

YIP HAUZ Cafe

Interview Guide - YIP Stakeholder

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Stakeholder : YIP Owner

1. Tell me about YIP HAUZ Cafe.

YIP HAUZ cafe is a gelato bar and cafe located in Bandung City, Indonesia. Founded in 2016, YIP HAUZ grew from a small street stall to our location now. Today, they are not only selling gelato, but they also have several menus of food and beverages.

2. What do you sell at YIP?

They are specialized in homemade gelato which is produced in a small batch using the finest ingredients they curated themselves. They don't use preservatives and artificial sweeteners. As they're homemade, the quantity is smaller than factory made. They also have house blend coffee, made of 100% arabica beans, using local and import coffee beans.

3. Why does YIP not have a website?

Because they concentrate more for offline selling, from customers who walk by and tourists. They also develop their sales by Instagram.

4. How do you currently do online order?

They use delivery services such as Gojek, Grab and Shopee (similar with Uber eats)

5. How do you approach your customers

They approach new customer by Instagram ads and promotion promo from delivery services

6. What media do you use for ads and promotion?

Instagram

7. What is the goal you want to achieve if YIP has a website?

They want to provide online orders, catering for events, and spread the update about their new menu and promotion.

8. Do you have a logo and color schemes of the brand?

They have a logo. Brand color schemes are not available.

9. Describe your target audience?

Audience from students around 13-14 years to adult around 50 years old

10. Who are a few competitors or comparable companies?

Local competitors such as Lets Go Gelato, Terminale Gelato and Massimo Gelato

11. What do you expect your customers to perceive your brand as?

They expect customers to have YIP as the first cafe to go in their mind for food and especially gelato.

12. What pain points do you have with your current online order, if any?

They have difficulty tracking the catering / pre order for events/catering because most inquiries come from direct messages on instagram and it can be messy. While from delivery service, the price of items are more expensive.

13. What worries you about this project?

They worry that they have enough time to maintain the website, however they believe it is a good project for their future business.

14. What do you consider a success with this project?

They will have a better system of online order and grow their business in the online sphere.