

Interview structure and interview transcription

Interview structure: Gastronomic Offer in the University

Introduction:

1. **Introduce myself and state the purpose of the interview:**
 - *Purpose:* Establish the context of the interview and build trust with the interviewee.
 - *Script:* "Good morning, my name is Elkin, and I'm interested in asking you some questions regarding the gastronomic offer in the university."
 2. **Ask for the interviewee's name and career:**
 - *Purpose:* Get to know the interviewee and their connection to the university.
 - *Script:* "What is your name? What is your career?"
 3. **Ask for permission to record the interview:**
 - *Purpose:* Obtain explicit consent to record the interview.
 - *Script:*
 - Before recording: "Do you agree with recording the interview?"
 - After recording: "So, as we agreed, you're okay with the recording, right?"
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Questions:

1. **Closed question: Do you often eat outside when you are at the university?**
 - *Purpose:* Identify if the interviewee consumes food outside the university.
2. **Open question: How often do you eat out when you are at the university?**
 - *Purpose:* Gather details about how frequently the interviewee eats out.
3. **Open question: What type of food do you usually look for near the university? (breakfast, lunch, snacks, coffee, etc.)**
 - *Purpose:* Understand the interviewee's food preferences near the university.
4. **Open question: How do you decide where to go to eat? (recommendations, advertisements, location, etc.)**

- *Purpose:* Explore the factors that influence the interviewee's decision when choosing a place to eat.
- 5. **Open question: Do you know many places to eat near the university? How did you discover them?**
 - *Purpose:* Investigate the interviewee's knowledge of nearby places and how they discovered them.
- 6. **Closed question: Have you had difficulties finding new places to eat near the university?**
 - *Purpose:* Identify if the interviewee has faced challenges in finding new places.
- 7. **Open question: Why?**
 - *Purpose:* Dive deeper into the reasons behind the mentioned difficulties.
- 8. **Closed question: Do you think there is enough diversity in the gastronomic offer near the university?**
 - *Purpose:* Assess the interviewee's perception of the diversity of the gastronomic offer.
- 9. **Open question: What type of food or places would you like to see more of?**
 - *Purpose:* Discover the interviewee's preferences and desires regarding the gastronomic offer.
- 10. **Open question: What inconveniences have you faced when looking for places to eat near the university? (lack of information, prices, quality, etc.)**
 - *Purpose:* Identify specific problems the interviewee has encountered.
- 11. **Closed question: Would you like to have an easier way to know all the places to eat near the university?**
 - *Purpose:* Gauge the interviewee's interest in a solution that centralizes gastronomic information.
- 12. **Open question: How do you imagine it would be?**
 - *Purpose:* Explore the interviewee's expectations for a potential tool or platform.
- 13. **Closed question: Do you think new or less-known places have difficulties making themselves known?**
 - *Purpose:* Identify if the interviewee perceives that new places struggle to gain visibility.
- 14. **Open question: Why?**
 - *Purpose:* Dive deeper into the reasons behind the difficulty in gaining visibility.
- 15. **Open question: What do you think about the idea of having a platform or tool that centralizes the gastronomic offer near the university? Would you use it?**

- *Purpose:* Assess the interviewee's acceptance and perceived usefulness of a centralized platform.
- 16. **Open question: What information would you like to find on that platform? (menus, prices, location, reviews, etc.)**
 - *Purpose:* Identify the data the interviewee would find useful on a platform.
- 17. **Open question: What features do you think would be helpful to discover new places? (filters by type of food, prices, promotions, etc.)**
 - *Purpose:* Explore the functionalities the interviewee would value in a search tool.
- 18. **Closed question: Have you discovered any new place near the university that surprised you?**
 - *Purpose:* Identify if the interviewee has had positive experiences with new places.
- 19. **Open question: How did you find it?**
 - *Purpose:* Understand the process of discovering new places.
- 20. **Closed question: Have you stopped going to a place because it didn't meet your expectations?**
 - *Purpose:* Identify if the interviewee has stopped visiting a place due to a bad experience.
- 21. **Open question: What was missing?**
 - *Purpose:* Dive deeper into the reasons why the place didn't meet expectations.
- 22. **Open question: What is most important to you when choosing a place to eat near the university? (price, quality, atmosphere, proximity, etc.)**
 - *Purpose:* Identify the main criteria the interviewee considers when choosing a place to eat.
- 23. **Closed question: Have you ever recommended a place to eat to your friends or classmates?**
 - *Purpose:* Assess if the interviewee has shared recommendations with others.
- 24. **Open question: Why did you do it?**
 - *Purpose:* Understand the reasons behind the interviewee's recommendations.
- 25. **Open question: If you could improve something about the gastronomic offer near the university, what would it be?**
 - *Purpose:* Gather suggestions from the interviewee to improve the gastronomic offer.
- 26. **Open question: Is there anything else you would like to add about this topic?**
 - *Purpose:* Give the interviewee the opportunity to share any additional thoughts not covered.

Interview transcription: INTERVIEW WITH ALEJANDRO JARAMILLO (STUDENT OF THE UNIVERSIDAD DE LOS ANDES) (DONE BY ELKIN CUELLO)

Good morning, my name is Elkin, and I'm interested in asking you some questions regarding the gastronomic offer in the university.

1. Can you tell me your name and your carrer?

- *Response: "My name is Alejandro Jaramillo, and I am studying Systems engineering and computing."*

2. So, as we agreed, you're okay with the recording, right?

- *Response: "Yes, I do."*

3. Do you often eat outside when you are at the university?

- *Response: "Yes, I eat out every time I go to the university."*

4. How often do you eat out when you are at the university?

- *Response: "I eat out almost every day when I'm at the university."*

5. What type of food do you usually look for near the university? (breakfast, lunch, snacks, coffee, etc.)

- *Response: "I usually look for lunch, but sometimes I grab a coffee or a snack if I'm in a hurry."*

6. How do you decide where to go to eat? (recommendations, advertisements, location, etc.)

- *Response: "I usually decide based on promotions and advertisements. Sometimes I also go to places that are close to my classes."*

7. Do you know many places to eat near the university? How did you discover them?

- *Response: "Yes, I know several places. I discovered them by exploring the area around the university and trying out different restaurants."*

8. Have you had difficulties finding new places to eat near the university?

- *Response: "Yes, I have. The places near the university are always crowded, and they haven't changed much, so it's the same options as before."*

9. Why?

- *Response: "Because the restaurants near the university are always full, and there aren't many new options. It feels like the same places have been around for a while."*

10. Do you think there is enough diversity in the gastronomic offer near the university?

- *Response: "No, I don't think there's enough diversity."*

11. What type of food or places would you like to see more of?

- Response: "I'd like to see more specialized food options like Arabic or Mexican cuisine at affordable prices. The ones available are too expensive and offer small portions."

12. What inconveniences have you faced when looking for places to eat near the university? (lack of information, prices, quality, etc.)

- Response: "The main inconveniences are high prices and lack of variety. Sometimes it's also hard to find information about new places."

13. Would you like to have an easier way to know all the places to eat near the university?

- Response: "Yes, I would."

14. How do you imagine it would be?

- Response: "I imagine it could be a WhatsApp channel with recommendations, similar to foodie channels, where I can quickly see updates and promotions."

15. Do you think new or less-known places have difficulties making themselves known?

- Response: "Yes, they do."

16. Why?

- Response: "Most of them have to pay for advertising on confession pages, and they also need to offer discounts to compete with the more established places."

17. What do you think about the idea of having a platform or tool that centralizes the gastronomic offer near the university? Would you use it?

- Response: "I like the idea, but I'd prefer one where I can check the information without having to register or download anything."

18. What information would you like to find on that platform? (menus, prices, location, reviews, etc.)

- Response: "I'd like to find location, reviews, prices, and the type of food offered."

19. What features do you think would be helpful to discover new places? (filters by type of food, prices, promotions, etc.)

- Response: "Filters for price range, whether there are promotions, and the type of food would be very helpful."

20. Have you discovered any new place near the university that surprised you?

- Response: "I haven't discovered any new places near the university recently. There haven't been many new restaurants lately."

21. How did you find it?

- Response: "Since I haven't found any new places recently, I can't say how I'd find them. But in the past, I've found places by walking around and exploring."

22. Have you stopped going to a place because it didn't meet your expectations?

- Response: "Yes, I've stopped going to several places because of the quality or the portion sizes."

23. What was missing?

- Response: "The quality of the food didn't match the price, or the portions were too small for what I was paying."

24. What is most important to you when choosing a place to eat near the university? (price, quality, atmosphere, proximity, etc.)

- Response: "The most important thing for me is that the price matches the quality and quantity of the food. Proximity is also important because I don't want to waste too much time walking."

25. Have you ever recommended a place to eat to your friends or classmates?

- Response: "Yes, I've recommended places to my friends and classmates."

26. Why did you do it?

- Response: "I recommended places that are comfortable for working, have WiFi, and are safe. I think those are important for students."

27. If you could improve something about the gastronomic offer near the university, what would it be?

- Response: "I'd like to see more affordable restaurants or at least an improvement in the quality of the existing ones. It would also be great to have more variety."

28. Is there anything else you would like to add about this topic?

- Response: "The best restaurants are actually located further up near El Chorro, but they're a bit far. The ones near the university are too expensive for what they offer. It would be great if there were more options closer to campus."