Chris Customer Discovery/Surveys:

**Chris (proprieter):**

* Point of Sale system – perpetual inventory (keep track of ingredients, total amounts, etc…)
* Automated ordering system? (Outside the scope of the project?)
* Journal Entries (log sales, debit/cash/credit/etc…, log inventory)
* Really simple, easy-to-follow and easy to use/update the following items over intuitive complexity.
* Tipping screen after payment?

Pain Points Relieved:

* In traditional system, everything is by hand and doesn’t handle inventory on its own. With our digital system, we could streamline that by a large margin. Built in support to other software like QuickBooks, other small business softwares.
* Easy-to use and update interface and system means low-skill employees won’t struggle with the software. Easy-to-teach lowers overhead in dealing with a potential problem. Keeps cost down.

Payment/Revenue stream:

* Depending on streaming, monthly payments for license of the software? Auto-updates, one time software fee without updates, etc…

Continuation?

* Shifting to digital format requires up front capital and cost many may not have. Need to be able to show that this streamlines workload and reduces costs in the future and consistently

**Mike (Manager):**

* Would want easy to use and update, something simple and could match his business aesethtic? Note: Not sure how difficult adding themes into the product would be by the end of it.
* No real concerns on getting into inventory or anything like that but adding backend and sales log would be very valuable
* The simpler, the better, across the entire board.

Pain Points Relieved:

* Biggest one for Mike would be simplicity and streamlining the ordering process

Payment/Revenue Stream:

* Would be fine with yearly license? Monthly costs that are lower would eat away, would have to be a very nice app to get him to spend a lot on it

Continuation?

* Some may not care so much about business side of things, or the technical aspects and delivery, just want a functional and easy-to-use system. If it becomes a hassle, he would discontinue almost immediately

**Jonathan (General Manager, 5 Guys restaurants):**

* Hesitant to adopt a digital ordering system over typical cashier, interested in having an account for customer.
* Built-in par level? Par level is basically what you need to get through to your next order/inventory. QR codes booklet to scan for easy orders and client side they can confirm their orders instead of automatic ordering.
* Once confirmed of how system could work was far more open to that idea.
* Top 3 things: Ease of Access: to both customers and to employees (management?) as well as nice interface to work with, Price: aim to be cheaper than competitors, Consistent Updates to the app/suite as needed

Pain Points

* Recently renewed their contract for POS systems and cost around 14k to have them setup, installed, and up & running.
* Reliability? If the system goes down, they lose sales? (Have an offline mode?)
* Decrease in the value of customer service. Major part of growing the business relies on customer service, won’t be able to ‘take orders’ and interact with others as planned.

Pricing?

* Would prefer annual licensing compared to monthly subscriptions but would prefer whatever is cheapest and would weigh updates as a cost to price

Jeremy-Customer Discovery

**Josh-Chick-fil-A (Shift Manager)**

* Journal entries (log inventory, log sales, etc.)
* Very straight forward interface.
* Would not want to worry about updating.

Pain Points Relieved:

* In Josh stresses the importance of not having the system crash.

Payment/Revenue Stream:

* Would prefer to have a yearly lease.

Continuation?

* Because expected high volume use of app if app crashes repeatedly, he would discontinue the lease immediately.

**Matthew -Church’s (Proprietor)**

* Price would have to be cheaper than competitors.
* Ability to use QR codes to scan for orders and for discount point system.
* Consistent updates to the App.
* A simple but original user interface.

Pain Points Relieved:

* Stressed that his store never use an App for his business and if the App causes too many problems he will terminate contract.

Pricing?

* Would prefer annual a monthly subscription and it to be cheap.

Continuation?

* Heavily depends on if the App creates a lot of problems for customers/employees and cost his business revenue.

**Bruce - Planet Nutrition (Sales Manager)**

* Would prefer to have a QR code to scan to process orders.
* Would also like the QR code to link to customer account in order to add points to reward system.
* Very straightforward and simple for customers and employees.

Pain Points Relieved:

* Wants to know how the database of customer information is stored and what the security steps are in place to protect the data.

Pricing?

* Would prefer annual annual licensing, but is open to a semi-annual license depends on the cost.

Continuation?

* If system becomes a hassle, or there was a break in security, he plans on discontinuing the contract immediately.

**Lee-Blue Dragon Chicken Food Truck (Proprietor)**

* Ability to keep count of all ingredients, in real time.
* Want system to be reliable and no down time.
* The Tipping screen available before the customer gets total amount of order.
* Automated ordering system.

Pain Points Relieved:

* Stress / doesn’t work to have to deal with bugs and updates.

Payment/Revenue Stream:

* Would want semi or annual license or monthly depending on updates and pricing in order to save revenue.

Continuation?

* Plans to renew license, If App is a success and smooth process. He wants to continue doing business and would recommend business to his brother Jake of Red Dragon Seafood Truck.

Alex Customer Discovery

**Alice-Fat Mama’s Food Truck (Proprietor)**

* Ability to eliminate work responsibility
* Less time spent on transactions
* Smooth Consumer/Producer interaction
* Not familiar with applications

Pain Points Relieved

* Less Stress/ No cashier needed, more labor devoted to cooking
* Customers often drunk and unruly now avoidable

Payment/Revenue stream

* would prefer payment to be monthly.

Continuation?

* Plans to use app, if functional and cost efficient, plans to implement into business.

**Devin (Manager)-Mr. Ronnie’s Donuts (Food Truck)**

* interested in a customer menu using qr code.
* limited order time makes for a faster turnaround time
* printable qr code makes menu virtual

Pain Points relieved

* Fast Customer response
* Eliminates labor hours from workers
* reduces responsibility

Revenue/Payment Stream

* monthly, quarterly, or annually

Continuation?

* Plans to renew license, interested in integration with current P.O.S

**Big Cheesy Food Truck - Mark (GM Manager)**

* Usually Busy, in pursuit of time saving alternatives
* Automated ordering system

Pain Points relieved

* Works in Tigerland, reduced customer interaction desirable
* Custom menu and payment notifications important

Revenue/ Payment

* Annually, through contract. most be better alternative to current application.

Continuation

* Plans to renew with current application until better alternative available.