

Need Finding Report

Group 5

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Abstract

The purpose of this Needfinding is to explore and identify the market and potential customers for our food recommendation engine. In this Needfinding activity, we chose User Interviews (both new and old users), Expert Interviews, and Surveys. In designing a dessert recommendation system, we believe these three activities will help us understand the potential clients and what features should be included.

Part I

a. Old user Interview

i. Interview 1:

1. The interview comes from a 22-year-old Chinese international student. Very familiar with fresh taro products.
2. When choosing a new Meet Fresh product, she wants to be recommended.
3. Why? Because of the difficulty of choosing, she wants to taste different toppings. (freshness is the word she mentioned).
4. Who would you like to get a referral from? Will consider friends' recommendations first. followed by the staff member's recommendation.
5. Criteria for choosing desserts. sweetness, hot or cold, recommended
6. Recommendation type: Priority will be given to the recommendation of friends, followed by the recommendation on the store poster.

ii. Interview 2

1. This interview is coming from a 20-year-old Chinese international student who is not very familiar with fresh products, but knows some major toppings, such as fairy grass, pearls, and milk caps.
2. He has no difficulty in choosing, and after constant attempts, a few particularly favorite products will be selected. But he hopes to get a recommendation at the first time.
3. He will choose according to taste, he likes to eat fairy grass, so he will choose products according to topping.
4. Select dessert criteria: topping and sweetness
5. Recommended type: he will choose the most popular one at time.

iii. Interview 3

1. This interview comes from a 27-year-old female computer engineer. She likes to eat Meet Fresh a lot. Basically, once a week.
2. Her favorites are sweet potato and fairy grass.
3. Very familiar with Meet Fresh products. She tastes most of the flavor and topping.
4. Criteria for choosing desserts: sweetness, healthy or not, it must be a cold drink.
5. Recommended type: products with her own fixed.

b. New user interview

i. Interviewee 1:

Interviewee is an international student from China who has never heard of Meet Fresh before. He doesn't often take desserts but is always willing to have a cup of bubble tea at social events. He knows the material of the Meet Fresh product very well and knows the taste of different foods. But still, it takes a long time for him to read through the menu and make the final decision. The two most significant reasons he chose the food is the price and favor.

ii. Interviewee 2:

Interviewee is a middle aged Indian American who has never heard Meet Fresh before. He doesn't often take desserts and bubble tea but only eats a few times per week . The high-calories and sugar let him worry about his health. He knows nothing about the Meet Fresh product and misunderstands how the food tastes. He didn't read through all the menu and make the final decision. The three most significant reasons he chose the food is the calories, sales, and how the pictures look.

iii. Interviewee 3:

Interviewee is a young adult white American who has never heard Meet Fresh before. He loves desserts and bubble tea and eats dessert two to three times per week . He knows nothing about the Meet Fresh product and misunderstands how the food tastes. He read through all the menu and took some time to make the final decision. The two most significant reasons that let him choose the product are sales and abundance of materials' type.

Part II

Expert Interview

- Interviewee 1:

- Business Owner
- More focus on seasonality of different products, product inventory level, profit margin, factors from social media which could affect certain products(bad news about certain ingredient could make certain topping lost huge part of customers), use popular trend from social media to make promotion strategy
- Interviewee 2
 - Milk tea business manager
 - Will be done on Saturday
- Interviewee 3
 - Milk tea business manager
 - Will be done on Saturday

Part III

Survey Result Analysis

Regarding the design of the survey, we decide to ask no more than 15 questions, mostly multiple choices, so that the interviewees are able to complete the survey quickly and precisely. Also, we added a privacy disclaimer by telling the interviewees: how the survey result will be utilized and all participants anonymous.

Throughout the survey, there are 16 participants, and here are the summary statistics: Among these 16 people, all of them are Asians from age 18-25, and 7 are female and 9 are male. Around 88% of the participants have tried similar food like what Meet Fresh offers at least once per month. Some interesting facts are that most of them enjoy cold drinks or desserts. They cannot access Meet Fresh in their neighborhood, but the majority of them have tried Meet Fresh food. They were there because they are gourmet, and would most likely get recommendation from the app Xiaohongshu. To them, new/seasonal flavors are the most important factor when they are ordering whereas price does not play a significant role in the process.

So a number of things to take note when we building a recommendation system:

1. Pay more attention to the new/seasonal drinks, and less about the price.
2. Make the system more likely to recommend cold drinks to new users as 62.5% of the participants in favor of 'Cold' over 'Hot' and 'Depends on season'.
3. Retrieve information from Xiaohongshu App regarding the drinks/desserts since 50% of the participants are relying on the platform to get food recommendations.
4. Food allergy.

For full survey result, please visit: <https://bit.ly/3tl3CSe>

Summary

After the Needfinding, we analyze that people need this recommendation system, for the following reasons:

1. There are too many ingredients to choose from the menu.
2. They do not know about every kind of ingredient and how they taste.
3. They want to find the product that they need more efficiently.

The possible features can could be included in our system are:

1. Hot/Cold/Depends on Season
2. New/Seasonal Product
3. Amount of Calorie
4. Sales
5. Food Allergy
6. Customer Review/Media Rating