**Date:** 16-11-2013

**Time:** 11:30 – 11:45

**Location:**  Cork Florists

Ashdale House,  
 Blarney,

Co. Cork

**Attendees:** Robert Gabriel, Piotr Kawalec, Rokas Lukosevicius .

**Scribe:** Robert Gabriel

Notes: We weren't allowed to ask about costs, or anything too much personally. Everyone else was there besides Aron cause of the sudden time change.

**Transcript:**

Hello, Thank you very much for the seeing us, I’m Robert Gabriel Marybeth son.

Oh Hi Rob, I didn’t recognize you there, it’s a pleasure to meet you.

As you know this project is part of our requirement engineering, where we have to survey a local business about their online store. *Belinda* this is peter and peter this is *Belinda Olden owner of the shop.*

It’s a pleasure to meet you peter. Oh that’s great, what type of questions do you have?

Well thank you again for having us, the questions we have range from your online shop and how your shop works as a florist.

That's great, fire away.

Okay so what’s your target audience?

Well it’s anyone from around the world who wish to buy flowers for themselves and others.

That's great to hear, and I see you have an online shop, can you talk more about that?

Sure thing, the shop was up and running for the past 5-6 years, it is for people to buy flowers for others and themselves. Using their credit card.

That's great to hear, have you any experience with online stores and using the internet?

I haven't and as I always tell people I was born in the wrong era. I don't know how to manage it or to work it. The orders come in from a company where using favoronline. Who send us a fax when an order is paid for.

Yeah I didn't know that, that's pretty great service. May I ask are there any problems you or your customers have had using the system?

Well two years ago I was told my website was boring and shoppers would be turned away from using it. So I had a young fellow tell me he would update my website and upgrade to PayPal to make it easier for customers to buy from us. The problem is you can buy flowers for yourself no problem, but since the update users cannot give a different address to send the flowers too. So people complain to me and give up on orders from others. So now I go from 15 orders a month to about 1 a month if I lucky from the online store.

Oh okay so would you PayPal is the problem here?

Yeah cause everything was perfect before the change over two years ago.

So does anyone maintain the website?

Well sort of, I can email my nephew in Austria to update the photos on the website. But besides that I don't know the passwords, or even how to use the system cause no one who sat down and showed me how to use it.

This is all starting to make sense, may I ask is there any security on the system?

Well PayPal takes care of all that :)

That's great to hear, does the staff have access to all orders from the online system?

Yep, all staff have all access to all orders and customer information.

What happens if the order is wrong or not what the customer wanted?

All flowers online have pictures followed by them, and with each photo we have a color may offer when with each season.

What would happen if you got 100 orders in one day? Would you do in order or tell the person that they will be delayed.

No matter how many orders we get we promise next day delivery. :)

Is the system limited to certain credit cards?

Nope not at all, they can order by PayPal too.

How will a customer be informed about an order process?

The customers are sent an email back with a receipt saying that their order was received and when to get it.

Okay what would happen if you went to their house but no one was there?

We would phone them and if no one answers we bring the flowers back to the shop for them to collect.

Thank you very much, just a few more to ask. Can the consumers change their mind?

Yes they can but they have to ring us at the shop, and we will refund the money as long as we have not made the flowers yet.

Ah that's really great and does, let’s say a customer order 12 roses, do you take 12 roses away in the database, so you know how many you have left?

Nope it’s all in my head

What role does everyone have in the shop?

All my staff help each other out and do what is needed as we work in a team.

What's your staff opinion on the online system?

They are like me, they like it but were born in the wrong era. They can see the use of it.

Is there any feedback from existing/potential customers?

Yeah as they said, they can't order for others. So the big problem is the PayPal part but I can't afford to fix it at the moment. But I do think the system needs a big fix and tweaks. If you finish the report could you send it on to me?

Sure we will, because I know my lecture Mary would love if we come up with a fix and it helps your business.

\*At this point we give her a cranberry’s chocolate box for seeing us. \*

Thank you so much you shouldn't have

It was pleasing and thank you so much for seeing us again.

If there's anything I can please me know.

We sure will thank you so much again and have a great day.

Same to you good bye.

**Summary:**

Problems/causes:

* Staff has no experience with using/modifying the system
* On-line customers cannot specify a separate address for delivery. This is due to update made to the website. (PayPal would be possible responsible for this issue)

Roles played:

* Nephew in Austria - visual updates to the website
* Staff - have access to all information from online orders
* The owner and staff play different roles in the business depending from actual need.

Processes in response to business events:

* Processing online orders follow after printing fax confirmation.
* The customer gets an email with a receipt after receiving the order.
* If the customer is not presented for delivery, a phone call is being made. Order goes back to florist for personal collection if no answer to the call.
* The customer can change their mind by ringing the shop directly (Call has to be received before order is done). Refund is made to the customer only if the flowers have not already been made