Research on coffee shop planning

Study 1: semi structured interview

Background

Due to the importance of coffee in our daily life and the ease of its preparation, coffee shop projects have become profitable and cafes are considered centers of social interaction, exchange of conversation, social meetings, business meetings sometimes and gathering friends, they are crowded with customers and noise sometimes hinders their service, I am interested in creating an application that allows easy access of coffee to the place he wants .as quickly as possible and at the lowest costs

Research goal

-I want to know about customers who are interested in going to cafes and know how much they need such an application and what is the most problem facing them

Simple and practical desktop interface design

Research questions

.(Needs) What is necessary for the application of an online coffee shop
Do they have problems with other applications What are the current pain points of users?
Behaviors)How users usually get their drinks through apps or by visiting a coffee (shop
What tools enable them to get drinks while working, at home, or anywhere else
How do users feel about the available apps and what it lack.

Method

Semi unstructured study 15]mins qualitative data will be collected through script related questions and additional follow up questions based on answers from users .

Script

My name is sara thank you very much for participating in this study I am currently working on a project related to coffee shop planning we looking for understand your experience and to the which you are using coffeeshop apps if you want to leave the session or take abreak any point please let me know .do you have any questions before we start
Do you you mind if I record the session for not taking purpose ?
The recording wont be shared with anyone outside of our team .

Warm -up questions
1-Could you mind please tell us more about your self?

2-How many times you visit the coffeeshop ?
Weekly
Once in month (excluded)
5 times in year (excluded)

3-How many times you order the drinks or food online ?
3times in month or more .
When there good offers
 when I'm at work

4-How do you usually choose your coffeeshop
It has my favorite list and multiple option
There is drinks ,food , and snacks
Search on maps .

5-What method do you use to order food?
Delivery
Go to location