

# ***Need Finding Report***

*Group 2*

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## **Abstract**

MeetFresh is one of the leading dessert franchises in China and has now expanded its business to North America. This report presents need-finding results based on customer online reviews, participant observation, and user interviews, including feedback from both customers and the store manager, to assess the strengths and areas for improvement at MeetFresh. Overall, customers enjoy the desserts but criticize store service and environment, inconsistent product quality, inappropriate portion sizes, and high prices. Meanwhile, the store manager is concerned with understaffing, high turnover, store maintenance, and marketing efforts. The sections below discuss the details and results of each need-finding approach, along with its summary and analysis.

## **Need finding exercise 1: Review analysis**

To find the pain point of Meet Fresh, design interview questions, and brainstorm prototype ideas, we decided to use reviews from google map to see customers' opinions of Meet Fresh from 10 stores in 10 cities across 4 states which include North Carolina, New Jersey, New York and Texas.

## **Dataset and source**

The datasets come from Apify, which is a scraper tool to help clients get texts from websites such as instagram, youtube, and google. One dataset has 1096 records, which mainly covered stores in New Jersey and New York. The other one has 2246 records, mainly covering stores from other states. There are 2604 records in total after removing duplicates; 1742 of them (66.9% of total) have review texts. Another 165 reviews are from other languages. Combined, 73.23% of total reviews had text included in all languages.

## Method

We mainly leveraged text mining and sentiment analysis using python. The team lead tried to use the LSM model within the ChatGPT API, but found it would incur extra cost. We then turned to TextBlob and vaderSentiment to determine whether the reviews are positive or negative.

## EDA and Finding

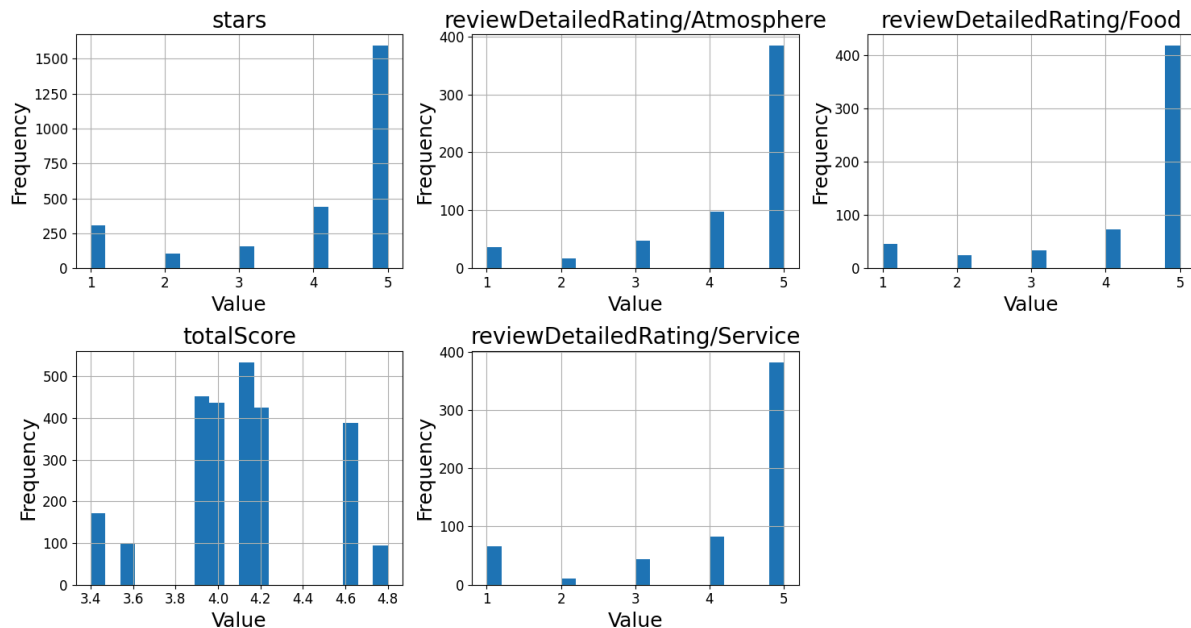
We approached the dataset in three angles: Review Star ratings, vaderSentiment scores, and TextBlob scores.

### Score Distribution

Jenny did a general overview of dataset distribution and analyzed score segmentation to categorize reviews based on various rating metrics.

### Overview statistics of review star

Below are histograms of review star ratings, separated by Atmosphere, Food, and Service, and total scores of 10 stores. The top three most frequent ratings are 5, 4, and 1.



## High frequency words in positive and negative reviews

We separated reviews by positive (star>3), negative(star<3), and neutral(star=3). The percentages of each group are 78.1%, 15.9%, 6.0%, respectively.



The large number of neutral reviews suggests a need for further classification. The histograms of ratings for Atmosphere, Food, and Service reveal that many so-called neutral reviews actually trend positive, as they contain a significant number of 4- and 5-star ratings.

Distribution of Detailed Ratings in Neutral Reviews



## Refining Neutral Reviews

Neutral reviews were divided into positive and negative groups based on separate ratings for Atmosphere, Order, and Service. Reviews containing at least one rating below 3 were classified as negative. Adjective, verb, and preposition words were removed from further analysis.



High-frequency words in positive reviews were more related to products, while high-frequency words in negative reviews were more related to service.

## Product-Oriented Analysis

To focus on product-related words, adjectives, verbs, and service-related words were removed. Top frequency words of positive and negative are shown below.



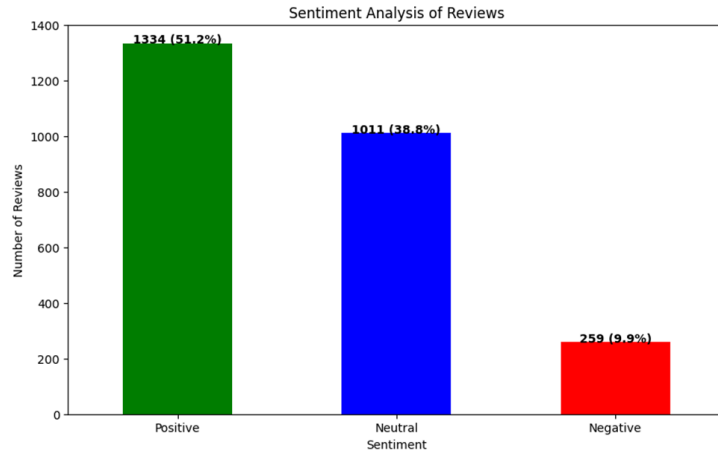
The most frequently mentioned product-related words were "ice" (appearing over 300 times), followed by "tea," "dessert," and "milk" (over 200 times). Additionally, "taro," "jelly," and "boba" appeared over 100 times, while words like "balls," "drink," "grass," and "cream" were mentioned fewer than 100 times.

## Sentiment Analysis

Roman used vaderSentiment score to determine the review's sentiment. He defined negative scores as negative, and scores above 0.2 as positive, otherwise, it is neutral. After cleaning the

**Sentiment Analysis of Reviews**

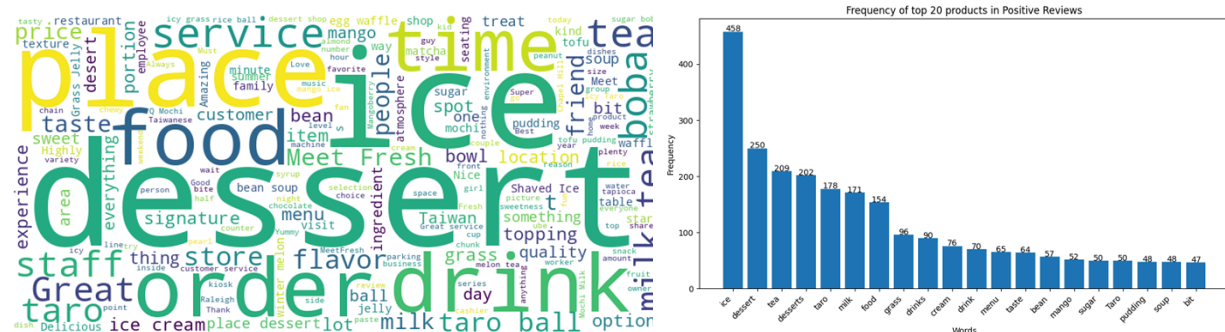
Sentiment	Number of Reviews	Percentage
Positive	1334	51.2%
Neutral	1011	38.8%
Negative	259	9.9%



He generated a word cloud for each sentiment group and created a word frequency bar chart to dig more about products for positive reviews.

## Positive reviews

In positive reviews, the most frequently mentioned nouns include "dessert," "order," "drink," "place," "service," and "time," indicating customers are delighted with the sweet & drink provided and the ordering process.



The chart shows the most frequently mentioned word is "ice" with 458 occurrences, suggesting that ice-based desserts or drinks are highly popular among customers. "Dessert" (250), "tea" (209), "desserts" (202), and "taro" (178) are also frequently referenced, indicating that desserts, tea-based beverages, and taro-flavored items were well-received. Other commonly mentioned words include "milk" (171), and "grass" (96), which may refer to ingredients like milk tea or grass jelly. The presence of "mango" (57), and "sugar" (50) suggests that flavor and sweetness are key factors in positive reviews.

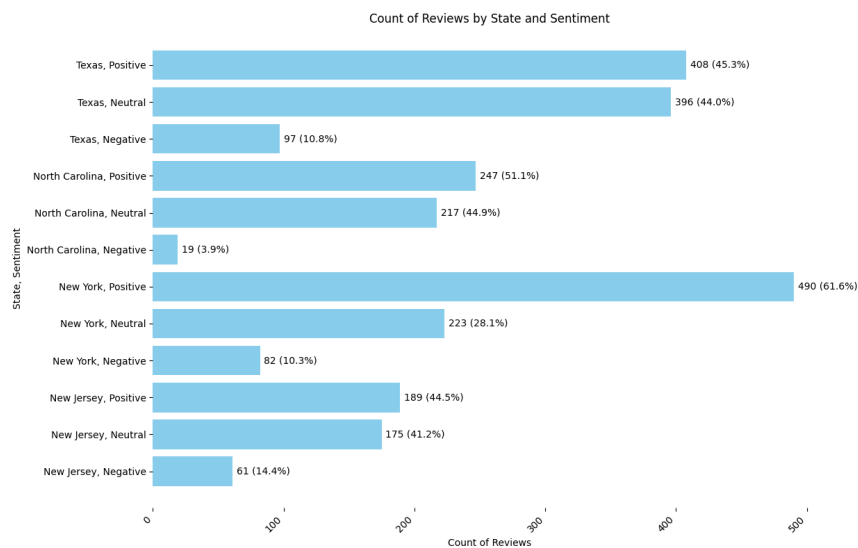
The word cloud of neutral reviews is quite similar to positive reviews.



Words	Frequency
ice	56
milk	51
taro	45
tea	41
food	31
soup	28
dessert	28
tofu	23
drink	20
grass	18
desserts	16
taste	16
rice	16
sugar	15
drinks	15
menu	15
cup	15
bean	14
paste	13
toppings	13

6

## Reviews by store location



Stores in New York received the highest proportion of positive reviews, with 61.6% of its total feedback being favorable. Texas followed closely, where 45.3% of reviews were positive, but it also had a notable proportion of neutral feedback (44.0%). Meanwhile, North Carolina exhibited a relatively balanced sentiment distribution, with 51.1% of reviews being positive and 44.9% neutral. However, it had the lowest percentage of negative reviews at just 3.9%. New Jersey featured the highest proportion of negative reviews (14.4%). These variations suggest that customer satisfaction levels and expectations differ significantly by location.

## Deep Cleaning and Comparative Scoring

Jason approached this analysis from both the vaderSentiment score, and the TextBlob score with deep-cleaned reviews, which exclude reviews that are fewer than five words, reviews with emoji, and reviews with nonsensical phrases. 1029 out of 1742 (59%/39.5%) reviews are left after removing nonsensical reviews. To define positive or negative, 0.5 below is negative for the vaderSentiment score and 0.1 below is negative for TextBlob score. 180 reviews have contracting sentiments between two measures. Jason then decided to use the TextBlob score for further analysis.





Above pictures are word clouds of all reviews, all reviews from the Plano store, meaningful reviews, negative reviews and positive reviews. Good, place, dessert appear more frequently than others, so decided to put them as extra stop words. Also include words meet fresh and food. From above, the product shaved ice really caught eye.



Above are updated versions of negative and positive reviews. From negative reviews, customers complain about staff service with a bad attitude, products such as shaved ice, boba milk tea, and grass jelly soup taste horrible and do not even want to come back since they are so disappointed and wait for a long time in a peak time. From positive reviews, customers think boba milk tea, shaved ice, taro balls, grass jelly, and red bean soup signature are delicious and



taste good and sweet. The place is clean. They want to try more with friends and love Meet Fresh.

## ***Insight and Conclusion***

Our main insights from all three approaches are consistent: all positive aspects are related to products, and most negative reviews are related to service and products: complaints report them as poor quality, under-sized, and/or over-priced. From the TextBlob score, Shaved ice is the most popular product. From the vaderSentiment score, products related to milk tea, purple rice soup, and tofu pudding with topping taro, taro ball, taro paste, red bean, and grass jelly need more concern. From the review stars analysis, taro ball ice cream and grass jelly boba milk tea are the top products.

## ***Improvement***

This analysis still can be improved. The non-English reviews were not included in this report since google translate may not properly translate them. Using review stars to determine sentiment may not be accurate, and the score may also misclassify some reviews as positive or negative. The team did not have a standard related to score baseline. Reviews also need deep cleaning, such as combining similar words, removing irrelevant reviews, removing emojis, and so on. All these improvements can be implemented if we decide to present the review analysis at the product level.

## ***Need finding exercise 2: Participant Observation***

To better understand the restaurant and experience it ourselves, Vanessa and Xiaoheng visited the Meet Fresh store in Boston at two different times.

### ***Store Location and Atmosphere***

This Meet Fresh store is located in Allston, MA, a neighborhood near the local train station, about a 15-minute walk away. The area is known for its diverse dining options, with many small restaurants, tea shops, and bakeries. It is also home to a mix of students and young professionals. The store has nine seating tables, each accommodating four to five people.

### ***Store Experiences***

Vanessa visited the store on a Thursday late afternoon, simulating the experience of a worker or student stopping by for food after work or class. At that time, the store was relatively quiet, with only three occupied tables, each seating one or two customers. The customers were all

Asian. There was no line, and the food was served within a few minutes. Overall, the experience was pleasant. However, the volume of the background music was slightly too high, making it less ideal for relaxation or conversation. Additionally, not all the lights were turned on, making the space feel dim and somewhat lacking in vibrancy. These factors could negatively impact those looking for a social gathering or a casual date setting.

Xiaoheng visited the store late in the evening on a Friday, which also happened to be Valentine's Day, to observe the experience during peak hours. Despite the late hour, the store was still very crowded, with around 80% of the seats occupied—likely due to both the Friday night rush and the holiday. The majority of customers were Asian, with a few non-Asian patrons. The atmosphere was lively. However, the trash bin was overflowing, though there was no noticeable foul smell. The background music remained loud. Additionally, the store had run out of boba, so the staff substituted mini Qs and extra mochi.

### **Product Quality Assessment**

Both Vanessa and Xiaoheng were generally satisfied with the taste of the food. The sweetness level was moderate, suitable for an Asian palate, and the quality and texture of the ingredients were acceptable. Xiaoheng particularly enjoyed the tofu pudding, while Vanessa preferred the softness of the mini Qs, a signature item at Meet Fresh.

However, there were areas for improvement. The packaging design could be more stylish and visually appealing, and the provided spoon was not very comfortable to use. Another downside was the portion size as it was too large for one person. Since the main ingredients consisted of sugar, flour, and rice, the taste became monotonous over time, so a larger size would be a downside for a dessert.

### **Overall Assessment**

Our overall experience with the store and food was generally positive. The main issues we identified were understaffing and a lack of maintenance during peak hours, packaging that could be improved, and portion sizes that might not be ideal for individual servings.

We acknowledge that our experience can not represent other customers, so we conducted additional research to gain deeper insights into customer and store needs.

## *Need finding exercise 3: Interview*

### *To-C Interview*

To understand more about what customers think of MeetFresh. We conducted customer interviews with 8 individuals.

### *Data Inventory*

The data inventory table is attached at the end of this report.

### *Insights and Findings*

#### **Demographics**

In the interview, all respondents fall within the 25-40 age range. The respondents have diverse professional backgrounds, including communication, engineering, law, copywriting, and accounting. They are from various cities and provinces in China, with some currently residing in North America (New York-New Jersey, Boston, Toronto).

#### **Customer Behavior**

Out of 8 total respondents, only one customer was visiting MeetFresh in North America for the first time, which indicates MeetFresh is a well-known brand among the respondents. The frequency of eating dessert varied widely, from once a week to fewer than five times a year. We found respondents coming from the Southern part of China ate dessert more frequently than ones from the Northern part.

Most customers preferred to visit with friends rather than alone, highlighting the social aspect of dining at MeetFresh. The majority of customers dined in or opted for take-out, with a few also using delivery services.

#### **Customer Preferences**

Customers appreciated the food quality, and specific items like taro and mini Q (mini taro balls), and enjoyed the customized options. Some also valued the proximity of the store and the atmosphere for socializing.

Common complaints include long waiting times, small portion sizes for take-out, and issues with the store environment (e.g. slippery floors, bad air). Some customers also were dissatisfied with the service and simple decoration. While some customers preferred MeetFresh due to its unique offerings (e.g. taro balls), others had no strong preference for the dessert brands.

## **Product Feedback**

In terms of products, classic desserts like taro, mini Q, and grass jelly were consistently popular among respondents. Some also enjoyed milk tea and ice cream-related products. Customers agreed the taste of MeetFresh products was good, though one noted that certain items were overly sweet.

As to the improvements, customers suggested product consistency across stores and development in some products' quality (e.g. egg waffles). Some also suggested including more fresh fruits.

While MeetFresh is appreciated for its unique offerings, some customers felt that the portion sizes were too large and the price was a little high. A few respondents would rather order smaller sizes with lower prices. Also, the quality didn't always meet their expectations compared to competitor stores.

## **Recommendations and Future Expectations**

While some customers were likely to recommend MeetFresh, others were indifferent or only recommended specific items like taro desserts. Customers expressed high interest in trying new products if they involved fresh fruits, matcha, ice cream, and passion fruit. Some also suggested mixing sago with grass jelly and ice cream for more variety.

## **Conclusion**

MeetFresh has a loyal customer base that appreciates its unique dessert offerings, particularly taro balls. Customers overall were satisfied with their experience in MeetFresh. However, there are areas for improvement, such as service quality, store environment, product consistency, and portion size. Addressing these concerns reported, along with introducing new flavors and improving packaging, could enhance customer satisfaction and attract new patrons.

Additionally, expanding the number of locations and reducing waiting times could further encourage repeat visits and build a better mouthword.

## **To-B Interview**

We interviewed the manager and owner of the Dallas store on Feb 18, 2025. Below are summaries of the interview.

### **Business Overview**

The store operates as a franchise within the larger chain, MeetFresh, which specializes in traditional Taiwanese-style desserts and beverages. As it enters the 7th year of operation, the store manager/owner (i.e., stakeholder interviewee) is eager to take measures to fight against the brand aging/stagnation. He suggests that dessert shops in his area typically have a business lifespan of three to five years, and that he already noticed considerable revenue declines in the past two years. We interviewed the manager about the key operational aspects, including inventory management, workforce administration, marketing strategies, pricing, and customer demographics, and have gained a deep understanding of their operation and management situations.

### **Factors beyond store manager's control**

As a franchise, many operational aspects in the store are obligated to follow HQ's standards. These include product development, employee assessment protocols, as well as product packaging, pricing, and major promotions.

### **Product development**

All product development is centrally managed, with all recipes standardized by headquarters. Individual stores are not permitted to alter formulations or portion sizes, with adjustments such as sugar level modifications also following defined protocols. Before the release of each new product, each store would receive the recipe in advance, test the recipe, and have the final product undergo QCs.

### **Employee assessment**

HQ has a fixed set of standards in kitchen operations for employees from food preparation to hygiene maintenance.



## Product packaging

Because the brand is trademarked, all containers must follow HQ's design, including both reusable and disposable ones. Without HQ's approval, no one can use MeetFresh's logo, so the store owners cannot print disposable containers of their own choosing. When the to-go containers run out of stock, individual stores can temporarily use logo-less generic disposable containers, though this does not happen often.

## Pricing

Considering that the cost of living varies across different locations, HQ provides 5 pricing tiers for individual stores as reference. For the Dallas store, the manager goes with tier 5, though as the town population grows, he is increasingly using Houston as a reference. Any price changes require HQ's approval and necessitate new menu printing (which also takes HQ approval because menus have logos). With all inconveniences considered, the prices are usually altered once a year.

## Product promotions

Major product promotions are decided and designed by HQ. This often happens when HQ releases new product lines or when collaborating with other entertainment businesses that have IP or trademark concerns. Complimenting major promotions, though, individual stores get to have their own promotion events (see Marketing & Sales).

With the above elements out of the store manager's control, we further explored below aspects to gain a better understanding of the store management.

## *Inventory Management*

Inventory is sourced from both the warehouse in California (which directly receives goods from Taiwan HQ; hereafter referred to as HQ-CA) and local suppliers. HQ provides about 70% of the fresh ingredients, including grass jelly extract, taro balls, bobas, tea leaves, traditional syrup, and honey. Local suppliers contribute approximately 30%, supplying fresh produce, dairy, and eggs. Shipments from HQ-CA take two to three weeks to deliver, whereas local procurement occurs two to three times per week, usually from wholesale stores such as Costco. Their prices follow the general market trends and do not fluctuate much. Egg prices are an exception due to recent events, but this is experienced by everyone in the restaurant industry.

Stock is counted monthly, and orders from HQ-CA are placed every two to three months. Most raw ingredients from HQ have a shelf life of one year, so waste can be minimized unless staff made operational mistakes. Prepared/cooked food, however, must be discarded if unsold by the end of the day, with daily consumptions of each product fluctuating by season, day (of a week), and time (of a day). Though the general trend indeed depends much on time, many other unpredictable factors also affect the demands: weather, recent events, holidays, promotions, demographic turnovers, etc..

On a typical day, the manager and the kitchen jointly decide how much of each product to be freshly made, based on both past experience (season, time, & day) and real-time demands. Kitchen shuts down 30 min before the store closes, so smooth coordination between cashiers and the kitchen is crucial. During the last hour, the store would actively offer to replace low-stock items with others to make the most use of everything cooked.

Inventory data, including local procurement records, can be shared. Order histories with the HQ, however, cannot be disclosed without HQ authorization. Store transaction histories from the customers can also be shared, though they consist of multiple sources: self-service kiosks, cashiers, and online orders.

## **Workforce Management**

The store mainly employs part-time student workers, with an average tenure of 1–2 years. Turnover is relatively high because each student has their own situations and (study) plans on when to move on. The wage level is unlikely to attract workforce from older age groups. Dessert stores generally cannot afford wages at the level of full-scale restaurants either. Recruiting has become more difficult in the past year with the tightening labor market.

Training for new hires usually takes 8–11 shifts, with each shift 5–6 hours, during which the new hire shadows a certain senior employee to observe and practice. Their training mainly focuses on following kitchen SOPs and making sure the orders are served correctly. Etiquette toward customers are emphasized, but its priority does not supersede product quality. After 12 shifts, each new hire will be assessed per standard HQ protocols. Most are able to learn the ropes within 11 shifts; those who cannot will not stay on in the team—that is, if they themselves didn't drop out first, which is often the case, because this tends to happen when one doesn't like what they do. Passing the assessment is necessary but not sufficient to full proficiency. The latter generally takes several months to half a year.

Currently, the manager offers \$10/hr as the starting part-time wage. Those who pass the assessment receive an \$1/hr wage increase. Full-time employees have higher wages than part-timers, though due to the nature of the restaurant industry workforce, most people join as part-timers. On average, three to five employees work per shift, with increased staffing during peak hours. Part-time workers do not always have regular availability, so shift scheduling—which currently happens through a Calendar app and is entirely digital—needs to be flexible.

Store management policies and scheduling records can be shared. Strategies to improve hiring and employee retention are welcome.

### ***Customer Demographics & Competitive Landscape***

From the manager's experience in the past 7 years, approximately 30% of the customer base is non-Asian. The other 70% Asian customers include not only native born Chinese and Taiwanese, but also American-born Asians. Compared to other bubble tea shops, the customers here tend to be slightly older, as the store offers many traditional products like tofu pudding and red bean soup. Like most restaurants, the store is most busy on weekends and after-work hours. In less busy hours, some customers stay in the store to work remotely (as some do in Starbucks). Customer surveys and quantitative analyses have been conducted in the past, which the manager finds very useful, more useful than the online reviews. That said, recent data is lacking.

The Dallas area has numerous bubble tea shops but relatively few specialty dessert restaurants, making MeetFresh relatively unique in its niche. Some competitors emerged over the years, including Hong Kong-style dessert chain Hui Lau Shan and Korean dessert shops. Though these East Asian dessert shops are each unique in their own ways, the menus could still overlap with MeetFresh due to cultural similarity, weakening its competitive edge especially in front of non-Asian customers.

### ***Marketing & Sales***

In the past, the manager has explored social media ads, collaboration with nearby restaurants, temporary sales (e.g., BOGO), and local advertising (on paper). Marketing strategies and budgets vary by season. Because most MeetFresh desserts taste best in store, the manager theorizes that locals are more likely to become frequent customers, which constitute the most stable revenue source. The store has seen declining sales over the past two years, leading to worries about brand aging & increased market competition. At the moment, the manager aims

to expand the customer base beyond the local Asian community, as most local Asians are already familiar with the brand. Help in this aspect is highly appreciated.

**Social media marketing:** The manager tried it in the past five years but did not receive satisfactory results, even though digital ads are cheaper to distribute. Social media platforms like Instagram and Red Note, albeit popular, may not have high enough penetration rate among the local residents. This could potentially explain the lackadaisical performance of past social media campaigns.

**Local advertising:** The manager recently tried posting advertisements on local newspapers, magazines, and grocery store receipts. They have also collaborated with nearby Chinese restaurants. Reportedly, these efforts received decent effects.

**Minor promotional events:** The store has held numerous sales events before and have received varying levels of revenue increase. However, this temporary success also complicates inventory management. Therefore, these events primarily aim to attract new customers rather than maximize short-term profits.

### ***Online Ordering & Catering Services***

Delivery and takeout services are not ideal for most of this store's products because their taste and texture are temperature-sensitive and degrade easily over time. Taro balls would lose their texture, and ice-based desserts melt quickly. In fact, the store manager generally recommends people to consume the product within 1 hour of purchase/preparation. Therefore, he is not keen on increasing online sales, both because of the extra hassles and out of worries for QC & brand image. For online sales, the store is currently partnered with Grubhub and FanTuan, though online orders make up less than 5% of total sales.

Catering is also challenging as many star products require specialty kitchen equipment that are not easily portable. The manager once had seriously considered attending the local Food Festival, but he eventually gave up because moving the kitchen simply isn't feasible or conducive to product quality assurance.

### ***Summary & Next Steps***

The interview provided valuable insights into the store's operational strengths and areas for improvement. Inventory and logistics management could be optimized through improved forecasting and inventory turnover analysis. High employee turnover suggests the need for enhanced hiring and retention strategies. Local marketing efforts have shown some success,

but further refinement is necessary to extend outreach beyond the Asian community. Declining sales may indicate the need for pricing adjustments and refreshed branding efforts. The inability to modify product offerings locally limits differentiation opportunities.

Further analysis should focus on sales data trends, market segmentation for targeted promotions, and employee retention strategies to reduce turnover costs. By addressing these challenges, the store can strengthen its market position and drive sustainable growth.

## *Continued need-finding*

During the need-finding process, we observed a significant disconnect between customers' needs and what the store manager can control. The main complaints from customers revolve around portion sizes, take-out packaging, in-store utensils, and pricing, along with requests for potential new products, which are issues that are managed at the company's central level and beyond the store manager's control.

Nevertheless, there are still several areas the store manager can focus on to improve the customer experience. These include enhancing product quality control, streamlining the employee hiring and training process to reduce the burden of turnover and improving store service, and optimizing aspects of store management such as inventory control. In addition, promoting the store to attract non-Asian customers presents a potential growth opportunity for the store.

To help the store manager run the store more effectively and increase profitability, the next steps we will take involve designing prototypes to address areas for improvement. We will conduct another interview with the store manager to gain deeper insights into store management and gather feedback on our prototypes, ultimately developing a product that can enhance store operations and boost profits.

- end of main report -



## Appendix

Data inventory table of interviewed customers.

	Details	User #1	#2	#3	#4	#5	#6	#7	#8
Who	Age group	25-40	25-40	25-40	25-40	25-40	25-40	25-40	25-40
	Job occupation	In communication field	Engineer	Lawyer	Researcher in academia lab	Study Abroad Copywriter	Study Abroad Copywriter	Senior Accountant	Manager
	From city /province	Xiamen city	Shanghai city	Guangdong province	Liaoning province	Guangdong province		Beijing city	Hangzhou city
	Current residence	NY / NJ area	Boston	Boston	Boston	NY/NJ Area	NY/NJ Area	Toronto	
Behavior	First time to MeetFresh in North America	No	No	No	No	No	No	No	Yes
	Have been to other MeetFresh stores	Yes	No	No	No	Yes	Yes	No	Yes
	Frequency of eating dessert	Once a week	Once a month	Random	Several times a year	Random	Once a week	Once every few months	Less than 5 times a year
	Prefer to come alone or with friends	Both	With friends	Both	Both	With friends	With friends	With friends	With friends
	Come for any special events					Casual visit	Casual visit	Casual visit	Casual visit

	Dine in, take-out or delivery	Take-out	Dine in	Dine in, take-out	Take-out	Dine in	Dine in, take-out	Dine in, delivery	Take-out
	Like about the store	Food	Mimi Q	Customized options, shop area		Taro	Taste	Close to home	Taro dessert
	Dislike about the store	Service		Waiting in line, less portion size for take-out	Waiting in line			Simple decoration	Slippery floor and bad air
	Preference on MeetFresh versus other dessert brands	No preference	No preference	No preference	No preference	Prefer to MeetFresh	Prefer to MeetFresh	Prefer to other dessert restaurant	No preference
	Encouraging factors	Lower price and smaller size, more enjoyable design	More shops around	Less waiting time to get served, better environment			Distance	recognition and uniqueness of its products	Good atmosphere to chat with friends
	Discouraging factors								Bad taste and bad atmosphere
Product	Popular drink/dessert	Meetfresh classics, such as taro, mini Q and grass jelly	Mini Q related product	All dessert, such as mini Q, taro, grass jelly.	Classic desserts, especially the taro paste.	Don't have the best like for orders		Grass jelly series, and milk tea	Taro
	Taste	Okay	Okay, decent	Good overall	Tastes nice	Tasty, not really sweet		Good, but over-sweet a little, not greasy	Good

	Improvements needed on products	Consistent with the quality across stores	Include more fresh fruits	Better quality on egg waffles				Product recognition and uniqueness	More ice cream related products
	Products comparison (with competitors)	Other stores do not have those signature products.	Only Meeteetse has mini Q.	Okay, every dessert store has its own taste.	Have not tried much in other stores.	Each store's products are unique		Larger portion size than other competitors with higher price	Not good as stores in China
	Presentation/packaging	Not satisfied and this can be improved a lot.	Okay, decent.	Okay, nice	Better packaging and durable spoons	Not bad		Very good, the bags can be repeatedly used	Ok
	Portion size	Acceptable given the price	Okay, acceptable	Too large with high price	Too large with high price	Not bad		Too large with high price	Ok
	Freshness and quality	Highly depends on the shop	Okay, acceptable	Nice	Okay	Meet expectation		Very good and no problems	Not meet impression as stores in China
	Likely to order the product	Yes	Yes	No preference towards specific products	Yes			Yes if there is a promotion	May be change a store to try
	Likely to recommend	Not specifically recommended	Not really, very similar	Not specifically recommended	Yes			Yes	Yes for taro
	Expected flavors on the new product	Nothing specific	Product with fresh fruit and matcha	No since many other options				Desserts with ice cream	Passion fruit

- end of appendix -