

Group 2 Need Finding for MeetFresh Project

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Abstract

In order to understand the business pain point and develop recommender system ideas, we conduct need-finding for MeetFresh products, from the aspect of naturalistic observation, participant observation, and user interview. The need-finding process is centered around understanding customers' purchase habits, decision making process, and their personalized opinions about MeetFresh. The sessions below give a high-level summary of the need-finding exercise and the results. Detailed transcripts are included in the appendix.

I. Need finding exercise 1: Naturalistic observation

1.1 In-store food ordering process:

The Meet Fresh store I walked in located at Boston University community. This store's dining area around 20 square meters with simple decoration, running by 5 staffs: 3 working in front desk, 2 working in back kitchen. Order processes as same as other fast-food stores. Waiting about 5 minutes got my product which is Hot Grass Jelly Signature, it cost \$ 10.36 included tax, tasty but only one fix size

that weight 20oz is oversize for me. If I want to order Meet Fresh again, I would enjoy their Signature Series as Breakfast or Brunch rather than afternoon desert.

1.2 Online food ordering process:

We did naturalistic observations on three different apps (Doordash, Ubereats, HungryPanda) and compared the user interfaces, items available, price and delivery time. We also ordered the same two items (Icy grass jelly signature, taro tofu pudding) from each of these apps and included the information of the ordering experience in this section.

The basic components of the user interfaces of these apps are similar but there are still noticeable differences that affected our ordering experiences. The information about the popular restaurants can be easily found in all these apps. While Doordash shows the previous order to the top part of the page, Ubereats and HungryPandas choose to put more discount related information on the home page. When we clicked into the MeetFresh page, one thing special about HungryPanda is that we are able to see all the categories including the recommended items at the same time without sliding the page. This saved us time on both finding the items and making decisions (ordering time: 5 minutes for HungryPanda, 7-8 minutes for Doordash

and Ubereat). As for the ratings and customers' review, although the ratings can be seen the related information are available on Doordash and HungryPanda.

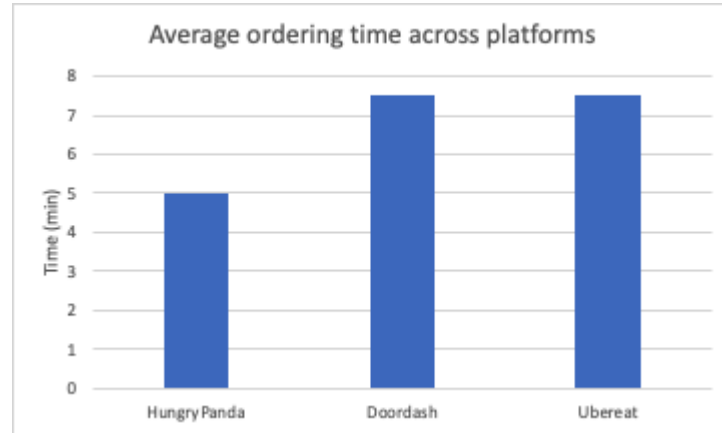


Figure 1. Average ordering time across platforms

Items listed in these apps are the same and they are also utilizing a similar way to classify the items into different categories. The recommended items are similar in Ubereats and HungryPanda and most of them are grass jelly signatures and taro ball signatures. However, in Doordash, half of the featured items recommended are milk tea and herbal tea products. Compared to the menu in store, there are some items not available online (e.g. fruit flavor shaved ice, egg waffles)

The prices of the items are the same in different apps (\$ 15.5). The extra fee mainly comes from delivery fee, service fee, tax and tip. The total payment on the Doordash is 25.68 for these two items (\$4.99 delivery fee for a 4-mile distance, \$3 service fee, \$1.02 tax \$2.33 discount and \$3.5 dasher tip), which is more than 65% higher than the price of the desserts themselves. Ubereats charged \$25.84 in total

(\$4.4 tax & service fee, \$0.49 delivery fee, \$2 CA driver benefits, \$0.45 temporary fuel surcharge, \$3 tip). HungryPanda, as an app focusing on delivery Asian food to Chinese users living in US, charges the least among these apps (\$22.2, including \$2.75 tax & service fee, \$2.49 delivery fee and \$1.46 tips). Comparing the payment amount among these apps, we found that the ratios of the tax and service fee are similar while delivery fee and suggested tips vary from each other. Lowest tip suggested in these apps are: \$3.5 from DoorDash , \$3 from Ubereat and \$1.46 from HungryPanda separately and this shows the cultural difference for different users.



Figure 2. Price breakdown across platforms

We also observed the delivery time from these apps. It took the staff 10-15 minutes to finish preparing the dessert (2 items we mentioned above) and another 20-30

minutes for delivery (4 miles distance). The dessert are all well packaged, there is no leaking or missing order. The shaved ice in icy grass jelly signature is slightly melt but the quality is good overall.

1.3 Customers' feedback:

100 reviews from Yelp, Doordash and HungryPanda are collected and compared. The reasons for picking these three platforms are 1. plenty of customer reviews 2. More people leaving comments on Yelp are customers dinning in store and reviews from Doordash and HungryPanda are good supplements showing the opinions of customers ordering online. We collected 50 reviews from Yelp and 50 reviews from the other two apps and the results are shown below:

For customers who dine in stores, the most posted and discussed products are icy grass jelly signature, taro ball signature, egg waffles and shaved ice. Grass jelly signatures and waffles are also the products with highest ratio of positive comments. For those who like MeetFresh, the most common reasons are: 1. short waiting time (5) 2. flavor (14) 3. consistent quality (6) 4. nice store environment (9) 5. friendly staff (3) The most frequent complaints are 1. bad service (5) 2. flavor (2) 3. texture (2) 4. price (2) 5. long wait time (2)



Figure 3. In-store customer reviews (positive)



Figure 4. In-store customer reviews (negative)

Other than the features talked above, people ordering online also care about packaging, delivery time, whether they are getting the right order and if the quality of the dessert is the same as those in store. The most mentioned advantages of MeetFresh from Doordash and HungryPanda are: 1. Flavor (20) 2. packaging (7) 3. fast delivery (5) 4. consistent quality compared to those in store (4) 5. quantity of

dessert (2). The negative comments are mostly about 1. wrong/missing order/ingredient (6) 2. spoon or straw not provided (2) 3. melting (2) 4. Price (2).

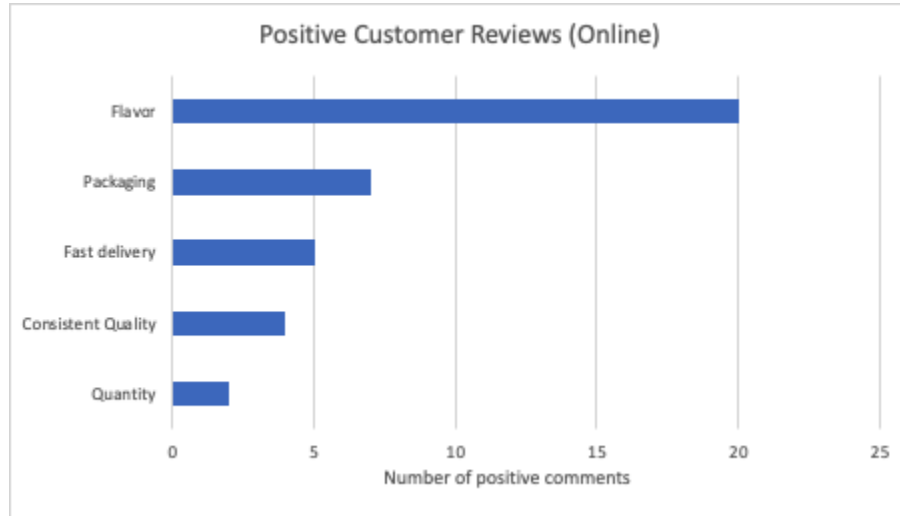


Figure 5. Online customer reviews (positive)

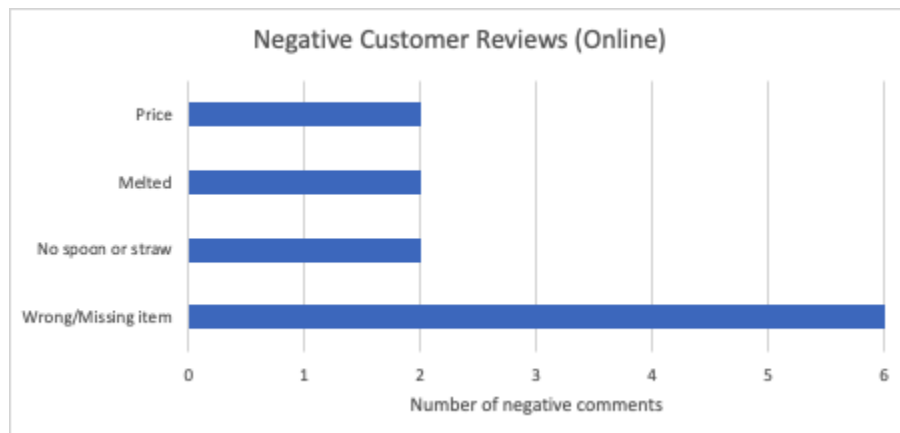


Figure 5. Online customer reviews (negative)

II. Need finding exercise 2: participant observation

In this situation, I'm the one who got the recommendation of MeetFresh from friends and want a try. The four environments I tested are morning in bed, after lunch, after exercise and after dinner.

Morning in the bed

What is my major purpose?

At this time, I'm thirsty and hungry and want a warm healthy breakfast with high in fiber and rich in protein to evoke my brain and body.

What do I need to achieve the purpose?

Order the breakfast online or prepare it myself.

What specific tasks I do? What are the subtasks?

My high-level task is to quickly check the uber eat and check if some good breakfast is available. Or get up and prepare the breakfast.

What's my thoughts and complaint?

The breakfast in the Uber eat is not health to me. Besides, the price is high (including the delivery fee). I also try to check the MeetFresh: the store is not open until 12:00PM.

What hacks did I use to help achieve the goal?

Prepare the breakfast myself.

After Lunch

After lunch, the temperature is high, and I want some cool dessert to cool me down. Ice cream is fine, but I want to try MeetFresh. Open the App “Uber Eat” and search for MeetFresh. No result. Open MeetFresh app and choose the closest store (87miles ! So far away !). No Online order is available, and you need to call them to order. I still want to see what they have. There are many categories. On the top is the signature series. I’m attracted by the icy grass jelly first (I tasted the grassy jelly when I was a child and like it). The picture looks fine to me, and the signs blow shows the ingredients and something like vegetarian, gluten free. The price (\$8) is a little expensive for me. There are a lot of extra toppings, choice of sugar as well as the ice level. These looks good to me. Besides the signature series, there are a lot other choices. I don’t know which one to check. The last category is the tea: a lot of types and I’m lost. I may have a try if the store is nearby.

After the exercise

I work out a lot and feel so thirsty and want something fresh. I have several choices:

Coke: No (The original taste has a lot of sugar. For the diet, I don't like the taste)

Energy Drink: fine, I don't really like its taste.

Ice cream: No. I don't think this can quench my thirst.

MeetFresh: I think this may be the better choice, but it is too far away.

Finally, I drink a cup of milk and a lot water

After dinner

Study and relax. No desire for food

Summary

The nearest store in my place is too far away. The online order platform is not convenient. The food is not so healthy. If more protein is added, it will be better.

For the choice, I made the decision based on the food I ate. I think MeetFresh is a good choice after the exercise.

III. Need finding exercise 3: User Interview (Customer + Business)

Our third need-finding exercise was user interviews, which are divided into two parts, customer interviews and business interviews. Aside from understanding customer's purchase behavior in participant observation and naturalistic observation, we want to further understand the reasons of customer behaviors and their thinking pattern, so we need to reach a more in-depth understanding through customer interview. On the other hand, listening from one side is far from enough. We are aware that the business side (staff in stores) also makes up an important part of our understanding of MeetFresh's business pain-point. In this case, we incorporated business interviews to perfect the interview dynamic.

3.1 Customer Interview:

We reached out to 10 MeetFresh (MF) customers (with age ranging from 21 to 33), refined the interview scripts together, and conducted the customer interview. The detailed transcripts are available in the appendix.

Firstly, we received some positive feedback from the interviewees, especially when talking about the competitors of MF. Most of them don't think MF has too many competitors, especially when talking about Taro Balls.

Secondly, almost all of them mentioned a pain-point when ordering online – the expensive extra fee. “I can only order MeetFrash from Chowbus, yet it costs too

much with the extra fee”, said a 22-year-old college student. In this case, most of them prefer to order in store. What’s more, because many MF products come with ice, they will only order such products in store, so that the ice would not melt half way of delivery. Besides, if customers realize online ordering would take over 30 min to get their products, they would look for other stores.

Thirdly, when talking about the factors that prevent them from making more MF orders, one thing that is constantly mentioned is health issues. Most of them think eating MF is not healthy, so they try not to eat too often. If customers do care about their health, nutritional facts are a critical index determining their purchasing will. One mentioned that it might encourage him to order more if MF can have “sweet-level indicator” for each of the products. They don’t know that MF has its own website, and they don’t have intention to use them because they think “ordering food that can only be picked up” is a useless function.

What’s more, we also collected interesting information about customers’ purchase behaviors. If making orders in store, most interviewees tend to try new products, products with ice, or shareable products; if making orders from online platforms, most of them would be more conservative, only ordering classic products, products with no ice, and more likely to order an extra milk tea (so that the order price reaches the delivery lower limit). Most of the interviewees enjoy MF with friends, and they tend to buy MF if their friends are buying. The taste of the product is the

most important factor that most customers take into consideration when deciding whether to buy a product. For some female customers, if a product's appearance is appealing enough, she would like to try it, even if this product contains ingredients that she does not like. In this case, appearance does matter, especially when women make up the majority of the customer group. Some young customers (age < 25) mentioned that they are not satisfied with MF because MF barely has new products every year, and not having much trending/new products is the main factor that makes her not buying MF actively. These young customers also mentioned that they expect MF to provide more "solid" desserts, such as cakes. Some customers think the size of MF bowl is too large that leads them into a dilemma – if they eat the bowl before meal, their belly has no space for other food; but if after a meal, their belly has no space for MF bowls. One suggested that if MF provides a membership program and she gets credits (that can be used as money) when she buys products, she would like to go to the stores more often.

3.2 Business Interview

The first business interviewee is Meet Fresh store manager, who worked in this business about 5 years. Compare with the bubble tea, Meet Fresh deserts usually take 5 more minutes for processing, bubble tea only need 2 minutes maximum. Because of their own producing policies. Customers must receive the product in

fresh, which means they hard to do some preparation works before the busy hours (7pm-10pm). These policies in one hand grantee the quality of the product, in other hand cause stores have not much space to arrange flexible calendar deal with the producing pressure during busy hours. About 70% of customers choosing to walk in to enjoy their desserts, usually with friends, and most of couple shar one dessert rather than purchasing two, because the average weight of the dessert is 20oz. In general, deserts contribute 80 % of the sales; 70% of consumers are Asian whose age between 15 to 30; 30% of customer would customize their desserts.

The second interviewee is a shareholder in a bubble shop, he also has 5 years experiences in restaurant and bubble tea business. In bubble shop business, walk in and online ordering is 50: 50, customers walk in to order usually with company. He mentioned that Online ordering platforms take 20%- 30% of commission per order. So, they increase the price to erase the affection from platform's commission. He also used his shop as a example to illustrate the revenue spending: 30% pay staff salary, 30% of material purchasing, 20% store rental + incidents, 20% gross profit.

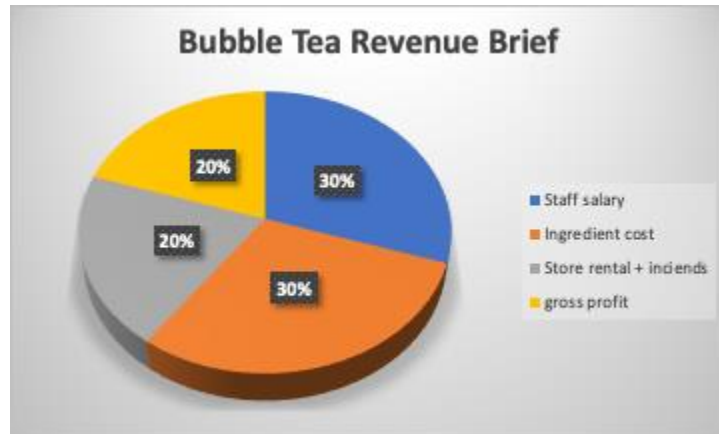


Figure 6. Revenue Spending

IV. Insights

1. There are less items from online platforms but most of the items can still be ordered online. For an order with two items, over 1/3 of the price comes from service fee, delivery fee and tips.
2. The features customers care about the most are flavor, wait time and quality control. While customers ordered in store pay more attention to store environment and service, those ordered online care more about packaging and if there is any order missing or incorrect.
3. It's important to consider the attitudes of the customers toward this type of food, some people are getting it just for fun, not necessity, and they may not eat it often, so they probably will not be concerned with the impact of the food on their health. Seems like this type of customer would only focus on the flavor, this is a notable point when creating the recommendation system.

4. Most of customers have concerns about health, and this is one of the main reasons that prevents them from buying MF.
5. One mentioned that it might encourage customers to order more if MF can have “sweet-level indicator” for each of the products.
6. If MF provides a membership program and she gets credits (that can be used as money) when she buys products, she would like to go to the stores more often.
7. Meet Fresh’s bubble tea only contributes 20% of income. over 70% contributed by desserts.



Figure 7. Item Sales

8. Preparing a dessert usually costs 5 more mins, bubble tea only takes 1-2 mins.
9. About 70% of customers are Asian whose age is between 15-30.

10.70% of orders are walk in, 30% are picked up.

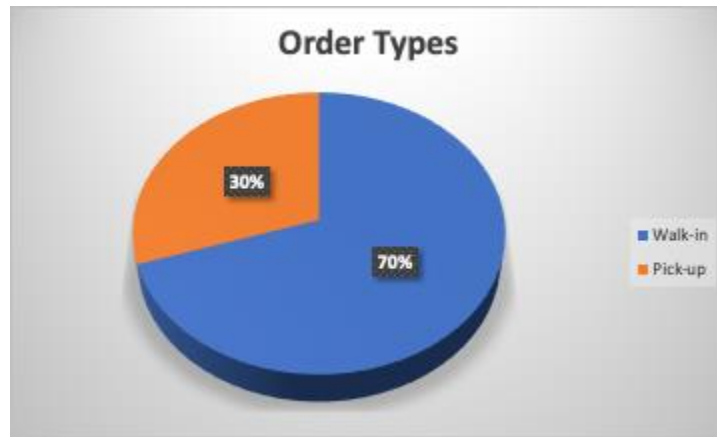


Figure 7. Order Types

11. Couples usually share 1 dessert rather than 2. Because dessert weighs 20oz.

12. Busy hours: 7pm-10pm (business hours: 1pm - 10pm)

V. Appendix

Transcripts

Customer interview questions:

1. How do you feel about the online platforms?
2. Tips for Chowbus, too expensive?
3. Time taken while ordering? Convenient?
4. Do you know that Meetfresh has its own app?

5. Do you have trouble choosing what items to order?
6. How do you usually have Meetfresh? (in the store, delivery, or something else?)
7. Would you order different items in store and online? why?
8. What triggers your thought of wanting to order from there?
9. Rank the aspects of an item that satisfy you: lower price, better flavor, more in quantity, something new, aesthetics, lots of side items.
- 10.If an item has ingredients you don't like, but aesthetically appealing, would you still order it?
- 11.How often do you order Meetfresh products?
- 12.One thing you don't like about Meetfresh?
- 13.Do you have experience when you wanted to order desserts but didn't at the end? Why did you give up? What are the alternatives you would choose to do when you really want some dessert but cannot get it right away? (Try to cook desserts by yourself, imitate MeetFresh products, or purchase alternative desserts from wholesale)
- 14.Describe your last experience deciding to order desserts from other stores rather than Meetfresh. What is the main reason for that?
- 15.What is the scenario when you want to order MeetFresh's products? (At rest or while studying or working)

16. Would you tend to buy more products if you know the products are at a discount?
17. Would you rather go alone or with friends?

Business interview questions:

1. What's the pain point that the business is currently facing?
2. What do you think could be a potential way to increase revenue?
3. While ordering, customers buy only one item or buy a combo?
4. What items would you rather sell more? less? Why?
5. Do you have any preparation before busy hours? If so, what are the preparations? For example, make popular products in advance. How much time does it take to do the preparation?
6. What changes and challenges do you see as we are in the era of online ordering?
7. What would you recommend to a new customer? How would you make the recommendation?
8. How much percentage of customers need your commendation?
9. What is your major customer group? Student, office worker, or others?
10. Do people from different age, cultural groups have different order behavior?

11.Does weather influence the sales?

Customer Interview:

Customer 1

Profile:

- Age: 22
- Gender: Female
- Student
- Frequency: Once per month

What platform do you usually use to make the order?

- In US, use Chowbus. In China, in store and 美团.

How do you feel about the overall experience while making the order on Chowbus?

- Too expensive
- Too much extra fee comparing to ordering in store

Do you ever order in the store? If so, how much percent of your orders?

- 30% in the US.

Do you know any other competitors of MeetFresh in the US?

- Not many. I consider all other sweet stores as its competitor?

What makes you choose MeetFresh rather than other competitors?

- Location, mood, physical condition (eat cold or warm).
- MeetFresh's quality
- Familiarity makes it a safe option, especially when making online orders.

How do you choose a certain product? Why do you specifically like it?

- I always choose the same product.

芋圆4号，珍珠换薏米，有时加芋头（取决于钱包和肚子）。Partially because there are not many options.

- I have tried many types of the products in China, so I have found the one I love.
- 有时会点饮料，取决于是否到运费要求的线。其他情况不会加饮料，因为点两个产品就太多了。

What drink would you have?

- 小芋圆奶茶。
- 一直选这个，因为没有太多选择，并且比冬瓜茶好喝，比较合胃口。

It seems that you pick the same product all the time. Do you think this is common amongst your friends?

- I think most of us do choose the same products all the time.
- Different people usually have their own preference.

喜欢芋圆就一直选芋圆相关的产品，喜欢仙草就一直点仙草相关的产品。

是什么阻碍你更频繁购买？

- Chowbus is too expensive
- Too much waiting time. 等到的时候已经不想吃了
- 热量比较高。为健康考虑。

Customer 2

Profile:

- Age: 28
- Gender: Male
- Student
- Frequency: Once per year (6 times in total)

How do you make orders in the US?

- In store only, because online ordering is too expensive.

Do you know MeetFresh has its own app? Its own website?

- I don't know that they have an app, but I do know they have a website.

But I do not use its website because even though I can make online orders from the website, I still need to pick it up from the stores, so why not just order in store?

How did you choose a certain product? What is the decision making process?

- 如果我今天想吃芋圆，我就在芋圆的分类下看。考虑到美国的甜品一般都比较甜，我会尽量在看起来不那么甜的产品中挑选。比如“黑糖X X”看起来就比较甜，“红茶XX“看起来就不太甜。【MeetFresh需要更明确的甜度指导】

If MeetFresh provided a “sweetness level indicator” for its products, would it make you easier for you in the decision making process?

- Absolutely. I will even buy its product more often if they have this kind of indicator.

Why did you choose MeetFresh against other competitors?

- MeetFresh doesn't have many competitors for me.

在我想吃芋圆的时候，我只能想到鲜芋仙。在同类产品中竞争力很强

。

Can you name your favorite product?

- 芒果芋圆。

Do you order other products at Meetfresh?

- 不，我一般只点一份就够吃了。我知道他们家还有奶茶产品，但是奶茶的替代品太多了，我不会特别想点鲜芋仙的产品。

What are the top factors that make you want to buy sweet products?

- 第一是口味，第二是有新款（不会吃腻）

如果价格相差不大，你会更想在店里吃还是叫鲜芋仙外卖？

- 叫外卖。但是冰沙产品不会点，因为会化。如果是芋圆产品的话，我不介意等待时间稍微长一点。

你身边的人一般会如果购买鲜芋仙产品？

- Chowbus。

Customer 3

Profile:

- Age: 21
- Gender: Female
- Student
- Frequency: Once a month (6 times in total)

This user had experience in eating MeetFresh in both China and the US. This interview majorly focuses on her relevant experience in the US. She had MeetFresh about 5 times in the US. She usually orders it in companion with food from other stores. If she order from the store, she would prefer the bowl with 芋圆; if ordering online, she would have the milk tea because she thinks the bowl would be tasteless as the ice would be melted by the time of delivery. She buys MF's (MeetFresh) product mainly because she wants to eat 芋圆. She does not know that MF has its own website and app, but she will not use the two platforms after learning about these two platforms, because she thinks "in store pickup" makes these two platforms useless. It usually takes her 3 minutes to make the order, and she does not find much inconvenience in this process. She tends to order the same bowl product all the time, but tends to try different milk tea products. Among all the factors, she thinks "delicious" is most important to her while deciding whether

to buy a sweet product. **However, it's worth noting that, if a product's appearance is appealing enough, she would like to try it, even if this product contains ingredients that she does not like.** So the appearance does matter for her. She usually goes into the store with her friends and makes the order together. Her friends have similar purchase behavior as hers. She does not have experience of entering the store but then decided to leave. She does not think there are any competitors of MF. If there are discounts, she tends to buy more items and save for later. She thinks it would be great if MF can make the delivered bowls more delicious or provide larger sizes.

Customer 4

Profile:

- Age: 22
- Gender: Female
- Student
- Frequency: Once a year (3 times in total)

This user has experience of eating MF in both the US and China. She usually eats in the store because she does not like the ice to melt when ordering online, and she

usually comes with a bunch of friends. The motivation of going to MF is usually because she passes by the store with friends. She doesn't know that MF has a website and app for ordering. She said she should buy more if the website and app provide credits for her purchases. **In this case, she thinks that if MF provides a membership program and she gets credits (that can be used as money), she would like to go to the stores more often.** When choosing a product, she usually relates to the products that she tried before. She is not a complete sweet-lover, so she doesn't eat MF so often, but she tends to buy MF if her friends want to buy it. The most important factors that she considers when choosing a product are "delicious" and ingredients she likes. **Interestingly, just like the second interviewee, she thought the appearance of the desserts is very important, she doesn't mind trying desserts that are good-looking but containing ingredients that she dislikes.** She thinks that the appearance of dessert would make her relate to the taste of the product. **What she is not satisfied with MF is that MF barely has new products every year,** which makes her not wanting to try more. She doesn't buy the milk tea product of MF because she thinks there are too many competitors in the field of milk tea. **She thinks that not having much tending/new products is the main factor that makes her not buying MF actively.** She mentions three main competitors of MF at Las Vegas, including MongoMongo, 杏记甜品, and 微信上卖的私人甜品, **she buys MongoMongo**

more because MongoMongo has cakes and some other products that MF doesn't have. On the other hand, If she wants to eat 仙草 or 芋圆, she would definitely go to MF. If MF has a discount, she will not likely be influenced.

Customer 5

Profile:

- Age: 25
- Gender: Male
- Student
- Frequency:twice per month (24 times in total)

Have you bought Meetfresh before?

- Yes, I have.

Do you like Meetfresh? Why?

- Yes, I like Meetfresh because they have more options to customize that allow me to enjoy more grass jelly than ever before, the other shops can't do that.

How do you place your order? Online or in store?

- In store only, because online ordering has worse taste and I don't like to wait so long.

Would you rather go alone or with friends?

- Usually with friends.

When you know the nutritional fact of the product, would you continue shopping?

- I would not continue shopping if it is bad for my health.

Do you have experience when you wanted to order desserts but didn't at the end?

Why did you give up?

- Yes , I have, because I place the order too late or too far to pick up.

What are the alternatives you would choose to do when you really want some dessert but cannot get it right away? (Try to cook desserts by yourself, imitate MeetFresh products, or purchase alternative desserts from wholesale)

- I tried to make bubble tea for myself, it worked, however it is not tasty compared with the shop products.

Would you tend to buy more products if you know the products are at a discount?

- If the shop closed where I live, I would.

What is the scenario when you want to order MeetFresh's products? (At rest or while studying or working)

- It depends, I usually want to order MeetFresh between 10am - 3pm.

Customer 6

Profile:

- Age: 32
- Gender: Female
- Accountant
- Frequency:twice per month

Have you bought Meetfresh before?

- Yes, I have.

Do you like Meetfresh? Why?

- Yes, I like it because it's authentic asian sweets, it made me feel like I'm visiting an Asian country.

How do you place your order? Online or in store?

- In store, I like eating them fresh

Would you rather go alone or with friends?

- Sometimes with friends sometimes alone

When you know the nutritional fact of the product, would you continue shopping?

- Yes, I don't eat them that often, it's more for a recreational purpose, I don't think it will impact my health that much.

Do you have experience when you wanted to order desserts but didn't at the end?

Why did you give up?

- Yes, I gave up because of guilt, because I know that these things are not healthy.

What are the alternatives you would choose to do when you really want some dessert but cannot get it right away? (Try to cook desserts by yourself, imitate MeetFresh products, or purchase alternative desserts from wholesale)

- Buy them from supermarkets

Would you tend to buy more products if you know the products are at a discount?

- Not really, when I order them it will be in my mind that these things are not healthy. I would intentionally not ordering too much.

What is the scenario when you want to order MeetFresh's products? (At rest or while studying or working)

- Only on the weekends.

Customer 7

Profile:

- Age: 22
- Gender: Male
- Student

How do you like your experience ordering MeetFresh via Doordash?

- It is convenient. However, I am not able to see the reviews from customers for most of the items, there are also many products without pictures.

How often do you have MeetFresh?

- I used to have Meetfresh once every several days.

Is the frequency changing now?

- Twice a year.

What is the reason for that?

- The menu haven't been changed over years and it is now a bit more expensive than I expected.

Is there any ingredients that you don't like?

- Most of the ingredients taste good

What's your overall impression about MeetFresh?

- There is little sparkle

One thing you don't like about MeetFresh?

- It shouldn't cost so much.

Describe your last experience deciding to order desserts from other stores rather than Meetfresh. What is the main reason for that?

- My friends and I are more into popular dessert that we have never tried before.

What new items would you recommend Meetfresh to have?

- More snacks (buns, bread, cakes). It would be nice to have a combo

What are the alternatives you would choose to do when you really want some dessert but cannot get it right away?

- Dessert from wholesale

Customer 8

Profile:

- Age: 26
- Gender: Male
- Student

How often do you have dessert and how often do you have Meetfresh?

- I have dessert almost everyday but most of them are bought from wholesales. MeetFresh is not one of my favorite, I order MeetFresh once every two months.

What are the most important features you would consider when you order dessert?

- Flavor (freshness and quality control) > price > delivery time

If an item has ingredient you don't like, but aesthetically appealing, would you still order it?

- Probably.

One thing you don't like about MeetFresh?

- I can't think of many scenarios to order it. The products are being too sweet as a proper meal but the taro balls give the feeling of fullness and that's why I don't usually want to have MeetFresh as dessert. I can't finish the dessert at all.

What is your overall impression over MeetFresh products?

- They have fancy 'porridge'. I seldomly try their milk tea, I would rather choose a well known milk tea brand.

How do you feel about the online platforms?

- I personally enjoy ordering online. (Hungry panda). It usually takes me 5 minutes to finish order and 30-40 minutes for the delivery, which is acceptable.

Do you know MeetFresh has their own app?

- I don't.

Would you order different items in store and online? Why?

- I prefer to order items that I can share with friends in store, also I do not order items with shaved ice just in case they would melt on their way. When ordering online, I would choose classic items.

Describe your last experience deciding to order desserts from other stores rather than MeetFresh. What is the main reason for that?

- I would like to have something light and refreshing after a big meal.

Customer 9

Profile:

- Age: 33
- Gender: Female
- Director of a start up company

How often do you order MeetFresh?

- Once a month.

What is the scenario when you want to order MeetFresh's products?

- Sometimes I don't feel like to eat a lot. I would order MeetFresh as replacement. But for most of cases, I order MeetFresh with friends together.

What are your favorite items? (She has no trouble choosing what to order)

- Winter melon tea and tofu pudding.

One thing you don't like about MeetFresh?

- Too far from where I live.

What are the differences you have noticed when ordering in store and ordering online?

There are some items non-available when I ordered online. The desserts look less appealing when they are delivered.

Would you tend to buy more products if you know the products are at a discount?

- Only if they are the products I like.

Rank the aspects that are important to you?

- Flavor > something new > if they are healthy > aesthetics

Customer 10

Profile

- Age: 23
- Gender: Male
- Education: college student

Have you ever tasted MeetFresh?

- No. But heard of

From your friends' recommendation?

- My friends said they tried it. He said he want to eat MeetFresh.

It sounds something like the milk tea store.

- I don't have the habit of drinking milk tea or eat dessert in the afternoon

Do you want to try it?

- If the time is available, I will go with my friends. But I will not take the initiative to eat

Do your friends also have the same idea as you?

- I'm not sure. But I know some of my friends really like it.

Business Interview:

First Business interview:

Profile:

- Age: 27
- Gender: Male
- MeetFresh store manager
- Store Opened Date: 01/15/2022

While ordering, customers buy only one item or buy a combo?

- 50 to 50

What items would you rather sell more? less? Why?

- We have no preference to sell our product, because HQ had already optimized the product.

Do you have any preparation before busy hours? If so, what are the preparations?

For example, make popular products in advance. How much time does it take to do the preparation?

- Due to the product's nature, it must be fresh. So, it is hard to do some preparation work before the busy hour. Apart from that, each bowl needs 5 min to cook, a bubble tea only needs 1 min to process, it is a pain spot in our business.

What changes and challenges do you see as we are in the era of online ordering?

- Sales are increasing, the proportion of walk in and online order is 7: 3.

How much percentage of customers need your recommendation?

- Only 10% of customers need our recommendation, and we usually suggest the best seller products.

What is your major customer group? Student, office worker, or others?

- Usually is Asian youth, but 20% of customers' age over 40.

Do people from different age, cultural groups have it differently?

- No, there is no significant difference when they place the order.

Does weather influence the sales?

- It does, bad weather would increase the proportion of online orders, but decrease sales by 20 % in general.

If there is a technology that can meet the individual needs of customers, will you use existing products to find new customers or develop new products to meet the needs of different customers?

- We don't have enough flexibility to adjust the menu, HQ has strict policy about this part. But personally, I prefer to develop new products to fulfill different demands from all customers.

While waiting for my order, I found several couples sharing one bowl of your product. So, when couples order, do they usually share a bowl?

- Sharp observation, and yes, most couples share one bowl of our product, because our product has 20 oz for each bowl, no competitor can offer this volume with the same price. It becomes one of our advantages.

Second Business interview:

Profile:

- Age: 26
- Gender: Male
- Bubble Tea store shareholder
- Store Opened Date: 11/12/2021

While ordering, customers buy only one item or buy a combo?

- It depends, no accurate number.

Do you have any preparation before busy hours? If so, what are the preparations?

For example, make popular products in advance. How much time does it take to do the preparation?

- Yes, we usually take 3 hours for preparation work before the busy hour, if we have a discount event on the next day, we will prepare one day earlier.

What changes and challenges do you see as we are in the era of online ordering?

- Sales are increasing 40% in general, the proportion of walk in and online order is 4: 6.

How much percentage of customers need your recommendation?

- Only 5% of customers need our recommendation, our customers usually do a lot of research via Google or Yelp before they order it

What is your major customer group? Student, office worker, or others?

Usually it is youth, about 70% of customers' age over between 15 - 30.

Do people from different age, cultural groups have it differently?

- Yes, Vietnam and Indian customers really enjoy our Thai tea Latte.

Does weather influence the sales?

- It does, bad weather would kill the business of the day, we have better sales performance in summer compared with other seasons.

If there is a technology that can meet the individual needs of customers, will you use existing products to find new customers or develop new products to meet the needs of different customers?

- **I prefer to develop new products to fulfill different demands from all customers.** Because it is difficult to predict customers' favorite flavor.