

# Interview Template

Candidate name	Maria Isabel Tirado	Interviewer name	Felipe Mesa
Date	30/01/2026	Time	11:32 AM

## Hypothesis

Bogotá residents are motivated to reduce food waste primarily by economic factors (saving money through discounts) rather than environmental concerns, and they would adopt a food rescue app if it offers significant price reductions and fits conveniently into their existing mobility patterns, particularly during their evening commute from work or university.

## Introduction

Hello! Thank you so much for taking the time to speak with me today. My name is Felipe Mesa, and I'm a software engineer and computer science student at Universidad de los Andes, working on developing a new mobile application aimed at reducing food waste here in Bogotá. We're in the very early stages of this project, and right now, our focus is on understanding the real experiences and perspectives of people who interact with food businesses—whether as consumers, business owners, or employees.

The purpose of this interview is to learn about your habits with food, how you make purchasing decisions, and your thoughts on food waste. There are no right or wrong answers here—I'm simply trying to understand your experiences, habits, and frustrations. Your honest insights will be invaluable in helping us design something that actually solves real problems for people living in Bogotá.

Please feel free to answer in as much or as little detail as you'd like. We have about 10 minutes, but if something sparks a thought or memory, I'd love to hear it.

Before we begin, I'd like to ask: Do I have your consent to record this conversation? The recording will only be used internally by our team and reviewers to analyze insights for the app development process. Your responses will be kept confidential, and any information we use will be anonymized beyond that.

- María Isabel gives consent.

Great! Thank you. Let's get started."

## Interview questions

Basic information questions
Q1) Can you tell me a bit about your daily routine? What does a typical day look like for you in Bogotá—where do you work or study, and how do you get around the city?
Response: When I'm studying, I usually wake up, get ready, and drive to university. I take my car, look for parking, and usually get something to eat before class. After classes, I go back home, sometimes go to the gym, do homework, and then eat something before ending the day.
<i>Purpose of the question: Understand daily mobility patterns and time windows for food-related decisions.</i>

Q2) Where do you typically buy your food? Why those places?
Response: I usually buy food at big supermarkets or small neighborhood stores because they're close to my place. If it's an emergency or I don't have much time, I use Rappi. When I go to supermarkets or neighborhood stores, I'm usually looking for better prices. If I use Rappi, it's because I'm in a time crunch and need to get home quickly.
<b><i>Purpose of the question: Map food purchasing channels and decision drivers like price, proximity, and urgency.</i></b>
Q3) How often do you buy food from restaurants, cafés, or bakeries? What prompts that decision?
Response: I usually buy food from restaurants when I'm out, like between classes, especially if I'm with friends or my boyfriend. It's more of a plan or for convenience. Otherwise, I prefer cooking at home because it's easier and less expensive.
<b><i>Purpose of the question: Identify triggers for eating out versus cooking at home.</i></b>
Q4) Do you use food delivery or discovery apps? What do you like or find frustrating?
Response: Yes, I use Rappi quite a lot. I like that it helps me get things quickly, but it frustrates me when what I order doesn't arrive and I'm left without what I needed.
<b><i>Purpose of the question: Assess app familiarity and pain points with existing food platforms.</i></b>
Q5) When you think about your monthly food budget, what are your main priorities or concerns?
Response: My main concern is having enough money to eat for the entire month. I try to balance spending between food at university and what I do on weekends so I don't spend everything in just one situation.
<b><i>Purpose of the question: Understand budget constraints and spending priorities around food.</i></b>
<b>Specific questions</b>
Q1) Have you ever thrown away food you didn't eat? How did that make you feel?
Response: Yes. Sometimes ingredients go bad before I use them, or I cook something that tastes really bad and I throw it away. It makes me feel guilty, especially when it feels unnecessary, so I try to avoid wasting food.
<b><i>Purpose of the question: Explore personal experiences and emotional responses to food waste.</i></b>
Q2) What do you think happens to unsold food at restaurants or bakeries at closing time?
Response: I think they just throw it away.
<b><i>Purpose of the question: Gauge awareness of food waste at the business level.</i></b>

**Q3) How appealing would it be to buy unsold food at the end of the day? What would make you hesitate?**

Response: It would definitely be appealing because it would probably be cheaper and help reduce food waste. I would hesitate if I wasn't sure whether the food came from people's plates. If it's just food that wasn't sold that day, I'd be very interested.

***Purpose of the question: Test appeal of the value proposition and identify adoption barriers.***

**Q4) What discount would make it worth it? What if there was no discount?**

Response: With a discount, I'd definitely be interested, and it wouldn't need to be huge. If there were no discount, I'd still do it if it was on my way home, just to rescue food. If it was out of my way, probably not

***Purpose of the question: Measure price sensitivity versus intrinsic motivation.***

**Q5) How would this fit into your evening routine? What would make it inconvenient?**

Response: If it's on my way home or just five to ten minutes out of the way, I'd do it. If it makes my commute longer, I probably wouldn't.

***Purpose of the question: Identify practical convenience thresholds for regular use.***

**Q6) How important is knowing exactly what food is available and when to pick it up?**

Response: That would be perfect. It would help me schedule my time and make sure I don't have to wait.

***Purpose of the question: Understand need for predictability and scheduling clarity.***

**Q7) Would there be any stigma around using an app like this?**

Response: No, I wouldn't think anything of it. Since it's food that wasn't sold, I wouldn't feel ashamed telling people I use an app like that.

***Purpose of the question: Test social stigma and acceptance of surplus food consumption.***

**Q8) Can you think of a recent moment when you might have used this app?**

Response: Yes, one day this week I left university late, and it would've been perfect to pick something up on the way home, especially if it was discounted leftover food.

***Purpose of the question: Validate real-world use cases and behavioral intent.***

**Q9) What concerns would you have about food quality or safety?**

Response: My main concern would be food not being refrigerated properly or being leftovers from someone's plate. I'd trust it more if it were packaged or portioned in a way that guarantees it hasn't been touched.

*Purpose of the question: Identify trust and food safety requirements.*

Q10) Is there anything else we should understand about food or this app idea?

Response: No, I think we covered everything. I think the app is a really good idea and that a lot of people would use it.

*Purpose of the question: Surface additional insights or unaddressed concerns.*

## Conclusion

- **Strong economic motivation**, but not purely price-driven: modest discounts are sufficient if convenience is high.
- **Convenience is critical**: pickup must be on-route or minimally out of the way ( $\leq 10$  minutes).
- **High acceptance, low stigma**: no shame associated with using surplus-food apps.
- **Trust hinges on food handling**, not freshness alone—clear guarantees that food is unsold (not plate leftovers) are essential.
- **Clear information is expected**: users want to know exactly what they're getting and when to pick it up.
- **Clear real-life use case exists**: late departures from university are prime moments for adoption.
- **Problem awareness is low but intuitive**: users assume food is thrown away and readily accept a rescue solution once presented.