

Appendix – II

Transcript of the Initial Interview with Mr. X

Me: Hi Mr. X, thank you for taking the time to speak with me today.

Mr. X: No problem.

Me: I understand that you own a restaurant and recently switched to an online menu accessed through a QR code. Can you tell me more about that?

Mr. X: Sure. We made the switch to online menus during the COVID-19 pandemic to comply with safety guidelines. But we received a lot of complaints from customers who preferred physical menus, so we ended up scrapping the QR code menus altogether.

Me: I see. And what made you want to switch back to online menus?

Mr. X: Well, one of the main benefits of online menus is that they're easier to update. With physical menus, we have to print out new ones every time we want to make a change. But with an online menu, we can make changes instantly without having to go through the hassle and expense of printing new menus.

Me: I see the appeal of that. And what kind of program are you looking for to help with your online menu?

Mr. X: I'm not sure, really. I just know that I want something that's user-friendly and easy for customers to access on their mobile devices. I also want it to be easy for me to update and maintain. Can you help with that?

Me: Absolutely. Could you tell me some of the things that customers complained about for your previous online menu?

Mr. X: The most common complaint was the difficulty of navigating through the menu. The menu was in the form of a PDF, meaning that customers had to zoom in to see each item. They also complained about the look of the menu as a whole.

Me: Based on what you've told me, I think I could design a program that meets all of your needs. Can we schedule a follow-up meeting to discuss the details and get started on the project?

Mr. X: That sounds great. Let's do it. Thank you for your help.

Me: No problem, Mr. X. I'm looking forward to working with you on this project and helping your restaurant succeed. Thank you again for taking the time to speak with me.

Mr. X: Thank you. I'm looking forward to it too.