

# Interview Template

## Introduction

**Introduce yourself:** Hello, good afternoon/morning. My name is María José Amorocho, and I am a seventh-semester Systems Engineering student.

**State the purpose:** The purpose of this interview is to understand how students and members of the university community discover and choose places to eat, as well as their perception of the variety and accessibility of the gastronomic offerings, in order to identify opportunities to improve the visibility and diversification of the available options.

**Ask for consent:** Do I have your permission to record your voice and use your information in this interview?

## Questions

Question	Purpose
Tell me about your typical day at the university. Do you usually buy food at the university?	Break the ice. Begin naturally introducing the topic of food at the university
What types of meals do you usually have here? (breakfast, lunch, snacks, desserts, drinks...) Why?	Learn what types of food the person consumes most to know what kind of gastronomic offer would interest them more
When was the last time you bought food at the university? What did you order and why? Where was it?	Know how the person's general experience was buying their last meal and what their thought process was when buying what they bought. It also helps to intuit if there are some factors that condition their decision
What do you enjoy most about eating at the university? It could be the food, the atmosphere, the company, the price, etc.	Know how good or bad the university experience is in general, identifying those factors that they value most (because gastronomic variety could be one of them)

If you could improve something about the experience of eating here, what would it be?	Understand what factors the person would improve to make their experience better, as it can provide clues about what a solution could have
Think about your favorite place to eat here: how did you discover it?	Know in general what type of food the user likes and give way to the next question (which gives clues about how the person discovers new places)
At what places do you usually buy food at the University? How did you get to know them?	Get an idea of what types of food the person likes to find common things between them and know how they first came into contact with these businesses
How easy or difficult is it for you to decide where to eat when you're hungry at the university? What influences your decision the most?	Know how much diversity the interviewee perceives and learn what specific things they give more importance to when it comes to looking for places to eat
If you're hungry and don't know where to go, what's your first step to look for options?	Know the thought process of a person when they're hungry and looking for food
How do you find out about new places that open? (word of mouth, social media, posters, walking around...)	Understand some ways in which people know that there are new food places at the university, as these methods could be more effective when it comes to disseminating information
How easy is it for you to know what type of food each place offers?	Know if it's easy for the person to know the gastronomic offer of a place (whether going there or not)
Do you consider yourself a person who tries new places or do you prefer to stick to the ones you already know? Why?	Take into account if the person is willing to go to new food establishments or if, due to their context, they prefer places they already know. It's to know the person's openness to situations of uncertainty

<p>Do you think there is enough variety of food at the university?</p>	<p>Know if the interviewee has the perception that there is a good gastronomic offer (but that they may not consume) or if they feel that the options are limited (perhaps due to lack of knowledge). It also serves to rectify the proposed problem</p>
<p>If there was a way to see all the gastronomic options of the university in one place, would you use it?</p>	<p>Know if the solution to the perceived problem would be useful to the interviewee and if it would be useful to implement it in their daily life</p>