

# Freshness Burger UX Research Plan: Online Food Ordering

October 31<sup>st</sup> 2020

## Background

Freshness Burger is a Japanese fast food restaurant chain that sells mainly hamburgers and hot dogs. They currently have 189 operating restaurants in Japan.

Their first restaurant was established in 1992 in Tokyo. The founder and owner of Freshness Burger was inspired to create his restaurant after eating at a burger joint in America. His mission and dream was to create a restaurant dedicated to serving burgers made with fresh ingredients from local farms, handmade buns, and spices from around the world.

Some stores can be found on Uber Eats, and some locations offer delivery as well. There is also an app which offers coupons and discounts. However, there is currently no way for customers to order online through Freshness Burger's site or app. Freshness Burger will need a design that allows customers to order from their own website which integrates seamlessly with their current website and branding.

## Research Goals

- Identify current competitors
- Learn about how Japanese culture affects business & how it is different than in the west - how restaurant fast food chains are different, how they are similar, and why online ordering is not currently as widespread with companies in Japan as it is in the U.S.
- Identify Freshness Burger's strengths & weaknesses and what makes them unique
- Learn more about preferences, goals, and frustrations customers have when ordering fast food online
- Identify & create key persona(s) that will be involved with the online food ordering process

## Methodologies

Customer Surveys, Competitive Analysis, Secondary Research

## Participants

People that live in Japan that order fast food (both natives & expats), along with people internationally that order / enjoy fast food

## Deliverables

- Competitor Analysis
- Cultural Analysis
- SWOT Analysis
- Survey + Survey Findings
- Persona Creation