

Appendix

A. Transcribed and Summarized notes of Interview with Kimmico Mehta

Date: 1st April 2016

1] Describe your business

A slightly large sized restaurant in Pune, called -18 degrees. It seats approx. 40 customers in one seating. My customers are very varied from high school students to senior citizens. At the present time, my restaurant is doing very well and generating ample revenue.

2] What problems does your business face?

Currently, I face large problems with the waiting staff. It seems like the customers these days are becoming very health conscious and want to know the ingredients that go into the dish. However, the waiters are not trained to learn so much information, thus leading to unhappy customers. Also, customers want to be more aware of their dishes and see pictures of the dish before ordering. This is not plausible which leads to displeased customers. Also customer do not fill in the feedback from given. This makes it extremely hard to send them mails in order to keep them aware of our presence.

3] Do u notice one big problem which can summarize all these small problems?

All these problems show that there is a communication gap between the customers and the chef, which the waiting staff is not being able to carry out effectively.

4] What ideas are you thinking of to solve the problem?

I do not have an actual idea for a solution, however I do think that a computerized software would save me a lot of time and effort. This is so because customers could then see the ingredients as well as pictures of the dishes.

5] Are you techno savvy yourself?

Yes, I am very techno savvy. I use a computer daily and am aware how to use various applications.

6] If I create a product including both a software to see the dishes as well as a database to store customer information, will you be pleased?

Yes, most definitely as long as it satisfies most of my difficulties.