Interview Structure – University Gastronomic Offer

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H1: There are a lot of different places for eating breakfast, lunch, snacks, desserts or drink some coffee around the university. But is there a place where to find the diverse offer?

H2: Nowadays the most powerful way in which a place can make itself known in the community is by voice to voice, using advertisements or being located on a concurrent place.

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1. **Name, background, and permission to record.** While this is a logistical matter, it's crucial to understand who will conduct the interview and whether I have the right to record their responses.
2. **How do you decide where to have lunch every day?** The objective of this question is to understand if this student uses any media to make decisions and how frequently they encounter this issue. This interview is specifically focused on these aspects, and the situations will be inferred from this point.
3. **When you're uncertain about what to eat for lunch, how do you handle it?** The purpose of this question is to determine whether the individual seeks external assistance, such as friends, apps, or social media.
4. If the answer to question 3 includes "ask my friends" or "ask random people," **the intention is to inquire about the ease of finding someone who can assist.** This question will directly address the hypothesis regarding the challenge of acquiring specific knowledge about the available gastronomic options. (H1)
5. **What alternatives do you consider when your friends are not nearby, or they are unavailable to take your call?** If the interviewer mentions that asking friends is one of their strategies for decision-making, this question complements question 2. Through this inquiry, we can validate the second hypothesis of the issue, which involves the difficulties students face when trying to discover new dining places with unfamiliar individuals.