

Interview Notes

Interviewee name	Daniel Fenández	Interviewer name	Laura Calderón
Date	28/01/25	Topic	Food Waste in Bogota

Screening interview questions	Purpose
Section 1: Icebreaker & Context	
1. When you think about food waste, what comes to mind? Do you see it as a big issue in Bogotá?	This question sets the stage for the discussion, helping to understand the interviewee’s perception of food waste and its relevance in the city.
2. Do you think restaurants in Bogotá do enough to minimize food waste?	Explores whether businesses are actively working to reduce waste and where improvements might be needed.
3. What would encourage you to eat at a restaurant or order takeout that supports reducing food waste?	Helps identify key motivators that could influence consumer behavior in favor of sustainable dining choices.
Section 2: Awareness of Food Waste	
4. Have you ever experienced a situation where perfectly good food was thrown away, and how did that make you feel?	Encourages a personal anecdote to highlight the emotional and social impact of food waste
5. In your opinion, what role does public awareness play in reducing food waste? Do you think people in Bogotá truly understand the impact of wasted food?	Examines whether a lack of awareness contributes to the issue and how education could influence change.
6. If you could launch a campaign to educate people about food waste, what key messages or strategies would you focus on?	Explores creative ways to spread awareness and engage people in actively reducing waste.
Section 3: Possible solutions	
7. If an app helped you purchase surplus food from restaurants at a discount, what factors would influence your decision to use it?	Identifies the most important aspects—such as price, convenience, and food quality—that could drive user engagement.
8. Do you think people in Bogotá would feel comfortable purchasing surplus food, and how could an app overcome potential stigma?	Addresses societal attitudes toward surplus food and strategies for making it more acceptable and appealing.

9. What do you think the app should include to stand out in the market and attract users in Bogotá?

Encourages suggestions on features that could make the app innovative, practical, and widely adopted.