

Client Survey

Team Name: Lemony Grass

Company: Lemongrass Plates

Team Members: Emily Yew, Christy Wong, Vania Lei

CONTENT

1. Can you give us a bit of background or history on your business?

- a. I had many allergies (MSG, gluten, processed food), which prompted me to start cooking food that had a traditional taste without the MSG.
- b. Started in 2005; Lost my job, got a grill.
- c. Lemongrass - everything I cook has lemongrass in it
- d. From farmers markets in San Diego to UCSD's Farmers Market to UCSD's Price Center
 - i. UCSD's Farmers Market
 1. Served about 1000 kids in 4 hours
 2. Supposed to change dishes, but got so busy that I stuck with my dish (chicken plate), which became the signature dish
- e. Was hard being an entrepreneur, but worth it because I'm making a difference
- f. I care more about improving students' diets than financial success
- g. I don't believe I'm successful yet, because I believe success is having everything together

Interpretation:

Due to the fact that the client had many allergies (MSG, gluten, processed food), she began cooking and found a way to make food that had a traditional taste, without the MSG. Lemongrass started 10 years ago, in 2005, when she had lost her job. She decided to purchase a grill and start her own business. She decided on the name Lemongrass because everything she cooks has lemongrass in it, and despite the fact that it's not that easy to prepare with lemongrass, it's very aromatic once it hits the grill and students are able to smell it from afar. As for how much the client has progressed, she started off in farmers markets in San Diego, then got invited to UCSD's Farmers Market and finally came to UCSD's Price Center last September. The client said it was hard being an entrepreneur, especially when running a busy business, but she would much rather do this than a regular job because she's making a difference. The client emphasizes that helping change her customer's diets is more important than her own financial success. She believes that her business is not successful yet because success to her is "having everything together".

Design Ideas:

The client's message and background of how the business started is inspiring. We would like to include a brief description of how Lemongrass came to be, especially as the years go by, the students enrolled in UCSD would no longer know that Lemongrass was once a stand at UCSD's Farmers Market. It's a unique place that offers a different and new food option compared to other eateries at UCSD's Price Center. By emphasizing this on the website, we hope to draw in more customers who are intrigued about Lemongrass.

2. How would you describe your business?

- a. It's comfort food
- b. Food is popular among people of all backgrounds, not just Asians
- c. Few choices to ensure quick service
 - i. Farmers Market -- customers receive food right after payment
- d. Everything is made fresh and from scratch
 - i. No leftovers
 - ii. Meat is never frozen
- e. I arrive at 5-6 am to prepare food for the day

Interpretation:

Lemongrass strives to provide a comforting food experience that not only appeals to Asians but people of diverse and multicultural backgrounds. The menu consists of fewer choices so that customers can quickly receive their food following payment. Ingredient deliveries are frequent to ensure all menu items are fresh, enhancing the overall quality of the food. A typical day for the client begins as early as 5:00 am to prepare the food for the day and ends at 10:00pm with preparing food for the following day

Design Ideas:

It is our main priority to convey the overall atmosphere and food experience of Lemongrass onto the website. We plan to do this by using a lighter color scheme - e.g. natural colors, so that it will be easier on the eyes so the interaction with the website is as comfortable as possible. Using natural colors also relays the message that Lemongrass uses only fresh ingredients and sustainable materials. We will make the website simplistic per our client's request but at the same time not too modern as that will detract from the warm/home-like feeling Lemongrass gives.

3. What types of products are you providing to your customers?

- a. Food grilled fresh (grill at PC is 30% of what I had at Farmers Market)
 - i. Chicken (most popular and healthier, marinated 500lbs 24+ hours), beef (increasing popularity w/ male) & pork & salmon (added for more meat options), tofu, zucchini. Put in sandwiches or wraps. Eggs are also in the menu.
 - ii. A variety of drinks: with more options coming soon (spinach lime)
 - iii. Other options: red curry, pad thai
- b. Still trying to work out efficiency in kitchen; will take about a year
 - i. Use sticky notes to notify customers when choices are unavailable → digital screen
- c. Works with local farmers (avocados) → hoping to add more to the menu in the year (avocado spring rolls: good for students on the run)
- d. Eco-friendly boxes - biodegradable; made from corn husk (working with university to promote not using styrofoam)
- e. Water is filtered (to discourage use of water bottles); water with lime/lemon - more refreshing
- f. GOAL: bring healthy meals to students -- add as much vegetables, make veggies taste good (grill zucchini, add sauce) [students should think about what they eat]

Interpretation:

Lemongrass provides a variety of products to its customers, and the owner continues to try out and consider new ideas to expand its options. The most popular dish is the fresh grilled meat, which now has options between chicken, beef, pork, and salmon. Red curry, gluten-free pad thai, are also

options on the menu. Lemongrass tries to cater to customers who like rice or prefer something else, such as sandwiches and wraps. Lemongrass also works with local farmers, hoping to bring more options to the menu. Drinks are also a new addition from the Farmer's market, and eggs have been added into the menu. The food is served in eco-friendly biodegradable boxes made from corn husks. The water is filtered and topped with citrus. The steps taken by Lemongrass aim to bring healthy meals to students.

Design Ideas:

Since the client still has plans to expand the menu, we should make more space on the menu page to include possible future products. Also, since there's a variety of different dishes offered, it'd be great to include photos of all of them, to visually appeal to the users. Photos are definitely more enticing than just words on a menu.

4. How would you describe the design of the menus, interior, color choice?

- a. Natural and open
- b. Ceramic tiles and bamboo on the walls
- c. I designed the kitchen
 - i. Wanted to have an open kitchen -- nothing to hide
 - ii. If off campus, would want a transparent screen

Interpretation:

The overall design of Lemongrass conveys a natural and open feeling. The nature aspect comes from the earth-toned ceramic tiles on the column behind the counter, as well as the bamboo that lines the wall. The bamboo are strings with acrylic lit up with LED light, which is low power and helps promote an eco-friendly message. The client personally designed the kitchen, so that it could be an open kitchen. This concept was brought from when Lemongrass was still in farmers markets, and it shows their customers that they have nothing to hide. The client personally feels better when she sees people prepping the food when she goes out to eat, so she would want to do the same for her customers.

Design Ideas:

We want to keep the overall theme of the restaurant and the website consistent, so we plan on using similar earth-tones/neutral colors in order to promote an organic and natural vibe. We also plan on keeping the logo the same. Consistency gives a sense of familiarity and comfort to the users. If customers go on the site and there is a drastic difference between the restaurant itself and its website, it will give users mixed emotions since they were expecting to see something similar to the feel of the restaurant.

5. Could you explain how your business differs from your competitors?

- a. From grill to plate
 - i. Similar businesses have food that just sits there
- b. Meat is never frozen
 - i. Fresh meat tastes different & better
- c. New concept -- people have asked about it before
- d. Everything is made from scratch (except the Sriracha)

Interpretation:

Lemongrass differs from other businesses by the freshness of their ingredients. Meat is never frozen, it is straight from the grill to the plate. The kitchen is open-concept design, so that customers see what they are purchasing is fresh. Everything Lemongrass serves is fresh and made from scratch - even their famous teriyaki and peanut sauces.

Design Ideas:

These are key differences between Lemongrass and other businesses. We would want to emphasize these differences on the website, maybe on the homepage, to show how Lemongrass stands out from its competitors. This will help promote the client's overall message that Lemongrass is fresh, healthy and simple.

USERS

1. Who are your target customers?

- a. Students
- b. Staff

2. Do you have regular/loyal clients or all new people? Who are your consistent customers & how would you describe them? How often would you say they stop by?

- a. At least once a week
- b. Students -- sometimes even twice a day
- c. Staff not as often because of the line
 - i. Call in/use app to order meals - not as popular among students because they don't plan ahead

3. How do people hear about your business?

- a. At the beginning, it was people from the farmer's market
- b. Now, people just try it and they come back
- c. Freshmen like trying different foods

4. Who are your competitors?

- a. Never thought about other people -- just doing what I love to do and think is good for the customers
- b. Not here to compete & I understand that people have different cravings every day
- c. I try to be original instead of what everybody else does

Interpretation:

Currently, Lemongrass serves mostly UCSD staff and students. According to the client, the business has consistent customers who dine there at least once a week. Some students even dine there twice a day! The client speculates that staff members do not dine at the restaurant as often because the line is too long. As a solution, Lemongrass created an app where customers can use it to place their orders beforehand. The app is more widely used by UCSD faculty members than students. This is thought to be because students are usually on-the-go and don't plan their meals ahead of time. Being a vendor at the UCSD Farmer's Market before opening in the UCSD Price Center definitely helped secure regular customers to the business. Nowadays, people come back after only one try. First-year students are attracted to Lemongrass because they like to try different kinds of food and often miss home-styled

cooking. Competitors are not a concern for the client because her purpose is to do what she loves and believes what is best for her customers.

Design Ideas:

To appeal to customers beyond UCSD, the website will include high quality images of the dishes Lemongrass offers. For those who are unfamiliar with Lemongrass, the pictures will also serve to show people the wide variety of dishes on their menu. We should also perform a competitive analysis of their direct competitors, especially of similar restaurants in Price Center and UTC/La Jolla. We can draw inspiration from their websites to appeal to other demographics of customers that Lemongrass does not currently have.

DESIGN

- 1. Do you have a color scheme and branding (style, logo, motto, etc) for your business/website?**
 - a. Logo
 - i. Leaves to bring out organic feel
 - ii. Want to attract to the younger generation -- didn't want a boring logo
 - b. Color scheme: earth-tones/natural colors; white
 - c. Textures: ceramic tiles, bamboo
 - d. Simplistic -- like my food (meat with grilled vegetables and sauce)
- 2. What kind of branding would you *like* to have? What sets you apart from similar businesses?**
 - i. Food is fresh, healthy, simple but delicious
 - ii. Want to give customers the experience of home cooking
 - iii. Want customers to appreciate vegetables and simple cooking

Interpretation:

Unlike similar businesses, Lemongrass provides fresh and delicious menu options. The dishes are kept simple to remind customers of home cooking. To keep the dishes very healthy, they are made with a lot of vegetables. The client wishes that by adding vegetables to her food, her customers will grow to love and appreciate them. The Lemongrass logo was designed to emphasize the business's organic brand as it uses a variation of earth-toned colors and leaf-like shapes. The logo is simple but fun - like the food our client serves.

Design Ideas:

The client gave us freedom with the design choices, but since she wants Lemongrass to promote the message of fresh, healthy and simple home-cooking, we believe sticking with the original earth-toned and natural colors would be good direction to lean towards. We may also incorporate features of the restaurant in the site, such as the bamboo, to further convey an organic and natural feeling. Since the branding the client wants is to show that the food is made from simple and healthy ingredients, the use of high-quality images of the meals will definitely be used to emphasize this fact. We may also include the basic ingredients in the dishes to further show that Lemongrass is all about being simple and healthy.

WEBSITE ANALYSIS

1. What are the goals of the website?

- a. Organic, natural, simple
- b. Target audience: students and health-conscious eaters
- c. Theme: healthy, made-from-scratch, fresh, young → website should be fun

2. What do you like about the current site? What don't you like?

- a. Want: pictures, slideshow, cutesy buttons, fun interactions
- b. Logo should have a purpose

3. What features are the most important?

- a. Needed: Home, Menu, Contact Us, Location
 - i. Unsure: Directions
- b. Not needed: Order online button
- c. Wants the message to be there
 - i. Page to introduce the business and background, explain concept/thought behind the food, and the effort put into the cooking

4. What images do you need? What content can you provide us? Photos? Menus?

- a. Will have the person who manages my site now send you the pictures

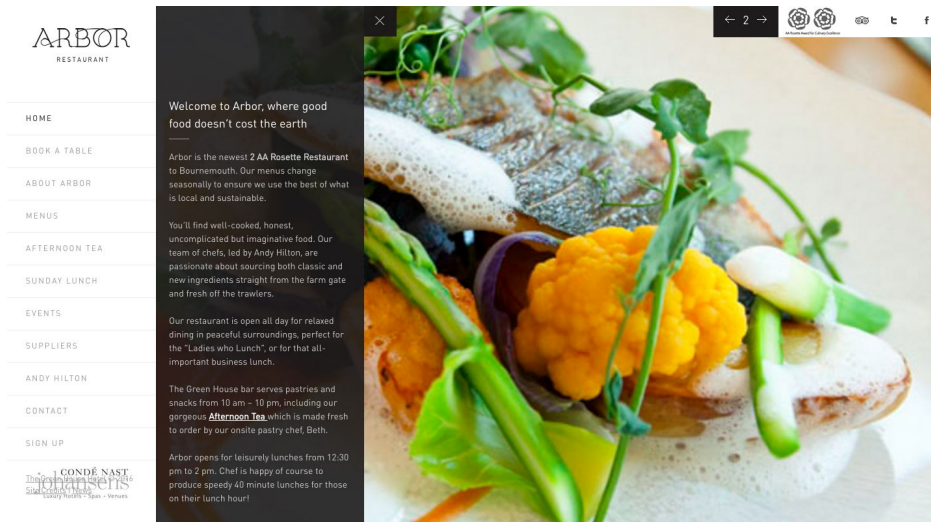
5. What are some other websites you like/dislike, regardless of what industry they belong to? What is it about them that you like/dislike?

- a. Michi Ramen (<http://www.michiramen.com/>)



- i. Looks very clean -- background stands out
- ii. Good design -- clean, gets to the point, not cluttered
- iii. Less is better
- iv. Color compliments each other; works because of color are subtle

- b. Arbor Restaurant (<http://www.arbor-restaurant.co.uk/>)



- i. Smart concept -- pictures get you hungry
- ii. Very elegant
- iii. Seems to target people of a higher socioeconomic class

c. Chick's Fry House (<http://chicksfryhouse.com/>)

- i. Graphics are cute
- ii. Very consistent as it matches with the rest of the theme

- d. Be original -- take something but make it better
- e. Getting ideas from others is good to an extent. May block you from thinking outside that mind frame
- f. Bad design if themes were mixed -- e.g. elegant + something out of the place
- g. Design isn't good or bad but rather how it fits. Design is bad if it's out of place
- h. Just have fun! Don't be stressed out about disappointment

Interpretation:

Like the business, the website should exhibit simplicity, originality, and naturalness. The client wants the overarching theme of the website to emphasize the healthy, fresh, made-from-scratch food

Lemongrass serves. The website should also be fun so it appeals to the younger generation - e.g. students and individuals who health-conscious. The client wants the new website to have more pictures, fun interactions and cute buttons. Only the important information should be included on the site - e.g. Home, Menu, Contact Us. Unnecessary features will only clutter the website, detracting from its simplicity. It is essential that the website conveys the business's message. The content will be generously provided by the individual who currently manages Lemongrass' site. The client advises that we try to be original with designing the website and just have fun.

Design Ideas:

Since the client wants the overall theme of the website to be clean and simple, but still fun, we're going to focus mainly on including the important features she wants, as well as changing elements of the current website to make them less boring to appeal to a younger demographic. By focusing on the important aspects, we minimize the amount of information the users have to look through, allowing an ease of access when going through the site. Currently, we have decided to have the Home, Menu and Contact Us pages. We would also be including a brief description of the business and its background. Some ideas of making the site more interactive include incorporating a photo slideshow and updating the buttons, so they're more cute and fun. Since the goal is keeping the site natural and organic, we will stick with more neutral tones and then deciding on what to accent it with to make it a bit more fun.

We will take inspiration from her feedback on the 3 websites we showed her when re-designing her site. She didn't like designs that had a mix of themes and were out of place, so we will be cautious of that and keep it minimal and simplistic, yet fun. She gave us a lot of creative freedom when it came to the re-design, and told us to have fun with it. We will strive to improve upon those designs and keep her updated and get her feedback on our progress.

Priority List

- 1. Aesthetically pleasing website that relays the business's brand and message**
 - a. Create a website that looks and feels of organic, natural, refreshing and appeals to the younger generation (teens - 20s)
 - b. Stick with the color scheme of greens and tans
- 2. High quality pictures of products & updated content**
 - a. Include a slideshow of pictures of the food (& kitchen interior)
 - b. Create a page explaining the history of the business and introduce the owner
- 3. Simplicity**
 - a. Only keep functions/information that is relevant so that website remains clean and not cluttered -- e.g. Home, Menu, Contact Information
 - b. Remove those that aren't -- e.g. Order online button
- 4. Fun interactions & cute buttons**