

S1: User Research

Nacho Average Team

Courtney McKee

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Project Description

The goals of Nacho Average Team is to help family owned restaurant owners with their business. This could range from employees, inventory, day to day problems, and any situations that come up in the interview. We will design a product that can be used easily and will help them with their biggest problem. Different companies use different types of technology to run their business and we will create a design that will be easy to use across multiple restaurants, but first we will compare our research to come up with an idea that can be universal. We want to help small business like family owned restaurants feel content and successful with there every day work life.

Competing Product

Instead of going to the restaurant itself, people are ordering food online. Not every restaurant though is on these types of applications and websites. One of the bigger companies that are popular in the food delivery service is UberEATS. In 2014, the application called UberEATS began when it expanded beyond the idea of Uber [1]. This application addresses a part of our goal and that is advertisement and being able to make a profit. Although we want to create something new that can specifically help family owned restaurants, not any restaurant. This application first began in Toronto and now has made its way to Seattle, Chicago, New York, and many more places [1]. People can download the app to their phone and order from restaurants in the area. In order for restaurant's to be a part of the app they have to register [2]. The cost depends on what the user orders, but the price is given before the order is placed [2]. In order to get the food, the person must go to the car because they will not bring the food directly to them, but the driver has the users number so they can call or text there specific location [2]. When there is a problem with the food, customer service can correct it and if the user has allergies the user can specify that in the order. When the food is being delivered to the user, they can watch where the driver is because of a map. The app shows where the driver is at all times of the process starting when the order is placed. All of the above is successful in that it advertises the company and allows for profit. It also makes a customer happy and wanting to come back for more. Our goal is to help with this in a way, so this type of application addresses our goals. Not every company though can be a part of it because they must be approved first. Figure 1 shows how people see where there food is and what step of the process the order is.



Figure 1: This shows the main page (left image) of where people can pick the place they want to order from. The right image shows the steps taken for the food to get to the person. The map can be clicked on and show a larger map of where the uber driver is [3]

What this app does not give is the human experience of interacting with people and it has people go get the food outside even though the food is supposed to be delivered to them. This app also does not have all the restaurants in the area, so it does not help all restaurants with revenue and can stop other places from getting business. For instance the place I interviewed is not on this application. UberEATS also fails because it does not insure that the food will be delivered on time because not all the drivers know the area and get lost. This means that food can be cold when it gets to the customer. If anything goes wrong, customer service cannot always fix all the problems because the customer is not near the restaurant. So instead of getting the order right there is a chance they will get a coupon or a free order next time. When an order is messed up, users are less likely to use the application again and order food from this place again. When taking into consideration what the restaurant owners might want to use for advertisement this could be a potential idea, but it is an idea that needs to be a universal idea among many different restaurants.

User Interview

Interview Questions

Demography/Intro

- Tell me about yourself.
 - Age, Where they are from,
- What food (and services) does your restaurant provide?

- How many people are working here?
 - Are they family?
 - Part time?
 - Students?
- Do you own other restaurants?
- What do you do when you're not running the restaurant?

Starting up

- When did you open this place?
- How long has your family owned this restaurant?
- What made you open here / why did you want to own a restaurant?

Maintain / Running the restaurant

- Can you describe your everyday workflow?
- How do you bring people into your restaurant?
- What do you like about owning a restaurant?
- What are some challenges of owning a restaurant?
- What motivates you to keep this running?
- What are some things your restaurant values?
- Are you satisfied with the current situation?
 - Why? Give me some episodes?
- What would you do if fairy godmother came and grant you one wish?
- How do you regulate employees?
- What tools or technology do you rely on to make your restaurant a success?
- What would you change about your restaurant?

User Responses

I interviewed a 36 year old female who owns Boba King, a bubble tea restaurant. She is from Vietnam and has a son.

Q: How old are you and where are you from?

A: 36 and I am from Vietnam

Q: What food and services does your restaurant provide?

A: Milk tea, bubble tea, smoothies, so just drinks

Q: How many people work here?

A: Right now we have four

Q: Are they family, part time, or students?

A: They are part time

Q: Do you know any other places?

A: No

Q: When did you start running the restaurant?

A: 4 months ago

Q: What made you want to open the restaurant?

A: It is my passion, I wanted to give it a try and see what it was like

Q: How has your experience been so far?

A: It has been good, busy, and different from what I thought

Q: How is it different from what you thought?

A: Um, you constantly, you always stalking stuff and inventory. It is a never ending thing. You can't just focus on one thing, there is a lot of things, as soon as you are done with something and you turn around, there is something else

Q: How do you keep track of inventory?

A: Um, well we have a system that helps keep track

Q: So what is your day work flow like/ daily routine?

A: Cook tea, cook tapioca, get everything ready so I can make drinks

Q: How many days are you open during the week?

A: 7 days a week

Q: Do you come in everyday?

A: No I come in 3 days a week

Q: Is that when you just check what has been happening and the money and other stuff like that?

A: yes

Q: How do you regulate the employees, keep track of their hours, and schedule them?

A: Everything is on the POS system

Q: Do you find it easy to use?

A: yes

Q: How do you advertise?

A: We work with different associations and they help advertise, so in turn we give student discounts

Q: Do you have a website?

A: We don't have one yet

Q: Are you on apps like ubereats and postmates?

A: yes

Q: Do you find that easy to keep track of?

A: Yes

Q: What is your favorite part about owning the restaurant?

A: I have not found that out yet, I am still struggling to ram up and learn about the business

Q: What aspect of the business process has been hard for you?

A: Just running the place

Q: Are you the only owner and how did you find out about this place?

A: Yes and her broker helped me find it

Q: How long was the process to open the place?

A: It takes about a month

Q: What are motivations to keep running the restaurant?

A: Knowing it's been my dream, so now that I get to reach my dream I want to make the best out of it, so that is the motivation

Q: Are you hoping to own other places in the future?

A: I have not thought about it yet

Q: Is the POS system the only way you keep track?

A: yes

Q: Is this where the employees clock in as well?

A: yes

Q: Does the POS create the schedule or do you make the schedule?

A: I create the schedule

Q: How is that process?

A: I mean yeah it is fine, I just know when I need people to come in for work

Q: This is an odd question, but what would do if you had a fairy godmother that could grant you one wish?

A: I want my family to be happy and healthy

Q: What do you do outside of the restaurant?

A: I take care of my son

Q: You are able to balance the two well?

A: Yeah

Q: I just wanted to ask one more time about advertisement, so do you work with the school?

A: yes, I work with different programs and associations

Q: So do you cater the events?

A: Not yet and I do not know how that really works yet, but I do sponsor associations like the Korean Student Association. They put our business name out there and return they can come in, show there ID and they get discount

Q: How did you come up with the name?

A: It is a part of my son's name

References

- [1] Sarah Perez (March 15, 2016), UberEATS' standalone food delivery app launches in its first U.S. cities. *techcrunch.com*. Retrieved October 16, 2017 from <https://techcrunch.com/2016/03/15/ubereats-standalone-food-delivery-app-launches-in-its-first-u-s-cities/>
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- [3] Rachael Sigee (June 16, 2016), UberEATS: Uber launch Deliveroo-rivalling food delivery app in London- and we've already tried it. *EveningStandard*. Retrieved October 16, 2017 from <https://www.standard.co.uk/stayingin/tech-gaming/ubereats-uber-launch-deliveroorivalling-food-delivery-app-in-london-and-we-ve-already-tried-it-a3273296.html>