

Interview Transcript – Mobile Application Development Course

Interviewer: Hello, good afternoon. First of all, I would like to ask if you consent to this interview being recorded for academic purposes related to the Mobile Application Development course.

Interviewee: Yes, I give my consent.

Interviewer: Perfect. To start this interview, could you please introduce yourself and tell me your role at the university?

Interviewee: Nice to meet you, my name is Santiago Rodríguez Cruz. At the moment, I am a student at Universidad de los Andes, in my final semester, and it's a pleasure to participate in this interview.

Interviewer: Tell me about the last time you decided where to eat near the campus. Please describe it step-by-step.

Interviewee: The last time I ate near campus was actually a while ago, because most classes were still being held virtually at that time. I used to eat at a restaurant near the TransMilenio station. Step-by-step: I would finish class, go directly to the location, call the person in charge, and ask for the daily special.

Interviewer: What led you to choose that place, either on that occasion or usually?

Interviewee: Mainly the price. As a student, you have to make budget adjustments based on what you have. The location was also a big factor.

Interviewer: How did you find out about this place the first time?

Interviewee: Through a friend. I went there with them, and I ended up liking it both for the price and the portion sizes, so I decided to make it a more permanent option.

Interviewer: When you want to try a new place, how do you search for it or decide?

Interviewee: It depends on the purpose. If it's just for lunch, I focus on price first, then distance, and finally personal taste. If it's more for enjoyment, I still consider price, but I prioritize my preferences more.

Interviewer: Before going to a new place, what information do you need to feel confident it's a good choice?

Interviewee: For local lunch spots, word of mouth is important. The appearance of the place also plays a role. But mostly, I rely on word of mouth before deciding whether to try it.

Interviewer: What do you think makes it difficult to discover or be encouraged to try new places in general, or near the university?

Interviewee: I think it's partly the variety of restaurants available and the perception that restaurants near the university are expensive because it's Universidad de los Andes. That discourages people from trying them, as we adjust based on our own context.

Interviewer: Do you think things like advertising or reviews influence your choice?

Interviewee: Yes, advertising plays a role because it makes you aware of the place, along with its appearance. Distance is also key—especially if I need to eat quickly.

Interviewer: Since you mentioned distance, how far are you willing to walk, and how long are you willing to wait for food?

Interviewee: It depends on the day. If I'm in a hurry between classes, the place needs to be very close. If I have free time, I can walk a bit farther. Ideally, I wouldn't go more than one kilometer for lunch, and I expect the whole process—arriving, being served, eating, and paying—to take no more than 30–40 minutes.

Interviewer: Knowing that we are students, what's your budget for breakfast, lunch, and a snack near campus?

Interviewee: For snacks, ideally no more than 5,000 COP, but it can go up to 10,000 COP—for example, an arepa with a drink. For breakfast, I go for something affordable and quick, like cereal with coffee or tea with a sandwich, around 20,000 COP in total if buying multiple items, but less if just one. For lunch, I prefer it not to exceed 18,000 COP.

Interviewer: Have you had any bad experiences eating near the university? What happened, and how did you react?

Interviewee: Not many. The places I frequent are well organized, with a smooth lunch process. The worst was not being served promptly at a restaurant. Since I'm often short on time, I simply left and went elsewhere.

Interviewer: Do you use any source besides word of mouth to decide where to eat?

Interviewee: Occasionally I see ads or hear about places through acquaintances, but I don't use any dedicated restaurant directory apps.

Interviewer: If there were a mobile app to help you choose where to eat, what filters would you use?

Interviewee: Price, time, and promotions.

Interviewer: If the app had reviews, ratings, and photos, would you contribute? Under what conditions?

Interviewee: Yes, reviews are useful for checking if expectations match reality. I rarely leave ratings, but I would if the option were integrated into the app's normal flow, without requiring extra steps.

Interviewer: When do you think would be the best time to use such an app?

Interviewee: Whenever I'm deciding where to eat. More specifically, it depends on the app's purpose—whether it's for quick, affordable lunches or for exploring variety. For example, weekend evenings or afternoons could also be good times.

Interviewer: Would you be concerned about sharing your location or preferences with the app?

Interviewee: The app would need access to certain data to work well, like my location, so I can see nearby restaurants and travel times. Filters should adapt to my preferences. The critical point is that my data must be anonymous and only as detailed as necessary for the app to function, without identifying me personally.

Interviewer: That's all. Do you have anything else to add?

Interviewee: No, everything's perfect.

Interviewer: Thank you, Santiago, for collaborating.