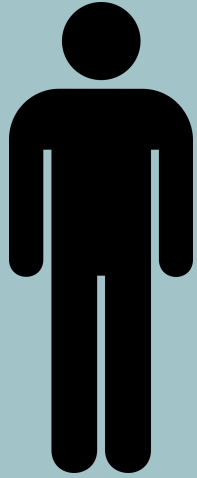

Service Industry Sustainability

Andy Wang, Girish Kumar, Saljuk Gondal





Patrons



Workers

—

Walk me through your approach with workers and certain practices you follow?



Did your customers care about wastage?

How do you try to be sustainable?



What would make you avoid a particular place?

What frustrates you the most as a barista?

Would you pay more to eat at a more sustainable restaurant?

Do you take ethical considerations into account when deciding to go to a restaurant?



“Honestly as a worker and restaurant goer, I care more about the wages/cost. It costs money to be sustainable and it's a sacrifice that is tough to make right now on a student budget.”



Chris Oh

Former Barista
(called)



Misha Zahid

Restaurant enthusiast
(zoomed)

“[I’m unsure what I’d do] if that restaurant was treating its workers badly. I don’t want to support it but also don’t want to deprive workers of their income.”

If i'm not aware of
any bad practices, I
don't [really mind] ...
but generally
wouldn't pay more to
eat at a sustainable
restaurant.



Rittik Mitra

Service Staff (called)

Results

Say

It's a lot of work to make sure that the restaurants you go to are ethical and sustainable

I read up on how they were paid and found tips are a big part of their income

It's expensive to be sustainable. Not everyone can afford to pursue sustainable practices

Service staff was not the one responsible for the manager's oversights. Why should they take the loss?

When I go to places, if something goes wrong and the waiter will likely get shit for it, I won't report it because I don't want the manager to cut their wages further

Not sure how to deal with restaurants who treat their staff poorly. Want to cut them out but not going hurts workers relying on tips more?

What does sustainable even mean?

Not sure if it was useful to keep lights & air conditioning on in the restaurants in the late afternoon when it was mostly students taking up space and doing homework - not actually consuming food

Sustainability is like sausages right, all's good until you know what's happening behind the scenes. So in general, if I'm not aware of any bad practices, I don't give a shit

Wouldn't pay more to eat at a more "sustainable" place

Tipping was not expected (as in most Singaporean restaurants, due to 10% service charge). He was happy when he got a tip but didn't really affect him when someone didn't tip since it wasn't expected.

Wished there was a penalty for food wastage

Decided where to eat out not really based on their sustainability but more on what he wanted and price.

We should be calling out places for underpaying.

Biggest flaw is tipping, paying 20% of your bill as bonus or "your waiter goes home hungry."

Do

Rollled eyes when talking about managers who don't pay their staff enough

Smiled when remembering a restaurant whose service staff recognizes her

Seemed nervous when asked if she prioritised sustainability when selecting restaurants to go to

Got lost in the middle of discussing how restaurants she's visited have demonstrated sustainability

Visibly uncomfortable and slow to answer when asked if they would avoid a restaurant if it were unsustainable

Passionately talked about needing to treat waiters with respect

Let out a huge sigh when he spoke about students who take up space in the restaurant

Took a while to think about what sustainability mean

Had a guilty smile when asked about whether the restaurant they worked at cared about sustainability

Seemed confused when asked how restaurants figured out how much raw ingredients to order

Told me to check in with him again later on in the quarter when we figure out what we want to build

Think

Evaluating how they decide to go to restaurants

Not sure if they should go to places that have known bad ethical/sustainable practices

Should you fault poor restaurants/their workers for not being sustainable?

If a member of the service staff makes a mistake, should you complain knowing that it would likely affect their already low wages?

Tried to think of different aspects of sustainability

Do my choices alone w.r.t to sustainability make a big enough difference?

Not sure how to figure out if a restaurant is "sustainable"

Tended to consider sustainable practices in terms of the impact they had on him individually (e.g. paper straws)

Thinking he doesn't make enough money to prioritize sustainable restaurants

Biggest peeve when eating out is probably the moral dilemma he feels leaving a low tip but not wanting to spend more.

How could service staff be better compensated from their managers in an economically feasible way?

Should tips always be expected when I'm already being paid a decent/good wage?

Feel

Thrilled while talking about a restaurant where service staff was really happy and personal

Felt sad when discussing how people often don't tip service staff

Angry when talking about a rude and inconsiderate manager she'd met

Happy about the changes in the service industry in recent years with more attention to ethical practices

Sympathised with the difficult working conditions of service workers

Didn't seem to have an emotional reaction to tipping

Guilt associated with supporting restaurants with bad sustainability practices

Annoyed by students taking up space during late afternoons

Already mentally overloaded when figuring out where to eat

Indifferent to the upside of good sustainability practices

– Think

“Do my choices alone w.r.t to sustainability make a big enough difference?”

How could service staff be better compensated from their managers in an economically feasible way?

Thinking he doesn't make enough to prioritize sustainable restaurants

Tended to consider sustainable practices in terms of the impact they had on him individually (e.g. paper straws)

– Say

“My worst restaurant experience was a worker yelling at me for leaving a low tip. They come after customers when it’s the managements fault for paying too little.” - Chris Oh

Biggest flaw is
tipping; paying
20% of your bill as
bonus or “your
waiter goes home
hungry”

Wouldn't pay
more to eat at
a more
“sustainable”
place

It's a lot of work
to make sure
that the
restaurants you
go to are ethical
and sustainable

– Do

Took a while to think about what sustainability meant

Visibly uncomfortable and slow to answer when asked if they would avoid a restaurant if it were unsustainable

Had a guilty smile when asked about whether the restaurant they worked at cared about sustainability

Seemed nervous when asked if she prioritised sustainability when selecting restaurants to go to

– Feel

Already mentally overloaded when figuring out where to eat

Happy about the changes in the service industry in recent years with more attention to ethical practices

Indifferent to the upside of good sustainability practices

Guilt associated with supporting restaurants with bad sustainability practices

Needs, Insights, and Analysis

Insight: Consumers don't really know much about the operations of restaurants.

Need: Easy ways to access accurate information on things like wages, practices, etc.

"If someone makes me aware of them or if it comes to my attention (Chick-Fil-a - anti lgbt funding), I don't go. But don't actively do it myself."

**Insight: Financial situations
really influence sustainability
considerations.**

Need: More income

**“In general, I wouldn’t
pay more to eat at a
sustainable
restaurant. But it also
depends on what their
definition of
sustainable means”**

Insight: There's a lot of tension between consumers and workers regarding tipping.

Need: More tension shifted onto restaurant owners to pay fair wages.

“As a minimum wage worker, you depend on tips to make enough, but on the other hand it feels weird having to pay 20% more on my bill just to sustain my waiter.”

Insight: People feel guilty if they eat at places with poor practices but will still go.

Need: More incentive to avoid such places.

“I’ve heard some bad things about a restaurant I go to, but most of the time I just forget in the moment. It’s not exactly the first thing I ask myself when I go eat.”

Summary

- We're focused on the restaurant industry
 - Our interviewees span across both the worker and consumer sides of the industry
 - People shared similar sentiments that things like sourcing, recycling of food waste, etc. weren't top priorities when choosing where to eat.
 - Were more focused on their economic situation and issues like wages as tipping became a contentious topic.
-