

EXECUTIVE SUMMARY

This report summarizes the focus group discussion conducted with six users including the galactic manager on the “Preordering Mobile Application For galactic”. This discussion was all about the use of this preordering application that it would help them or not.

Since galactic is the main cafeteria of the Galaxy Business Park and there are two companies TCS and Fiserv, there are a large number of employees who like to visit galactic on the daily basis. Outsiders are also allowed here. So due to a large number of visitors it becomes difficult to manage the crowd in cafeteria.

So the manager of the galactic came up with a solution of a “Preordering Mobile Application” which will help to reduce the waiting time and crowd. So a focus group was conducted to know the users view on the same.

KEY FINDINGS

What they like about galactic?

- Environment of Cafeteria:- They like the positive and effective environment of the galactic because most of employees visits the cafeteria so that makes a class of the cafeteria.
- Arrangements:- They like the arrangements of the galactic because it has number of popular vendors and it has a well formed infrastructure.
- Variety of Food:- It has a lot of food options in the hub.

Disappointments ??

- Too Much factory made food:- Since there are branded food vendors so they have factory made food instead of the home made food.
- Less Sitting arrangements:- galactic is the popular food hub so it is visited by a large number of people so it creates the sitting arrangement issue.
- No Delivery Option:- Vendors of the galactic do not provide the delivery at your desk so every time one has to visit.
- Over Crowded:- In peak hours it gets over crowded so it creates difficulty to the visitors and vendors too.
- Food Selection:- Due to the over crowding and time constraint it makes difficulty in food selection.

What they feel about Mobile Application:-

Positive Part:

- It will help to save time.
- They get to know the status of their food.
- It will resolve the sitting issue.
- It will maintain the ratio of in-comings and outgoings.
- It will control the crowd.

Negative Part:

- They do not want a Mobile Application.
- It is not solving their sitting arrangement problem.

Suggestions:

- Application should notify the if the remaining quantity is less.
- It should show the Nutrition Value.
- It should be a lite mobile application or a web application.
- It should have categories so that they can find their food easily.
- It should have the anytime cancellation feature with the cancellation fee.
- It can show a message like “If you want to have your food in galactic only so come 10 to 15 minutes before for your seat”.

What Features they want??

- Discounts.
- Categorization
- Seat Availability.
- Food Rating.
- Customer Reviews.
- Food Details.
- Order Tracking.
- Cancellation Time Period.