

Interview Notes

Interviewee name	Daniel Fernández	Interviewer name	Laura Calderón
Date	25/01/25	Topic	Food Waste in Bogotá

Screening interview questions	Response notes
Basic questions	
1. When you think about food waste, what comes to mind? Do you see it as a big issue in Bogotá?	Daniel believes food waste is a growing problem in Bogotá, particularly in upscale restaurants and buffets. He mentions seeing a lot of untouched food
2. Do you think restaurants in Bogotá do enough to minimize food waste? Why or why not?	Daniel says most restaurants prioritize profits over sustainability. He thinks some smaller businesses try to repurpose leftover food, but larger chains don't seem to care. He feels education about food waste among businesses is lacking.
3. What would encourage you to eat at a restaurant or order takeout that supports reducing food waste?	Daniel says transparency would be key. If a restaurant openly communicated its efforts, such as offering high-quality surplus food at a lower price or donating unused food, he would feel more inclined to support them.
Specific questions	
4. Have you ever experienced a situation where perfectly good food was thrown away, and how did that make you feel?	Daniel recalls seeing staff at a bakery discard dozens of pastries at the end of the day. He felt frustrated, knowing the food could have fed others. He believes more could be done to distribute surplus food to those in need.
5. If an app helped you purchase surplus food from restaurants at a discount, what factors would influence your decision to use it (e.g., price, convenience, quality)?	Daniel says convenience and quality would be his top priorities. He adds that the app should offer clear descriptions of the food and guarantee freshness. Price would also matter, but he's willing to pay a bit more if the food is still top-notch.
6. Do you think people in Bogotá would feel comfortable purchasing surplus food, and how could an app overcome potential stigma?	Daniel believes there's still some stigma around buying "leftover" food, but clever marketing could help. He suggests emphasizing the environmental and economic benefits while ensuring the app promotes the food as high-quality and fresh rather than leftover.
7. What do you think the app should include to stand out in the market and attract users in Bogotá?	Daniel suggests that the app should offer innovative features, such as themed food bundles (e.g., a "Breakfast Combo" with bread, juice, and desserts from the day's surplus). He also mentions the importance of personalized filters, like food type, proximity, or time-sensitive discounts. He proposes adding a rewards system where users can earn points for every purchase and redeem them for additional discounts or free products. Lastly, he recommends a live chat feature with restaurants, allowing users to ask questions about

	the products before buying. This would make the app more interactive and trustworthy.
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