Meet Fresh Need-Finding: Summarizing Need-Finding Results for Guiding Product Design

Motivation

In order for Meet Fresh to continue fueling its growth in today's competitive dessert industry, the need for understanding its market and customers is more critical than ever. We conducted a series of need-finding exercises in order to identify customer pain points and challenges that prevent Meet Fresh from growing customer share of wallet and gaining market share from its competitors. We hope to use the insights and findings from these need-finding exercises to guide us in designing products and services that help Meet Fresh win over the hearts of customers.

In this report, we outline the results from the initial iteration of conducting need-finding exercises, including **user interviews, participant observation**, and **think aloud**. We present high-level summaries of our results, three data inventories, and detailed raw transcripts in the appendix section.

Need-Finding Method 1 - User Interviews

Summary

We recruited 4 interviewees for conducting need-finding from user interviews. Following the preparation process outlined in flowchart diagram (**Fig. A.1**), we conducted user interviews following the finalized interview script (**Fig. A.2**).
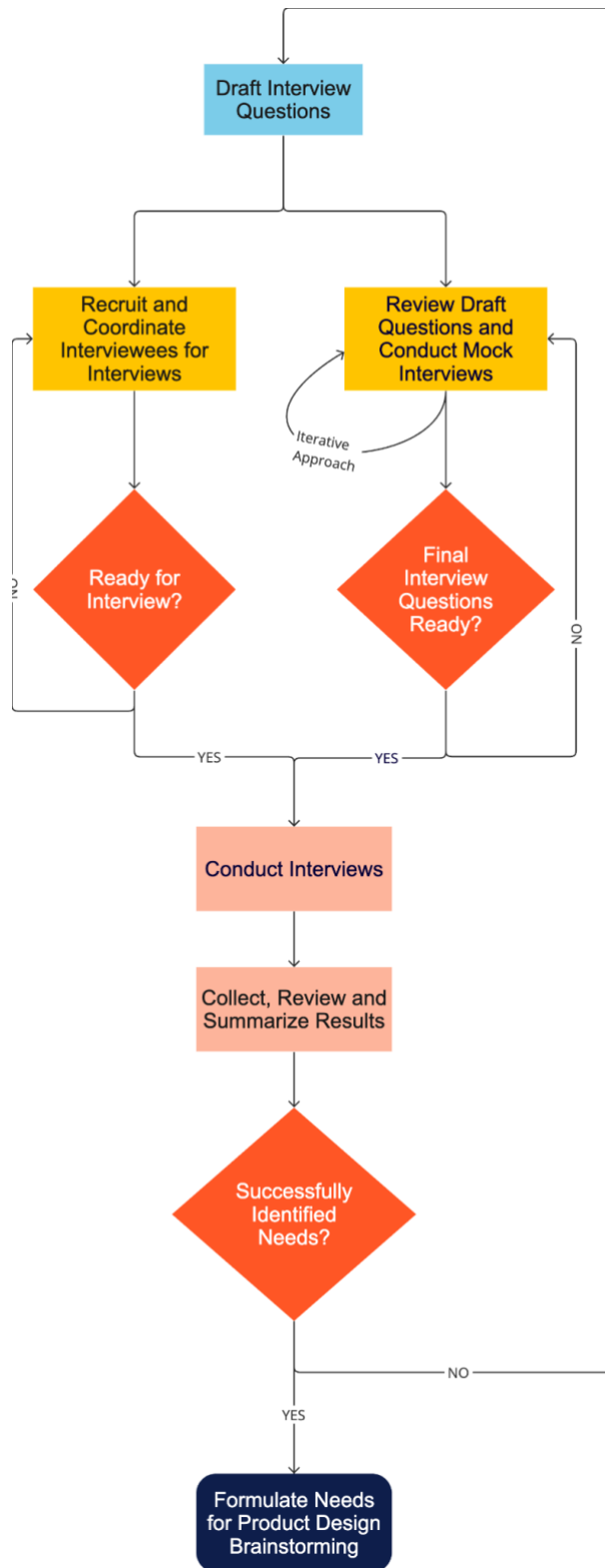
(Fig. A.1)

Potential Interview Script for Need-Finding

Background and Context

1. Let's avoid saying Meetfresh, even though we're right in the store. IF the customers mentioned Meetfresh, we can ask questions about Meetfresh.
2. Greetings and introduction, confirm consent for an interview
   a. Scheduled interview: Hi, thank you for coming with us. My name is XXX, we'll have a brief conversation about your eating habits. I'm wondering if I could record our conversation with my phone. -Yes or -No -OK, I'll use a pen.
   b. Random interview: Hi, My name is XXX, I'm doing research to understand people's eating habits in desserts. Can I ask you a few questions? -Yes -No, -OK bye
3. Can you tell me a little bit about yourself? For example, your name, your job, your gender, your eating habits etc, or anything you want to highlight.
   a. If dessert is mentioned: You just mentioned you like to eat desserts, I'm pretty interested in that part. Could you tell me more about it? Like what kind of desserts do you like, where do you usually go to get some?
   b. If dessert is not mentioned: Do you eat desserts? -If no, why not? If yes, go to #b.
4. How did you first hear about (Meet Fresh)?
   a. If we are in the Meetfresh store, we can ask this question, otherwise don't.
   b. Alternatively, we can ask how they heard about other brands/stores

Task and Behavior

1. How often do you purchase dessert? Once a few days? Once a week? Once a month? Or just rarely? Why?
2. How do you prefer placing an order at dessert shops? Why?
3. What do you usually order?
4. How many items do you usually order?
5. Why do you order the aforementioned item?
6. Tell me about the experience when you order from Meetfresh.

Pain Points and Challenges

1. Are there any items that you have never tried at Meet Fresh? (don't assume there are such items)
2. Why have you never given them a try?
3. What are the challenges that you encounter when ordering/eating at dessert shops?
4. Is there anything you feel unsatisfied or uncomfortable at the shop?
5. Why is improving the challenges important to you?
   a. Why is it important to you?
   b. Why does it make you unsatisfied?

1. What do you think is the most important thing to have a good eating experience at a dessert shop?
2. Have you ever ordered online?
   a. If yes:
      i. What do you think are the most important features for an online platform?
      ii. What other features would you like to add?
   b. If no:
      i. Why?
      ii. Suppose you do online ordering, what do you think are the most important features for an online platform?
3. You just talked about xxx, given the drawbacks you mentioned, do you have any workarounds?

Feedback and Suggestions

1. Do you have any suggestions for Meetfresh to improve customer experience?
2. Is there anything else you would like to share or add?
3. Do you have any questions for me?

(Fig. A.2)

All interviewees are existing customers of Meet Fresh, but with varying degrees of loyalty and affinity to the brand. Their dessert profiles range from non-fan of desserts to sophisticated dessert connoisseurs. We'd also like to note that we interviewed both Chinese and non-Chinese customers, with the intention of investigating interesting behavioral differences when it comes to enjoying desserts. Both online ordering and in-store experiences were mentioned in locations across various metropolitan areas in the US and China.

When it comes to general dessert habits -

- 2 interviewees shared a frequency of once per week, with 1 interviewee enjoying desserts 1-2 times per month and 1 rarely
- 3 interviewees indicated that they enjoy desserts with someone else instead of going alone
- Top reason for ordering desserts is something sweet post-meal, followed by fun eats and casual dining with friends

These suggest that our interviewees think of dessert experience as a quick and fun event that serves a social function purpose.

When it comes to what our interviewees are trying to accomplish when ordering desserts -

- 2 interviewees voluntarily mentioned the need for exploring new items and looking for very specific ingredients at Meet Fresh
- 3 interviewees mentioned ordering familiar items with familiar ingredients, and 2 interviewees indicated they would give new items a try if they see familiar ingredients they like
- Seasonal specials and new item campaigns were mentioned as influencing factors in helping decide whether to try new items

Finally, when asked about pain points and expectations, our interviewees shared their thoughts with the following highlights -

- 2 interviewees mentioned the struggle of selecting from a wide assortment of items and difficulty of locating something new they've never tried from the menu, with 1 specifically shared the challenge of customizing items with the menu being hard to read
- All interviewees indicated the Meet Fresh App ordering experience to be essential to them, expecting the App experience to be "easy", "faster" and "cleaner"
- 2 interviewees both suggested installing in-store kiosk and enabling in-store App ordering to reduce waiting time when traffic volume is heavy
- Language and ordering location are observed to have significant influence over customer experience and needs

It's also observed from the non-Chinese interviewees that they may need more clear, easy-to-navigate and step-by-step guidance on how to customize with their favorite ingredients, or receiving recommendations based on what they know that they enjoy.

To summarize, there is a consistently expressed need for online ordering to complement in-store experience in making ordering quick, easy and light-weight. Customers expect a smooth and fun experience at Meet Fresh that allows them and their companions to enjoy what they enjoy and explore new things with easy guidance.

Addressing Bias
In order to mitigate biases that could potentially skew our need-finding results, we utilized the following methods to minimize as much bias as possible -

1. We practiced giving interviews ahead of time and put in great efforts in achieving a balance between avoiding leading questions and carefully moving the conversation as planned in interview scripts to collect as much information as possible
2. We made sure to give interviewees plenty of space in sharing their thoughts and going off tangent once in a while without influencing their train of thought
3. While recording data for building data inventory, we only record "Yes" when interviewees clearly and directly indicated so, and avoid making inferences on what interviewees did not say (i.e. just because a "Yes" response is not provided does not mean it is a "No")
4. Due to the presence of both Chinese and non-Chinese interviewees, and experience location in US and China, we avoid generalizing any particular observation and assumption, acknowledging the complex confounding factors that require us to approach the results carefully

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Need-Finding Method 2 - Think Aloud

Summary

Through the execution of the Think Aloud method with two users, we gathered valuable insights into their preferences and experiences while interacting with Meet Fresh. Both users expressed a preference for specific flavors and ingredients, indicating that personal taste plays a significant role in their decision-making process. The menu design was perceived as overwhelming due to the extensive choices offered, and the users suggested having a more concise and organized menu. The participants also highlighted the importance of cleanliness and a more spacious environment. Price seemed to be a concern for both users, with one suggesting that lower prices would make the experience more appealing.

Addressing Bias

To mitigate bias in the Think Aloud process, we ensured that the questions were clear and unbiased, avoiding any leading questions. We also let the users lead the process by not interrupting them while they were verbalizing their thoughts. By asking open-ended questions, we allowed users to express their thoughts and feelings without being influenced by the interviewer's expectations. The inclusion of two participants with different backgrounds and preferences provided a more diverse range of insights, further reducing potential bias.

Need-Finding Method 3 - Participant Observation

Summary

By having the five users describe their experience ordering at Meet Fresh both in store and online, we have a better idea what the current service is like from the users' perspective. Based on what users currently like and with what they are having issues, we can design our product to target these needs. We incorporated naturalistic observation in this method as well. Runze took his friends to the Meet Fresh store, having them describe their experience and observe the behavior of other customers. Eric had two of his friends describe their past experience ordering at Meet Fresh in-store and experienced Meet Fresh online ordering for the first time. By analyzing various ordering processes at Meet Fresh, we aim to discover new perspectives to make holistic improvements on the Meet Fresh ordering process.

We conducted the participant observation method with 3 customers and found some interesting insights. We summarized them and listed several outstanding ones.

1. Three customers stated they felt difficult to pick from the menu because of: Too many letters, too few pictures, unclear symbols. Two of them prefer the online menu as a workaround because it has bigger pictures.
2. Two customers hoped to order online because they felt noisy and crowded in the space which was not mentioned in other groups.
3. Two customers said they felt boring with the similar products
4. Three customers felt they didn't have enough customization.

Addressing Bias

1. Having different participants elaborate their experiences separately so their ideas do not interfere with each other
2. After introducing the goal of this need-finding, no comments or questions are introduced during participants' elaboration to avoid potential guiding
3. Both in-store experience and online experience are conducted immediately after to avoid participants' memory loss or distortion

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Data Inventory

Based on raw transcripts, we built a list of Data Inventory for presenting results around **who**, **where**, **context**, **goal**, **need**, **task** and **subtask** usually found in need-finding processes. We also included **pain points** and **expectations** gathered from our need-finding exercises where users were given the broad space to voluntarily share their main challenges and expectations.

Requirements Definition

Through our three types of need-finding exercises, we identified and summarized some common challenges that should be addressed by our product solution. At the same time, knowing that there are specific contexts and limitations we need to take into consideration, our scope of requirements should be feasible and bring most value to business.

Our product solution should meet the following business requirements -

1. Help customers browse through products with ease.
    a. Provide kiosk or online order
    b. Make the menu concise and organized.
2. Guide customers in making selections, exploring new items and adding customizations
    a. Provide brief intros to products
    b. Provide suggestions to existing customers given customer order history
    c. Provide suggestions to new customers given customer group preferences
    d. Provide suggestions on new products (advertising/ranking)
    e. Provide easy access to customizing options.
3. Build easy navigation for customers with language and cultural barriers.
    a. Provide clearer, larger pictures with intros in the menu.
    b. Provide staff assistance when ordering offline.
4. Strategize promotion campaigns and rewards programs with attractive offerings for good deals.
    a. Provide promos given specific events/timing: new items, news, holidays, reactivation
5. Explore ways to get feedback about the solution from customers
    a. Send surveys to customers after eating for further improvements

We propose below metric to assess business impact by designing a product:
1. From customers' perspective:
    a. Customer volume (per given period)
    b. Customer subjective sentiment
    c. Customer engagement per targeted segment
    d. Customer ordering time
2. From company's perspective:
    a. Gross return/margin
    b. Occupancy rate

We hope to keep our requirements focused and targeted, given specific contexts such as location (city vs. suburb) and language (Chinese-speaking vs. non-Chinese-

speaking). We also note the limitations that come with Meet Fresh's franchise business model, where ingredients and preparation processes are standardized across all locations and stores with little room for adaptation that may cater to specific customer segments.

Iterative Need-Finding

As mentioned previously, context and limitations matter, and we would like to potentially conduct a second round of user interviews focusing on the viability (whether the product would meet the needs of the business) of the product. Also, we will take advantage of customer feedback collected in our last round of development.

Based on previous findings and features of Meet Fresh's franchise model, we would like to explore the potential value associated with designing a solution in metropolitan areas vs. suburban areas, and targeting Chinese-speaking vs. non-Chinese-speaking customer segments.

We understand there's differences between urban and suburban areas in many ways, for example, urban customers may have expectations on service while suburban customers may care more about food quality. Similarly, language contributes to the outcomes as it indicates different eating habits of different races. Our new interview questions will focus on the needs, habits and preferences for different existing customer personas so that the system can generate more accurate outcomes given context.

Appendix

User Interviews

User 1

Profile

Age	31
Education	Master's Degree
Occupation	Senior Data Analyst
Gender	Female
City	Washington D.C.
Dessert Habits	Prefers mildly sweet desserts with not too much sugar

Summary
Lower the in-store traffic; doesn't like waiting; Clean & organized environment; Promos & recommendation expected

Transcripts
1. Orders out and eats out a lot; grew up in China and prefers Asian and Southeast Asian food and desserts in general, but occasionally French and Italian food
2. Not a heavy desserts/sweets eater, but occasionally drinks bubble tea; desserts and sweets in the US is too heavy and sweet for her taste
3. Dessert brands mentioned include Mango Mango, Lady M, Harbs and Meet Fresh
4. First time hearing about Meet Fresh was during high school in China, when Meet Fresh gained a wide popularity then among high school students and her friends; taro balls were mentioned to be a highlight
5. Recent years noticed Meet Fresh presence in the US, and heard about Meet Fresh in North America from friends in the US and Canada; usually hears about a Meet Fresh shop from other friends
6. Enjoys desserts about 1-2 times per month, mostly after eating out with friends and coming across a dessert shop; very occasionally making a special trip to go to a dessert shop or order from a dessert shop for herself
7. When in store, browses through menu to see if there is anything new, and orders her regular plus something new if it seems interesting and take to go (buy in bulk habit due to location); usually orders 3-4 items in one go
8. Likes chewy and light texture like taro balls and tapioca balls in bubble tea; feels like something she could enjoy for fun that is not too sweet
9. Mostly orders in store to see what's new from the campaign posters in store that includes ingredients such as taro balls, herbal jellies and oats; seasonal items are a big consideration when deciding on something new to try
10. The most recent ordering experience was in a Meet Fresh store in Dallas, when it was super crowded and they had to order from the Meet Fresh app and waited for 20-30 minutes in the car for the items to be picked up. Just wanted to order something sweet after dinner for fun so they

decided to visit Meet Fresh. Did not express strong frustrations but did mention ordering from the app was very convenient when the store was really crowded

11. Items never tried at Meet Fresh include winter melon tea because it's too sweet; tried winter melon tea elsewhere but did not like how sweet it was so didn't even bother trying winter melon tea at Meet Fresh
12. Suggestions include spreading out customer traffic in stores when it gets crowded, having more employees in store during busy hours, and encouraging customers to place orders from app or kiosk to make the checkout process easier; really does not enjoy waiting in lines and crowded store environment
13. A good customer experience means placing an order online and getting the order nicely packaged in a short amount of time for quick pickup; store environment needs to be clean and organized
14. Online ordering features most valued: registered account via phone number for loyalty member to get free promos and recommendations based on order history, mentioned Starbucks app with loyalty stars, a main way to increase customer stickiness
15. Feedback for Meet Fresh experience: pretty successful in marketing, products that cater to her taste with high quality ingredients, local marketing campaign and advertisement
16. Dessert shops in general feel different from Meet Fresh - small-size bakery shops and bubble tea shops seem to dominate the market, and they are all different compared to the operating model of Meet Fresh
17. Noted that strangely there isn't any Meet Fresh stores available in the D.C. area

User 2

Profile

Age	33
Education	Master's Degree
Occupation	Senior Consultant
Gender	Male
City	Manhattan, New York City
Dessert Habits	Enjoys eating desserts a lot

Summary:
Expect low touch with staff; Menu layout optimization; hope better online recommendation

Transcripts
1. Lives in Manhattan and prefers everything to be within half a mile radius of where he lives; eats out 3-5 a week including casual lunch and dinner; prefers quick things such as Korean hot-dog and Gelato that's convenient and easy to eat
2. Fan of desserts, ranging from bubble tea to cakes and ice-cream; particularly big fan of ice-cream and anything baked from various bakeries such as Levain Bakery in Manhattan and Chinese bakeries in Chinatown
3. Purchases desserts frequently - once a week; heavily influenced by partner whom he lives with

4. When placing order, definitely prefers placing order from mobile device or from a screen in store (kiosks), because 1) easier to precisely choose what he wants; and 2) does not want to interact with people
5. First time hearing about Meet Fresh was two years ago when he moved to New York City
6. Usually orders warm red bean soup with taro balls and purple rice from Meet Fresh; big fan of taro balls
7. Orders one item per visit at Meet Fresh
8. Something that he's never tried but really wanted to try is the egg waffle offered at Meet Fresh, but always defaults to taro red bean items because that's what he thinks of whenever he thinks of Meet Fresh
9. A recent experience ordering at Meet Fresh: browses through the menu in store for a while but usually his partner picks something, after a brief discussion of what to order, they place an order with the staff (noted that there isn't a kiosk in store). It's well-organized and efficient, but needs to communicate the order clearly and directly to the staff when ordering in store
10. When ordering in store, he usually skips customizing the item and orders the pre-set item, because it's easier to order without having to communicating everything in words to staff
11. Items such as egg waffle and popcorns at Meet Fresh are interesting, but he could order them from elsewhere and are not classic Meet Fresh items
12. Areas for improvement: menu in store is hard to read and it's unclear what main categories are (i.e. can miss certain items easily from the menu), while ordering online the items are presented in an equally placed and categorized way that's easier to browse through
13. Mentioned a typical bubble tea place has more clearly organized menu with categories that are easier to browse through
14. A workaround for him to avoid having to browse through everything from the menu in store is to order pre-set items from menu without customization
15. Improving this would help better guide him in choosing items that he might not already be thinking to order (new items)
16. A good customer experience for him means: good food with high quality, less waiting time, not feeling awkward when ordering something new (i.e. non-Chinese customers ordering the most basic thing from Meet Fresh, maybe they feel intimidated by the wide selection of items on menu)
17. Meet Fresh still does a good job in presenting itself to different audiences; could include introduction to different items with instructions on how to start customizing
18. One thing hope to see is online ordering platform including most popular items, top mostly ordered items, feature pointing to something new or in season right now; ordering process needs to be easy
19. Would like to see what everything looks like, giving recommendations on how to customize and adjust certain items; customization on app is most helpful in customizing an item, as opposed to ordering in store
20. Emphasized the need of having bigger menu and kiosks in store; would be easier if ordering in Chinese versus translated words in English (feels awkward not ordering in Chinese)

User 3

Profile

Age	37
Education	

Occupation	
Gender	Female
City	Los Angeles
Dessert Habits	Prefers mildly sweet desserts with not too much sugar

Summary:
Meetfresh APP is very slow, other things are good.

Transcripts
1. Come often, with children (13/16 yrs)
2. Once/Couple of times a week
3. She likes: Herbal tea, grass jelly
4. Daughter likes: Herbal tea, son likes: milk tea with boba
5. Offline order by Kiosk
6. Sometimes by phone: when busy
7. Meet Fresh APP is slow.
8. Not order on delivery APP
9. OFFline: waiting time OK, pretty fast
10. APP is slow, other things are good
11. Price is getting higher, but everything is going higher
12. Environment: comfortable
13. Mostly coming in the evening

User 4

Profile

Age	26
Education	
Occupation	Business man
Gender	Male
City	Chengdu
Dessert Habits	Not a big fan and is losing weight, but familiar with most of desserts

Summary:
Happy eating; No product updates, old styled; Low service; Online menu complicated

Transcripts
1. Would like to rate the experience 3.5 out of 5.
2. Dine in
3. A very warm day in Spring, a little bit hot

4. Not so many people in the store, around 60% occupancy.
5. A group of 2 people
6. Happy experience, girlfriend loves it.
7. Spacious enough for a Meet Fresh store, but feels a little messy, in terms of the arrangement of tables and chairs. It looks like they put extra tables and chairs by force just to make more seats.
8. Not noisy, Can hear what other guests are talking and staff talking.
9. A little bit far from home: 10 min bike + walk + elevator.
10. About 20 min after meals
11. Likes the flavor, same as many years ago, which kept the same.
12. Very old menu, same as many years ago, nothing new/fashionable. Compared with other dessert shops.
13. Other guests are mostly older people (30+)
14. Scan to order (online): Mini program, not APP(Meituan). The program is a little bit complex/messy for him.
15. The mini program looks like it is mostly used for delivery, because it's hard to find 'dine in'.
16. No interaction with the staff when you dine in.
17. Highly Automated, he was called by a machine
18. Ordered two fast items, served fast, totally reasonable waiting time.
19. The space was a little sealed, and felt a little hot.
20. Will not order other items with similar ingredients, because they are pretty simple and good enough, and there's nothing specifically attractive in the ingredients.
21. Found it hard to pick from the menu. The images are not showing the features of items, but look like normal pictures. Cannot tell the difference from similar typed products.
22. He's losing weight, and wants to order something with ½, ⅓ sugar. No option found in his items.

Participant Observation

User 1

Profile

Age	21
Education	Bachelor
Occupation	Student
Gender	Female
City	Atlanta
Dessert Habits	

Transcripts

店内experience

1. 第一次是很多人一起去的

2. 菜单有中文，但是员工不是都会说中文

3. 有些菜品无法调糖

4. 有自主点单的机器

    a. 没用过

    b. 但是看到过有人在用这机器

5. 人多的时候会给小牌子，餐好了后牌子会响，有秩序

6. 有些点的东西不是很好带走

7. 没有在台湾小吃街上吃的好吃

8. 喝的话会点一样的

9. 就是那些东西，只是搭配不一样，就算是不一样，也没有那么不一样。类似的东西也能接受

10. 菜单字很多很麻烦

App + 网站experience

1. 双语的，方便对照，上面有图片，选几个想吃的，然后再看配料

2. 有一些symbol，vetetarian，等，但是有些symbol看不懂

3. 可以直接选drink

4. 菜单好像是没有图片，网站更舒服一些

5. 不喜欢一眼看不到头

鲜芋仙的优势，why i like about 鲜芋仙

1. 在哪都有，但就是没有台湾的好吃，好喝，就比较普通

2. 但是貌似就是一样东西一直在卖

3. 店大是个好处，但有的时候太吵了。不太能在里面呆着

4. 如果很久没去，愿意去一次。但相比自己最喜欢的奶茶店4.0，今天去了，明天还想去

5. 下限比较高。种类多，热的，冷的，冰沙等等

6. 如果是to-go，不太好意思进去坐，没有给to-go准备的座位

User 2

Profile

Age	21
Education	Bachelor
Occupation	Student
Gender	Male
City	Atlanta
Dessert Habits	

Transcripts

店内experience

1. 不知道要吃啥

2. 人多的话，排队，所有东西都在一张单子上。很密

3. 点的过程很正常，选糖度什么的都有

4. 有地方坐

5. 刚开的时候，比现在好，服务什么的好（工作人员对菜品更了解，点的更快，有问题他很快就能告诉你答案），人也少像咖啡厅

6. 现在，人多，有点闹，不太想在里面呆

7. 进去后基本都点一样的，爱吃冰的，爱吃仙草，爱吃芋圆

8. 招牌是芋圆加仙草，倒上炼乳，汤汤水水很好吃

差在哪了？亚特兰大奶茶甜品店很卷，不亚于纽约

1. 自动点单大屏幕，图片不清晰

2. 没图片，不知道自己吃的啥

3. 装修啥的没法评判，店面很大

APP（网站）

1. 不知道鲜芋仙有这个网站能点单

2. 小图片点开后有很清晰的图片

3. 图片还应该做的再大一些，现在我每一个产品都得点进去扫

User 3

Profile

Age	21
Education	Bachelor
Occupation	Student
Gender	Male
City	Atlanta
Dessert Habits	Almost never take the initiative to eat dessert

Transcripts

- 从来没去过店里，这次只是用了他的app

- 刚打开的时候觉得自己下载错了，以为这个app是那种会员系统

- 但是order online这个选项并不难找

- 目前它这个order的function是把你direct到鲜芋仙的网站上order，然后只能到店自取

- 感觉网页上的menu做的还是挺不错的，信息陈列，图片等。包括二级菜单的比较详细的信息，能加什么toppings，sugar level，ice level。但这也是一个问题，我觉得这个网页上有太多的信息。menu实在是太长了。我点过奶茶，第一次来都有一些overwhelming。这比老外餐厅里的菜单都长，我不认为外国人能受得了这么长的菜单

- 我看了看其实觉得ingredients就是那么几种，只不过他们以不同的方式组合在一起，还分冷和热

- 由于无法deliver，我最后还是用了uber eats。我发现其实鲜芋仙的网站相比uber eats有更多的customization。但是可惜只能到店自取

- 东西我觉得还是挺好吃的，一份量不小。它和奶茶最大的区别在于它里面的东西比较大，吸管吸不上来所以只能用勺子。汤底很好喝

- 关于我点的那个甜品，我认为里面加点酒会非常不错，也可能会更加迎合美国大众。朗姆或者伏特加都会是比较好的选择

Think Aloud

User 1

Profile

Age	20+
Education	
Occupation	
Gender	Female
City	
Dessert Habits	

Transcripts

1. Do you like dessert? Not really
2. How often you will need dessert and where is your go to place? Once every 2-3 months , grocery store or nearby
3. Have you heard of Meet Fresh before? Kinda of
4. How do you feel about the brand? Place for dessert
5. Why are you going to the store? Friend recommendation
6. Have you used the online APP before? Never heard before, no use of website
7. IWill you consider the distance to visit the store? Yes
8. I Why do you order this? (red bean milk shaved ice) feel like shaved ice
9. I Why not the other similar ones? Flavor
10. I Will you consider "Chef recommended" on the menu? Yes, if with ingredients I'm interested in.
11. I How do you feel about the design of the menu? Too much choices, don't know where to start
12. I Do you prefer paper menus or electronic menus? Either way
13. I Can you describe your thought process as you are selecting this particular dessert item from the menu? Flavor>Kcal>price
14. I How much money are you going to pay on this order? Within $15
15. I Do you use coupons if you have one? How do you feel about the price range on the menu? No coupon before, a little expensive
16. I Any payment method you would like the store to add, such as apple pay, etc? No
17. I How long do you expect it'll take? Within 10 mins
18. I Are you happy with the waiting experience? Any recommendations for the waiting area? Seats with an arranged waiting area
19. I How do you feel physically and mentally? Food is good/ environment: table is not cleaned and too crowned, more space between tables
20. I Sweet or salty? Sweetness level? Sweet and sweetness level is good, can be a little lighter
21. I Finishing: How do you like the overall experience? Any recommendations? It's fair, not toot good or too bad. Menu should be more concise with simple sections for several major types, eating area can be more spacey

22. I Will you come again? Maybe, if on my way .

User 2

Profile

Age	30+
Education	
Occupation	
Gender	Male
City	
Dessert Habits	

Transcripts

1. Do you like dessert? Kinda of ,3 out of 5
2. How often you will need dessert and where is your go to place? Once a month or once everything three weeks/ 85 bakery or Meet Fresh, where I can buy grocery
3. Have you heard of Meet Fresh before? Yes, from taiwan and I'm from Taiwan
4. How do you feel about the brand? Nothing, chain store for dessert
5. Why are you going to the store? No other choices in Dallas area 仙草 芋圆豆花, expensive choice
6. Have you used the online APP before? Never heard before, no use of website
7. Will you consider the distance to visit the store? Yes
8. Why do you order this? 豆花+芋圆 or花生or粉圆
9. Why not the other similar ones? Flavor
10. Will you consider "Chef recommended" on the menu? No interest in new items, no idea why, personal preference, only consideration new items for 豆花
11. How do you feel about the design of the menu? Too much choices, hard to make decision
12. Do you prefer paper menus or electronic menus? Electronic menus
13. Can you describe your thought process as you are selecting this particular dessert item from the menu? No process, depending on mood, only consider hot or cold due to weather
14. How much money are you going to pay on this order? Within $10
15. Do you use coupons if you have one? How do you feel about the price range on the menu? No coupon before, too expensive, $5-6 will be ideal
16. Any payment method you would like the store to add, such as apple pay, etc? Countless , not pay cash
17. How long do you expect it'll take? Within 10 mins
18. Are you happy with the waiting experience? Any recommendations for the waiting area? Nothing
19. How do you feel physically and mentally? Food is OK, not better choice, environment: table is not cleaned
20. Sweet or salty? Sweetness level? I prefer sweet, if i go to dessert place, I would expect something sweet. Sweetness level is good.

21. Finishing: How do you like the overall experience? Any recommendations? It's fair, no better option. Menu should be more concise, price can be more cheaper
22. Will you come again? Yes, flavor is the key point that driving my decisions.