

MeetFresh Need Finding Report

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Abstract

To understand where Meet Fresh needs to improve to attract potential customers, we used participant observations and interviews to examine the features of existing customers. Based on feedback from these customers, we were able to identify user pain points, resulting in possible ideas that Meet Fresh could improve. Building a recommendation system can be seen as a solution to help Meet Fresh improve its dessert offerings and attract more customers.

Problem Space

Meet Fresh is a dessert chain established in Taiwan in 2003. As they grow in new international markets such as the US region, user feedback from new markets is very important to adjust company strategy in a timely manner.

The purpose of this project is to investigate the requirements of the existing and potential customers. According to these requirements, we will design a recommendation system to help Meet Fresh fascinate more customers by developing new dessert products or improving the current products to strengthen their sales models.

User Type

Age: 10-40

Occupations: Students, Professionals

Frequency to dessert bar: at least once a month

Motivation: Dessert lover, Asian culture lover, Social Activities

In the need-finding process, we would like to focus on the customers who are new to MeetFresh or have never taken MeetFresh before. These customers are fascinated by Asian desserts, so they would like to try MeetFresh and give some suggestions on MeetFresh products. Based on their comments, we could help MeetFresh to improve the taste of their desserts.

NeedFinding Plans

1. Participant Observation:

- Why do I want to eat Taiwanese desserts?

Thought 1: The first situation is just wanting to eat Taiwanese desserts. It's because I've eaten it before and have a recall of how it tastes. The second possibility is that I would like to eat a specific MeetFresh product. This exact idea may have come as a result of seeing a social media celebrity share this product or a friend of mine who has eaten it before who suggests I try this product, or because I have a habit of eating it. If I've never tried MeetFresh before, I might need a friend to tell me about the brand before I decide to try it.

Thought 2: I tried a lot of milk tea, they do not provide grass jelly, which was my favorite in the summer when I was in China. I normally go to MeetFresh for grass jelly after drinking milk tea several times or sometimes I want to get the shaved ice.

- When do I want to take MeetFresh?

Thought 1: Taking Meetfresh can be part of social activity. For example, a man is dating a girl, so he can take his girlfriend to eat at Meetfresh after or before watching a movie; Or, some friends gather together during the weekends and they decide to spend the tea time at Meet fresh.

Thought 2: I have a low appetite and I could take it as my dinner, especially in summer. I also went to MeetFresh with my girlfriend or other friends to have a great talk.

- Why do I choose Meetfresh over other desserts?

Thought 1: There are many milk tea stores that provide similar things. However, MeetFresh is a little bit different. Grass jelly and taro ball are pretty special in desserts and give me a different experience in the summer.

Thought 2: I never choose Meetfresh over other desserts, I like them all. They all have their signature products.

- What is the ordering process like (how long it takes, how to order etc)?

Thought 1: Customers can directly order at the counter, download an app to order online and pick up later, or can get food delivery using Ubereats, etc. It usually takes 5-20 minutes depending on how busy the counter is. People can wait for the orders at the seating areas (we can observe how people spend time in the store to see if we can improve our service, also check some yelp reviews and do sentiment or topic analysis (NLP)).

Thought 2: I did not try UberEats or other apps because of the high delivery fee. I always dine in and order in the store. Most times I just ordered my favorite, but my girlfriend always wanted to try new things, new flavors. It took less than 10 mins to get the food mostly because of the low number of customers in the store.

- Why do people try MeetFresh or any other kinds of Asian desserts?

Thought 1: The network effect, social media effect... because ads keep showing on social media.

You wanna try MeetFresh because your friends tried it before and you wanna know what it's like.

Thought 2: To me, I think the most important reason is that MeetFresh provided something totally different from milk tea, and some people like trying new things.

- What do they most care about when making orders?

Thought 1: Price, calories, if including chocolate. if it is a popular item.

Thought 2: The flavor should be the top 1 factor as the price would not differ too much from other desserts. If they like their first order, they will continue purchasing this and other related products.

2. Interviews:

Script:

1. Age
2. Gender
3. Nationality
4. Profession
5. Order History (Mostly Ordered, Frequency)
6. Preference
7. Sugar level
8. The richness of garnish

9. Do you consider calories when ordering?
10. Do you consider social media trends when ordering?
11. How do you order (Websites; App; In-Store)?
12. Where do you eat (dine In/take out)?
13. When and on what occasions do you eat MeetFresh?
14. Do you eat by yourself or with friends?
15. Why do you order a certain item?
16. Why don't you order something else?
17. When are you likely to try something new?
18. What do you want to know from this new try?

Data inventory from user interview

	Detail	User #1	#2	#3
Who	Age	29	25	27
	Gender	Female	Male	Female
	Nationality	Chinese	Chinese	Chinese
	Profession	R&D Associate	Student	Ph.D. candidate
What	Most ordered	Black Sugar Boba Fresh Milk Ice Taro Ball Series Red Bean Milk Shaved Ice	Black Sugar Boba Fresh Milk Ice Taro Ball Series Red Bean Milk Shaved Ice	Purple rice soup signature Jasmine green milk tea Boba caramel pudding
	Frequency	Once a month (before the pandemic)	Every two weeks	Once every two weeks (before the pandemic)
	Preference	Taro Ball Red Bean	Black Sugar Boba Taro balls	Taro Ball Pudding
	Sugar level	Medium	little	30% sweetness
	Richness of garnish	Two toppings (Refer to Preference Part)	Two or three toppings	Two toppings (Refer to Preference Part)
	Calories consideration	No Consideration.	No Consideration	Yes

	Social media influence	No Consideration	Yes, especially Black Sugar	No
Context	Order place	In-Store	In-Store	In-Store and App
	Eating place	Dine In	Take out or dine in.	Dine-In and take out
	Occasion of eating	During Weekends/Vacations Social Activities	No special occasions Social Activities	After work self-treat Social Activities
With who	Eating alone or with others	With Friends	By myself and with friends both.	Both.
Motivation	ordering	The interviewee often ordered two desserts, one for the preferred item and the other one for testing a new item	Black Sugar was popular when I was in Shanghai and I tried and I liked it so I keep this habit.	The interviewee preferred a certain component, such as purple rice, so she would look for something related. There are other times when she wanted a certain sweetened level so that she would feel satisfied after having it, so she would order caramel pudding or Jasmine milk tea that could be customized for sweetening level.
	Not ordering	No Consideration. The interviewee would like to try anything new	Because there are always too many things to choose from and in the end, I just chose what I know the most.	Sometimes the interviewee will. For the time not, the interviewee just doesn't want to be flooded with so many options and go for a certain familiar thing to save order time.
New try	Try something new?	The interviewee will check the menu every time, so she would like to try anything new if there is an update on the menu	If someone recommends something to me, I would like to try it if it doesn't look strange.	When the interviewee has spare time, she will most likely be prone to trying new things.
	Why try?	The interviewee just wants to know if this new item tastes good or not.	If the new item tastes good or not	Interviewee wants to know if a new combination of different components would taste good.
Pain points		No special pain points found	Too many items to choose	Too many items to choose
Expectations of clients		Find new items and try it	Have a clear clue of what to try, recommended by others or seen in the promotion	Have a clear clue of what to command if the interviewee wants to try something new

User Review Analysis using Yelp API:

Customer reviews are collected based on Yelp reviews for Meet Fresh in the US. The following three figures show keyword extraction from Wordcloud, 2-gram distribution, and top 20 frequent words.



Figure 1. Keyword extraction from Wordcloud.

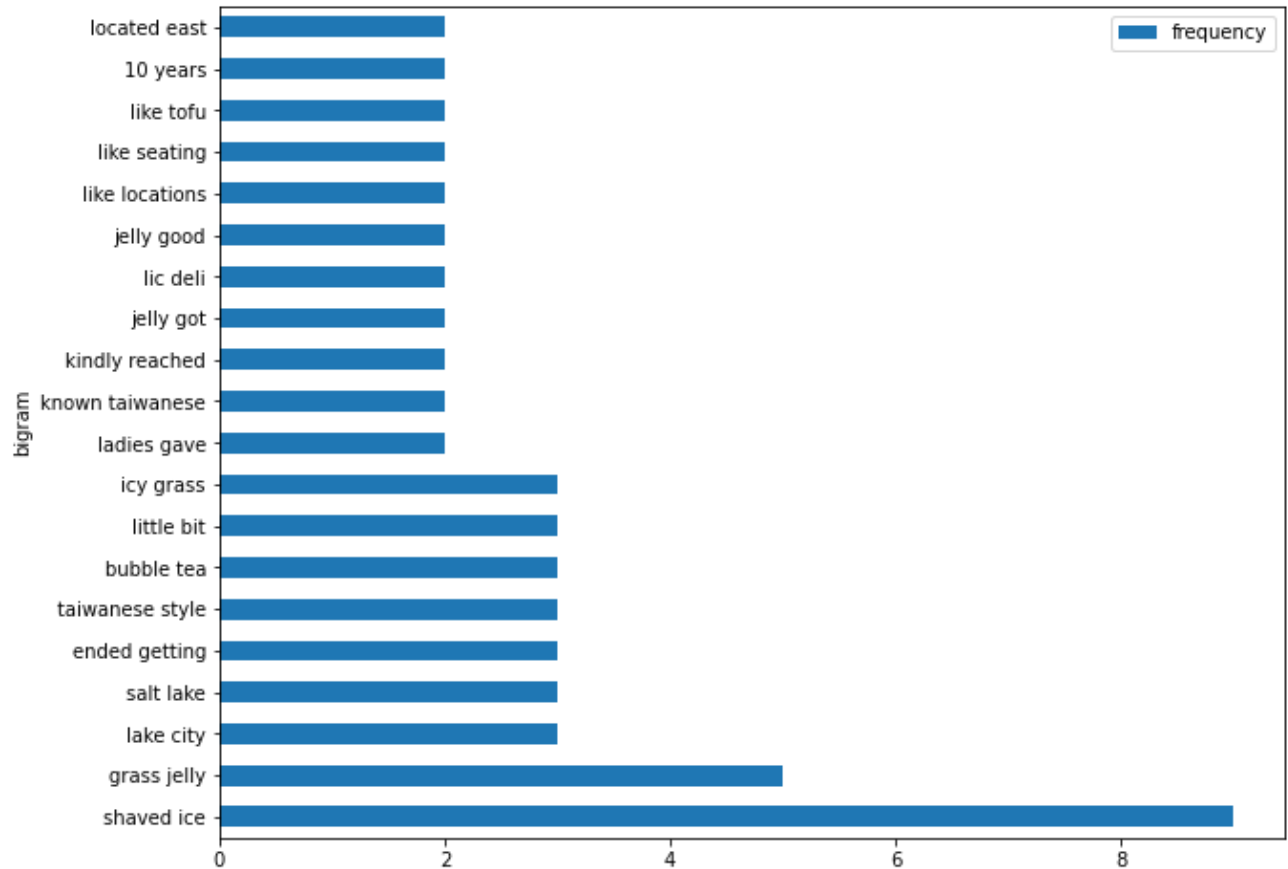


Figure 2. 2-gram distribution.

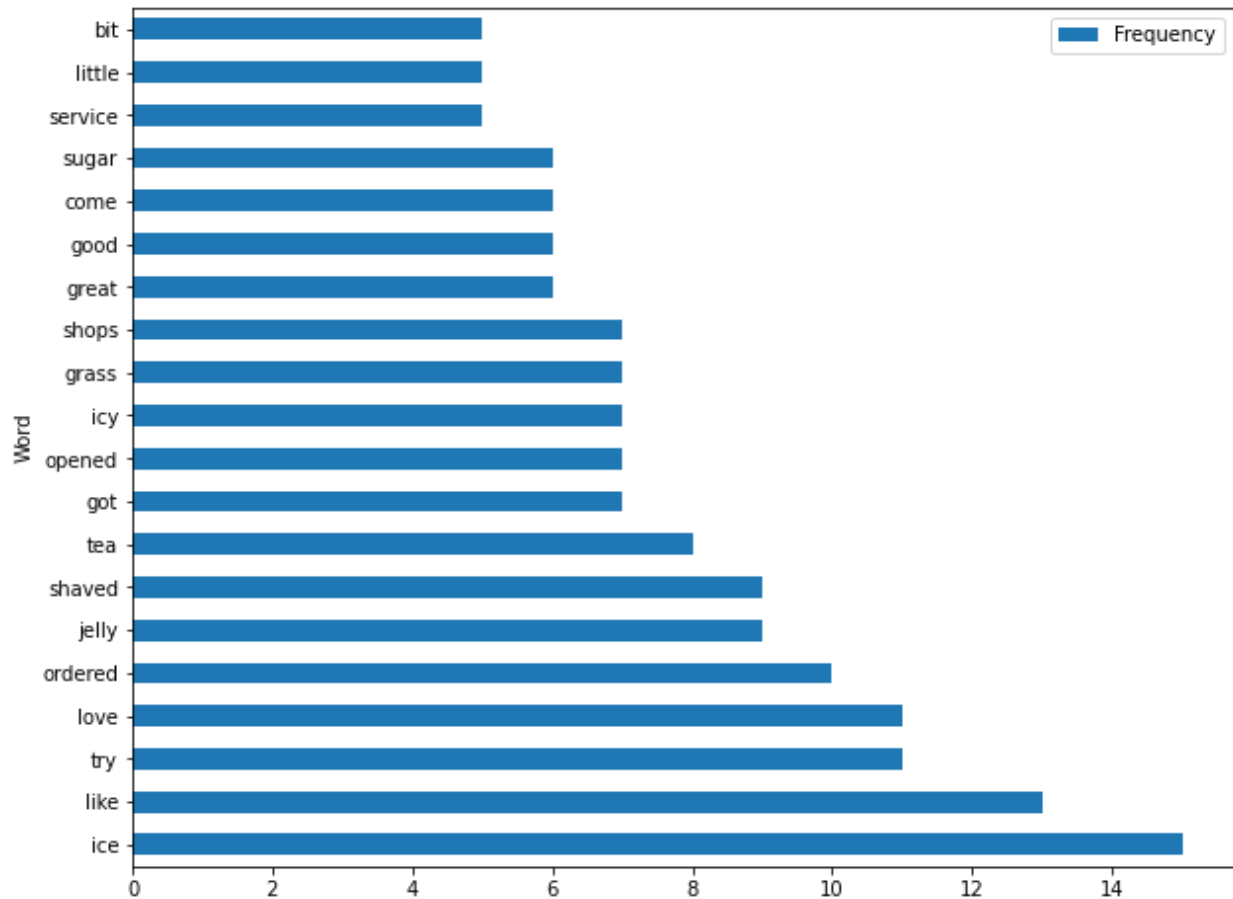


Figure 3. Top 20 frequent words.

Defining Requirements

1. After our research and investigation, we found that customers come to Meet Fresh because they are influenced by internet culture or because they like Asian desserts. However, both effects were more concentrated in Asians. Western locals will come in but prefer to buy more familiar items that can also be found in other bubble tea shops. **We should raise awareness of Meet Fresh among the western customer base by promoting not only this brand but other desserts that are not familiar with western culture.**
2. It may be because of the epidemic, but most customers do not come to the store very often. They come alone or with others, but there is no clear indication that Meet Fresh is

a social place. **We should create a special brand culture for Meet Fresh, such as family or friends, so that customers can associate with the brand even when they are not consuming, thereby increasing their frequency of visiting the store.**

3. Most of the customers thought that Meet Fresh's desserts were too big and that they didn't know the exact portion size when they ordered. This is more worrisome for some customers, who may be on a fitness or diet and are therefore more aware of the calories in their food. **We should include more specific information in desserts, including ingredient list, calories, weight, how many people it is suitable for, etc.**
4. A small percentage of users actively try new items. But most users are less likely to do it because there are so many varieties on the menu that they don't know what to choose and aren't sure if the new item is tasty enough. Most customers say they'd probably be willing to try a product if it had a clear recommendation mark or a friend's recommendation. **We should increase the promotion of new products, including highlighting the features of new products and collaborating with influencers to increase customers' awareness.**

Appendix

Transcripts

User 1

User Profile:

- Age: 29
- Gender: Female
- Nationality: Chinese
- Profession: R&D Associate

Interview:

1. Order History - Mostly Ordered
 - a. Double Taro Ball Signature
 - b. Ice Taro Ball Series
 - c. Hot Red Bean Soup Series

2. Order History - Frequency
 - a. Once a month (before the pandemic)
3. Preference
 - a. Taro Ball
 - b. Red Bean
4. Sugar level
 - a. Medium
5. The richness of garnish
 - a. Two toppings (Refer to Preference Part)
6. Do you consider calories when ordering?
 - a. No Consideration
7. Do you consider social media trends when ordering?
 - a. No Consideration
8. How do you order (Websites; App; In-Store)?
 - a. In-Store
9. Where do you eat (dine In/take out)?
 - a. Dine In
10. When and on what occasions do you eat meat fresh?
 - a. During Weekends/Vacations
 - b. Social Activities
11. Do you eat by yourself or with friends?
 - a. With Friends
12. Why do you order a certain item?
 - a. The interviewee often ordered two desserts, one for the preferred item and the other one for testing new item
13. Why don't you order something else?
 - a. No Consideration. The interviewee would like to try anything new
14. When are you likely to try something new?
 - a. The interviewee will check the menu every time, so she would like to try anything new if there is an update on menu
15. What do you want to know from this new try?
 - a. The interviewee just wants to know if this new item tastes good or not

User 2

User Profile:

- Age: 25
- Gender: Male
- Nationality: Chinese
- Profession: Student

Interview:

1. Order History - Mostly Ordered
 - a. Black Sugar Boba Fresh Milk
 - b. Ice Taro Ball Series

- c. Red Bean Milk Shaved Ice
- 2. Order History - Frequency
 - a. Every two weeks
- 3. Preference
 - a. Black Sugar
 - b. Boba
 - c. Taro balls
- 4. Sugar level
 - a. little
- 5. The richness of garnish
 - a. Two or three toppings
- 6. Do you consider calories when ordering?
 - a. No Consideration
- 7. Do you consider social media trends when ordering?
 - a. Yes, especially Black Sugar
- 8. How do you order (Websites; App; In-Store)?
 - a. In-Store
- 9. Where do you eat (dine In/take out)?
 - a. Take out or dine in
- 10. When and on what occasions do you eat meat fresh?
 - a. No special occasions
 - b. Social Activities
- 11. Do you eat by yourself or with friends?
 - a. By myself and with friends both
- 12. Why do you order a certain item?
 - a. Black Sugar was popular when I was in Shanghai and I tried and I liked it so I keep this habit.
- 13. Why don't you order something else?
 - a. Because there are always too many things to choose from and in the end, I just chose what I know the most.
- 14. When are you likely to try something new?
 - a. If someone recommends something to me, I would like to try it if it doesn't look strange.
- 15. What do you want to know from this new try?
 - a. If the new item tastes good or not

User 3

User Profile:

- Age: 27
- Gender: Female
- Nationality: Chinese
- Profession: Ph.D. candidates

Interview:

- 1. Order History - Mostly Ordered
 - a. Purple rice soup signature
 - b. Jasmine green milk tea

- c. Boba caramel pudding
- 2. Order History - Frequency
 - a. Once every two weeks (before the pandemic)
- 3. Preference
 - a. Taro Ball
 - b. Pudding
- 4. Sugar level
 - a. 30% sweetness
- 5. The richness of garnish
 - a. Two toppings (Refer to Preference Part)
- 6. Do you consider calories when ordering?
 - a. Yes.
- 7. Do you consider social media trends when ordering?
 - a. No
- 8. How do you order (Websites; App; In-Store)?
 - a. In-Store and App
- 9. Where do you eat (dine In/take out)?
 - a. Dine-In and take out
- 10. When and on what occasions do you eat meat fresh?
 - a. After work self-treat
 - b. Social Activities
- 11. Do you eat by yourself or with friends?
 - a. Both.
- 12. Why do you order a certain item?
 - a. The interviewee preferred a certain component, such as purple rice, so she would look for something related. There are other times when she wanted a certain sweetened level so that she would feel satisfied after having it, so she would order caramel pudding or Jasmine milk tea that could be customized for sweetening level.
- 13. Why don't you order something else?
 - a. Sometimes the interviewee will. For the time not, the interviewee just doesn't want to be flooded with so many options and go for a certain familiar thing to save order time.
- 14. When are you likely to try something new?
 - a. When the interviewee has spare time, she will most likely be prone to trying new things.
- 15. What do you want to know from this new try?
 - a. The interviewee wants to know if a new combination of different components would taste good.