

# Yullcake

## Interview Guide & Report

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Client | Yullcake

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### Introduction

Yullcake is a local custom cake store based in Seattle, Washington, specializing in creating unique, custom-designed cakes for special occasions. I got the opportunity to talk directly to the business owner and ask her some questions regarding Yullcake and their website.

### Objectives

- To understand business goals and frustrations
- To identify constraints and scope of redesigning Yullcake
- To understand users from the perspective of the business

### Methodology

#### Semi-structured 1:1 Interview

A set of questions will be prepared prior to the interview. Interview questions will be asked in a casual conversation to help the stakeholder feel comfortable.

### Script

Hello! My name is Christina. It's nice to meet you. How are you doing today?  
I am responsible for redesigning Yullcake and want to ask you a couple questions related to your business. I really appreciate you taking the time out of your day to talk to me. Please feel free to talk openly about the pains and concerns you face while running the business.

## Interview Questions

### Intro Questions

- How did you start Yullcake?
- What does Yullcake mean to you?

### Topic Specific Questions

- How would you describe your business?
- How do people find your store?
- What do customers look for in Yullcake's custom cake?
- What kind of events do customers order cakes for?
- How do you stand out from your competitors?
- What image, look, or feel do you want your brand's website to portray?
- What is your business goal and what direction do you want to take?
- What problems do you have and want to solve?
- Are there any technological constraints?

### Wrap Up Questions

- What do you think overall about our conversation today?
- Is there anything you would like to add or ask?

Thank you for your time. It was a pleasure talking to you.

## Interview Question Answers

### Intro Questions

- How did you start Yullcake?  
I have always been interested in baking. I had the opportunity to learn it while I was in Korea. I moved to the states to give my children better education and started my business in 2015.
- What does Yullcake mean to you?

Yullcake is an opportunity for me to help bring people together. There are so many things to celebrate in life and Yullcake's custom cakes can bring unique experiences for different individuals.

### Topic Specific Questions

- How would you describe your business?

We offer custom cakes that are unique to each person, as no one is identical to each other. When someone contacts us about a cake, we try our best to talk to our customers and deliver the cake as they imagine.

- How do people find your store?

People find Yullcake on Instagram mostly and younger generations send us a direct message. Most wedding cake contacts are through the form on the current website. Korean users use Kakotalk (Korean messaging app) mostly as it is the most convenient form of contact for them.

- What do customers look for in Yullcake's custom cake?

Our customers want a variety of different types of cakes. On our website, we have a menu section to help our customers decide how to design the cake they want. I think many customers like the idea that Korean cakes are less sweeter than the traditional cakes in America. We get good feedback about how soft the sponge is.

- What kind of events do customers order cakes for?

They mostly order for birthdays, but there's also weddings, holidays, anniversaries, baby shower, conferences, and engagements.

- How do you stand out from your competitors?

As previously mentioned, our cake style and techniques come directly from South Korea. In Seattle, there aren't custom cake shops that have this style. Our cakes are both delicious to the mouth and the eye. The whipped cream is soft, fluffy, and less sweet than those in stores.

- What image, look, or feel do you want your brand's website to portray?

I want to keep the soft look as it is right now, but otherwise, you can change everything else. I would also like to keep a cleaner look on all the pages.

- What is your business goal and what direction do you want to take?  
Yullcake is doing a giveaway but most of the people applying are regulars.
- What problems do you have and want to solve?  
So many people call want to customize with real flowers or fondants but there is a specific style Yullcake has and these do not fit into the category. That is the main reason for the menu.
- Are there any technological constraints?  
Here, I can show you how the website is currently. I am using Wix to do everything. I've seen that other businesses use Shopify and Squarespace so I'm open to those as well. I don't want to do anything that would cost me extra money, however.

### Wrap-Up Questions

- What do you think overall about our conversation today?  
I learned a lot talking to you. Thank you for reaching out to me.
- Is there anything you would like to add or ask?  
Nope, just send me something through email if you have any questions regarding the website or the redesign process.