

// Right Name
Restaurants

Date of Learning

// Topic
Romina and Aalaap




STEP 1: HYPOTHESIS

We believed that

Most farm-to-table restaurants would value affordable yet quality produce delivered biweekly.




STEP 2: OBSERVATION

We observed

Restaurant managers and owners shared insights about their current produce sourcing preferences and needs. We gathered data on the quantity of produce required monthly, associated costs per delivery, and the shelf life of ingredients. Data Reliability:   

STEP 3: LEARNINGS AND INSIGHTS

From that we learned that

There is interest in farm-fresh produce, but some restaurants may be hesitant to switch suppliers due to cost, consistency, or logistical concerns. However, restaurants with flexibility in sourcing were more open to changing their current systems. Action Required:   

STEP 4: DECISIONS AND ACTIONS

Therefore, we will

Explore ways to reduce delivery costs, potentially implement a trial period for restaurants to assess produce quality and consistency, and provide flexible biweekly or monthly delivery options to better match restaurant needs.

