#### If you could change one thing about our gelato products or service, what would it be?

Maybe using less sugar or having some gelatos used with different milk options!! (i.e. low fat, soy milk etc) which may make for healthier options for the health conscious :)

For example, strawberry cheesecake could have an option which is made with soy milk to add some protein into the flavour!

Or reducing the sugar in pancakes perhaps!

Based on my experience there, I realize I don't actually know what type of toppings I'll get for the flavor of gelato I order. Perhaps an improved menu to show what toppings I'll receive for my order, and an additional toppings menu for people who want to add even more to the gelato (for a price of course)

Nothing, everything is great! Love the warm service and the free samples, and love the cosiness of the place as well :) Sometimes the giving of free samples can be abit overwhelming though 😅 Personal preference, might be just me! Staff are really friendly, and the gelato all tastes fresh and handmade! Really enjoy coming to freshio, always bring my friends and family here. Keep it up! :)

Nothing, really appreciate the pricing and all the top up options for cones, etc. I personally enjoy the current flavours and consistency, but haven’t tried so many yet! Maybe a fun promotion every now and then? My friends and I visit in groups, so if there were buddy deals, it’d be something more to look forward to. Healthy flavour options would be interesting, too - I get this might not qualify as gelato anymore, but having options that are lower calorie would incentivise me to visit more often hehe

More advertising on social media etc. or collaboration with SMU clubs for sponsorships, such as SMU Bizcom! Most SMU students know about this place through word of mouth, would be good to have more publicity so that it can be a more well-known place in our school since the proximity is quite close, and it is a really good option for many unique flavours.

Conclusion:

* Healthier options such as low fat milk or soy milk, less sugar etc
* Promotions such as a buddy deal
* More advertising

#### How can we make your experience at our gelato store better than those you’ve had at competing stores?

The service by Aunty and Uncle differentiates Freshio from other stores. There is a lovely homely vibe. Service to me is very important. Even if the food is great but service is terrible or so-so, I would boycott the eatery.

I can see that Aunty and Uncle really enjoy what they do and this makes a big difference to the dining experience. The first time I went, I asked what Aunty likes and she happily recommended her favourites.

Currently the service at freshio is actually much better than competing stores!!! hope to continue seeing this standard being upheld 🥰

The ice cream flavours are very extensive and I'm really spoilt for choice at the selection, and furthermore unlike other competing stores I get to try the flavours to make a more informed choice which I really appreciate as someone with a pickier palette :)

more toppings and seating area, samples perhaps. Seating area is limited right now and it gets crowded. Allow customers to customize their orders with various toppings, sauces, and mix-ins. This personalization can set your store apart. Create a loyalty program that rewards frequent customers with discounts, special promotions, or exclusive access to new flavors. Offer online ordering and delivery services to provide convenience to customers who prefer enjoying gelato at home. Could make it eco-friendly, sustainable packaging etc

Honestly it's already pretty good, I think maybe you could run some promotions from time to time like Udders' $1 waffles on rainy days to market your shop more! I think freshio just lacks marketing compared to competing stores, so maybe social media like tiktok and instagram (im not sure if yall already have this) would help too! Or maybe freshio could partner with some other brands too, like serve it at some restaurant (like burnt cones at ima sushi) :)

Honestly nothing because auntie and uncle are the nicest people ever and service at Freshio beats any other place I’ve tried. If I had to suggest something though, maybe we could switch to cermaic plates instead of the current plastic ones. It pairs nicer with the metal cutlery and will look better on photos

Conclusion:

* More seating space
* Update store look to make it nicer for insta or tiktok posts?
* Run more ad campaigns / more promotion as it is on a mouth to mouth basis now
* Loyalty programs

Overall conclusion:

* Very good service, kind customer service and the tastes are good.
* Cozyness is appreciated, but people would like more seating area or the line not taking up so much space in the store
* Run an add campaign to increase visibility, people don’t know about freshio’s instagram
* Invest in nicer plating so it becomes more appealing on instagram or tiktok posts