Empathy is at the heart of our process. Interviewing others helps us learn and uncover insightsabout how food waste shows up in people's lives. Use this toolkit to help guide you through the process of interviewing others.

#unwasted

openIDEO

Overview

🕐
60 MINUTES

👥
2 PEOPLE

By leading with empathy, we can deeply connect with others and uncover insights that will help us dramatically reduce food waste and transform our relationship with food.

What's in this Toolkit

Interview Toolkit: We encourage empathetic and deep interviews that allows us to uncover insights that help us design solutions rooted in real needs and desires. We encourage you to interview at least one person to better understand how food waste shows up in people's lives.

Synthesis Worksheet: After you're done with the interview, create insights. You'll draw from observations and things said during the interview.

The Interview

FIND SOMEONE TO INTERVIEW

Identify another person to interview, they can be parents, local government officials, retailers, grocery store owners, or anyone else you think of. You can even interview someone digitally!

Introduce yourself and be direct about why you'd like to talk to them: "I'm interviewing people to better understand how to solve the issue of food waste. I'll be posting insights from our interview on the OpenIDEO platform."

Ask them if they have any questions before you start, and thank them for participating.

START THE CONVERSATION

Take at least 30 minutes to interview someone. Start with basic questions to learn more about your partner before moving into these kinds of questions:

- What is your relationship with food?

- What does food waste look like in your life or work?

- How do we currently reduce waste?

DIG DEEPER

Follow up with thoughtful questions: *How did that make you feel? Why do you think that happened? How did it impact your life?* We find that asking "Why" several times really helps with opening up and deepening the conversation.

Post-Interview

SYNTHESIZE LEARNINGS

Organize your notes and synthesize the interview on the next page.

STORYTELLING

Write a compelling story about your partner's food waste behaviors, relationship with food, and anything else you uncovered during the interview.

Focus on your most insightful and inspiring findings. Think about why your interviewee answered in a particular way. Take it a step further and be visual by accompanying your story with sketches, photographs or videos.

SHARE ON OPENIDEO

Compile your story and visuals together and upload it to the Food Waste Challenge at openideo.com in

Synthesis Worksheet

Use this toolkit (or a separate piece of paper) to capture insights, quotations and whatever else might inspire the community to create new solutions around reimagining the end-of-life experience for ourselves and our loved ones. Drawings and sketches are also great tools for helping the community understand your learnings. We encourage you to share your insights on openideo.com!

Important Insights

1.

2.

3.

Memorable Quotes

Background Information

Name:

Gender:

Age:

Occupation:

Location:

Draw Your Partner

Food Waste Diary

Adapted from National Resource Defense Council's Kitchen Diaries

(Example)

Day ___

Description of food	State of food	Amount	Reason	Disposal method
Taco Dinner	**X** Leftovers ■ Prepped ■ Whole ■ Inedible parts ■ Other:	*3 tacos*	■ Expired ■ Moldy/spoiled ■ Taste went bad **X** Left out without refigeration ■ Other:	■ Trash ■ Drain disposal **X** Composting ■ Feed pets ■ Other:

Day ___

Description of food	State of food	Amount	Reason	Disposal method
	■ Leftovers ■ Prepped ■ Whole ■ Inedible parts ■ Other:		■ Expired ■ Moldy/spoiled ■ Taste went bad ■ Left out without refigeration ■ Other:	■ Trash ■ Drain disposal ■ Composting ■ Feed pets ■ Other:

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