



OVERVIEW

We interviewed current customers at both ICMonstar stores and potential customers in various locations over the course of a week, covering a diverse population and a variety of perspectives. Using the results of these interviews, we created three viable personas (the *Deal Hunter*, the *Aesthetics Admirer*, and the *Hospitality Hound*), as well as prospective user scenarios and use cases for each persona. We summarized our findings analysis into a case summary and a features table.

I. PERSONAS

We interviewed 12 people to create three personas based on different priorities when visiting a dessert and boba shop. These interviews were composed of customers and employees from both locations of ICMonstar as well as other people who have not visited ICMonstar, but are familiar with the store's concept. We identified savings, aesthetics, and service as three key features that people look for when finding a new cafe to try.



THEODORA THE DEAL HUNTER

The Deal Hunter is looking to get the best boba and desserts for their buck and wants to know the prices of the items as well as the popularity of the items. They don't mind exploring but they prefer to know they're getting a good value for their purchase.

Interviews: Cheryl, Lindsey, and Evelyn

USER NEEDS

- i. Know when deals are happening so I can save money
- ii. View menu with pricing, available combos, and current promotions to know what the best deals are.
- iii. Join a loyalty program to make the most of my purchases.
- iv. Order a drink/dessert that won't break my bank, i.e. competitive pricing with similar places in the area.
- v. Place should look relatively safe and clean so I don't worry about those around me when with my kids.

USER GOALS

- i. Save money and stretch my budget to provide for myself and those around me as best as I can.
- ii. Enjoy my family time and desserts without worrying about disturbing others.
- iii. Order something that appeals to both myself/spouse and my kids.

BACKGROUND

Theodora is 30 years old and lives around in La Jolla with her family of 4. She goes out for desserts once a week with her husband and two kids, aged 8 and 10. When visiting dessert or boba places, she typically uses the in-store menu and promoted items to decide on a drink but she also appreciates a colorful and photo-filled menu so her kids can have a say in choosing their dessert and drinks as well. She loves joining loyalty programs and seeing what free things she can score!

USER SCENARIO 1

Theodora wants to decide if this store would make a good place to take John and her two children for a rare after-dinner dessert. She's given herself enough time to make a careful choice.

USE CASES 1

- i. Look at the menu and estimate the cost of their snacks.
- ii. Look for pictures of the interior to see if it looks right for them.
- iii. Compare prices among items based on their content.
- iv. Look for smaller kid's items that would be cheaper.
- v. Look for desserts/drinks suitable for each family member.

USER SCENARIO 2

Theodora wants to see which cafe will give her the best deals so she can stay within budget as well as try something new. She wants to find a place where she can easily pick out the best-selling drinks so she can quickly decide what to get her fussy children. She doesn't have a lot of time to investigate, since her own work is calling.

USE CASES 2

- i. Look at the location of the shop to see how far it is.
- ii. Look at the menu and estimate the cost of a potential meal.
- iii. Check for current promotions or deals.
- iv. Check if the shop has a loyalty program.
- v. Look for the most popular orders.



JANET THE AESTHETICS ADMIRER

The Aesthetics Admirer values looks over anything else in a dessert shop. They like to know whether the space will be to their taste before visiting because they prioritize posting cute pictures on Instagram and would like to maintain their Yelp Elite status. They are also a fan of working in cafes and want to know if the interior would fit their needs. They appreciate a well-designed decor, clean environment, and beautiful and unique drinks.

Interviews: Linh, Evelyn, and Amy.

USER NEEDS

- i. Get recommendations on what to order.
- ii. Feel welcomed to ask questions about the content of desserts and drinks.
- iii. Find clean seating with good lighting and outlets.

USER GOALS

- i. Have an impressionable first experience of boba drinks and desserts.
- ii. Take photos of my order to post on social media.
- iii. Find a good study spot with everything necessary to study efficiently (WiFi and outlets).

BACKGROUND

Janet is a 19 year old college student attending UC San Diego. She is often the first one on Yelp to search for new places to try with her friends, looking through dozens of photos and reviews to get the feel of a place before she goes. She also keeps an eye on social media feeds, hungry for the latest unique twist on trendy foods. As a collage student, she heads out in her free evenings to bustling nightlife areas, like Convoy and Mira Mesa.

USER SCENARIO 1

Janet wants to decide if this cafe would be a good place to study during the weekends. To study, Janet wants to find a proper clean table and chair with a nearby outlet and decent lighting. She wants to know what drinks and snacks will be available to her. She often uses online resources to look up food places so she is confident in her ability to accurately evaluate a place.

USER SCENARIO 2

Janet wants to take some nice pictures to post on her Instagram. As a foodie, she loves taking pictures of food and wants to know what kind of aesthetic the cafe where she is heading to will have.

USE CASES 1

- i. Look at menu to gauge price range.
- ii. Find drinks that have more caffeine.
- iii. Look in menu for snacks offered to eat during breaks.
- iv. Check reviews that have been written by previous guests to see if the interior will be too loud or noisy.
- v. Look for pictures of the interior to ensure there's sufficient seating.

USE CASES 2

- i. Look at the menu to find pictures of the food and drinks offered.
- ii. Look for pictures of the interior for the overall aesthetics of the cafe.
- iii. Check reviews for mentions about the "vibe" or "atmosphere" of the shop.
- iv. Check social media for mentions and images of the shop.
- v. Examine the overall aesthetics of the shop's site.



BOB

THE HOSPITALITY HOUND

The Hospitality Hound cares most about the quality and speed of service. They strive to have a good experience through interactions with workers and being able to receive their order in a timely fashion. They care about the accessibility of the cafe through both phone and online web pages and want to know all services offered without having to jump through loops.

Interviews: David, Blake, and Leo.

USER NEEDS

- i. Easily get recommendations on what to order.
- ii. Quickly find the items on the menu to order.
- iii. Quickly purchase the items wanted.
- iv. Access information for ordering in bulk for private events.
- v. Be able to speak to inform staff about logistical issues.

USER GOALS

- i. Feel welcomed with good service that is experienced and warm.
- ii. Quickly put in order and head to work in a timely manner.
- iii. Fulfill my job as an event-planner as best as I can.

BACKGROUND

Bob is 24 years old working full-time as a corporate event-planner in the San Diego area. Before heading to work and during his lunch breaks, he likes to grab a quick drink at the local cafes. He often takes the drink with him to-go and appreciates quick service because he has limited time. Since Bob is in charge of planning company events, he likes to be able to figure out other services provided by cafes so he can include them in catering special events.

USER SCENARIO 1

Bob wants to grab boba during his lunch break which is only 40 minutes. He is looking to find a place with fruit teas and aloe vera topping. He wants a short wait time because he is in a rush to get back. He has time before lunch to search for a cafe.

USE CASES 1

- i. Find out where the restaurant is and its hours.
- ii. Look at the menu for specific teas.
- iii. Look for wait times.
- iv. See if it's possible to order online.
- v. See if there is parking nearby.

USER SCENARIO 2

Bob is planning an office-wide party to celebrate hitting the sales quota for the quarter! He wants to order lots of desserts and drinks to bring to the office. He needs to figure out any bulk order deals or dietary restrictions to put in an order. He has time to consider many options.

USE CASES 2

- i. Look at the menu and estimate the cost of their meal.
- ii. Look for services offered beyond regular purchases.
- iii. See how to make reservations or make reservations online.
- iv. Check some reviews to gauge what people's experiences were like with the service.
- v. See if there is parking nearby.

II. CASE SUMMARY

After completing the personas above, we analyzed the use cases to figure out elements to prioritize and factors to consider when redesigning ICMonstar's online presence.

Found Use Cases	How often the case arose	Personas using this same use case
<i>Look at the menu and estimate the cost of their snacks</i>	4	3 - Deal Hunter, Aesthetics Admirer, Hospitality Hound
<i>Check reviews to see if interior is loud/noisy.</i>	3	2 - Aesthetics Admirer, Hospitality Hound
<i>Look for pictures of the interior to see if it looks fitting for them</i>	2	2 - Deal Hunter, Aesthetics Admirer
<i>Look at the location of the shop to see how far it is from them</i>	2	2 - Deal Hunter, Hospitality Hound
<i>Check for current promotions or deals</i>	2	2- Deal Hunter, Hospitality Hound
<i>Look at the menu to find pictures of food or drinks offered</i>	2	1 - Aesthetics Admirer
<i>Determine if it's possible to order online</i>	2	1 - Hospitality Hound
<i>Determine if there is parking nearby</i>	2	1 - Hospitality Hound
<i>Check if the shop has a loyalty program</i>	1	1 - Deal Hunter
<i>Compare prices among items based on content</i>	1	1 - Deal Hunter
<i>Look for smaller kid's items that would be cheaper</i>	1	1 - Deal Hunter
<i>Look for desserts/drinks suitable for each family member</i>	1	1 - Deal Hunter
<i>Look for the most popular orders</i>	1	1 - Deal Hunter
<i>Find drinks that have more caffeine</i>	1	1 - Aesthetics Admirer
<i>Look in menu for snacks offered to eat during breaks</i>	1	1 - Aesthetics Admirer
<i>Examine the overall aesthetics of the</i>	1	1 - Aesthetics Admirer

<i>shop's site</i>		
<i>Look for pictures of the interior to ensure there is sufficient seating</i>	1	1 - Aesthetics Admirer
<i>Check social media for mentions and images of the shop.</i>	1	1 - Aesthetics Admirer
<i>Look for wait times</i>	1	1 - Hospitality Hound

III. FEATURES & FUNCTIONALITY

We distilled our use cases down to the following features and their estimated desirability for the client and different personas. This may serve as a useful checklist for adding, removing, or modifying parts of the current website.

Features/Function	Client	Deal Hunter	Aesthetics Admirer	Hospitality Hound
<i>Map of locations</i>	X	X	X	X
<i>Hours</i>	X	X	X	X
<i>Categorized menu</i>	X	X	X	X
<i>Filterable menu</i>	X	X	X	X
<i>User testimonials</i>	X	X	X	X
<i>Promoted items</i>	X	X	X	
<i>Pictures of food items</i>	X	X	X	
<i>Pictures of interior and seating</i>	X	X	X	
<i>Loyalty program</i>	X	X	X	
<i>Merchandise</i>	X		X	
<i>Social media images</i>	X		X	
<i>Catering details</i>	X			X
<i>Parking information</i>		X		X
<i>Mobile ordering</i>		X		X
<i>Estimated wait time</i>				X
<i>Press articles</i>	X			

IV. APPENDIX

INTERVIEW QUESTIONS

We offered a small monetary incentive of one dollar off their order for customers willing to chat with us. This was approved by the owner of ICMonstar and facilitated by the employees at each location in Mira Mesa and Convoy Street.

I. ABOUT ICMONSTAR

NON-CUSTOMERS

- A. Have you heard of ICMonstar?
 - What have you heard about it?
- B. What would appeal to you as a potential customer? Why?
- C. Do you usually purchase desserts or boba?
 - How frequently?
 - Where do you go?
 - If not, why not?

CUSTOMERS

- A. Is this your first time at ICMonstar? If not, When was the last time you came to ICMonstar?
 - Why did you come today?
 - Why did you choose ICMonstar over other similar places in the area?
- B. Why do you come to ICMonstar?
 - When do you usually stop by IC?
- C. Do you take part in ICMonstar's frequent customer reward program?
 - What other food-based loyalty programs are you a part of?
 - How do you hear about these programs?
- D. What did you order?
 - Why did you order it specifically?
 - How did you choose it?
 - Did you know you were going to get this before you came?
 - What else would you want to try?
- E. What appeals to you the most about ICMonstar?
 - What would you change?
 - Would you come back again?
 - Would you recommend this to your friends?
- F. How would you describe ICMonstar?
 - *(If interviewee has trouble answering)* In three words?
 - What is your first impression of it?

II. COMPETITIVE ANALYSIS

- A. What other places have you been to that are similar to ICMonstar? Why?
- B. When was the last time you went to a place similar to this?

- What did you have?
 - Who did you go with? Please be specific.
 - How did you decide to go there?
 - Did you ever have to look up a new store?
- C. How often do you go out to these types of places?
- In what timeframe (last week, last month, etc.)?
 - Who do you usually go with?
- D. In your opinion, what makes a boba/dessert shop "good"?

III. WEBSITE FEATURES SURVEY

- A. Describe a time where you ordered boba or dessert online.
- B. If ICMonstar had a website, what would you like to see on it?
- C. What apps do you have on your phone for restaurants or shops?
- How do you feel about them?
 - Why do you use them?
- D. Do you know of any promotions that ICMonstar is having?
- How do you find out?
- E. What are some frustrations you have with ICMonstar or similar stores that don't have a website?

INTERVIEW RESPONSES

This spreadsheet holds the interview responses of customers, workers, and non-customers alike, along with some basic information about demographics and interview details.

<http://bit.ly/ICMonstarInterviews>

NOTABLE TRENDS

Nearly all of our interviewees, when asked to describe ICMonstar, stated “Cute” without hesitation. Customers tend to purchase rolled ice cream and find seating in the store to socialize. ICMonstar also tends to appeal more to females. The two ICMonstar locations also differ in demographics; there are more families with children at Mira Mesa, perhaps unsurprising given that the Convoy location was recently remodeled to appeal to a more mature audience.