Participant 1

How often do you eat out?
It really depends but maybe once every week or 1-2 times a week.

How often is that at Korean restaurants? Not that often - mostly just to actually drink haha but i'd say like a few times a month.

Have you ever ordered delivery from Korean restaurants?
Not really besides fried chicken place that's close to my apartment

What was your experience like? Pretty standard - not good or bad; done through seamless so I can't say it's been out of the ordinary

What would make a delivery experience good or bad for you?
What is actually delivered. For example, not forgetting what I requested or them not being late or outside of the delivery window. Other than that, I feel that the process is pretty standard across platforms, especially ones like Seamless. The biggest issue for me is the above I said about forgetting items - that's the worst!

How did you learn about Take31?
I learned about it through my sister; she has been living in New York for close to 10 years and has a lot of Korean friends who have been hanging out near K-town since their college days so she's always mentioned it as one of her favorite restaurants / korean restaurant / bar so I think she took me there one time and it was really nice and now it has turned into my favorite restaurant / bar in Ktown

What is your favorite part about your Take31 experience?
I really like their food; I think it's hard for a pocha, which is a korean style bar, to have as good food as they do. Like there's places like Soju Haus and Pocha 32 but there it feels like food is an afterthought and doesn't taste like quality food. Take 31 has a really well thought out menu that doesn't take a backseat to the alcoholic drinks.

Why do you eat at Take31?
A lot of their soups or in Korean their tang is really good; it's really brothy stuff that's not really available in a lot of these restaurants that is classic korean bar food; I really enjoy that. I also think their liquor menu is pretty extensive and they have a lot of cool mixed drinks that taste good and presented well. I also really like their interior; it looks very aesthetic

What is the most frustrating part about your Take31 experience?
Honestly, I think it's just very "Korean" so I just feel like I have to speak Korean when I go there or I won't get the best service and honestly that's the most stressful aspect because I think there's more international Korean students or people who go there so usually people greet you in Korean and assume you're Korean as opposed to other places which is not as extreme. But this could just be all in my head and it's just how I feel.

Other than that, the wait times are usually really bad.
Have you ever reserved? - I'm not sure if they actually have reservations not that I remember; I think they may have an informal reservation where you call and there's a list but I don't think there's any online reservations

Also, the location is a little under ktown like 2 streets lower and to the side; so i guess the location isn't the best.

What is important to you when dining at a restaurant?
First, the food has to taste really really good. Other than that it's just service in the sense that things come out quick you're not really waiting around a lot and it's easy to get the attention of a waiter/waitress. And i guess the general atmosphere - not too loud or quiet.

How do you find new Korean restaurants?
Plenty of ways to find it like Yelp or something. I think Yelp is the biggest because sites like Infatuation or the other food review sites / promotion websites. Now that I think about it, I don't think there's as many Korean restaurants featured on those sites so I'll primarily use Yelp but I personally don't like Yelp that much because it's hard to get a sense of really how good it is. So beside that the best way for me is people like sharing through instagram or just giving personal recommendations. This is since blog-like, long-form sites don't have as many features on Korean restaurants.

Have you visited a restaurant's website before?
Yes, plenty ahha

What kind of information were you looking for? Mostly hours, menu and if I can make reservations

When searching for new restaurants is it important for them to have a site?
Doesn't matter too much as long as that info is available somewhere like Yelp or a social media page or even Google Reviews if they have a business page.

Why is a restaurant website not helpful for you? Perhaps the potential hasn't been actualized. Most restaurant websites are just trash and they're just doing it just to do it and it doesn't add real value because there's a bunch of websites. I'd rather have a restaurant not have a website than have one that was designed in 2005 with non responsive flash features, etc. weird s*** like that ; it's not really useful.

Demographic

Age: 26
Gender: Male
Location: New York
Occupation: Analyst

Participant 2

How often do you eat out?
Pre-Covid during lunchtime I'd usually order in through a delivery service or go out and eat with colleagues maybe 3 out of 5 days a week. On weekends because I usually go on dates with my boyfriend we would eat out at least 1x a weekend so totals up to be 4x a week. Post-covid, I don't dine out but do order delivery maybe 1x a week

How often do you eat out at Korean restaurants? Pre-Covid, 1 out of 4x a week because I am Korean and eat a lot of it at home unless it's specialized Korean food like K-BBQ. Covid - order in from this one korean place quite consistently b/c it's specialized korean food that i wouldn't make or don't have at home e.g. fried chicken -2x a month

Have you ever ordered delivery from Korean restaurants?
Yes!

What was your experience like? It has been a good experience for delivery; I mainly use a delivery app to order from this place that I've known was near my house but I never really trust a lot of Korean places because I feel like they'll be bad or not meet my expectations or standards so I don't try it. But on this random day it popped on my Google recs on my app and I was like okay I'll try it and i was like wow this place is really good I'm going to order from here all the time now and now every time it's just from there

It happened when my boyfriend was over and we were hungry and there weren't any Korean chicken places available near my house. Now he tells me all the time how he misses it.

What made this such a good experience for you? The food is so good, the chicken is really good quality, like very fresh. Like you would think any fried chicken is. I also never eat chicken breast but they have fried chicken and it's so good. To me, clean tasting food is important. I've tried other foods and it wasn't that good. Their fried chicken kimbap and ddukbboki, those three staple foods I'd keep ordering - I just. For me if I have something good i'll just keep ordering the same; for me to choose another one and waste my money when I know that's good then I get so furious!

How did you learn about Take31?
I learned about it from my roommate when I was interning in NYC and we were trying to bond together because she was a complete stranger and we were trying to become friends and she said I know this really cool place this really cool bar and she took me there. She told me that it's super busy so we had to go during an off peak time and we somehow got in; and she knew what to order because she's been there so many times. After asking what she liked, she ordered for her. They're really known for their types of alcohol and really specialized makgeolli. I was like yes I want!

What is your favorite part about your Take31 experience?
For me that place literally captured me as soon as I went in because their vibe was so nice and for me to think when she was like I know this sool jib like a bar I was thinking about some of the other bars that i've been to that are pub-by or more rowdy that kind of feel but then it was so chill and it had some more feels and there are a lot more bars like that in Korea that have some type of vibe and they had a lot of vintage items.

I spent a lot of time taking pics of the place as we were waiting for the food. They have really cute paper mats that say different things. I don't remember what it said; when you're paying they give you a pen and it has a korean phrase. "I have a picture" it's a very instagrammable place - like at the end of the day it's a very instagrammable place. "I have too much byungshin in myself that you can't rest inside me; like I have no heart for you because I'm crazy." Little things like this were really really cute so I was like oh man this place is really cute and they really honed in on their details. I mean their food was good but their vibe was like you want to be there and just chil. And it's busy but you want to chill and not feel rushed. Their servers are also really good.

What is the most frustrating part about your Take31 experience?
Definitely, the long wait time - I tried to take my friends there multiple times and I'm not a local. For me when I go visit NY I want to go back to a place and take whoever I'm with there but it's really difficult to find the right time to go b/c there's a long line. So I always end up going to another bar.

What is important to you when dining at a restaurant?
Most important thing is the food because regardless of the money. The money that I pay for the food has to match the quality of the food. I don't care how high end or low end; the food just needs to be good. If I pay a lot I expect that much better presentation. The second is service b/c you don't want a waiter to ruin your experience; b/c if the service is bad there's a chance you might just walk out before you taste the food. Vibes is just a plus. I wouldn't say it's important but it's a pleasant surprise and all aesthetics are great like the people working, food, environment, like wow this place has got it together.

How do you find new Korean restaurants?
Usually I just know because of the "korean sense" just kidding. Word of mouth - I hear it from other Asian or Korean people. Korean restaurants are typically in a specific part of town in one area so sometimes when I'm just hanging out in the area then I might just got to a random place and try it out. But let's say I'm in a new city, I'll Google search 'best korean restaurant in ____' and I literally go through a list either on Yelp or Google; sometimes they have the food media sites of best Korean food lists and from there, I'll find the least Americanized place.

How do you do that? You can tell by the fact if they sell fusion food or not and also if you have to go look at the photos and see if there's a lot of foreigners in there and i'll look at reviews and see if people are reviewing or Koreans or Asian. You can also tell by the look of the food; if it looks more authentic of more 'upscale fusion'; there will be times i crave something different but on a normal day to day basis i'll be looking more into authentic. Even upscale fusion i know there's good restaurants but really depends on the day

What is important to you when ordering delivery or takeout?
Ease of using the app is really important. Also the way the food listing is laid out; a lot of restaurants have a lot of menu items and it has to be really easy to sift through the ones that I want. You see often a lot of categories; and those need to be super accurate otherwise I'll be pissed. And I like adding options like adding sauce on the side; somewhat customizable options; what I hate the most is do you want to add a drink, i'm like no please stop asking me because i'm scared i'm going to accidentally say yes.

When I'm on a delivery app for example i'm going to see a lot that are new and the only way they can sell themselves to me is their pics and reviews. So they have to have photos of their food!! This is my number one thing; whenever i go to any restaurant they NEED to have a photo that is attached to their food b/c i hate

reading menus. I start reading menus from top to bottom and I get to item 2 and just ask for recommendations if they don't have photos. This is also why category is important because then I can just look at that category and this is what Take31 does really well because they have photos with all their photos b/c they have unique things and they do unique variations of things like samgyupsal wrapped in dduk because you can't visualize it and they show you and it looks good; and they advertise their special with a big photo in their menu; I'm a very picture driven person I see what I'm going to eat and what i'm going to get

Service of the delivery; e.g. with ubereats you know who's really fking up e.g. restaurant vs. driver; but you would want the restaurant to be pretty speedy and be available when the Uber driver gets there. For delivery they should never ever miss your item because I have a bad experience from this one sushi restaurant i used to order from; first of all they're really slow because not through ubereats or some other app and they didn't give me one of the things and i was furious because I was also really hangry + I called them and kept talking to staff and said to put me on the phone with manager + I left a really bad review; I usually don't get that mad but i was so mad and the manager was like i'll give you free this and that and he gave edamame like you cheapass!

Have you visited a restaurant's website before?
Yes

What kind of information were you looking for? Usually when I go to a restaurant's website, it's usually um··· let me think··· if i can't make a reservation through google search cus you know like you can google a restaurant or something and they have like direct links out to make reservations; if i can't make it through there and I know to go into the site to make a separate reservation.

When someone recommends me a restaurant, i might go directly to Yelp but if their Yelp doesn't have that much info then i'll visit their website and usually those restaurants tend to be higher scale restaurants and they tend to have better websites also that explains this chef is whatever and the background and it's more interesting b/c you're going there because of the chef so i'll go to the website and read about it if i want to

I would normally not trust their menu on the site if that's the only thing they have on there because I don't believe that they update it constantly. What I do trust is menu pictures that people post.

When you're looking for a new restaurant, do you think their site is important?
It doesn't really matter but they have to have some type of online presence like a Yelp account or some type of review page or article about them or something. I need to know that they exist and people have gone to them and have some sort of sense of what they are. But having a website makes them look a little more legitimate in my opinion; makes them look more professional ; but it can't be shitty; it has to be a good fking websit. But if it's all broken and not responsive i'll just be frustrated and be like who the fk made this?

Take 31 is not completely comfort food but not upscale; a lot of upscale restaurants in D.C. like those that do omakase you would think don't do delivery but they started a specialized service to bring those to the table and that's something my mom and I would do on a special occasion. So maybe Take31 should target people who live with a lot of roommates and have a bar-esque package like for people who live with a lot of roommates and do like a girls night in package with their makgeolli

Demographic

Age: 27
Gender: Female
Location: Virginia
Occupation: Designer

Participant 3

How often do you eat out?
Before quarantine, probably like 1-2 a week and picking up then also 3-4 times a week. Now I mostly order delivery 2x a week from the same places near my home like JJava Day for quick eats and breakfast items.

How often do you eat out at Korean restaurants? Pretty often probably 90% of the time
Why so frequently Korean? More familiar - in Korean restaurants you grew up with the food in a way so you know what to expect

Have you ever ordered delivery from Korean restaurants?
Yes

What was that like? We got soondaeguk once and it wasn't warm when it got to us. For me, the food doesn't need to be the same as when you dine in but it still needs to be good and flavorful. Delivery time was also not great.

What would have made that experience better? The time that it takes to deliver

How did you learn about Take31?
One of my friends, Nadia, her friend told her about the place and we went there a couple of years ago; and we were like oh it's pretty good food pretty expensive but pretty good so we'll go there when other places we go to are super packed MIU

Where do you go when Take31 is too packed? Ho Dong Gak - they have really good jjajangmyeon - I had two bowls of jja jjang myun. We always stick to the same restaurants and Take31 is part of the rotation.

What is your favorite part about your Take31 experience?
One fun fact i'll throw out about Take31 - the owner of Take31 actually pays for his worker's visas so they could work here. So i respect him and want to eat there even more now

But other than that, definitely the food! *Anything in particular?* The corn pancake thing oksusu jeon; it's really good so crispy and a little buttery too i'm going to look at their menu if you look on yelp there's pictures of oksusu jeon. Service is good too because their waiters are actually very accommodating; one time we thought we ordered flavored soju but they put it in the little mason jar and i was like whoa this is not it $16 for a little soju cocktail! So we said can we just get a regular chamisul and they said okay no problem

Why do you eat at Take31?
I go there to eat and drink before I go somewhere else to drink. It's like dinner and pregame

Who do you go there with? I go with my friends - me and my posse; and with my other friends; we try to go with small groups b/c it's super packed on a weeknight so we wait an hour to 2 hours. I always call ahead but they always so no reservations; have to put your name down. It'd be nice if they took reservations.

What is important to you when dining at a restaurant?

- Definitely service - if the service is bad and the food is okay then it makes the whole experience bad whereas if the service is really good and the food is okay then it's not that bad; it's that difference in i'd go to this place for a special event vs. i'd never come here

How do you find new Korean restaurants?

- I don't really try to find new Korean restaurants
- Sometimes I'll try to Google Korean restaurants but it's usually not a good pick; it's all bad

Have you visited a restaurant's website before?

For sure to look at their menu

What do you look for at their menu? Mostly just the entrees; cus i feel like appetizers are just appetizers doesn't really make or break the restaurant but the entrees do. *Are specials important to you?* No, just look at the entrees; i'm a little skeptical about the specials; "why is it special?" is it because you have to sell this meat or fish; it's because of innate feeling

When you're looking for a new restaurant, do you think their site is important?

Yea I think it matters; it's helpful to just like see.. I don't know apart from the menu it helps to see their website and if they actually have one it can make it more authentic in a way unless it's one of those really small mom and pop shops

Any other thing you would do on the site? Menu. And check them out on yelp

Demographic

Age: 25
Gender: Male
Location: New York
Occupation: Analyst

Participant 4

How often do you eat out?
Given the circumstances, like every day. Before, like on the weekends if I go to my girlfriend's house I'll eat a home cooked meal. So, it's not a huge change.

What kind of places are you delivering from? I tend to veer more Asian food than not esp since the COVID situation happened. Any Chinese, Japanese, Korean, Thai, Indian places

What has your experience been like? It has been good. I order from my phone or laptop using any of the delivery apps open. I've used Caviar and UberEats probably the most b/c i found restaurants that i couldn't find on them + the reward system on UberEats

Have you ever ordered delivery from Korean restaurants? Yes - I usually order anything on the menu; if i need a soupy thingI get galbitang and whenever chrissy is here i get budaejjigae. We tend to stay away from bbq stuff b/c bigger but now okay cus i'll portion it out

*What would make a delivery experience good or bad for you? I'm n*ot especially picky as long as the food gets to my house. If it takes a while or gets cold I can just find stuff to do or reheat it. It's weird to have expectations b/c people in the city have things to do. I'm happy with whatever I can get it

How often do you dine in at Korean restaurants? Pre-covid - 1-2 a week

How did you learn about Take31?
My friend, Kevin told me about it a long time ago and he said it's pretty good but it's only now that they do delivery through Ubereats and Caviar. It's been fantastic, it's so amazing!!! They also do shaved ice makgeolli. All in all super positive experience from take 31

What do you enjoy about Take31?
Considering i only had it through delivery, it's only the food!

What is the most frustrating part about your Take31 experience?
Not many - all the pain points are abstracted away by the third party

What is important to you when dining at a restaurant?
The food has to be the right temperature - like just hot or cold if they have to be; not necessarily a specific temperature

How do you find new places to eat?
Usually I just hear about it through a friend or I will be searching on Google Maps for something like a place that I already know and it'll be next door or it'll pop up somehow. Also if i'm on my delivery app if i find something that looks interesting

Have you visited a restaurant's website before?

Yes, I look for information about the food - any pictures or whatever. I don't think reviews influence my opinion too much; I've noticed on Yelp people take a lot of credence to service and atmosphere which are things I don't really care for myself; I've noticed that places have 3 stars or some arbitrary metric and the food is great and it holds some credibility. You got to find the good people and find their reviews; Need a benchmark and see if you're citing their sources.

When you're looking for a new restaurant, do you think their site is important?
It's nice because they can present themselves better than any third party so nice to see pictures of the food or their restaurant. It's not like super super important just some verification that this place exist

Demographic

Age: 24
Gender: Male
Location: New York
Occupation: Engineer

Participant 5

How often do you eat out?
Like literally never - if I had to quantify it, maybe like once a month. I only eat out if I'm going to meet up with a friend. Oh wait, I lied. Like sit down - when we were still working I'd grab a lunch or something. But sit down only for special occasions.

How often do you eat out at Korean restaurants? Yes! Because for a friend's birthday or my birthday I do KBBQ. Omg I love Korean food so much. A lot of it's made to share and i'm like yo i can't eat all this

How did you learn about Take31?
My friend was like you want to get some food? I know a great place and I trust her because she runs a social instagram so we showed up. It was poppin' - there were so many people and we waited outside because she was like it's worth it.

What do you enjoy about Take31?
I loved the menu. It was really fun because it was food I haven't seen before especially with what my friend made me try e.g. the rice cake with the pork. I like that it had a really fun young nightlife vibe; it felt like a fun pub restaurant; idk it just felt nice. It felt like we were in a college town and in a nice restaurant; had really cute vibes. And the menu was really different to me so i really liked it

What is the most frustrating part about your Take31 experience?
The prices!!! Because I'm broke and I don't eat out. Like if a lunch deal is close to $15 i get upset; i just want it to be $10 but b/c it's only every now and then if the quality and stuff is good I don't mind.. But my heart hurt a little

Also, it felt a bit claustrophobic; I still saw the line out the door and people were watching us eat.

What is important to you when dining at a restaurant?
I hate 2 seaters when you're right on top of the people next to you e.g. booth and a chair and the person has to come out and the person's ass is on the next person's table. I get they're trying to get as many people in as possible but it feels like speed dating or something like so many people on top of each other and you just know what they're saying

I'm a little claustrophobic - and there were so many people and it was not accessible e.g. there was a girl with a wheelchair and we had to move the bench for her to enter the restaurant. But what if the restaurant wasn't able to do that?!

How do you find new Korean restaurants?
Honestly, I am a terrible person when it comes to eating out. I either go to the same spots over and over again b/c I've been there and i know what the exp is going to be and i'm secure bringing new people in there and i know how to set expectations e.g. bathroom is in that corner. If i'm being adventurous, I'd ask my friend like Sara & Jackie and i'm like omg please help me. If i like a certain spot i'd go time and time again, i'm pretty faithful.

Have you ordered Korean food delivery before?
We have done UberEats for Mcdonalds and spent $30 so I would pay for better quality. We spent $60 on Thai and a third of that price was the fees and tip (b/c #pandemic). If there was any nearby, I totally would! Especially now that I've tasted for example ordering delivery from new places and e.g. this Thai place I didn't know before and we had to hope it's good and it was amazing; finding those places is amazing! It's a risk but once you know the spot i'll just order everything

When you look for a new restaurant what information do you look for?
UberEats i don't like the interface can't see reviews or pictures can't see anything! So i'll look up the place on Yelp to see what people say about it, read all the reviews, and pics. The visuals are important and not just like this is our fancy restaurant pic no! With a smartphone pic; if it looks good on the smartphone, then it's all good. "I'm a yelp bitch" I don't even like Google reviews i don't know how i got here but i trust Yelp so much now.

What is important to you when ordering delivery or takeout?
I have never done it until the past 2 weeks. I've done it so much!!! For me, it's efficiency. A couple of days ago I ordered through Grubhub which is connected to Yelp and ordered the Thai food again. We had been using UberEats this whole time but I didn't want to pay the fee and i was like let's just let the restaurant deliver and do it straight with them; there was a progress bar that hit 40 min and thought maybe i should call now and they were like we don't see any order and I was freaking out and we were freaking out because we were so hungry and we had to call Yelp's service people and they said huh that's weird it says it went through so they call and the restaurant and they didn't ever see the order.

Just the fact that it can get lost in the sauce··· is so disappointing. So ultimately, we had to UberEat it; Iguess we're paying for someone to advocate for you. But, the fact that shit like that can happen it's unfortunate and disappointing.

Quick delivery is also important to me - I don't expect it to be piping hot if i'm at home. I just pop it in the microwave and it's fine. Also I never think that the delivery person is out to deliver just to me; the delivery boy has to go to different spots so it's fine; anything over 40 minutes i'm like noooooo. So just a really efficient delivery process would be dope and I feel like Uber Eats really has that down. E.g. one time a guy on a bike came vs. a car so i feel like UberEats has more options; and you don't get as many options when u order straight from the restaurant because they only have one person and it

The moral of the story = i'm an UberEats fan b/c they get my food when they say they're getting it. Imagine you wait 40 min expecting to get a delicious meal I ordered and it's missing a sauce or something. I'd be so tight!! For delivery a lot can be lost··· for sure.. It's kind of a flip of a coin low key but i do appreciate when it's done well and efficient

Have you visited a restaurant's website before?
If it looks good on yelp then i'll go on the site to see if they have something else to offer. Yelp is very much like e.g. you have to search for the menu. Esp if i want to order delivery i'll go on the site and it's easier to see the different menus like lunch menu, dinner menu

What other information were you looking for? I LOVE to see the specials of the day and/or how they rotate their menu; it's so exciting and you get more of the sense of the ambiance of the restaurant like if they have specials they're boojee; like you can rotate food that often?!

When you're looking for a new restaurant, do you think their site is important?
Omg yes! A site validates everything!! This happened to me once with sushi and i looked on the yelp reviews and it was pretty okay and i was doubting hm should i do it and this is when i go on their site; and it was literally down and it was such a turn off for me it felt like a scam; if you can't even upkeep your website how are you going to upkeep your sushi!!!???

Also lowkey you can tell if it's family owned based on the UI of the website e.g. if it's really blocky then it's like okay old people own this and that's fine. But like really big chains have really nice UI. This is another Sushi site and it had an older site; and i was like eh it's okay but at least they have a functioning site and the sushi was good and then a few weeks later they updated it and i was like WOOOO i felt validated; like they are good and appearances matter.

Demographic

Age: 26
Gender: Female
Location: New York
Occupation: Designer