

MeetFresh Brainstorming_Prototype_Evaluation Report

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Abstract

The report summarized ideas for a recommendation system based on the results of individual and group brainstorming. First, we brainstormed personally to generate the idea of recommender system building. Then we meet online to summarize all members' ideas and decide on the final team idea. Store location recommendation is finally adopted by the group. Three formats were conducted to display paper prototypes with different interfaces, which are based on the main idea of map visualization for recommendation system construction. Due to time factors, interview feedback is not included in the report, but this phase will be included in future actions.

Brainstorming Plan

1. Individual Brainstorm:

1. We help Meet Fresh to improve sales.
2. To improve sales, Meet Fresh can attract new customers or maintain existing ones.
3. We interview the existing customers to ask their opinions on the products.
4. We give suggestions on the current products based on the feedback from past customers.
5. The feedback can be focused on the taste of the products, ie. toppings, sugar level, and net weight.
6. The feedback can also be focused on the services of Meet Fresh, ie. the way of ordering a product, waiting time, and store locations.
7. We interview the new customers to understand their expectations of the products.
8. The feedback from new customers should be mainly focused on the preferences of new customers.
9. We can suggest Meet Fresh develop new products according to the above feedback.
10. We can interview the employees or managers to figure out the issues they have.
11. We help Meet Fresh expand its markets.

12. The new markets should be limited to a specific area or district, ie. Flushing of New York.
13. We only focus on small areas, not the global view.
14. To expand into a new area or district, we need to investigate the potential customers.
15. We only focus on Chinese customers who have or have not tried Meet Fresh before.
16. We can investigate the existing dessert store in these areas to find potential customers.
17. The new store can be drive-thru or on-site depending on the demands of customers.
18. The new store can be independent or associated with other stores.
19. The store can be located in the community, on campus, or somewhere else.
20. The owner of the store can be assigned by the headquarter open to the public hiring.
21. Customers should be advised on what they haven't tried.
22. Recommend to consumers what they've tried before, but with different toppings.
23. Create new regional style specialties: LA style, New York style.
24. Recommend products that are well-known among Asian clients but are not well-known among Western customers.
25. Make a different format suggestion.
26. Propose a new format with a single straightforward question: are you on a diet? Simply thirsty and looking for something fresh? For a meal or simply a snack?
27. Propose an alternative dessert by requesting how many people will eat: alone or with others?
28. Calories must be indicated.
29. Uniform unit of measurement
30. Recommend Meet Fresh team's new dessert recipe for local flavor
31. Created a recommender system that allows clients to obtain a suggestion by just picking one or two images or completing one or two basic questions.
32. Promotion of a traditional Taiwanese dessert that is still unfamiliar to western buyers.
33. Collaboration with influencers or YouTubers
34. Collaboration with school or student organizations
35. Create our own diner culture, whether it's with a buddy, family, or a couple.
36. Make separate menus for different groups of individuals.
37. Collect client preferences by using a member account system and recommending new desserts that may satisfy customers while also encouraging them to try something new.
38. Recommend various items and menus based on the restaurant's location.
39. Provide collaboration options between different companies, such as limited editions with a specific brand.
40. Highlight certain products by using a promotion board.
41. Recommend new products to existing customers.
42. Recommend popular products to new customers.
43. Recommend combinations of ingredients (customers may feel difficult to decide).
44. Recommend combinations of products (two products in the same bowl).

45. Try to include some other desserts in the store (One milk tea store serves tiramisu and layer cake that foreigners are familiar with) to attract more customers.
46. Recommend different size/sugar level products for customers.
47. Recommend seasonal products (First milk tea in Autumn).
48. Recommend weekend special products (Like the previous one).
49. Try creating some valentines' day products.
50. Get customers' information and send free special desserts on his/her birthday.
51. Try to mix taiwanness desserts with some local desserts (Porridge in KFC breakfast meals).
52. Recommend this brand on social platforms (Youtube, FB, IS, etc).
53. Corporate with universities/high schools to make this brand public in the country. (Starting with Thai tea, then gradually offer grass jelly and taro balls)
54. Corporate with companies that have Chinese who already know this brand. (Foreigners would like to try when their friends recommend it)
55. Corporate with some Chinese/western buffet restaurants.
56. Collaborate with famous people to advertise.
57. Link their products with some hot movie/TV series (Squid game-themed restaurant, but be careful, don't be overrated)
58. Corporate with Uber/Lyft etc to offer promotions/coupons.
59. Corporate with Conference/Theaters.
60. Comic icon.
61. Traditional newspaper coupon.
62. Black box idea.

2. Group Brainstorming:

	Idea 1	Idea 2	Idea 3
Main idea	Help Meet Fresh in market expansion, focus on a specific region with specific groups of people (like Asian)	Help Meet Fresh in promotion of food chain	Help Meet Fresh in products promotion

Product	Suggested locations for stores (city + block)	Recommender supply of raw materials	Desserts suggestion recommender
Data to collect	Universities Asian communities Instagram tags Similar stores in the surrounding area Population Business policies in different states Rent Distributions of facilities Revenue of existing stores		
Dataset features	Geospatial data		product characteristics
Dataset target	Information of existing stores		product comments
Case	Student dense areas		

Selection Criteria

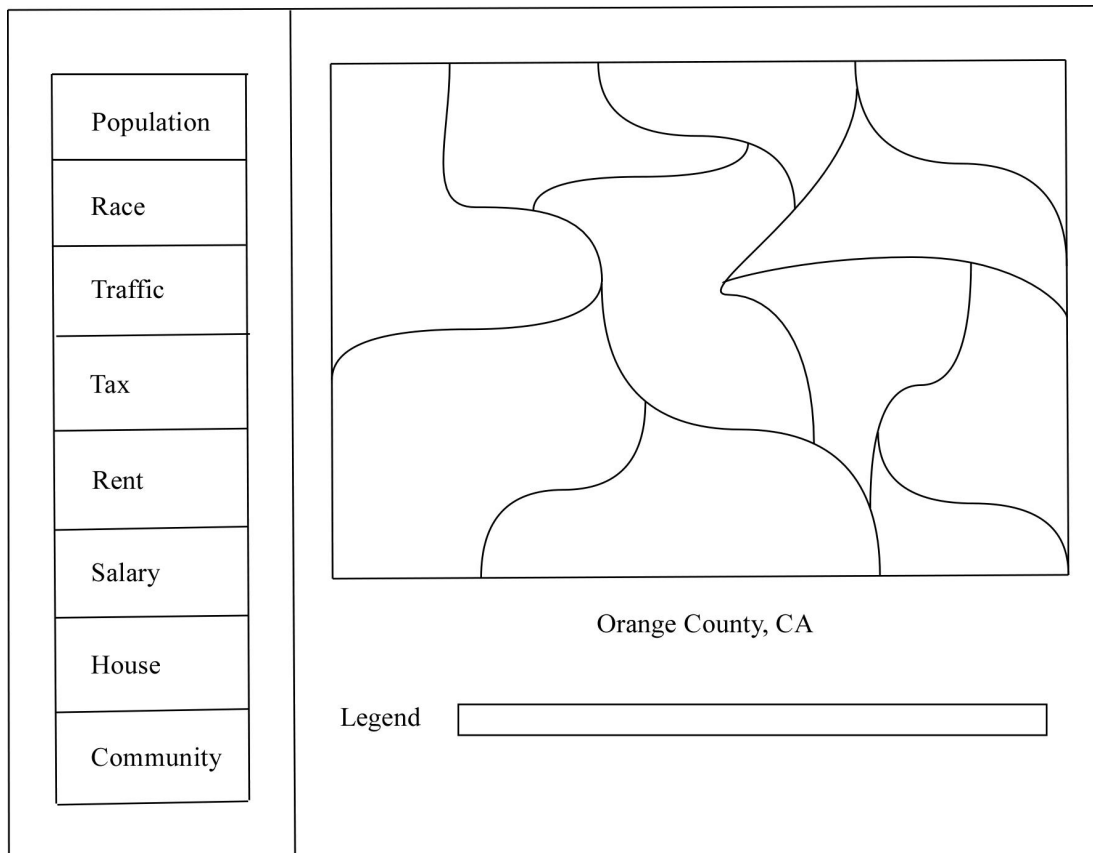
The selection criteria we used in this report is to meet the requirements of users. We focus on the existing or potential store owners of Meet Fresh to help them pick the appropriate site locations for new stores. The recommendation of site locations is established by multiple factors

such as population, tax, race, salary, etc. Based on the results of brainstorming, we create some paper prototypes to generate the ideas for the location recommendation system.

Prototypes display

After a group discussion, we unanimously decided to build a site recommendation system to facilitate store owners' site selection, as Meet Fresh is still in the expansion phase in the US. The location of the store should take into account the local culture and customs, demographic structure, salary level, living habits, etc. By modeling site selection and business conditions, we can also gain insight into how Asian dessert stores operate in the United States.

Idea 1



Idea 1 shows the major functionalities. The left panel demonstrates the variables that store owners can pick to identify the features of store locations. The right panel shows the map of each state. The store owners can choose different variables from the left panel based on their requirements, then the right panel will display the differences between each county by adjusting their background colors.

Idea 2

Store Theme

First open the interface to show the country level.



Store Theme

× Asian Culture

× Holiday

Enter the theme of the store, and then the map shows the areas that fit with this theme, making an arrangement by color shades and score levels.



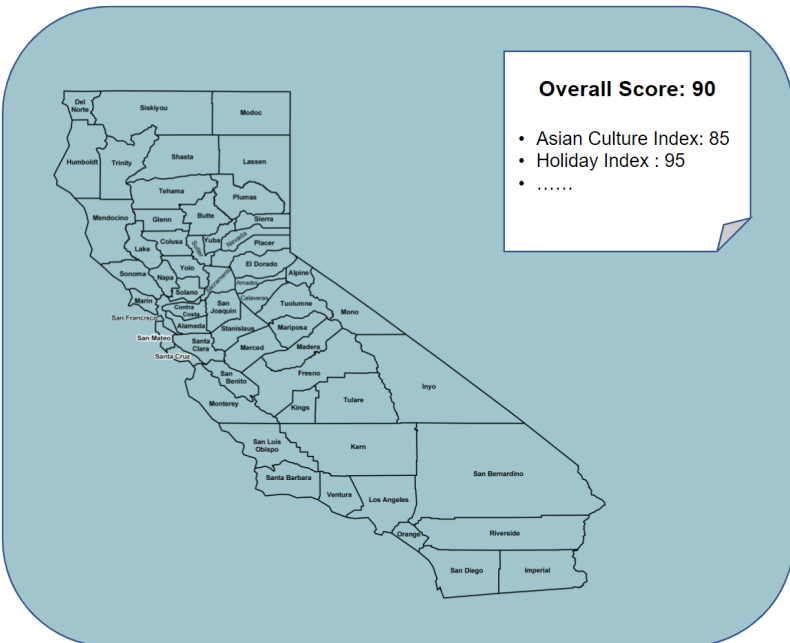
Store Theme

× Asian Culture

× Holiday

Target Customers

We click on a region, such as California, to get specific details on the score for that region. And the Target Customers box pops up to be selected.



Store Theme

× Asian Culture

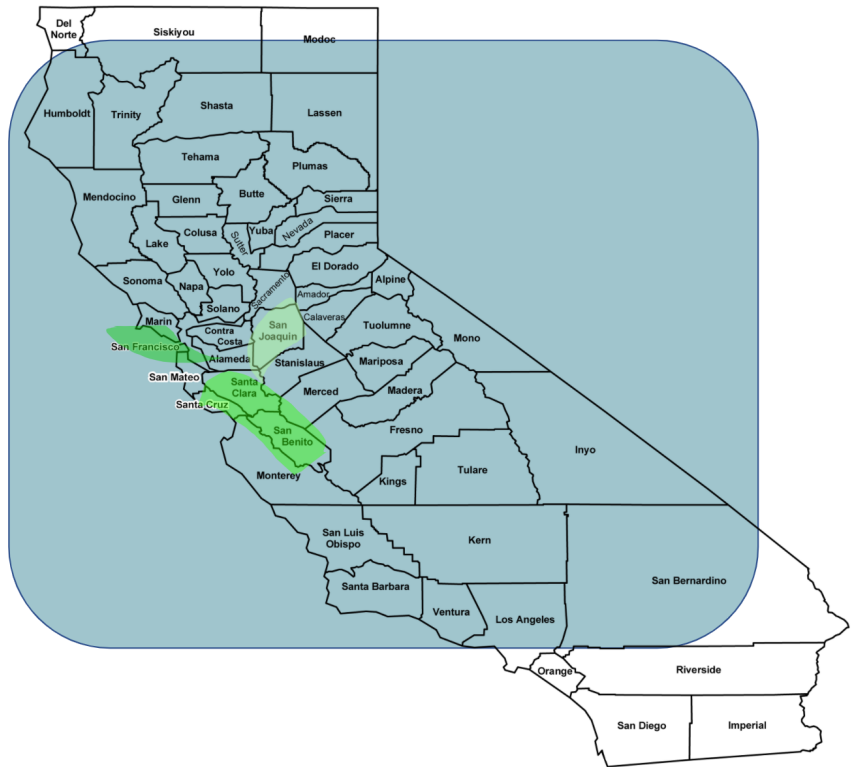
× Holiday

Target Customers

× 15-30 years old

× Students

We type in the Target Customers box to zoom in on the map and filter the associated areas to indicate the degree of association in shades of color.



Store Theme

× Asian Culture

× Holiday

Target Customers

× 15-30 years old

× Students

We clicked on the San Francisco region to see the details and to see the specific scores.

SAN FRANCISCO
CALIFORNIA

Overall Score: 85

- Population between 15 and 30 years old : XXXXXX
- Number of students : XXXXX
-

Idea 3



Idea 3 shows a recommendation system for a local area, within a city. We would like to use streets, blocks, CBD areas, university/high school, etc, as our input data. In this prototype, we want to focus more on spatial analysis and understand the relationship between a business location and other landmarks.

Future Research

In the future, we will continue to discuss the refinement of the prototypes, and interview the established prototypes for improvement, and eventually establish the need to build prototypes that fit the industrial scenario.