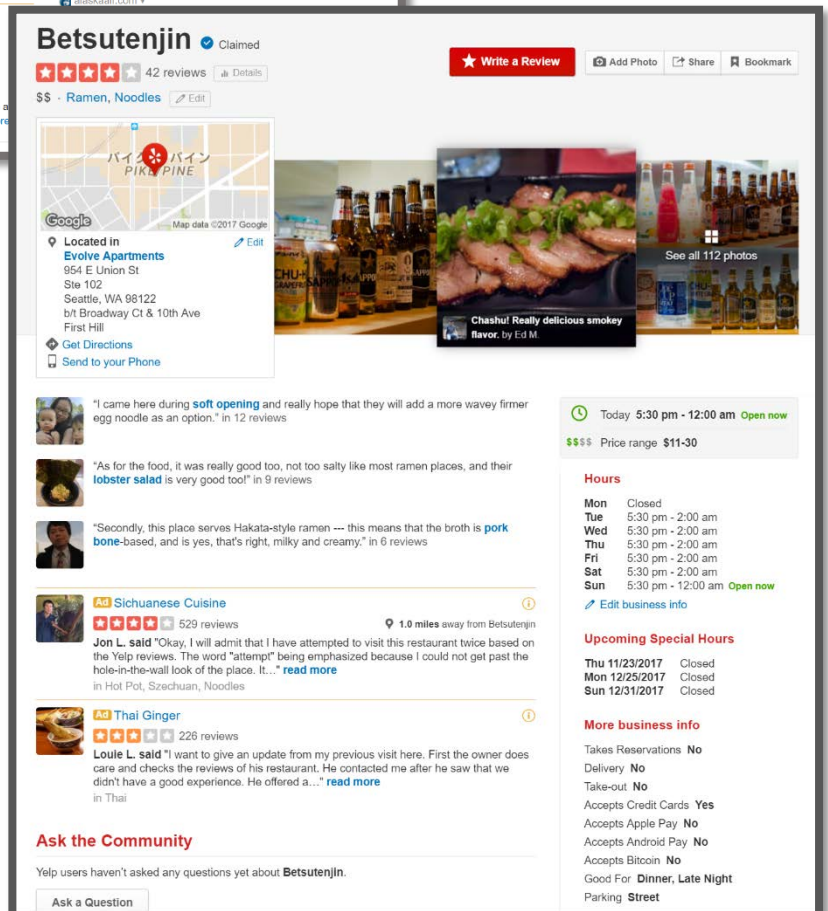
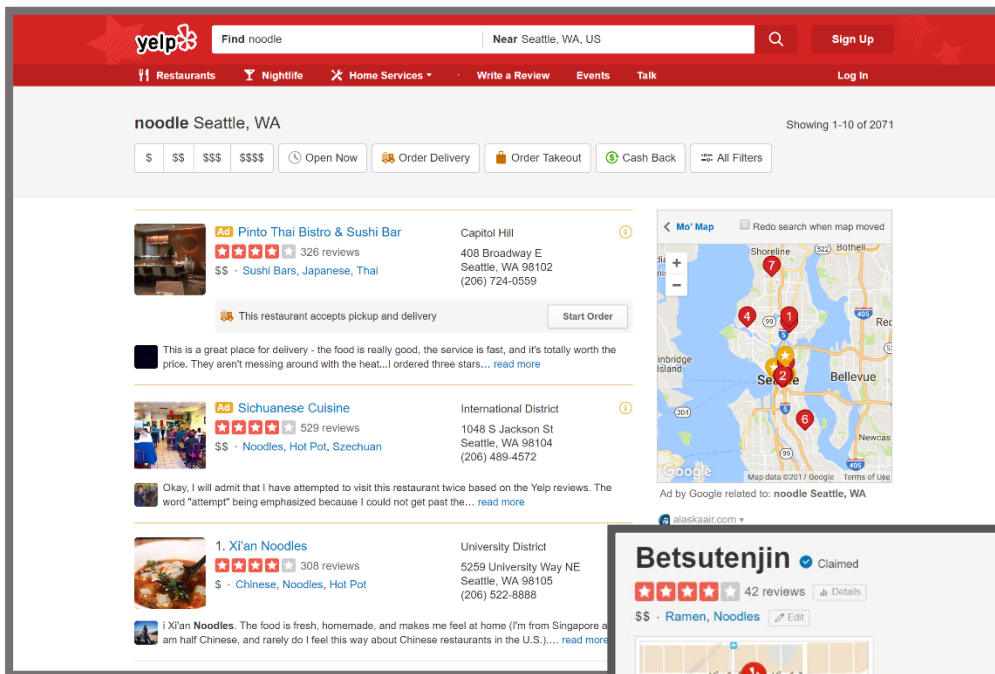


Overview and Competitive Analysis

Project Description

Our Team, Nacho Average Team will focus on family owned restaurants in Seattle. This is because we thought that the family owned restaurants have less funding, data, technology available compared to chain restaurants. However, their passion in owning and improving their place is sometimes higher than those who were just hired to maintain the store.

Competing Product



Yelp was founded in 2004 to help people find local businesses. Every business owner can setup a free account to post photos and message. They make money by selling ads so this way they do not take any money from the user or the service owner. [1] This is possible since they have a large base of users and service owners that wanted to use their platform. The fact that they use 'word of mouth' is a way that users can make sure that the data there are not just data that service owners payed Yelp to write. [2]

The app is easy to navigate with two basic inputs, find and near. By this, you can go search a specific genre. Restaurant owners display their places hours and basic information about their business such as whether they do take-outs. The way the users make their decision is solely based on the reviews. It seemed that there wasn't any space for the owner to add any additional publicity other than their website link. Happy hour data or events such as special feasts cannot be posted there directly which is a down point. Another failure is that despite reviews' honesty, sometimes one hard review by a person who did not like the flavor can stop many prospective customers from coming.

User Interview

- 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?

Interview

S1: User research

Kotoko Yamada

Q. Tell me about yourself.

A. My name is Moc, and the woman working in the kitchen is Pisha. We're both from Thai. I lived in Seattle for the last ten years. Before I've lived in Seattle, then Las Vegas and New York.

Q. Why did you decide to come back to Seattle?

A. Its kind of you know lots of easy going people. Its not like New York where everything is pretty fast paced. And Vegas was the same. My younger days I liked Vegas and then I went to New York. Yeah I like the slow pace now. You want something easy going something not crazy you know?

Q. What food (and services) does your restaurant provide?

A. Thai food. Food from our country. You see over there, we make traditional thai food, desserts, drinks. Its my nature. That's what I know the most. I wanted to introduce the real thai food. Like my place here is like a family thai food. Every family has their own taste and keep our place how they did in the old days. The old school thing? If you just want general thai food, you go anywhere. We have a different style. We do more like street or homemade thing. Its not high end. Just common food that street people eat daily you know? Nothing fancy about it.

Q. I really like how casual this place is.

A. Yeah so just people can easily walk in and just focus on the food. Simple place to walk in and see mama papa kind of.

Q. How many people are working here?

A. Just me and my wife. It's a very slow pace store here. You know like mom and pop kind of shop. In the other place I hire 6 people but its really hard to maintain them. You know one boy said "I'm going to be sick on Monday I think" on Friday night and since its sickness you know it's a lie but you have to say "Ok get well and make sure you come o Tuesday. " I want to hire people who are passionate about making people happy through food but some people who are working for money is very hard. I can't control them.

Q. Do you own other restaurants?

A. Yes I have one down in South Lake where we do thai food too. But there, everything is very fast pace. Its not students or people with time. Its business people who has to finish fast. I like owning it, its very different but I like this one better because it has a slower pace and I get to greet everyone.

Q. What do you do when you're not running the restaurant?

A. When you own a restaurant, you have your own business. You don't have your free time. You marry to it. Day off, the day you don't have business, you still thinkn about it, when you go back what do I have to do? When your not working, you are going to prepare for the day you are working anyways. So your not like , ok, it's a weekend its off. If you own a business you don't have a day off. If you work for someone yes, you have a day off. It's the good thing and the bad. Good thing is that you can be your own boss. Bad thing is you cant call quit, sick cause you 'll have to be there cause nobody else is going to do it.

Even when somebody suddently just doesn't show up some day, you have to be there. So you always be ready for it. That's the trouble in small business.

Q. So, you said you hire people at the other place. How do you hire them?

A. Well I hire on the internet, some just by from friends, some from putting a paper on the walls. Sometimes we put one on the door, over there, sometimes my wife makes one in Chinese. People come in a variety of people. You just have to pick. Sometimes people work really good. But people value themselves very differently. The thing is can you afford that good person? We don't have a big budget. So you have to look at how much you can spend on. Or you don't have profit.

Q. So you take care of everything I the store from hiring to stock and money by yourself?

A. Yeah.

Q. How do you keep track on everything

A. You have to check up everyday. You have to go shopping everyday. Your small business people, you don't keep a bug stock. Because you don't know if your gonna sell, or your not. If you don't sell it all you put your money in a dry place and waste it. So you have to buy daily. Each week, especially in the food business, is unpredictable. You don't know when you make money, or not. Especially the mean and vegetables you waste money. You only see for about 2,3 days and we go like I'm gonna buy this today fr the next 2 days and tomorrow I'll buy this thing for another 2, 3 days. You can't buy for a whole week.

Q. How do you know how much you need?

A. When you cook a lot, you understand it. Then you can calculate it.

Q. Can you describe your everyday workflow? Timeline?

A. I wake up. Then I go to a coffee stand on the way to work. On the way you stop to get some supply. Get it, stock, merchandise. And bring it to the shop, start cooking. Sometimes you're a cashier, sometimes a busboy, dishwasher. You have to be flexible. You cant be like I just want to do one thing when you work here. You look at the whole store, you have to go help someone. Take order fast, give the food fast and the customer leaves fast so you can have more customer to make money. If you do things too slow, people takes space and other people can't come in and it takes everything off. Because small business, you have to make a lot of money. You make a little bit of money per person so you need many people to come in. Your curry makes 10c per dish. You get the dollar faster. Many time of fast working. You make only 20 people, you don't get profit. If a expensive restaurant, you make 20 dish, you get 100 dollars. In small businesses, you make 20 dishes and you make 10 dollars. But here, you cook, you can coo what you want to cook. Your not in a company where they say you have to cook this from 9am to 5pm. We have to make the customer happy. We have more of a social life in the store. You know as long as you make the customer happy, they come again. If they aren't happy, they don't show up again. You don't want many one times. You want the same person twice a week, three times. That's a lot of human interaction you know. You talk to customer, make sure they're happy, ask how they want their food next time. You have to say "How are you doing?" and listen to their stories. You want to make the customer feel good coming here. I don't want this place to be "The food is good but I hate the man." "I like his food but he is just stupid."

Q. What do you like about owning this place?

A. It's a fun place. You will see a variety of people. All kinds of people come in. Mostly nice people. They keep you company more than you keep them company. You'll so 30 to 50 people a day and that keeps on get you going. Give you a better social life. You don't feel alone or work by the desk all day long and don't talk with anybody. I think it's a great thing that you get to serve someone and make them happy. I think the best part is when you cook something and that food makes someone happy, you become proud. You made someone happy. They'll comment that to you and you feel better, that its worth it. Some people don't like it. You know variety of people. When someone doesn't finish I feel sad. Or when they don't look happy when they leave. But its ok, the good gives you juice and motivation to go on. When people walk in the door and say waaa look at this place, its so cool! That makes you feel good.

Q. Any problems or wish could be better right now?

A. When we have employees. To find someone who really enjoys what we do. They do it for money so it makes it difficult to operate the business. If people working for money make the food, the food that comes out is not as good as it should. I tell them, you have to take care of the customers good like I do. When you're here, you see a customer, you have to try to talk to them. People sometimes they don't want to be alone and that's why they come here, to interact and feel like home. They want to here the "Hey Kotoko! How are you doing? I haven't seen you in a while." It makes you feel good when you see someone you can talk to while eating. You want the workers to make a stranger into a friend. More than half of the time, I will ask people their names. No matter how many people cause we have like 50 each day but I still try to remember everybody. It's good for me too. If they become my friend, it feels good for me too because my friends are coming to see me. You walk to school you see bunch of people. They all go to UW but if you don't know anyone you feel lost and uncomfortable. I think these business are for people who like to enjoy their life more. Like when I cant make my customers happy, I become frustrated, a lot especially when I don't know why there weren't happy. Sometimes its their first time trying some food and they don't like it. You feel bad. Just because they don't know. But it doesn't matter cause you made something people don't like it.

Q. Do you think a app or something the internet will help you? Or do you prefer physical stuff like notebooks?

A. When you do it for a long time. You know it by heart. You know exactly how many supply you need. So I do it in my head. You know if there are that many people I will need to but this much tomorrow. I check the left overs and work a rolling stock system. It rolls by day, roll in new stock everyday. So you buy 10% more then what you sold the day before. So you cover by day. We don't buy things months ahead of time. The longest thing we buy is for the month. This way we can track budget. If we have something over a week, you don't get how much you spend anymore.

Resources

[1] "About Us." Yelp, www.yelp.com/about.

S1: User research

Kotoko Yamada

[2] "Yelp Inc (YELP.N) Company Profile." Reuters, Thomson Reuters, www.reuters.com/finance/stocks/company-profile/YELP.N.