 Delivery Fee • 30–40 min

4.5



SHAKA x BACONBROS x BEE...

\$6.49 Delivery Fee • 45–55 min

4.4



Table of Munchies

\$3.49 Delivery Fee • 30–40 min

4.6



Ramen Ria

\$2.49 Delivery Fee • 15–25 min

4.6

Uber Eats Food Outlets Example

Note that even though each row can be scrolled with the arrows to the right of the “See all” link, food outlets not visible without interacting with the page are not counted.

Uber Eats Items Example

Picked for you



12" Lust Deluxe Pizza
\$27.60



Crumbed Camembert
\$11.20



Jalapeño Poppers
\$11.20



7.5" Pandemonium Pizza
\$14.70



12" Pandemonium Pizza
\$27.60

7.5" Originals Pizzas



7.5" Lust Pizza
\$13.50



7.5" Greed Pizza
\$13.50



7.5" Envy Pizza
\$13.50



7.5" Wrath Pizza
\$13.50



7.5" Pride Pizza
\$13.50



7.5" Gluttony Pizza
\$13.50



7.5" 333 Pizza
\$8.20



7.5" 333 Pizza and Drink
\$10.60

In contrast to the food outlets page, there are no horizontally scrollable subsections, making the selection of the top 10 more straightforward.

Menulog Food Outlets Example

First view:

29 open restaurants

Sort by Best match



1

Subway - Barrington

NEW ★ 4.89/6 (3)

Sandwiches

📍 3.1 km

🚶 Pick-up now • Delivery begins at 11:30

🚚 Delivery \$2.99 • No min. order



2

Subway - Blenheim Rd

NEW ☆ No ratings yet

Sandwiches

📍 2.9 km

🚶 Pick-up now • Delivery begins at 11:30

🚚 Delivery \$2.99 • No min. order



3

Subway - Papanui

NEW ★ 1.67/6 (1)

Sandwiches

📍 3.9 km

🚶 Pick-up now • Delivery begins at 11:30

🚚 Delivery \$2.99 • No min. order



4

Black Dice Eatery

★ 4.17/6 (2)

Cafe • Breakfast

📍 2.7 km

🚶 Pick-up now • Delivery begins at 11:30

🚚 Delivery \$2.99 • No min. order



5

Subway - Wigram

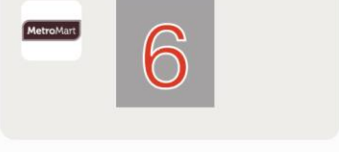
NEW ★ 1.00/6 (1)

Sandwiches

📍 6.3 km

🚶 Pick-up now • Delivery begins at 11:30

🚚 Delivery \$2.99 • No min. order



6

MetroMart - Hagley

NEW ☆ No ratings yet

Convenience • Comfort Food

📍 1.6 km

🚶 Pick-up now • Delivery begins at 11:30

🚚 Delivery \$2.99 • No min. order

Menulog Food Outlets Example (continued)

After page scroll:



Night 'n Day - Hagley

★ 4.32/6 (31)

Convenience · Fast Food

📍 1.4 km

🚶 Pick-up now · Delivery begins at 11:30

🚚 Delivery \$2.99 · No min. order



MetroMart - Riccarton

★ 2.34/6 (2)

Convenience

📍 2.4 km

🚶 Pick-up now · Delivery begins at 11:30

🚚 Delivery \$2.99 · No min. order



Franks Cafe - Linwood

★ 4.83/6 (10)

Cafe · Modern Australian

📍 3.5 km

🚶 Pick-up now · Delivery begins at 11:30

🚚 Delivery \$2.99 · No min. order



Parkhouse Fish & Chips

★ 5.03/6 (23)

Fish & Chips · Seafood

📍 5.6 km

🚶 Pick-up now · Delivery begins at 11:30

🚚 Delivery \$2.99 · No min. order



The Burger Company.

★ 3.84/6 (2)

Burgers

📍 0.6 km

🚶 Pick-up now · Delivery begins at 11:30

🚚 Delivery \$2.99 · No min. order



Sushi Paradise

★ 5.08/6 (13)

Japanese · Asian

📍 1.6 km

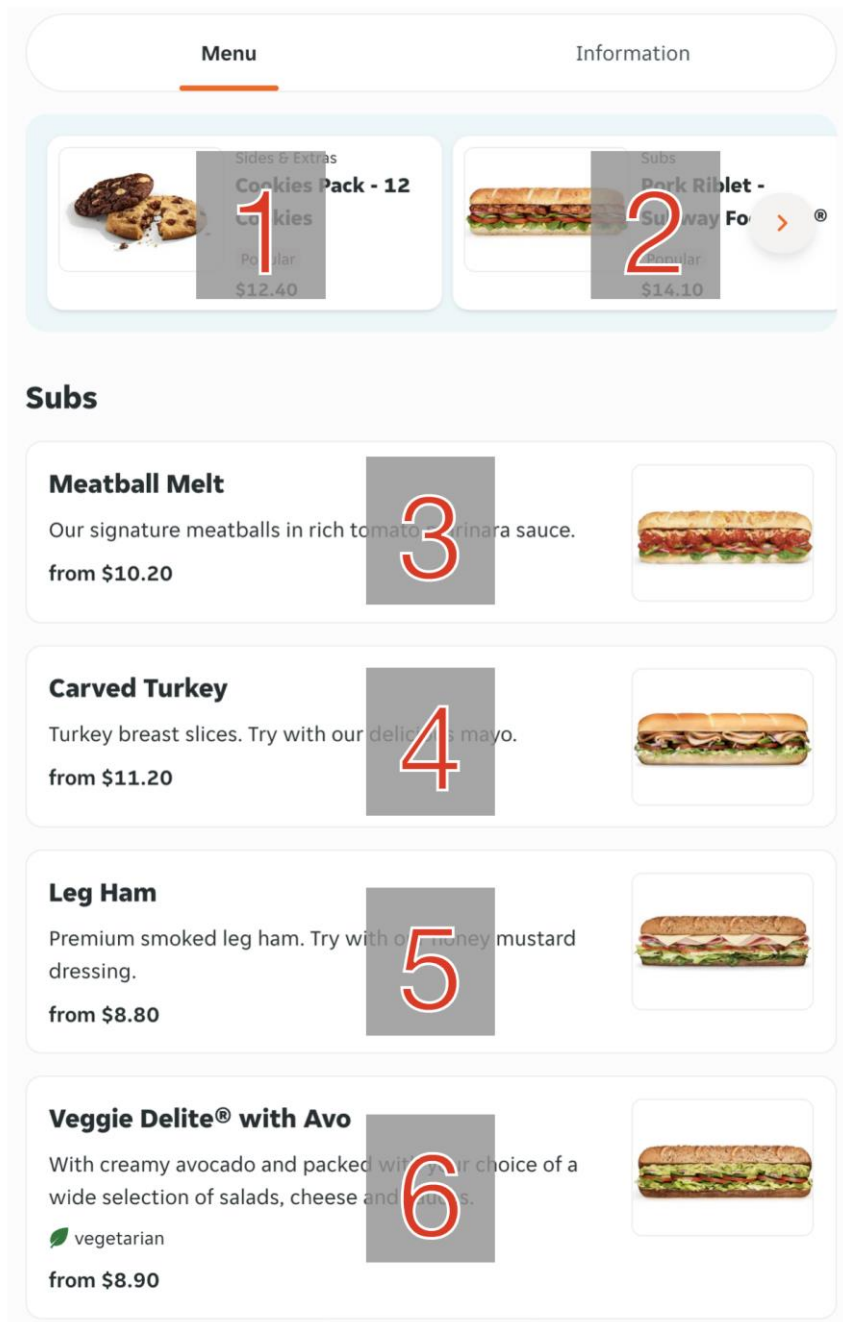
🚶 Pick-up now · Delivery begins at 11:30

🚚 Delivery \$2.99 · No min. order



Metromart - Hereford

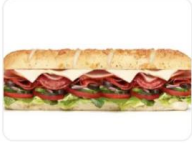
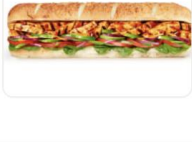
Menulog Menu Items Example



The first two items are those visible in the scrollable carousel highlighted at the top of the menu.

Menulog Menu Items Example (continued)

After page scroll:

Pizza Melt Layered pepperoni and salami topped with our tomato marinara sauce and melty cheese. from \$9.30	7	
Italian B.M.T.® The Subway® signature Italian B.M.T. with layered pepperoni, salami and leg ham. from \$10.70	8	
Roast Beef Carved roast beef. Try it with sweet chili sauce. from \$11.20	9	
Tuna & Mayo Tuna chunks mixed with creamy mayonnaise. from \$10.90	10	
Chicken Teriyaki Tender chicken breast strips marinated in our signature teriyaki sauce. Try it with our Sweet Onion dressing. from \$11.90		
Steak Melt Made with juicy diced 100% steak. Try it with our Smoky Chipotle sauce. from \$12.80		

Delivereasy Food Outlets Example

Daily deals



Two Fat Indians (Papanui)

A celebration of Indian street food.

🚚 Indian 🍷 Free Onion Bhaji



Drinks

Delivereasy brings you Drinks! A great selection of your favourite alcoholic and non-alcoholic drinks delivered.

🚚 Beverages 🍷 Delivery included



Zyka

Zyka Indian Cuisine is one of the best Indian restaurants in the city. Experience this culturally infused cuisine that's sure to please the taste buds.

🚚 Indian 🍷 \$10 off



Rapid Antigen Tests (RATs)

RATs delivered to your house - FREE delivery

🚚 - 🍷 Free Delivery

Note the presence of RATs (excluded from analysis), illustrating the continued influence of COVID.

Page scroll...

New to the neighbourhood



Krung Thep Thai Street Food

Renowned nation-wide for its genuine Thai flavours, Krung Thep has finally arrived in the Garden City.

🚚 Thai



Thai Box

Thai Box serving fresh and funky Thai food. Plenty of gluten free and vegan options and delicious weekly specials.

🚚 Thai



Slick Burger

The slickest burgers in Christchurch!

🚚 Burgers



Basmati's Indian Eatery

Welcome to Basmati's - the world of phenomenal Indian Cuisine.

🚚 Indian

Page scroll...

Neighbourhood favourites



Base Pizza

Base pizza make pizza the way it's meant to be, topped with locally sourced ingredients.

🚚 Italian



Chatime

Chatime are shaking tea up! Featuring their freshly brewed teas in a wide range of delicious flavours, topped up with a fantastic topping of your choice.

🚚 Bubble Tea



Empire Chicken

Dealers of the best fried chicken in Canterbury.

🚚 Fast Food | Burgers



Burger Burger Christchurch

We make simple, honest burgers accompanied with old-fashioned shakes, and supplied locally wherever possible!

🚚 Burgers

Delivereasy Menu Items Example

 **Free Onion Bhaji**
Spend \$30 or more, and receive a free onion bhaji entree with your order. . Discount automatically applied at checkout. [Terms and Conditions.](#)

Entrées

Onion Bhajis	1	\$11.00
Sherpa Aloo	2	\$14.00
Samosa Chaat	3	\$13.00

This screenshot illustrates a complication of judging the “first ten” items shown to the user. There is a promotional item above the menu for a food item, which we have not counted as the first menu item, though it is likely to have some effect on the behaviour and consumption of unhealthy foods at the core of our study. This type of advertising may be investigated in a future study, using the set of screenshots collected during the current work.

Delivereasy Menu Items Example (continued)

After page scroll...

Mains

Vegan Gunpowder Aloo

Gourmet potatoes are tossed in tomatoes, ginger, garlic, and hot spices along with some Curry leaves.

4

\$18.00

Vegan Jackfruit Masala

When in season Jack fruit is savoured in the southern states of India, and West Bengali. This is a Keralite version and is created using hot spices and turmeric.

5

\$18.00

Vegan Chana Masala

Chickpea, tomato, onion, coriander, and spices.

6

\$18.00

Vegan Aloo Gobhi

Potato and cauliflower dish.

7

\$18.00

Delivereasy Menu Items Example (continued)

After page scroll...

Vegan Green Peas & Mushroom Mushrooms, green peas, tomato, coconut cream, curry leaves, and mushrooms seeds.	8	\$18.00
Vegan Seasonal Veg Yakkhan Seasonal veg, tomato, mint, fennel, cashew nut paste, and coconut cream.	9	\$18.00
Vegan Buttery Aloo Gourmet potato cooked in Two Fat's style buttery sauce.	10	\$20.00
Vegan Buttery Chick'n Soyabean and a perfect texture of faux meat cooked in Two Fat's style buttery sauce.		\$20.00

