Studio 2

30/4/24

Meeting 1 Time- 10.30 am

CAFE WEBSITE

Barry- We started 5 years ago a very small cafe at westy drive Sorolla in the heart of city. It’s a only place to sell coffee in a nearby area. Later expanded for meeting and now people come to café for business meetings. If they place order our team delivers and customers loves their service. We have a small place but still people like to choose us. We want our business to be online so that people will find it easy to order. I want a system that will attract customers with pictures of donuts and discounts. Before this I made a bakery system with a term BUNRUN and was successful. We know our customers in around 1 km sq. area of café and this make our delivery quicker. As most of our customers are in the corporate sector we have off on weekends. So BUNRUN is a great thing to do.

Tannu- how’s the costumers interaction scenario now, is it same it use to be earlier?

Barry- we don’t have a web app . We have to come down and see it. It’s hard to remember costumes.

Tannu- What features you like to had in your website?

Barry – In first version it is payment option as everyone want to pay by credit card. The next version will be rewarding system like customers get their 5th coffee free.

Raman- How often do you update or change your menu?

Barry-. Most of the time the menu changes after 2 months. I like to feature the product on the first page to promote. People know what they like, so make sure to have good things like featuring special products like sweets for Diwali.

Raman – Do you have any plans to expand the menu in future?

Barry- Things change seasonally like hot things in winters and salad in summers. At one time we have 20-25 dishes to order from.

Raman - Are you considering to expand your business all over the city?

Barry- We are quite happy with our business so we get weekend off.

Satyam- What are areas you want improves in your business?

Barry- Ordering should be quicker and made correctly.

Satyam- Any specific idea about web Application?

Barry- Very simple, customers choose product and get it right so that costumer choose us over uber. SERVICE IS EVERTHING.

Satyam- As far as I get from our conversation people who are in corporate sector are your costumer, so do you want to expand it beyond the regular costumers.

Barry- We already have a lot of costumers and dedicated staff who delivers quick.

Phonics- Since you ae busy and lot of customers if the website runs good and you get extra customers, how do you manage ?

Barry- We have team of multiskilled people. Everyone knows everything like McDonald.

Satyam- Can you discuss your budget consideration?

Barry- Possibly $10k.

Satyam- Proposal explanation,

Firstly we will take care of your primary customers and work accordingly so that your business expand with online service. We are panning to add option for costumers to give reviews and an easy of updating menu and effortless ordering, secure payment gateways, easy navigation system, use social media to promote the deals and discounts.

Barry- So, give me a rough prototype in next few weeks . which background colour are you going to use?

Satyam- colour similar to the coffee.

Barry- I like you idea, add some pictures also.

Tannu- Hope you are happy with the proposal.

Phonics- Barry already told us what he want to add but your proposal has gap as compared with the Barry’s needs so, focus more on [proposal and change it accordingly so that gap is minimized.

Barry- Different people develop different part of project but always start with the same template. We will meet in next 1 or 2 week to discuss the sketches.