

**MEASURING CUSTOMER EXPERIENCE  
IN A RESTAURANT  
BY APPLYING MOBLIE ETHNOGRAPHY**

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## **Declaration of honour**

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***Date: 03.05.2019***

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## **Abstract**

The purpose of this research paper is to explore the authentic customer experiences in a restaurant. The focus of this project is concentrated on the overall restaurant experience a visitor perceives in the selected venue, the restaurant Gozzo by Late. Additionally, this paper deals with the possible improvements that can be implemented for the restaurant in order to generate more favourable experiences for the guests. To give accurate answers to the research question and produce reliable results two methods were applied. First of all, a profound literature review regarding different approaches to measure customer experiences are introduced and a detailed explanation of the restaurant experience components is provided. An insight into the mobile ethnography method that had been selected to collect primary data is presented and a research tool to measure the immediate customer experience is introduced. Since the research instrument, the mobile ethnography application ExperienceFellow, is an innovation of a research tool in its recent development, it has been attempted to provide a guideline for the applications operation. Regarding the evaluation of the chosen restaurant, the visitors rated the food and service quality together with the environment and atmosphere as the main factors to deliver a fulfilling dining experience. The documentation of the unfavourable moments of the guests in the restaurant was taken as a chance in order to give advice on further improvement. To ensure a continues development researching the restaurant customers experiences should be defined as an ongoing process.

Key words: customer experience, measurement of experiences, restaurant experience, mobile ethnography, ExperienceFellow

# Table of Contents

Declaration of honour.....	I
Abstract.....	II
Table of Contents.....	III
List of Figures.....	V
List of Abbreviations.....	VII
1 Introduction .....	1
1.1 Background of the Study .....	1
1.2 Aim of Research and Research Questions.....	2
1.3 Methodology.....	3
1.4 Chapter Outline .....	3
2 Theoretical Frame of the Study.....	4
2.1 Definition: Customer Experience .....	4
2.2 Customer Experience Measurement Approaches .....	5
2.2.1 Use of scales .....	5
2.2.2 SERVQUAL .....	6
2.3 Restaurant Experience Components.....	7
2.3.1 Atmosphere.....	8
2.3.2 Service Quality .....	9
2.3.3 Food Quality.....	10
2.3.4 Price Fairness .....	11
3 Mobile Ethnography .....	13
3.1 ExperienceFellow .....	14
3.2 Functioning of ExperienceFellow.....	14
4 Empirical Study .....	19
4.1 Location: The restaurant Gozzo by Late.....	19
4.2 Sampling .....	20
4.3 Measurer Design .....	21
4.4 Pre-testing .....	25
4.5 Data Collection .....	26
4.6 Data Analysis .....	30
5 Results .....	32
5.1 Positive and Negative Influences .....	33
5.1.1 Very negative touch points.....	34

5.1.2	Negative touch points .....	35
5.1.3	Neutral touch points .....	37
5.1.4	Positive touch points .....	39
5.1.5	Very positive touch points .....	41
5.2	Evaluation on Restaurant Experience Components .....	44
5.3	Overall Restaurant Customer Experience .....	45
6	Discussion.....	47
6.1	Recommendation for Restaurant Management.....	47
6.2	Evaluation of ExperienceFellow .....	49
6.3	Limitations and Suggestions for further research .....	50
	List of Reference .....	51
	ANNEX.....	55

## List of Figures

Figure 1: Elements of ExperienceFellow .....	15
Figure 2: ExperienceFellow Webpage .....	16
Figure 3: Setup Wizard Procedure .....	17
Figure 4: Login & Dashboard .....	21
Figure 5: Project Set-up - General Information .....	22
Figure 6: Project Set-up - Contact.....	23
Figure 7: Project Set-up - Mobile Application .....	23
Figure 8: Project Set-up - Participants Profile .....	24
Figure 9: Flyer Layout .....	26
Figure 10: ExperienceFellow - Personal Data.....	27
Figure 11: ExperienceFellow - Login.....	27
Figure 12: ExperienceFellow App - Report Experiences.....	28
Figure 13: ExperienceFellow App - Save & Synchronise .....	29
Figure 14: Data Analysis - Raw Data .....	30
Figure 15: Analysis Touch Points - Gender.....	32
Figure 16: Analysis Touch Points - Gender Stats.....	32
Figure 17: Analysis Touch Points - Age Groups.....	33
Figure 18: Analysis Touch Points - Emotional Value.....	34
Figure 19: Analysis Touch Points - Very Negative .....	34
Figure 20: Picture - Carafe .....	35
Figure 21: Analysis Touch Points - Negative .....	35
Figure 22: Picture - Wine Refrigerator.....	36
Figure 23: Picture - Portion Size .....	36
Figure 24: Analysis Touch Points - Neutral .....	37
Figure 25: Picture - Uncleared Table .....	37
Figure 26: Picture - Pattern .....	38
Figure 27: Picture - Plastic Flowers.....	38
Figure 28: Analysis Touch Points - Positive .....	39
Figure 29: Picture - Bar area.....	40
Figure 30: Picture - Carafe .....	40

Figure 31: Picture - Wine .....	40
Figure 32: Analysis Touch Points - Very Positive.....	41
Figure 33: Picture - Soup & Lunch .....	42
Figure 34: Picture - Tuna Poke .....	42
Figure 35: Picture - Tapas & Bento Box.....	42
Figure 36: Picture - Lunch Soups.....	42
Figure 37: Picture - Terrace .....	43
Figure 38: Picture - Terrace View.....	43
Figure 39: Analysis Touch Points - Components Restaurant Experience .....	44
Figure 40: Analysis Touch Points - Overall .....	46
Figure 41: Touch Point Distribution .....	46
Figure 42: Picture - Gozzo Logo .....	56
Figure 43: Picture - Gozzo Entrance .....	56
Figure 44: Picture - Gozzo Terrace .....	57
Figure 45: Picture - Gozzo - Bar area .....	57
Figure 46: Picture - Gozzo Blue Room.....	58
Figure 47: Picture - Gozzo Red Room .....	58

## List of Abbreviations

Q – Question

**P** – Participants (explanation for graphic)

**T** – Touch points count (explanation for graphic)

**A** – Average emotional value (explanation for graphic)

# 1 Introduction

This bachelor thesis was established on the proposal, bachelor paper I, which was conducted during the 5<sup>th</sup> semester of the bachelor program Tourism and Leisure Management. The study is focusing on the measurement of customer experience in a restaurant by applying mobile ethnography. In the following chapter, the background of the study and the research objectives including the research question will be described. Furthermore, the selected method to conduct the research project will be introduced. A brief outline of this paper to describe the structure will finalize the first chapter.

## 1.1 Background of the Study

Today's customers are continuously looking for something new and different when eating out in a restaurant. Reflecting that the world's society is more and more turning into an experienced oriented culture that is seeking for memorable and unique moments in their everyday life. Nowadays, the experiences the customer associates when visiting a restaurant has become as relevant as the food and drinks that are served. In the hospitality industry, especially in restaurants, a clear concept needs to be developed that connects all the small details and creates a consistent experience for the customer. For whatever occasion a person decided to visit a restaurant, the one thing that a customer always expects is to have a fantastic experience and when walking out of the door the guest should be satisfied and highly impressed by the food and service the restaurant was producing (Newey, 2016, p. 17).

The restaurant Gozzo by Late had been chosen to form the setting for this research study. The location had been selected, because the restaurant has just recently opened its doors in August 2018, after a change in the position of the management and some little renovation work in the restaurant. In this case, no customer research had been performed since the opening in August. Hence, today's customers are looking for this unique and memorable experiences in their everyday life also when dining in a restaurant it is highly essential to analyse and

evaluate the customer experience in a restaurant, in order to provide an excellent service and to create those enduring experiences. For the restaurant Gozzo by Late, it is necessary to find out what the guests appreciate during their dining experience, in order to know what can be implied. On the other side, the negative impacts on customer experience have to be examined, that the restaurant management is aware of the points that need to be changed, to receive a positive respondent from the guests.

To get valuable feedback based on real experiences a measurement tool that captures the immediate or in the moment evaluation of experiences is applied for this research project. This measurement approach of experiences has been an under-researched area in tourism. Recent advances in mobile technology offer opportunities to tap into these tourism experiences while they are occurring (Morgan, Lugosi, & Brent Ritchie, 2010, p. 21).

## **1.2 Aim of Research and Research Questions**

The overall goal of this study is to gain more knowledge about the experience a customer has at the restaurant Gozzo by Late. In addition, the researcher hopes to find out what visitors value the most, to see where the preferable attributes of the restaurants are located. Supplementary to that, another focus will be put on the bad experiences' customers have during their visit, to identify where changes need to be applied to guarantee an excellent restaurant experience for the guests.

In order to reach this goal, one main research question had been formulated and two sub research questions, in order to get more insights into the restaurant experiences.

Q1: How is the overall customer experience in the restaurant?

Q1.1: What do customers rate as positive and negative influences during their visit?

Q1.2: How do customers evaluate the restaurant on the four main components of restaurant experiences?

### **1.3 Methodology**

To provide accurate answers to the research questions two different approaches were applied. A literature review, as a tool for secondary data analysis, to gain a deeper understanding of the topic and to build a solid fundament of background information was undertaken. To respond to the research question precisely, it seemed reasonable to the producer to apply a qualitative research method to collect primary data. Respectively to today's modern world and the complexity of customers experience, a research application that applies mobile ethnography named ExperienceFellow was implemented for the measurement.

### **1.4 Chapter Outline**

This research paper had been organized in six chapters, whereby the first chapter introduces the overall aim and the arrangement. The theoretical frame of the study, based on existing literature, is explained in the second chapter, where current measurement approaches are introduced, and the different components of the restaurant experience are outlined. The third part of this paper explains the selected research method, mobile ethnography, and provides a detailed description for the mobile application ExperienceFellow. Outlining and describing the whole elements of the actual generation of the primary data the chapter about the empirical study comprises all that information. The results, grouped according to the research questions, are discussed in the fifth chapter. Concluding this research paper are a summary of the findings, recommendations for the restaurant management, limitations and suggestions for further research.

## **2 Theoretical Frame of the Study**

The following pages will provide the necessary background information based on scientific literature. It will be defined what customer experience is and what kind of measurement approaches can be used to evaluate those experiences. Furthermore, the different components of the restaurant experience will be outlined and supported by relevant studies, which had been carried out.

### **2.1 Definition: Customer Experience**

“Experience is the inner state of the individual, brought about by something which is personally encountered, undergone or lived through.”, according to the Encyclopedia of Tourism (2000). Experience is an action someone is consciously involved in as it happens. It can be also described as the sensation of change. In order that a person can experience something, a modification to one’s environment, body, mind, spirit, or any other aspect that can sense change, needs to be recognized. Every single person has individual experiences every day stretching from superficial to profound ones. Identifying experiences from a marketing perspective, it is seen as an engagement delivered to the customer through a system of touch points, the product, packaging, message, customer service, and many more, that transfer a true feeling of its essence (Diller, Shedroff, & Rhea, 2008, pp. 18-19).

Customer experience is a very complex term and present in so many scientific fields. In general, it can be categorized in four main topics. The product experience mainly focuses on the involvement a consumer experiences when engaging with a product. When it comes to customer experiences in relation to the supply of services, it refers to the service experience. This analysis of those experiences mainly focusses on the interaction between the customer and the organization. Another field in customer experiences is the brand experience, which is engaging with the awareness and perception, a customer is having about a brand. The last field can be decelerated as consumption experience or also often named shopping experience. The customer is expecting a certain kind of shop atmosphere, that enhances the enjoyment and stimulates the visitors (Bruhn & Hadwich, 2012, pp. 5-6). Cus-

customer experience can be defined as the total summary of the entire experiences that the customer perceives in the whole life from an organization. The main elements of customer experience are compounded of individual perceptions, interactions as well as the quality of an offered service or product (ibid, p. 10).

## **2.2 Customer Experience Measurement Approaches**

The measurement of customer experience represents an essential role in every form of customer-oriented business, due to its activity to make customers insights visible to the firm. Most of the time companies try to measure and assess the customers' overall experience through a myriad of metrics. The measurement of the overall customer experience is still in an early stage of development and scholars are recently evaluating and reviewing for internal and external validity. Currently the research methods for customer experiences are more fragmented. There have been several research projects that try to measure customer experience with different research tools (Lemon & Verhoef, 2016, pp. 80-81). In the following pages different approaches to measure customer experience will be described supported with practical research study examples.

### **2.2.1 Use of scales**

A scale is a numerical index used to measure variables which are not entirely quantitative. Generally, stimulus items, such as statements, questions or features, are used and the respondent is asked to react to the term via a rating scale. The scores are combined and are used to produce an index of the phenomenon of interest. The use of scales is commonly practised in psychology however they have not been frequently applied in tourism and leisure research. In areas such as destination choice and tourist satisfaction the use of scales has been implemented, but there has no standardized scale been developed for tourism research so far (Veal, 2011, p. 137).

A study was conducted to measure customer experience in retail, by applying scientific scale development and using survey methodology to collect the data. The scale development firstly involved an extensive review of literature that helped to

develop a list of 45 items associated with the four key factors of retail customer experience. This list of items has been screened, reviewed and pretested several times until the research got the final version of 12 representing items for the scaling survey. The survey was carried out in four different locations by using mall intercept survey, whereby respondents are stopped, screened for appropriateness and invited to participate in the survey. The respondents in the mall were asked about their shopping experience referring to the scale items. The sample design resulted in convenience sampling. The data then has been analysed using exploratory factor analysis technique to obtain a factor structure of retail customer experience. The research tool that has been presented enables, for example, the management of a store to measure the customers overall perception, attitude and feelings regarding their shop experience as well as the actual level of customer responses can be studied (Shilpa & Rajnish, 2013, pp. 794-800).

### **2.2.2 SERVQUAL**

Another approach that offers a good starting point to measure customer experience is SERVQUAL. Developed by A. Parasuraman and his association, it is one well-accepted technique of many service quality measurements. Intangibility, heterogeneity, perishability and inseparability, have been recognised as four distinctive features of service and have played a significant role in the development of a construct of the service quality model. The SERVQUAL instrument is based on the gap between the expectations of the customer and the perceptions of the actual performance of the provided service (Parasuraman, Zeithaml, & Berry, 1988, pp. 35-36). The SERVQUAL model determines the way customers perceive the quality of service experience in five categories. The first category is called tangibles and describes the physical facilities, the equipment and the personnel. Reliability forms the second section and expresses the organization's ability to perform the desired service dependably, accurately and consistently. The third category, titled with responsiveness, defines the willingness to provide prompt service and help the customers. The employee's knowledge, courtesy and ability to convey trust are represented in the fourth level named assurance. The fifth and last category of the

model, empathy, specifies the individualized attention and the provided care to the customer (Ford, Sturman, & Heaton, 2012, pp. 423-425).

A study researching the service quality at airport restaurants has applied the concept of SERVQUAL to explore the gap between perception and expectations. In the study, the researcher implemented the SERVQUAL methodology to four restaurant types at the Hong Kong International Airport. They established a survey instrument with 33 restaurant-service-quality attributes, based on the five categories of the SERVQUAL model. Using a Likert-type 10-point interval scale respondents were asked to give scores on the service standard attributes according to the desired and actual perceived service level. Using a systematic sampling method, the researchers interviewed subjects outside of each restaurant, immediately after the guest had finished their meal. In total 770 travellers were approached and after sorting out the invalid questionnaires, 630 remained for the analysis. To analyse the data descriptive statistic and analysis of variance was applied in order to gain an understanding of the nature of the responses and to determine if any significant differences appeared. In General, the travellers' service quality perceptions for the Hong Kong airport restaurants were high. All the four restaurants had a low value of service level that is desired by the customers. The study examined that there is a diversity of service expectations for the different types of restaurants on some of the provided service-quality attributes. In the study, the criticism on the model of SERVQUAL remains on the measurement of anticipated and perceived service quality with a single questionnaire. The researcher mentioned that the result might be affected by doing the before-and-after questionnaires all at once, even though the methodology is well established. It is suggested to conduct two interviews, one before and one after the meal in order to avoid that issue (Heung, Wong, & Qu, 2000, pp. 89-96).

### **2.3 Restaurant Experience Components**

The restaurant experience of the customer is constituted of the individual knowledge or observation of the restaurant's characteristics attained through the flow of the dining experience. The restaurant visitor's judgment of the experience

is affected through prior restaurant encounters and may acquire certain expectations from the service (Jeong & Jang, 2011, p. 358). There are four widely accepted categories of criteria for the measurement of experiences in a restaurant.

### **2.3.1 Atmosphere**

Primarily, the atmosphere, defined by Kotler (1973, p. 50) as a conscious designed space to create a sense of emotion that encourage customer's purchase probability, is an essential component for influencing behaviour. The guest's perception of the atmospheric surrounding is closely linked to their satisfaction level. This definition of atmosphere shows how important the environment for the service setting is (Wakefield & Blodgett, 1999, p. 62). The service setting presents the surroundings in which the experience is occurring. The landscape within the service is experienced, can be described with the term 'Servicescape' and represents the physical aspects of the ambience that contribute to the guest's overall impression of the experience. The service setting is mainly designed to enhance and make sure that the customer is fully focused on the core product, that is offered (Ford, Sturman, & Heaton, 2012, p. 11). In a restaurant, the atmosphere of the dining area involves a larger scale than any other aspect of the physical service setting. Contributing to the dining atmosphere are the décor, the noise level, the temperature, the cleanliness, the smell, the lightning, the colour and the music. The way these characteristics are presented and expressed in the restaurant helps the customer to create an expectation of the experience, even before the guest is served. The issue with any of the mentioned features is that customers can get annoyed and that might lead to a shorter stay at the restaurant. Moreover, restaurant guests typically remember serious problems concerning the restaurant cleanliness longer than issues they had with food or service and are more likely to avoid the restaurant in the future (Sulek & Hensley, 2004, pp. 236-237).

To demonstrate how much influence the atmosphere has on the guests experience the next part is introducing a study that has been examining the effect of music on perceived atmosphere and purchase intentions in a restaurant. In the study, four different types of music (jazz, popular, easy listening and classical) and no music were played in a restaurant over two successive weeks. The experiment

was conducted at Out of Africa, a popular restaurant in Sydney. The sample size included 300 subjects over a period of 12-day testing. The respondents were approached at their tables at the end of their meal and asked to complete a questionnaire about the restaurant. In the results, it was stated that different music styles had different effects on the perceived atmosphere and the amount customers were willing to spend. It is suggested that music can be used by restaurant owners or managers to create a specific atmosphere which will distinguish the environment from competitors. The most negative effect on the atmosphere and the willingness to spend money had the absence of music. In the research project, it was explored that different music styles can produce diverse perceived characteristics that a restaurant is associated with. No music was related to the restaurant being perceived as the least 'upbeat' and classical music with being the most 'high-end'. Popular music was connected to be the most 'upbeat' and 'encouraging' whereas jazz music was associated with being the least 'peaceful', 'passive' and the most 'stimulating'. As being the most 'cheap' and 'tasteless' easy listening music was referred to. The customers were prepared to spend the most on their meal while classical, jazz and popular music was played. Additionally, there was some evidence that the type of music also had an effect on the amount of money that is actually spent in the restaurant. Overall, it is clearly evident that music has the potential to influence commercial processes (Wilson, 2003, pp. 93-105).

### **2.3.2 Service Quality**

The second category that is recognized to define experiences at a restaurant is specified by the service quality, subjective judgment of the consumer emerged from the comparison of expectations and perceptions of the actual performance in the restaurant (Parasuraman, Zeithaml, & Berry, 1988, p. 34). The perception of the restaurant visitor may vary depending upon the service provider's performance, due to the frequent interactions between the guest and the service provider in the restaurant (Nikolich & Sparks, 1995, p. 51). The quality of service differs in dining establishments and is highly dependent on the service staff's behaviour. The employee behaviour can be described as any response or sequences of actions carried out within an organisation that influences the customer. A positive

attitude based on the representative's behaviour contributes to a positive and constructive work environment. In opposite, a negative employee behaviour results in an unfavourable work environment. The service quality and employee behaviour have a great impact on the experience customers have (Harrington, Ottenbacher, Staggs, & Powell, 2012, p. 435). Studies have examined that simple activities on the part of a staff member, for example, smiling, have a positive correlation to the satisfaction level of the guest. It has been shown that friendliness and personal warmth toward customers significantly is resulting in higher service quality perceptions and customer satisfaction (Kattara, Weheba, & El-Said, 2008, p. 319).

To measure service quality in restaurants a tool called DINSERV, an abbreviation for dining service, has been established. The research tool is based on the service quality measurement, SERVQUAL, that has already been discussed in the chapter before. The goal of DINSERV is to give restaurant operators a way to measure and acquire an overview of the service quality as well as prepare to take the necessary actions to adjust or solve the gaps to the customer's needs and wants. The DINSERV model consists of a 29-item questionnaire and exhibits service quality standard divided into five different service quality areas, consisting of assurance, empathy, reliability, responsiveness and tangible (Knutson, Stevens, & Patton, 1996, p. 39).

### **2.3.3 Food Quality**

The third component that comes into account in the restaurant setting and determines the experience, is the quality of food. Restaurant customers consider food quality as an important factor when selecting a dining location, therefore the supply of high-quality meals is immensely relevant (Namkung & Jang, 2007, p. 402). The quality of food is a fundamental element of the overall restaurant experience and a necessary condition to satisfy the needs and expectations of the customers. Despite the importance of food quality in the restaurant organisations, there has not been a general agreement on the individual attributes. Sulek and Hensley (2004, p. 236) referred to food quality as one variable in the restaurant setting. Whereas Kivela, Inbakaran and Reece (1999, p. 215) identified food quality to be more complex and includes more aspects. A general description of food quality

among researchers focuses on six different attributes. The first as being considered as the presentation, indicating how attractively the meal is presented and decorated as a tangible component for customers perception of quality. The presentation of food has been discovered in previous studies to be a key element when it comes to dining satisfaction and customers return probability (Kivela, Inbakaran, & Reece, 1999, p. 218). The second attribute of food quality is determined by the variety involving the number or assortment of different menu items. Restaurants constantly develop new menus to bring diners into the restaurant and change dishes on the menu to stay attractive to the guests (Raajpoot, 2002, p. 124). The offer of healthy options forms the third category and involves providing nutritious and healthy meals. It has been stated that healthy items on the menu have a significant effect on the customers-perceived evaluation of the restaurant experience. Increasing interest in healthy food options on the menu is noticeable from the guest's position (Sulek & Hensley, 2004, p. 244). A key attribute regarding the food quality in the dining experience is the taste. More and more customers are aware and emphasize the taste of food, therefore it has become increasingly important (Cortese, 2003, p. 131). The fifth representing feature is assigned to freshness and describes the fresh state of the food and appears to be related to crispness, juiciness and aroma (Péneau, Hoehn, Roth, Escher, & Nuessli, 2006, p. 18). The sixth sensory element of food is temperature. It influences how the perceived flavour of the food is evaluated, interacting with other sensory properties such as taste, smell and sight. The temperature could be considered as one determinant that enhances pleasure in the food experience (Delwiche, 2004, p. 143).

#### **2.3.4 Price Fairness**

The last criteria being considered is if the customer perceives fairness in pricing from their dining experience. Price fairness is considered as a powerful instrument influencing the customer's loyalty, in terms of revisit and recommending the restaurant to others (Liu & SooCheong, 2009, p. 501). The design of price fairness is one of the most discussed concepts in theory relating to prices offered in the market. A fair price is considered as the price of goods and services a customer is determining as suitable and reasonable for the provided product (Rajendran, 2009, p.

19). According to Xia, Monroe and Cox (2004, p. 3), the perceptions of price fairness refer to the customers' overall assessment of whether the offered price of a product or service is reasonable, can be accepted or justified. Customers are evaluating price fairness by considering various components, such as cost of goods sold, previous prices and rivals prices, in order to make better judgments and form comparisons (Bolton, Warlop, & Alba, 2003, p. 484). Anderson, Fornell and Lehmann (1994, p. 62) explored that the prices of products and services can affect the degree of satisfaction among consumers because whenever a customer evaluate the given value of a purchased good, they are tending to consider its price. Studies on customers perceptions showed that unfair prices contribute to a higher degree of dissatisfaction, lower levels of repurchase behaviour, negative word of mouth and increased customers complaints. Contrariwise it was explored that price fairness had a significant positive effect on the customers' satisfaction level (Herrmann, Xia, Monroe, & Huber, 2007, pp. 56-57).

A study in the restaurant market has explored that price fairness strongly influences customer satisfaction and the overall dining experience. It is suggested that restaurants should provide reasonable prices that are consistent with the reference prices that guests have internalized through previous experiences at comparable restaurant types. If a restaurant excessively emphasizes the quality of service with relatively high prices, the guests may not be satisfied with their dining experience and feel that the prices are unfair. In this case, the restaurant management should acknowledge an appropriate balance between quality and reasonable price when developing different menu items (Jin, Lee, & Huffman, 2012, p. 546).

### 3 Mobile Ethnography

Qualitative research is not always easy to define, as the term includes a wide range of different techniques and philosophies. Generally said, qualitative research is an approach that allows the researcher to examine participant's experiences in detail, by applying a specific set of research methods. A distinctive aspect of qualitative research is that the appeal allows the researcher to identify issues from the perspective of the respondents and understand the meanings of behaviour, events or objectives (Hennink, Hutter, & Bailey, 2011, p. 9). The ethnographic style of research is not focusing on one technique moreover, it is relying on a variety of research techniques. The approach is trying to explore to see the world through the eyes of the research participants, empowering them to speak for themselves (Veal, 2011, p. 250). According to Stickdorn and Frischhut (2012, p. 54), ethnography is originated in the cultural anthropology and focuses on the interpretation of cultural groups or phenomena. The aim of ethnographic research is to generate knowledge, which is difficult to achieve by inquiries or surveys. Normally the research subjects are directed to actions that are considered as superficial or naturally and people are not regularly aware of. The main concern for the researcher is to analyse the findings focusing on socio-cultural patterns of action in order to describe people's behaviour and experiences. The methods of ethnography can be defined as followed, observing or participant observing, interview and the analysis of content. Referring to Stickdorn and Frischhut (2012, p. 56), ethnography is used within many social sciences and has spread in many design disciplines with all disciplines sharing a strong focus on the experience of people in their own context during all stages of the service delivery process.

The mobile ethnography can be described as geographically independent ethnographic research for a specific category, such as tourism products. The progressing diffusion of smartphones and other mobile devices contributes to a more modern opportunity to gather time and location independent customer-focussed information. Crucial to this user-oriented approach is, to always keep the user's view in mind and to indicate the consumer as an essential and contributively authority in

the service process. Mobile ethnography is a practice that enables researchers to collect information using ethnographic techniques with a modern approach. Contemporary ethnographic techniques apply modern technology to get a better understanding of insides of the target group and to transfer the collected data. Today's advanced mobile technology, like smartphones, laptops, tablets or similar, enables the researcher, by using specially designed programmes and applications to get an insight of the research participants, who can describe, scan, record their experiences with the mobile devices. The mobile ethnography is reporting customers experiences online at the time and spot they occur, as well as documenting the genuine feeling generated by the experiences (Stickdorn & Frischhut, 2012, p. 56).

### **3.1 ExperienceFellow**

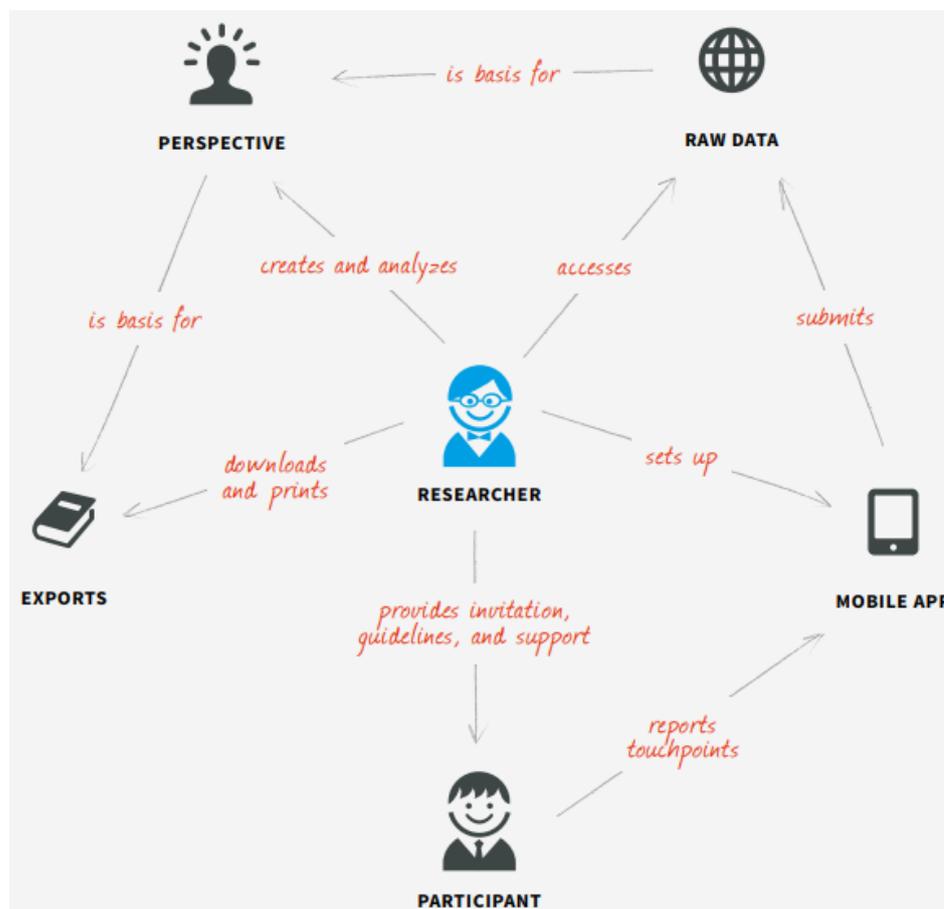
ExperienceFellow is a mobile ethnography tool to research customer experience. It allows the researcher to receive feedback from the customers, employees or any stakeholder through a mobile application. ExperienceFellow was found in 2013 as an academical spin-off of Marc Stickdorn and Jakob Schneider. Stickdorn and Schneider promised with the launch of the book "This is Service Design Thinking", in 2010, to develop a service design software, that helps to invent services and physical or digital products with the customers at the centre. The whole project started already in 2008, with a qualitative research project at the Management Center Innsbruck, where the first version of the mobile application was developed and tested in several projects (More than Metrics GmbH, 2015).

### **3.2 Functioning of ExperienceFellow**

The following chapter describes the different elements and tools that ExperienceFellow has to offer in order to provide a deeper insight into the function of the mobile application. Moreover, a brief instruction is given for the use of the research tool.

The mobile ethnography software consists of different elements that can be described as followed and illustrated in Figure 1. The fundamental component of the software is referred to as the researcher. The researcher creates the project and configures the mobile application according to the activity focus. The next element is framed by the participant, who gets the invitation, guidelines and necessary support from the researcher. The customer or the research attendee then reports identified touch points and experiences through the ExperienceFellow mobile application. The touch points reported by the attendee always consist of a descriptive text and emotional value and can be supported by images, videos or location sharing. The researcher accesses the submitted data through the web-based application to analyse the touch points reported by the participants. The browser-based application allows the researcher to create different perspectives online and analyse, visualise, tag, filter and export the collected data (More than Metrics GmbH, 2016, pp. 2-3).

Figure 1: Elements of ExperienceFellow

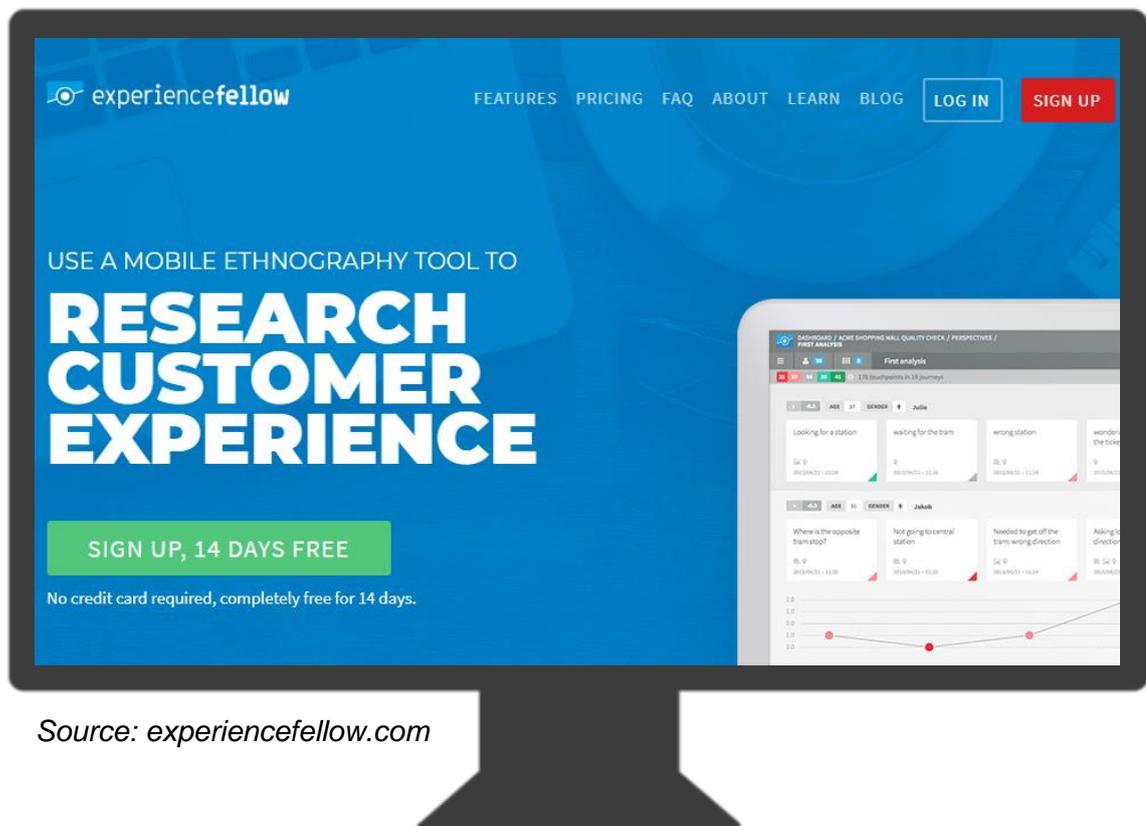


Source: [experiencefellow.com](http://experiencefellow.com)

### Access:

The first step that needs to be taken to get access to the software is going to the web site of ExperienceFellow and create an account, that can be used 14 days free of charge, see Figure 2. As soon as the free trial expires a subscription plan needs to be purchased. After a successful login into the account the dashboard, that is the control panel and provides an overview of all projects, is the first page to arrive at. On the dashboard page, it is indicated in which stage a project is currently in. The application divides each project into four different stages, related to the data collection status a project is in at the moment. The first stage is referred to as 'project set up', the second named 'collecting data', the third called 'stopped' and the fourth and last is labelled 'achieved'. On the dashboard page, not only an overview is given it also guides the researcher to the section where the project set up is taking place (More than Metrics GmbH, 2016, pp. 4-5).

Figure 2: ExperienceFellow Webpage

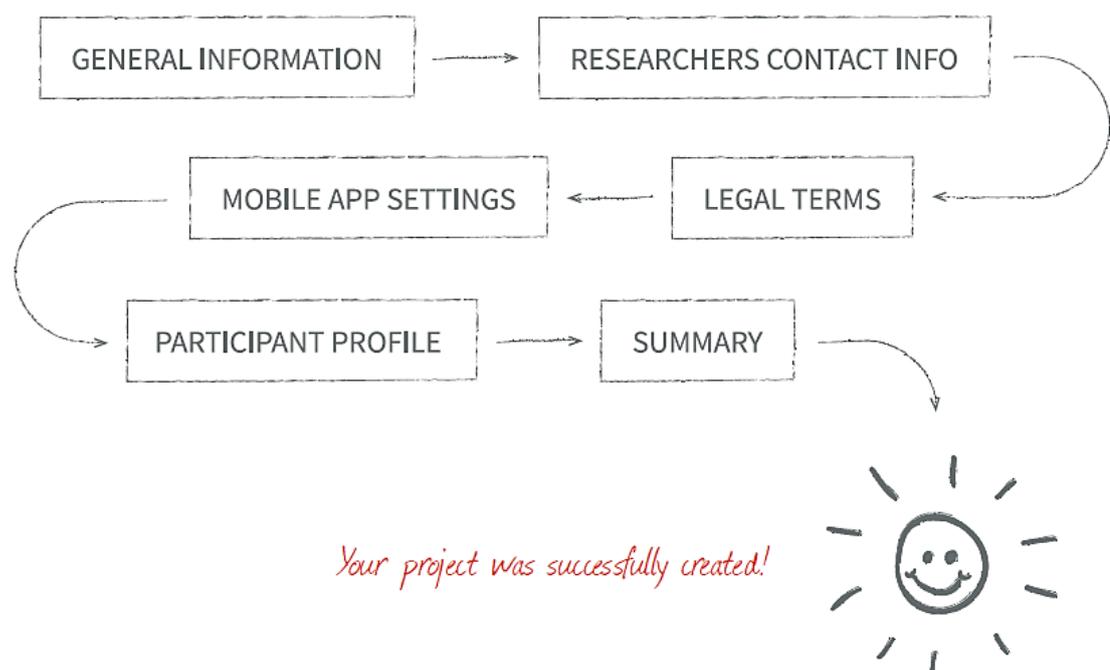


Source: [experiencefellow.com](http://experiencefellow.com)

Set-up:

The next step then is the setup process of the project. The setup wizard guides the research through the organizational process, demonstrated in Figure 3. In this step, the general information, such as project title, description or legal terms are defined. Another important part of this process is the mobile app setting, where the research can customize the project regarding the research focus. The research first needs to decide what kind of personal information is needed from the participants. It can be selected to ask participants for full name, gender, age, email, picture and additionally custom profile fields can be added to gather more information. The field can be designed individually and a choice of text, yes/no, numeric or single choice answer needs to be selected. Further settings such as location handling, the kind of media type, naming for touch points and the scale type can be selected and defined in mobile app setting template. Once the project set up is completed it is locked and settings cannot be changed anymore, to guarantee that all participants are provided with the same information and setup. The research can start now to invite the participants and actual start to collect data (More than Metrics GmbH, 2016, pp. 7-16).

Figure 3: Setup Wizard Procedure



Source: [experiencefellow.com](http://experiencefellow.com)

*Data & participants:*

The participant is an individual who takes part in the research project by registering through the provided QR-code or the token code to document experiences with ExperienceFellow. To get access to the project, the participant is required to download ExperienceFellow to a mobile device. It is available for iOS on the App Store and for Android on Google Play free of charge. As soon as a participant joins a project, the profile screen pops up and the participant needs to fill in the requested information. Saving the profile information leads to the next step, where the attendee starts reporting the actual experiences. The participant is asked to define for every touch point a title, give an emotional evaluation through a scale, add a description, attach media files if applicable and share the location. After the participant has finished creating all the touch points on the mobile device, the data needs to be uploaded therefor the researcher can see the data in the web-based interface. In the application ExperienceFellow this step is called 'syncing' (More than Metrics GmbH, 2016, pp. 22-26).

## **4 Empirical Study**

The following chapter of this paper is giving an insight into the practical part, the process of generating primary data. In order to find accurate answers to the main research question and the two sub questions, it seemed reasonable to utilize a research method that enables the immediate measurement of experiences. To investigate and get a deeper understanding of the customer experiences in the restaurant, the mobile ethnography application, ExperienceFellow was selected as the research measurement instrument that allows capturing experiences while their occurrence. The chapter is divided into several parts according to the procedure of the primary data collection. Starting with a short description of the venue where the research took place and continuing then with the characterization of the sample. Proceeding with a layout of the research instrument design and information about the pretesting phase. Finalizing the chapter with an explanation of the data collection and the analysis process.

### **4.1 Location: The restaurant Gozzo by Late**

For the setting of this study Gozzo by Late, a bistro style restaurant located in the old town in the city of Krems an der Donau had been chosen. Since August 2018 the restaurant is managed under a new leaseholder, who changed the concept of the former existing business. According to the changes in the management and the takeover of the place, an analysis of the current situation in the fairly new reopened restaurant becomes of interest, in order to evaluate what kind of experience a guest perceives in the bistro Gozzo by Late nowadays.

The restaurant is operating six days a week, Monday to Saturday, serving food from 11:30 until 22:00. Having the capacity to accommodate up to 70 guests, international dishes and a daily fresh prepared lunch menu with a vegetarian option are offered daily to the multicultural restaurant visitors (KREMS TOURISMUS GmbH, 2018). See Annex 1 for photographs of the restaurant, including indoor and outdoor area. The price for the regular lunch menu is offered for EUR 7,90 and the vegetarian option for EUR 6,90. Additionally to that, a soup can be added

to the menu for EUR 1,50 where the customer has a choice out of three different kind of soups, varied every week. The option to add a small salad for EUR 1,80 and a dessert for EUR 2,50 is also provided. In Annex 2 a lunch menu for an entire week is attached to provide an example. For further information about the regular menu and pricing see Annex 3, showing the menu when the research study had been conducted. In the months February and March approximately 80 to 90 guests visited the restaurant per day.

## **4.2 Sampling**

Veal (2011, p. 356) characterizes study population as the total category of subjects which is the focus of attention in a particular research project is known as the population. The use of the term population applies certainly when studying a community of people, for example, the population of a country. In social research it can represent other forms, for example the visitors to a restaurant for an indicated period then they can be referred to as the population of restaurant visitors.

The explanation for the concept of sampling by Gay, Mills & Airasian (2012, p. 144) is, "Sampling is the process of selecting a number of individuals for a study in such a way that the individuals represent the larger group from which they were selected". There are two different types of techniques that can be applied when it comes to sampling. A differentiation is comprehended between non-probability sampling techniques, those are not making use of chance selection procedures, and the probability sampling techniques, in which the probability for each part of the population has the equal chance to be selected (Malhotra, 2010, p. 373). For research projects with a qualitative approach the researcher is not really concerned to apply a random selection, the focus is rather on trying to present a picture of the social structure from which the observations are drawn. Several sampling techniques have been designed to support a non-probability approach, that is commonly recommended when undertaking qualitative research (Veal, 2011, p. 370). Convenience Sampling, that can be also called accidental sampling, is one of the non-random sampling techniques. The characteristic of this method is the use of conveniently located persons or organizations, that means respondents are

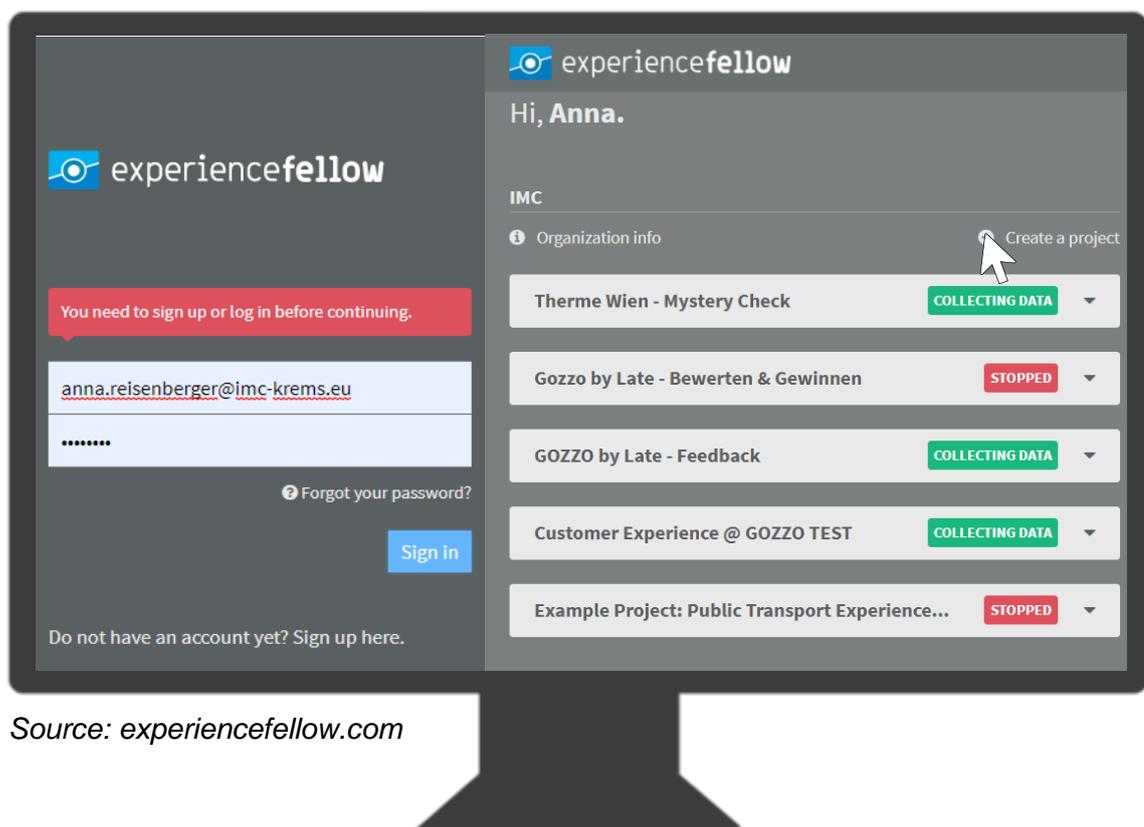
selected because they happen to be there at the time the data collection is taking place. According to that, all persons who wish to participate are permitted to (Gay, Mills, & Airasian, 2012, pp. 140-141).

The study population for the research project were restaurant guests of Gozzo by Late, who visited the restaurant in the months February and March 2019. The non-random sampling method, convenience sampling has been enforced in order to collect the data. The people who happen to be at the restaurant Gozzo by Late and willing to participate at the time the data was collected, formed the sample for the research project.

### 4.3 Measurer Design

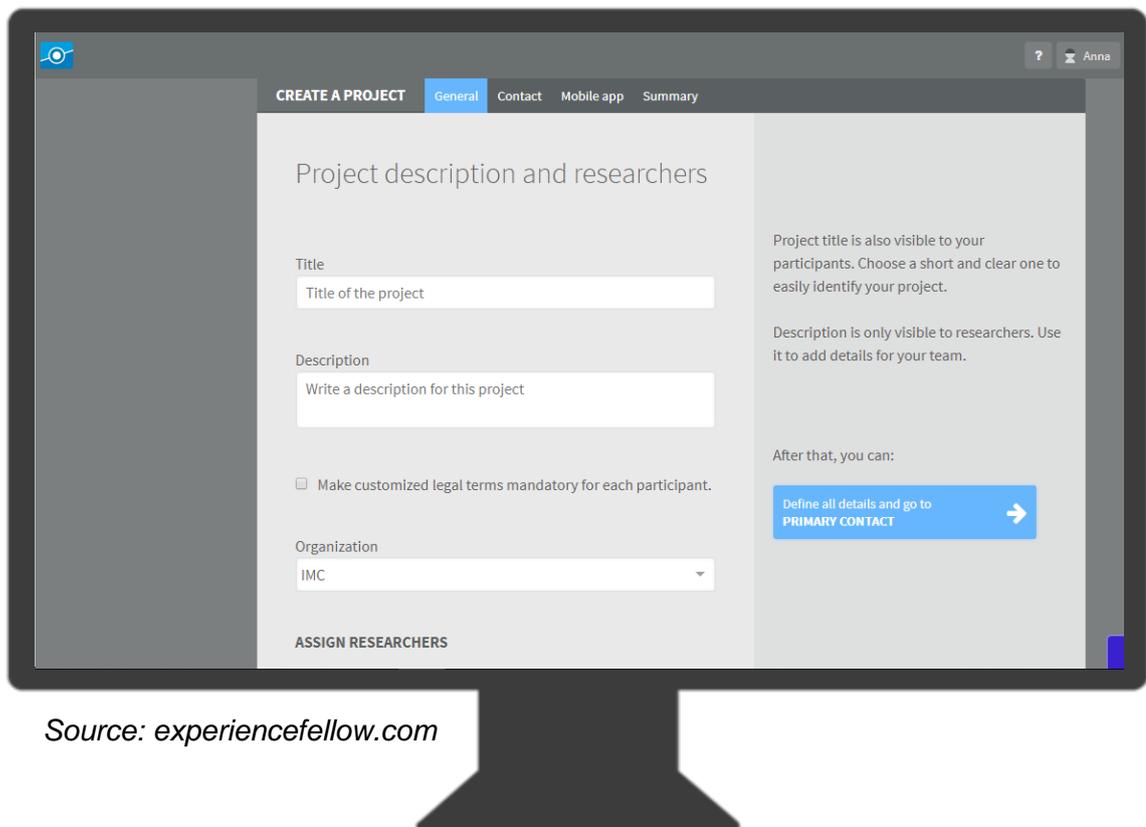
The design of the customer experience measurement tool was created through the browser-based web application. In Figure 4, the login mask and the dashboard of the software is presented. The researcher set up a new project and arranged the setting options in a way that the requested information could be collected from the participants.

Figure 4: Login & Dashboard



The first step in the set-up process was to determine the general information of the research project, see Figure 5. The title of the research project was chosen to be “Gozzo by Late – Bewerten & Gewinnen”. There was no extra description added for other researchers, as there was only one researcher involved.

Figure 5: Project Set-up - General Information



The screenshot displays a web interface for creating a project. The main heading is "Project description and researchers". The form contains the following elements:

- Title:** A text input field with the placeholder "Title of the project".
- Description:** A text input field with the placeholder "Write a description for this project".
- Legal Terms:** A checkbox labeled "Make customized legal terms mandatory for each participant." which is currently unchecked.
- Organization:** A dropdown menu with "IMC" selected.
- Navigation:** A blue button with the text "Define all details and go to PRIMARY CONTACT" and a right-pointing arrow.

Additional text on the right side of the form provides instructions: "Project title is also visible to your participants. Choose a short and clear one to easily identify your project." and "Description is only visible to researchers. Use it to add details for your team." Below the button, it says "After that, you can:".

Source: *experiencefellow.com*

The next step in the project design was defined by providing a contact person for the participants, they can get in touch with if needed, see Figure 6. The name and the email address of the researcher was entered to provide a valid contact.

Figure 6: Project Set-up - Contact

Primary contact

COMPANY DETAILS

Company name

Address

Postal code City

Country

CONTACT PERSON DETAILS

This is the contact info for your project your participants see in the mobile app. Please enter a valid contact here so that participants can get in touch with a responsible person.

Source: [experiencefellow.com](https://www.experiencefellow.com)

The settings for the mobile application were specified on the following page, see Figure 7.

Figure 7: Project Set-up - Mobile Application

Mobile application settings

WELCOME SCREEN

PARTICIPANTS PROFILE

LOCATION HANDLING

PREDEFINED TAGS

MEDIA TYPES

NAMING

SCALE TYPE

Specify how the mobile app works for your project:

**Welcome Screen:** Give your participants some project info or research tasks.

**Participants Profile:** Receive additional info from your participants to filter or group them later.

**Location handling:** Decide if you want to force your participants to switch on location services. Please note: If you set location services as mandatory, participants without GPS won't be able to save data points.

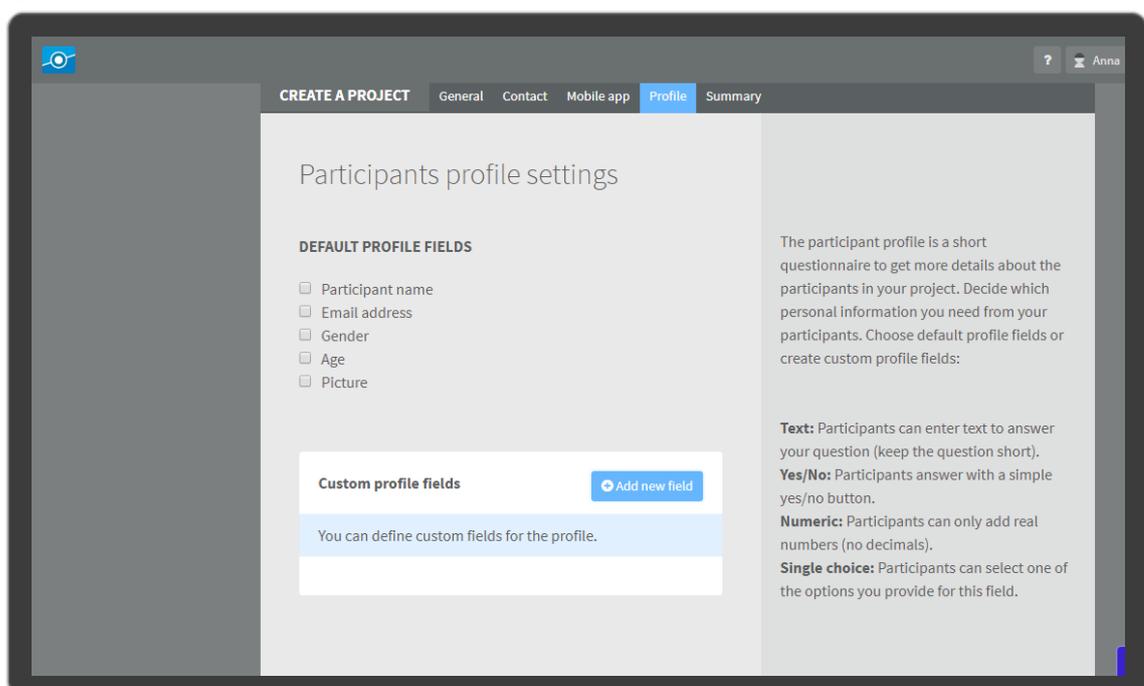
**Tags:** Define specific tags if you'd like your participants to tag certain experiences. As a hint, this can help participants focus on certain aspect of the experience, but can also lead or bias the participant a bit so choose

Source: [experiencefellow.com](https://www.experiencefellow.com)

The researcher defined that no welcome screen is shown to the participants. It was requested that the participants must fill in and submit their profile, in order to collect some additional data from the attendees. The setting for the location handling was determined to let the participants decide if they want to save location data, as there was no real need on the location information. The application offers to add tags, that can help participants to focus on certain aspects of experience, regarding this project the researcher decided not to define tags, as in the pre-test it was discovered that the tags were not really helpful. For the documentation of data, the settings were defined to allow attachment of videos and pictures. The naming for the touch points for the participants was chosen to be titled with “Experience”, as this seemed the most appropriate one besides “Touchpoints” or “Moments”, the two other naming options. The last point that needed to be specified was the selection of the scale type. It could have been selected from a satisfaction, importance or experience scale. The researcher picked the experience scale for the evaluation ranging from -2, very bad, to +2, very good.

The following step in the project creation was to define the participant’s profile (see Figure 8). The researcher selected that participants had to enter their email ad-

Figure 8: Project Set-up - Participants Profile



Source: [experiencefellow.com](http://experiencefellow.com)

dress and gender. Additionally, a customized profile field was added and named age group. The researcher picked the single choice option for the participant's answer and set up four age groups. The age groups were defined as followed: 'under 25 years', '26 to 40 years', '41 to 60 years' and 'over 60 years'.

The final step in the project design was the review of all the project details. The research checked all the settings and edited the data if necessary. After the review, the research saved the project, and no more changes could be made to the settings to guarantee data consistency.

#### **4.4 Pre-testing**

No matter what kind of instrument is used to conduct a research project, it is from high relevance to pre-test the tool to ensure that respondents understand what is asked from them and can respond accordingly. The pre-testing phase involves a small group of the study population who is testing the measures that are intended to use. The researcher wishes to determine how well the instructions and questions are formulated (Finn, Elliott-White, & Walton, 2000, p. 101).

Before the actual data collection was initiated a pre-test with 10 volunteers was conducted to make sure that people are able to use the mobile application and understand what they have to do. For the pre-test a separate project, named 'Gozzo by Late – Feedback' was created. The setting of the pre-test version was different to the final settings of the project. The mobile application settings in the pre-test project included a welcome screen plus a text, predefined tags and the touch points were named 'Moments'. The participant's profile settings included requesting the participant's name, email address, gender and age. In the pre-test phase, some issues according to the settings of the research project had been discovered and the researcher decided to change it in the final version. It has been identified that the welcome screen is not necessary, because participants did not read the information and simply skipped the screen. The predefined tags were discovered to not be helpful and rather confusing for the participants, so the researcher did not include them to the final project. Concerning the title for the touch points, attendees could not really relate to the term 'Moments' and were confused

about what is meant, so the research renamed them into 'Experiences'. Additionally, it was explored that the participant's profile had too many components to fill out and attendees got annoyed because it took too long. The research decided to keep it as short as possible and only asked for the essential details, such as gender, age group and email address.

## 4.5 Data Collection

To obtain the requested information and collect the relevant data for this study ExperienceFellow, the mobile ethnography application, had been applied. The researcher set up the project suitable for this research, as described above under measurer design. Guests in the restaurant Gozzo by Late were then approached by the researcher and asked if they were interested to participate in the project. In case that participants showed sympathy and were willing to engage, the researcher presented the flyer, with the necessary information, and gave a short explanation on what the attendees had to do. See in Figure 9 the flyer that was used.

Figure 9: Flyer Layout

*Erlebnisse teilen & Lunch gewinnen!*

...so einfach gehts:

1. "ExperienceFellow" im App Store / Google Play Store downloaden **oder** bei uns nach dem iPad fragen.
2. QR Code **scannen**:  

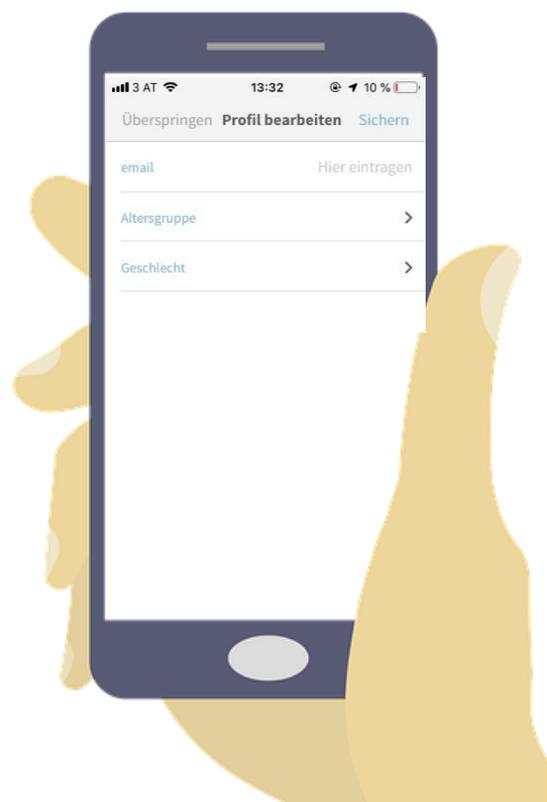
3. ⊕ Neues **Erlebnis** erstellen  
 ...Titel für Erlebnis eingeben  
Vorschläge: Speise, Getränke, Qualität, Ambiente, Musik, Temperatur, Sauberkeit, Komfort, Preis-Leistung, Räumlichkeiten, Service, Angebot, Wartezeit, Freundlichkeit,  
**Bewerten:** 😊 😐 😞
- Kommentar, Medien(Bild/Video) hinzufügen
4. **Sichern** & 🔄 Synchronisieren! **FERTIG!!**

In the first step, see the respondents were required to download the application ExperienceFellow to their smartphone or they could use the iPad, which was provided by the researcher, where the mobile application was pre-installed. Secondly, the participants had to log in to the project by scanning the QR-code on the presented flyer (see Figure 11).

*Figure 11: ExperienceFellow - Login*



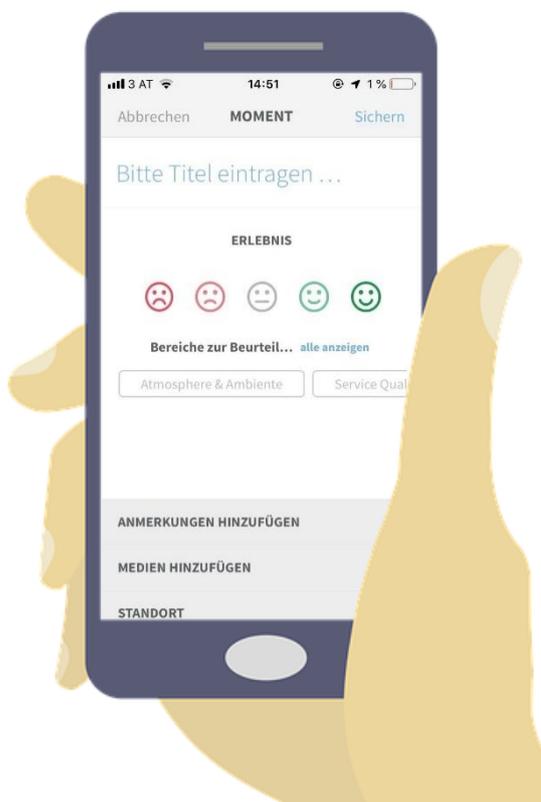
*Figure 10: ExperienceFellow - Personal Data*



As soon as the attendees signed in, a screen popped up on the mobile device, where they had to fill in personal data, see Figure 10.

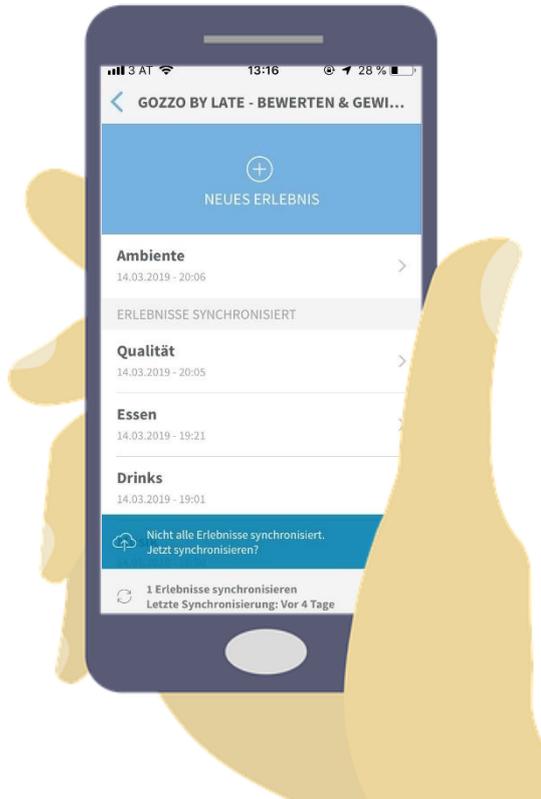
After the participants saved the personal information, they were automatically directed to the next page, where the actual rating of their individual experiences in the restaurant happened. To report an experience, the respondents had to click on “new experience”, enter a suitable title for the event and evaluate the encountered situation through the emotional scale by choosing one of the five smiley faces. Additionally, notes, pictures and videos could have been added to the undergone experience to describe exactly what has happened, see Figure 12.

Figure 12: ExperienceFellow App - Report Experiences



The participants could decide on their own on what they would like to evaluate in the restaurant there were only suggestions given on the flyer that the attendees could have use. Once the respondents finished their evaluation, they just had to save the created touch points and synchronise them by clicking on the symbol popping up at the bottom of the application screen (Figure 13).

Figure 13: ExperienceFellow App - Save & Synchronise



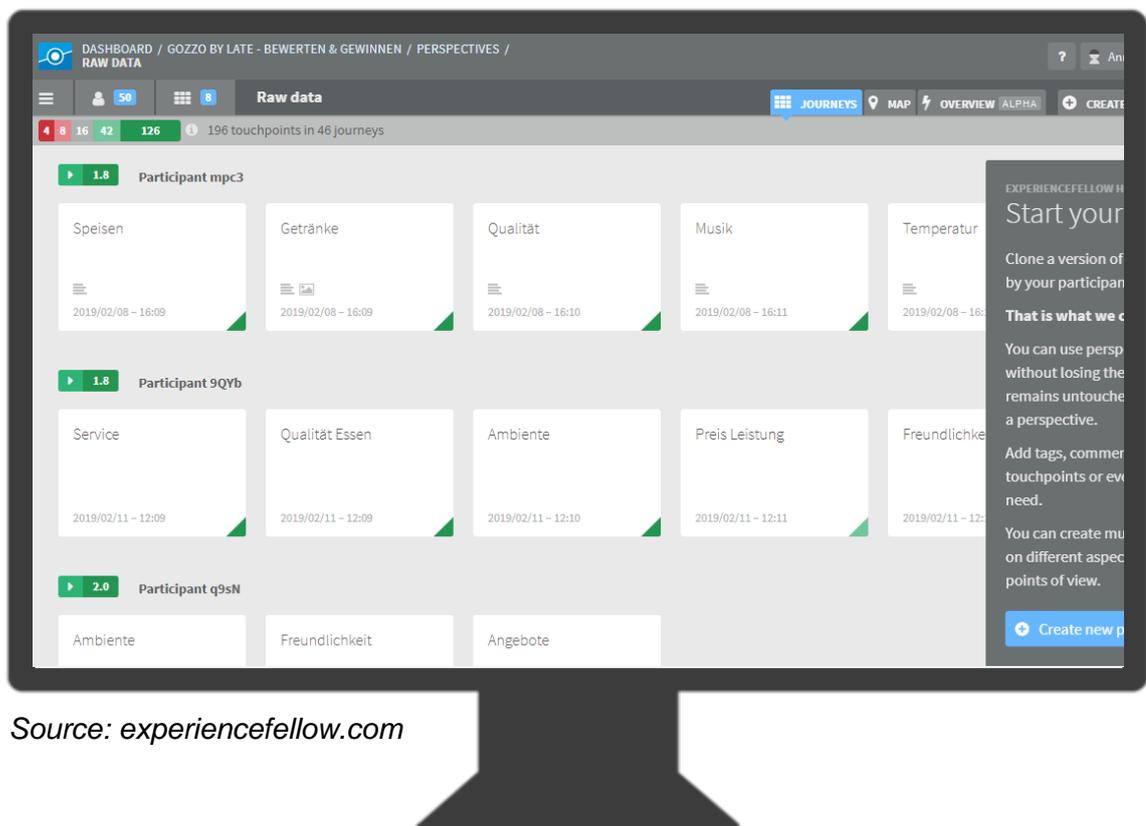
A motivational factor for the customers to participate in the research project was the raffle for a free lunch in the restaurant Gozzo by Late. The drawing of the raffle was done randomly out of all research participants: The winner was contacted via email and informed about the prize.

The data collection process started on the 8<sup>th</sup> of February 2019 and ended on the 23<sup>rd</sup> of March 2019.

## 4.6 Data Analysis

After the data collecting phase, the research started with the analysis of the raw data. The first step involved to change the project status from 'collecting data' to 'stopped', after all the necessary information had been collected from the participants and to ensure that no more new participants can sign in to the project and change anything on the data. The raw data was accessed online via the ExperienceFellow account. Online an overview of the raw data is presented, that consists of all the customer journeys with all the submitted touch points the restaurant guests created (see Figure 14).

Figure 14: Data Analysis - Raw Data



Source: [experiencefellow.com](http://experiencefellow.com)

The next step involved to start analysing the raw data. For that, the researcher created a new perspective, that represents a complete copy of the collected data which can be edited but no changes apply to the raw data. The research created several perspectives in order to analyse the different aspects of the project and to answer the research questions. In the analysing process, the researcher applied

filters and created tags to sort and group the touch points. The data then has been exported in a PDF file, to be represented in the results later. The added comments and attached pictures by the attendees helped the researcher to get a better understanding on what specific point the participants were referring to.

## 5 Results

In total 50 participants joined the project by signing in with QR code and entering the profile details. Out of the 50 registered attendees, 46 valid customer journeys were submitted. Four created profile remained without any submitted touch points and were excluded from the data analysis.

Overall 196 touch points in 46 journeys were produced in this research project, stated on the left of Figure 15. Out of the 46 participants, 54% were female and 46% were male (see Figure 16). 21 journeys with 76 touch points were submitted by male participants. The 25 female customer journeys recorded 120 touch points. 61% of the total touch points were entered by women and the remaining 39% by the representatives of the male study population. The average emotion level attained a value of 1.2 in the female population and for the males even raising up to a factor of 1.8.

Figure 15: Analysis Touch Points - Gender

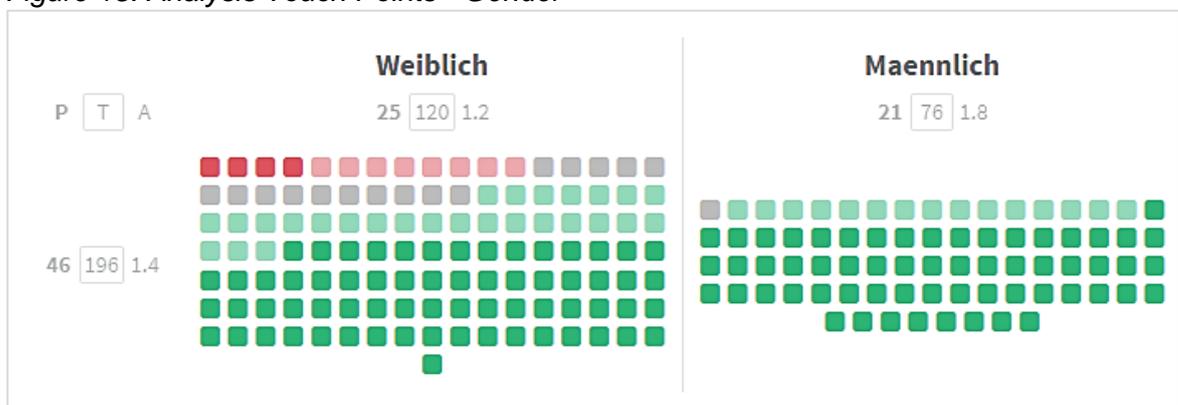
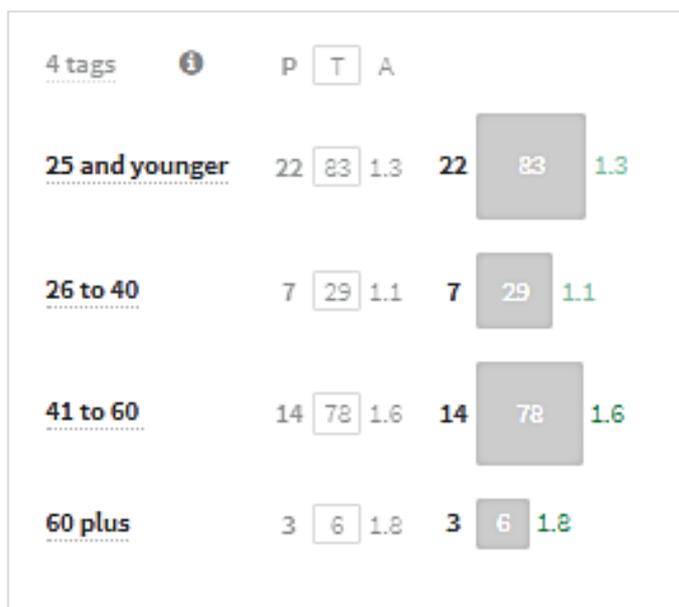


Figure 16: Analysis Touch Points - Gender Stats



Most respondents were 25 years and younger almost half exactly 48% of all participants stated to belong in this age group. Figure 17 is giving an overview of the division in the age groups. 22 customer journeys within a total of 83 touch points were reported in this age group. 15% of all attendees were between 26 and 40 years old that created 29 different experiences in seven profiles. Participants between 41 and 60 years, composing 30% of the entire study population, generated 78 touch points in 14 customer journeys. The age group with three participants and six delivered touch points was referring to 60 years and plus, making up 7% of the total.

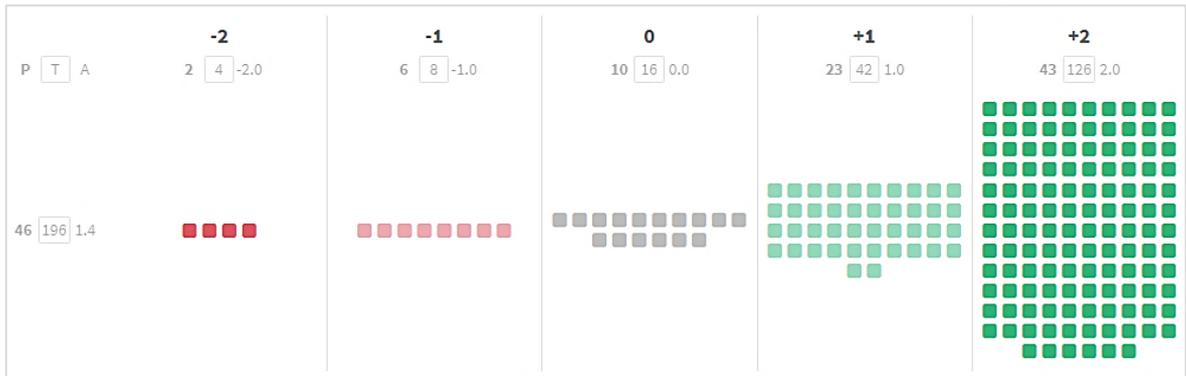
Figure 17: Analysis Touch Points - Age Groups



## 5.1 Positive and Negative Influences

In order to answer the main research question and to gain more insight knowledge about the experiences, the customers had in the restaurant, the first sub question: **What do customer rate as positive and negative influences during the visit?** was considered in the first place. This section will take a closer look at all the submitted touch points, tagged with a very positive to a very negative emotional value. Figure 18 is displaying an overview of all the touch points grouped by their value the participants selected for the recorded experience.

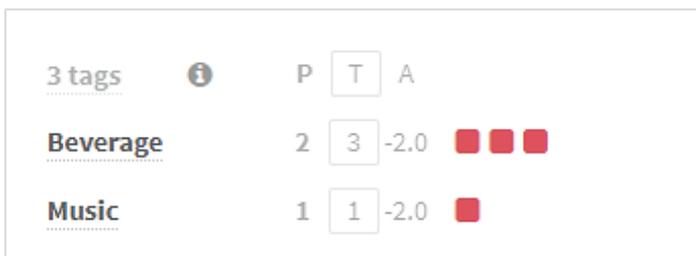
Figure 18: Analysis Touch Points - Emotional Value



### 5.1.1 Very negative touch points

The touch points indicated with a very negative emotional value ( -2) were filtered and illustrated in Figure 19.

Figure 19: Analysis Touch Points - Very Negative



Two guests reported collectively four touch points referring to that they had a very negative moment in the restaurant. Out of those four experiences, three were related to the beverages that had been consumed. One issue that a customer had was that the prices charged for one coffee were too expensive. Two guests got their drinks served in a cracked carafe. To support that issue one attendee took a photo of the carafe, see Figure 20. The other unsatisfactory touch point that occurred in a customer journey was related to the music played in the restaurant. The guest commented that the music was unbearable.

Figure 20: Picture - Carafe



### 5.1.2 Negative touch points

The following group of touch points rated with the second worst value (-1) on the emotional rating scale were considered in the next place (see Figure 21).

Figure 21: Analysis Touch Points - Negative

8 tags	P	T	A
Toilet	2	2	-1.0
Service	1	1	-1.0
Temperature	1	1	-1.0
Price fairness	1	1	-1.0
Waiting time	1	1	-1.0
Music	1	1	-1.0
Food	1	1	-1.0

Entirely eight negative experiences were reported by six participants. Two customers reported bad experiences referring to the restrooms. One participant criticized that the toilets are not located in the restaurant directly and another respondent was not satisfied with the cleanliness of the sanitary facility. One negative touch point referring to the efficiency in the service was noted. The temperature in the guestrooms was experienced to be too cold by one participant. Negative impacts affecting the experience from another participant were related to a long waiting time even the restaurant was not busy and the high prices on the á la carte menu. One touch point reported that there was no music played in the guestroom, so the noise of the wine refrigerator was noticeable, see Figure 22. Unsatisfying was the unequal portion size for an attendee. Illustrated in Figure 23, that one guest got a bigger portion than the other one did.

Figure 22: Picture - Wine Refrigerator

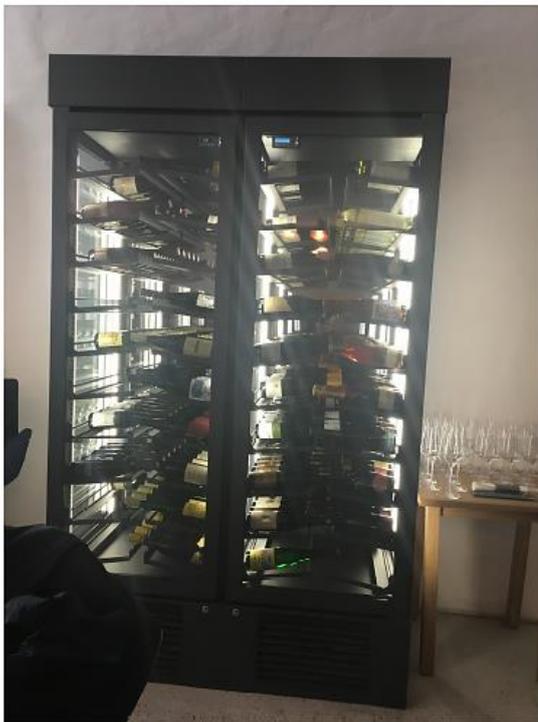


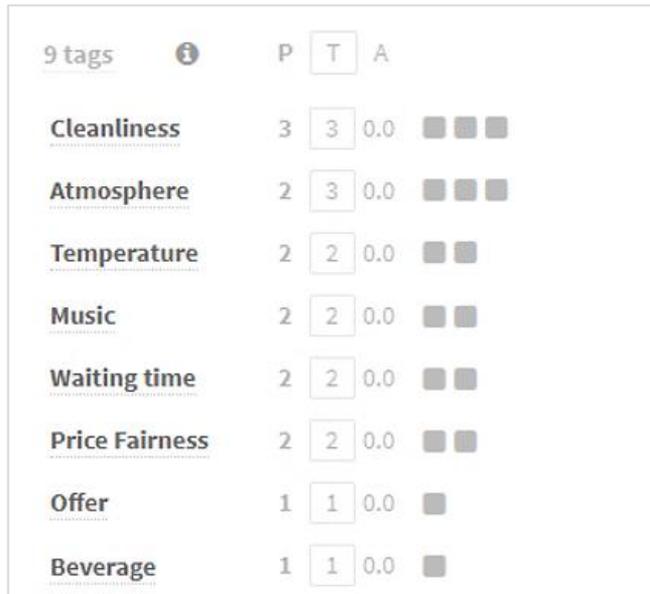
Figure 23: Picture - Portion Size



### 5.1.3 Neutral touch points

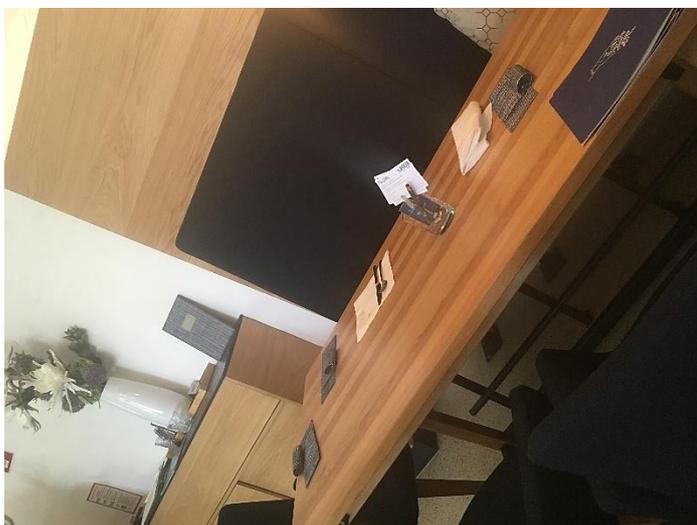
Representing an emotional value of zero, the neutral touch points were filtered from all the delivered touch points (see Figure 24).

Figure 24: Analysis Touch Points - Neutral



Experiences in the restaurant rated with this value appeared 16 times in ten different customer journeys. Three guests mentioned that the cleanliness of the guest table is relatively acceptable. One Participant observed that tables remained uncleaned even the restaurant was not very busy, see Figure 25. Furthermore, it was reported that the location seemed to be clean, but when taking a closer look some uncleaned spots can be noticed.

Figure 25: Picture - Uncleared Table



Two guests considered that the temperature in the restaurant was widely tolerable, but in a participant's comment it was mentioned that it gets very warm and stuffy in the guestroom and it was pointed out that there is a draught in the bar area. The music was evaluated from two participants to be on a satisfactory level, whereas one participant mentioned that some cheerful and exhilarated music would be desirable. In two customer journeys, it was indicated that the speed of the service staff was passable but commented that they had to wait a while until the server approached the table. Two participants rated the price fairness as relatively acceptable by emphasizing that the pricing of the a la carte menu is not comprehensible. More vegetarian options and salad choices on the menu would be desirable, commented by a customer who rated the general food offer with an average value. One Participant recorded in Figure 27 and Figure 26 that plastic flowers seem cheap and the pattern is not appealing. Moreover, it was mentioned that the dining area seemed very upscale.

*Figure 27: Picture - Plastic Flowers*



*Figure 26: Picture - Pattern*

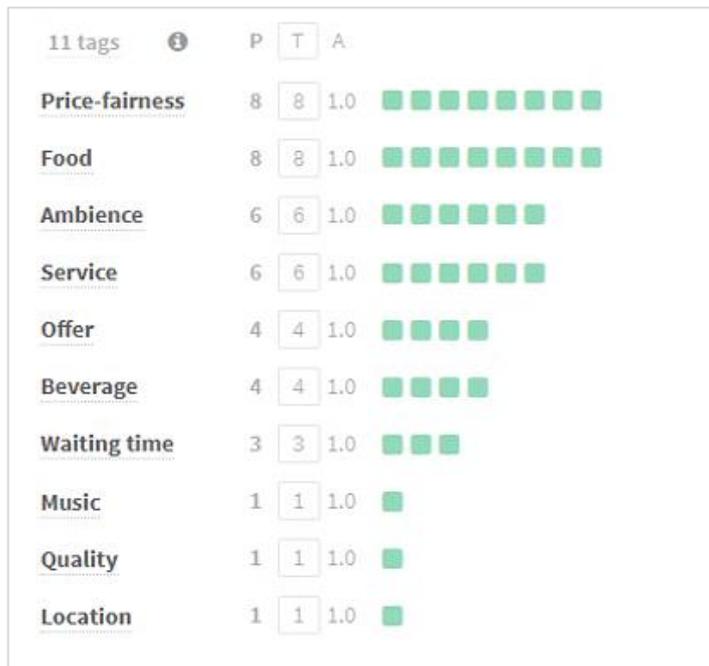


One respondent gave an average weight for the consumed beverage justified that the taste of the cocktail was too sweet. The comfort the restaurant is providing was evaluated by a participant with a neutral value, due to tight space on the guest table.

### 5.1.4 Positive touch points

The touch points submitted with a positive emotional value (+1) were grouped in several categories and an overview is given in Figure 28.

Figure 28: Analysis Touch Points - Positive



Overall 42 touch points collected from 23 restaurant guest were estimated with a positive value. The first two categories referring to price fairness and food were both arising in eight customer journeys specified in eight touch points related to a positive restaurant experience. The participants assessing the price fairness as beneficial said that the prices seemed at first quite high but are appropriate according to the quality and freshness of the food. Respondents commented on the food that it is in general very tasty and has great seasoning. It was noted that the plating could be improved for some dishes and to serve equal sizes of food portions. Six restaurant customers determined to experience the ambience as pleasant (see Figure 29). The charming atmosphere of the terrace was pointed out by one participant.

*Figure 29: Picture - Bar area*

The service was assessed by six respondents noting that the servers in the restaurant are friendly and the service provided is enjoyable and appropriate. Some small issues recorded by three participants was related to the speed of the service. Four customers stated that the food offer is selected well. Especially the choices of desserts and the lunch menu was highlighted in the comments of the participants. It has been suggested to add a vegetarian weekly special in the case the daily vegetarian lunch meal is sold out. The beverages were evaluated by four attendees to be tasty, regionally and of good quality (Figure 30). An issue that was reported again by a guest was the cracked carafe (Figure 31).

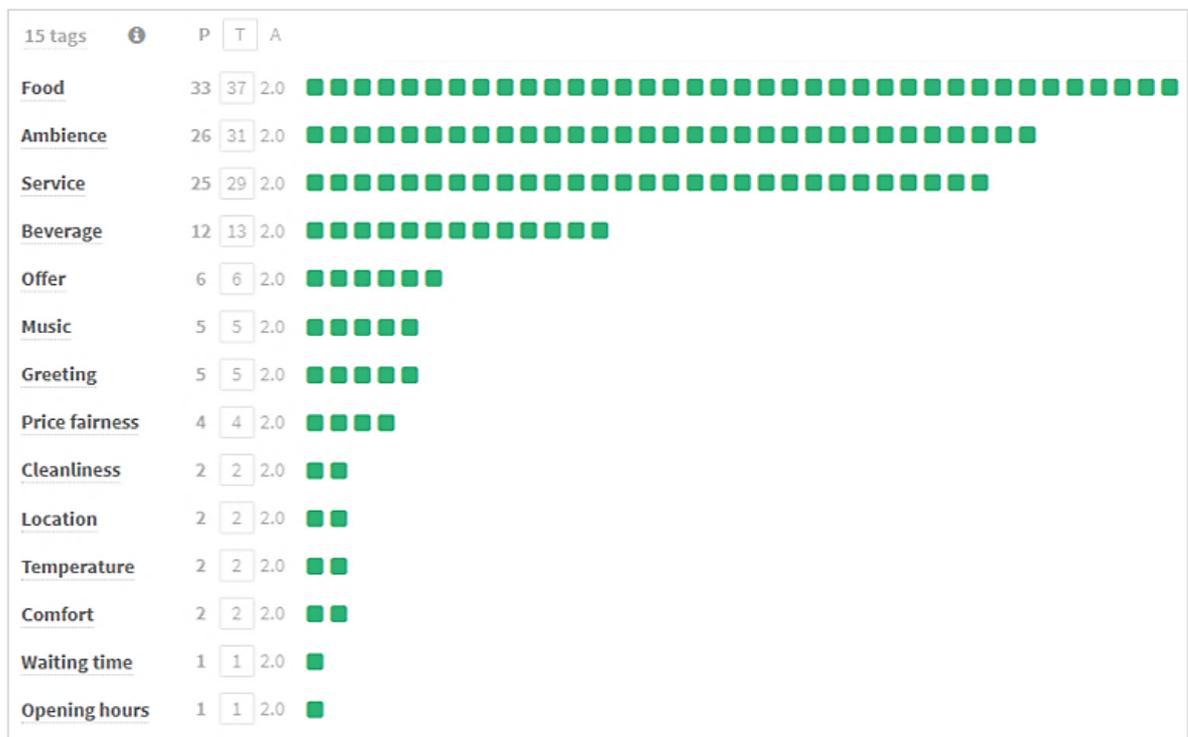
*Figure 31: Picture - Carafe**Figure 30: Picture - Wine*

The waiting time was experienced by three guests as being reasonable. The last three touch points adding a positive contribution to the guest's experience were referring to the enjoyable music, the delivered quality and the restaurant's central location.

### 5.1.5 Very positive touch points

The very positive experiences reported by the participants have been grouped in different categories to get an accurate illustration (see Figure 32).

Figure 32: Analysis Touch Points - Very Positive



Overall 126 touch points evaluated with the highest possible value (+2) have been created by the 43 participants. 33 restaurant guests stated to experience the food consumed as very positive. In 37 created touch points the customers highlighted the taste, freshness, quality, variety and creativity of the served meals. To underline those mentioned food characteristics the attendees uploaded some pictures of the dishes, see, Figure 33, Figure 34, Figure 35 and Figure 36.

Figure 34: Picture - Tuna Poke



Figure 35: Picture - Tapas & Bento Box



Figure 36: Picture - Lunch Soups



Figure 33: Picture - Soup & Lunch



The ambience of the restaurant contributed to be a very positive influence on 31 customer experiences. In the comments of the 26 participants regarding the res-

restaurant environment, the terrace was often identified as the main feature (see Figure 37 & Figure 38) as well as the modern and appealing furniture.

*Figure 37: Picture - Terrace*



*Figure 38: Picture - Terrace View*



25 guests recorded that the service provided in the restaurant influenced their visit in a positive way. In 29 created touch points it was referred to the very positive experienced service. The respondents indicated the friendly servers as the main indicator for the pleasant service they received. 13 very positive evaluations relating to the category beverage documented that the guests appreciate the exclusive wine selection, the special creation of drinks and the choice of quality. The offer mostly related to the food items added value to six customer experiences. Five attendees rated the music to be enjoyable and suitable for the location. The greeting and a warm welcome were noted as perceived by five customers as very positive. The fairness in pricing was experienced as fair in four guest evaluations. Categories related to cleanliness of the restaurant, location, guest room temperature and comfort each one had a very positive influence in two customer journeys. The waiting time and opening hours were each mentioned to be beneficial by one participated.

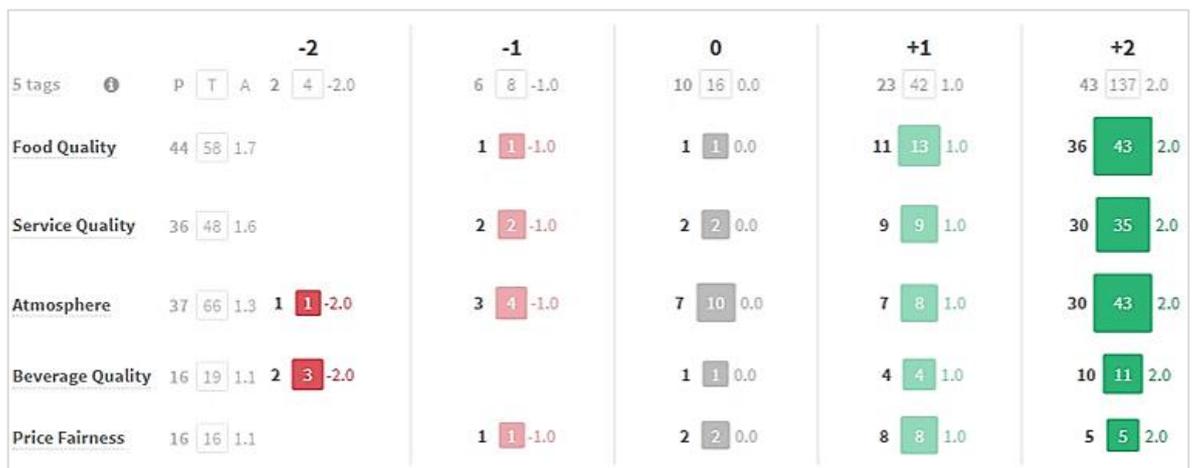
## 5.2 Evaluation on Restaurant Experience Components

The following chapter is aiming to gain a deeper understanding of the complete restaurant experience the customer went through. According to that reference is made to the second sub questions:

### ***How do customers evaluate the restaurant on the four main components of restaurant experiences?***

In Figure 39 the components that determine the restaurant experience had been applied to categorize the recorded touch points.

Figure 39: Analysis Touch Points - Components Restaurant Experience



The highest evaluation reflecting the average emotional experience value that occurred for the components of restaurant experience was expressing food quality, weighted with 1.7 as an average value. 96% of the participants created 58 touch points that could be related to the food quality offered in the restaurant. Out of those 58 touch points, 43 were associated with the maximum positive value (+2).

Service quality was elected to be the second-best rated component in the restaurant. Representing an average of 1.6 personifying 48 touch points of 36 participants. 35 very positive experiences could have been related to the service quality in the restaurant.

The atmosphere, including the restaurant's equipment as well as the ambience, got evaluated by 37 respondents with a median of 1.3. What can be noticed in this segment is that five touch points were related to unfavourable experiences and ten neutral touch points, representing the highest number of nominations for the zero value. Nevertheless, 43 very positive moments, showing the same amount as in the food quality category, were recorded by the participants.

To distinguish between quality in food and drinks an additional component was named beverage quality was added. In this category, all relatable drink experience was grouped. Representing an average value of 1.1 reflecting the emotional curve of 16 restaurant guests. Notable in this segment is that no experiences with a negative rating (-1) were given however, three touch points were related to very negative experienced moments.

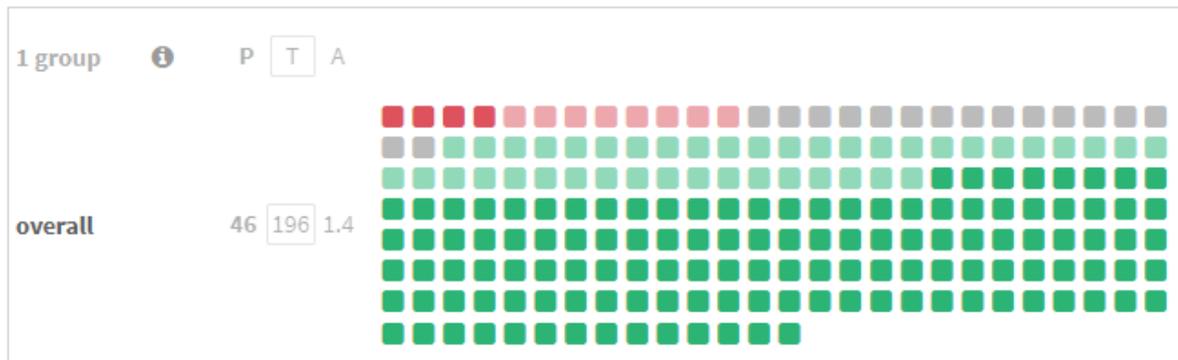
The last component determining the restaurant experience was price fairness, that shows a median of 1.1 generated from 16 participants. The prices in the restaurant were experienced widely as positive, described by eight delivered touch points in the (+1) category.

### **5.3 Overall Restaurant Customer Experience**

After looking at all those positive and negative experiences as well as the components that determine the restaurant experience the main research question: ***How is the overall customer experience in the restaurant?*** will be finally considered in this sub chapter.

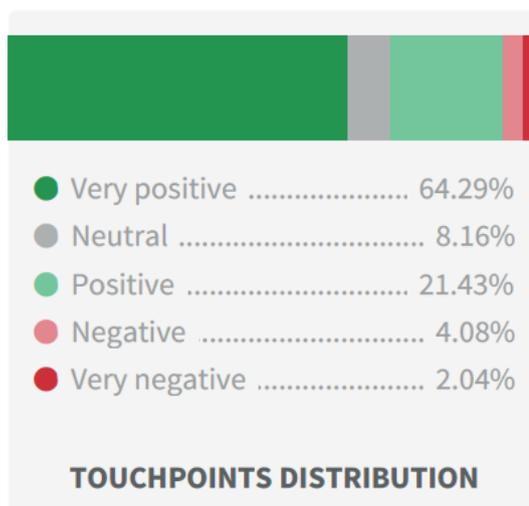
The overall customer experience can be described to be experienced as positive by the guests, reflecting in an average value of 1.4 created by 46 participants determined in 196 touch points (Figure 40).

Figure 40: Analysis Touch Points - Overall



The general distribution of the touch points is displayed in Figure 41 and can be used to get an overall understanding of the customer experience in the restaurant. Out of all 196 delivered touch points, 64% were tagged with a very positive value. The participants determined 21% out of the total to be positive moments during the restaurant stay. 8% of neutral touch points were created by the respondents. The negative segment shows a value of 4%, that refer to be negative experiences while being in the restaurant. Very negative reported touch points made up only 2% out of the total submission.

Figure 41: Touch Point Distribution



## 6 Discussion

In comparison to other studies, where the focus was also directed to the evaluation of customer experience, the research measurement approaches were all performed after the participants experienced a service or a product. Whereas this project investigated the immediate measurement of experiences in the moment they were occurring.

In general, the positive touch points, over 80% out of the total, predominated the overall picture when evaluating the restaurant customer experiences for the restaurant Gozzo by Late. Very positive encounters were related to the food quality, the friendliness of the service and the ambience, especially the outdoor seating area, the terrace. The service quality derived same as in other comparable studies at a significant higher value hence the friendliness of the service team and the provided personal warmth towards the customer. The fundamental element that determines the overall restaurant experience and is a significant contributor to a favourable dining experience, has also been explored in this research paper to be the component food quality.

Contrarily, only 6% of the experiences have been found to show a negative relation. Nevertheless, the negative experiences should be considered in detail in order to make valuable changes and to improve the overall restaurant experience.

### 6.1 Recommendation for Restaurant Management

Even though the negative touch points determine the minority of the overall customer experience in the restaurant, it is still advisable to pay specific attention to unfavourable encounters the guests experienced in order to know where changes and improvements need to be made.

Relating to the negative submitted touch points, the restaurant management should advise the service team to pay more attention to cracked glasses and carafes. It is not acceptable to serve a beverage in a damaged glass, primarily for the enjoyment of the guest to consume the drink without any safety issues and

moreover for the general appearance. Getting a beverage served in a broken glass already harms the satisfaction of the guest, no matter how good the drink is.

Another remark that the customers mentioned refers to the variation in the portion size of the served dishes. Consistency and uniformity when plating the food is an essential component to deliver the same standards to the guests. Especially when two people are sitting at the same table and ordering the same meal equal portion size is crucial. If one of the guests gets less food than the other one, this would certainly add a negative component to the experience, as they both pay the same price. The restaurant management should remind and train the kitchen team how important it is to serve the same amount of food, not only because for the guest's satisfaction also for an economized work structure.

Furthermore, the cleanliness in the restaurant has the potential for improvement. The participants observed that the guest tables stayed uncleared for a while even though the restaurant was not too busy. According to that, the service team's awareness needs to be raised to be more on top off clearing tables and keeping the restaurant in an appropriate condition. Additionally, comments of the respondents were made to the cleanliness of the restrooms. The toilets of the restaurant should be checked at least twice a day. The responsible cleaning staff should be advised accordingly as well as the management needs to control and check if the tidiness of the toilets is sufficient.

The temperature in the location was sometimes recognized as being too cool in the bar area and on the other side as being too stuffy in the guest rooms. The restaurant management should consider implementing a ventilation system, as this is not existing at the moment. Another approach to solve the issues could be to make the service team more mindful of that problem with the purpose that the servers will communicate more with the guests so they can react accordingly to the situation by opening or closing doors or windows.

Another aspect that should be considered for further improvement is the music played in the restaurant. It is suggested that the service team should pay more attention to the level of volume the music is set. Depending on how many people

are in the restaurant and what the noise level is, the music should be adjusted accordingly to these factors.

In general, the appearance of the service and the friendliness of the servers was very satisfying. Potential improvement to enhance the service quality in the restaurant is related to the efficiency in the service. It is recommended that the restaurant manager overthinks certain processes in the service procedure in order to gain higher performance from the servers. This would also lead to a faster approach of the guest tables by the server and in general shorter waiting time for the restaurant visitors.

The venue of the restaurant contributed widely to an enjoyable stay for the customers. The modern and appealing ambience, as well as the terrace, was valued highly by the respondents. It is recommended to use the favourable setting of the restaurant as the main features for promotional reasons.

Overall the food quality in the restaurant was evaluated to be a significant aspect to contribute to positive customer experiences. For that reason, the restaurant should just continue delivering that high-quality standard and keep the variety in the food offer.

## **6.2 Evaluation of ExperienceFellow**

The mobile ethnography application is a useful research tool to explore real customer experiences. The design of the application is kept rather simple and has a user-friendly approach. Nevertheless, as it is quite a new research tool it is necessary that an explanation is provided before the participants can work with it independently.

In this research project, it had been experienced that the respondents were confused at the step when they had created all the touch points and were not quite sure if it had been saved. It should be considered to create at this step a last final button to make it clear for the participants that everything is submitted and direct them back to the project overview screen.

In the data analysis phase, where the researcher worked with the submitted data online, some issues occurred. There had been problems with the custom profile fields when trying to filter them. Besides that, an issue occurred when exporting the data. The order of the distribution of touch points seemed not to be correct.

In general, ExperienceFellow can be recommended to apply when exploring the immediate experiences not limited to the tourism sector. That the application provides a mobile version makes it very easy to install it on almost every device and can be taken to any preferred location. However, the application is not yet perfectly developed and continues improvement should be enforced to provide an ideal service product for researchers.

### **6.3 Limitations and Suggestions for further research**

The chosen research tool for the study, mobile ethnography, might have caused some limitation regarding the participation in the different age groups, as the number of respondents in the section plus 60 years were rather low. It is recommended to investigate the different age groups individually and selecting a research tool suitable for them. Individual in-depth interviews or focus groups can be a potential approach to gain more insights.

Moreover, the research study had mainly explored the restaurant customer experience at lunchtime. It is advisable to conduct another project that examines the experience guests have at dinner, in order to gain more knowledge and a deeper understanding of the overall experience. It should also be taken into consideration to coordinate another study concerning all the phases from the customer journey, starting from the awareness until the conversion state. Especially at the point where the customer gets aware of the restaurant and shows interest to visit would be of interest, in order to know for the restaurant management how to best reach the restaurant guests.

Furthermore, it is recommended to repeat the immediate measurement of customer experiences to see if the changes that had been taken have been accomplished or if modifications still need to be applied.

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## **ANNEX**

Annex 1 [Pictures of Gozzo by Late] .....	56
Annex 2 [Lunch Menu Gozzo by Late] .....	59
Annex 3 [Gozzo by Late Menu] .....	60
Annex 4 [Participants & Touch points Distribution].....	66

## Annex 1 [Pictures of Gozzo by Late]

Figure 42: Picture - Gozzo Logo



Figure 43: Picture - Gozzo Entrance



Figure 44: Picture - Gozzo Terrace



Figure 45: Picture - Gozzo - Bar area



Figure 46: Picture - Gozzo Blue Room



Figure 47: Picture - Gozzo Red Room



## Annex 2 [Lunch Menu Gozzo by Late]

04. Februar - 09. Februar 2019  
11.30 - 14.00 Uhr



### Unser Lunch

Zum Mittagsteller *oder* Wochenspecial gibt es auf Wunsch  
Suppe, Salat und Dessert zum Sonderpreis dazu!

SUPPE € 1,5

Kräftige Rindsuppe | Kräuterschöberl | Wurzelgemüse  
Knoblauchcremesuppe | Liebstöckel-Croutons *vegetarisch*  
Französische Zwiebelsuppe | gratiniertes Käsebrot *vegetarisch*

SALAT € 1,8

Blattsalat *vegan*  
Der kleine bunte Salat | Blattsalat | Gemüse *vegan*

WOCHENSPECIAL € 11,9

Crispy Chicken Wrap | Avocado | Sauerrahm | Eisbergsalat | Fries

MITTAGSTELLER € 7,9 | vegetarisch € 6,9

#### MONTAG

Faschierte Laibchen | Erdäpfelcreme | Wurzelgemüse | Röstzwiebel  
Gebackenes Gemüse | Sauce Remoulade *vegetarisch*

#### DIENSTAG

Alt Wiener Schinkenfleckerl | Bergkäse  
Erdäpfel Gnocchi | Knoblauch-Champignons | Thymianschaum *vegetarisch*

#### MITTWOCH

Gegrillte Hendlhaxen | persischer Gemüsereis  
Polenta gebraten | Schafkäse | Ratatouille *vegetarisch*

#### DONNERSTAG

„Sloppy Joe“ Sandwich | Bolognaise | Cheddar | Fries  
Spinat-Feta Quiche | Sauce Bénaise *vegetarisch*

#### FREITAG

Fiaker Gulasch | Einspäner | Spiegelei | Gurkert | Handsemmel  
Chop-Suey-Gemüse | gebratener Tofu | Basmatireis *vegetarisch*

#### Samstag

Schweinsbraten | Waldviertler Erdäpfelknödel | warmer Speckkrautsalat  
Afrikanische Gemüse-Cous-Cous-Pfanne *vegetarisch*

DESSERT € 2,5

Affogato | Espresso | Vanilleeis  
Tagesdessert aus unserer Vitrine



## Annex 3 [Gozzo by Late Menu]

### *Starters & Salate*

Vitello Forello  
Gebratenes Milchkalb | Räucherforellencreme  
Kapern | Brunnenkresse € 10,0 | € 12,0

Gebratener Ziegenkäse & Nussbrot  
Salz-Rübschen | Reläche-Sauce | Wintersalate € 9,0 | € 11,0

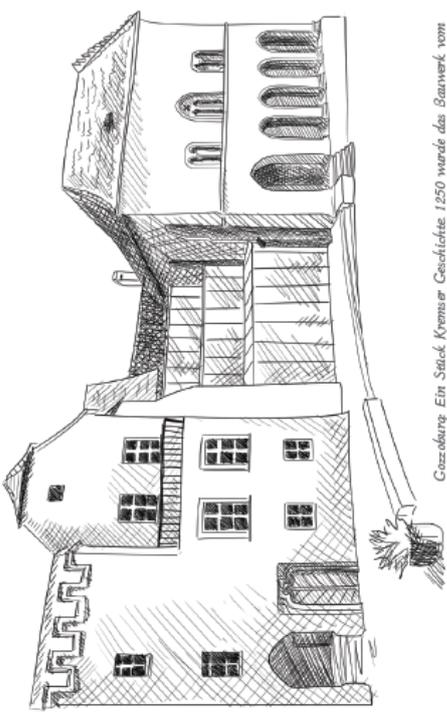
Yellow Fin Tuna x2 (Tartare & Tataki)  
Avocado | Ingwer | Soja | Wasabi | Reis € 13,0 | € 16,0

GOZZO SALATE  
Blattsalate | Grünkohl | Granny | Granatapfel  
Stangensellerie | Quinoa | Kürbis | Cashew € 10,0 | € 14,0

Toppings  
Tandoori -Chicken | Tempura Garnelen oder Falafel  
Dressings  
Classic-French | Balsamico | Mango-Passionsfrucht | Asia-Dressing



Tapasbrett  
Starter für  
2 Personen € 9,5  
Hummus | Wurzel-  
speck | Aufstrich  
Edamame | aufge-  
schlagene Butter  
Gebäck



Gozzoburg. Ein Stück Kyenser Geschichte. 1250 wurde das Bauwerk vom Stadtrichter Gozzo erworben und ist einer Palastanlage umgebaut. Die Burg wurde zuletzt bis 2007 renoviert. Dabei wurden die ältesten und am besten erhaltenen profanen Fresken in Mitteleuropa freigelegt. Für die vorbildliche Restaurierung wurde die Gozzoburg mit dem Europa-Nostra-Preis ausgezeichnet. Heute werden Teile der Burg als Hochschulf- und Gastronomiestandort verwendet.

### *Hot Dots*

Ramen Suppe (Japanische Nudelsuppe)  
Rind | Schwein | Ei | Gemüse | Sprossen € 8,0 | € 12,0

Bouillabaise (Mediterrane Fischsuppe)  
Sauce aioli & Baguette € 10,0 | € 14,0

**Unser Servicepersonal gibt euch Auskunft über unsere aktuellen Cremesuppen und Rindsuppe!**

<i>Late — Klassiker</i>		
Beef Tartar Miso   Pilze   Erdäpfel   Baguette	€ 14,0   € 17,0	
Tom Khaa Gai Thailändische Hühnersuppe   Kokosmilch Lemongras   Gemüse	€ 7,0   € 10,0	
Dim Sum & Tempura-Garnele Sprossensalat   Mushi-Sauce   Sojasauce Ingwer   Wasabi	€ 16,0   € 21,0	
Ramsauer Saiblingsfilet Petersilerdäpfel   Blattsalat   Zitronen-Mandel-Butter	€ 24,0   € 28,0	
Gekochte Gustostücke Waldviertler Wiederind   Wurzelgemüse Apriekren   Schnittlauchsauce   Erdäpfel	€ 17,0   € 20,0	
Wiener Schmitzel vom Milchkalb Erdäpfel-Vogerisalat   Dirndt-Chutney	€ 17,0   € 21,0	
		
<b>Cut of the day aus unserem Dry Ager vom Agnusrid (Beiried oder Ribb Eye) inklusive zwei Beilagen und einer Sauce nach Wahl</b>		180g € 29,0   220g € 33,0   400g € 55,0
<i>days</i> Grillgemüse   Blattsalat   Bunter Salat Braterdäpfel   Fries   Erdäpfelgratin Pferrersauce   Rohweinsauce   Dipsaucen   Kräuterbutter Gebäckskorb pro Person		
<i>Pasta &amp; Risotto</i>		
Frischkäse-Ravioli Schmor-Wurzeln   Gemüsejus   Zwiebelmarmelade	€ 12,0   € 16,0	
Risotto „nero“ Tintenfisch   Oktopus   Steingarnele Ofenparadeiser   Stangensellerie   Apfel   Avocado	€ 16,0   € 22,0	
<i>Hauptbeisen</i>		
Steinbuttfilet mit Trüffel-Rotwein-Butter Blattspinat   Gnocchi	€ 26,0   € 30,0	
Iberico Schwein Gemüse-Risotti auf griechische Art	€ 22,0   € 26,0	
Gebratene Entenbrust Wok-Gemüse & Basmatireis	€ 28,0	



### *Käse & Süßes*

- Internationale Käsevariation vom Brett** € 15,0  
Weich- | Edelschimmel- | Hartkäse | Schmierkäse  
Kuh | Ziege | Schaf  
Chutney & Gebäck
- Schoko-Ravioli** € 11,0  
Himbeere | Tonkabohne
- Ananas-Tiramisu** € 9,0  
Kokos | Curry
- Original Waldviertler Mohnnudeln** € 11,0  
Powidl | Sauerrahm
- Wachauer Marillenpalatschinke** € 3,0  
pro Stück

### *Hausgemachtes Eis & Sorbets*

- 1 Kugel hausgemachtes Eis** € 1,6  
Sauerklee | Mango | Tonkabohne | Schokolade  
Rahm-Heidelbeere | Vanille
- 1 Kugel hausgemachtes Sorbet** € 1,6  
Zitrone | Himbeere | Litchi | roter Mondapfel | Marille

Natürlich bereiten wir eure gewünschten Speisen auch allergiefrei zu – unsere Servicemitarbeiter beraten euch gerne.  
Wir akzeptieren Bankomat | Visa | Mastercard. Alle angegebenen Preise sind in Euro inklusive Abgaben.

# guzzo experience

ab. 17.30 Uhr

## Augen zu, Mund auf.

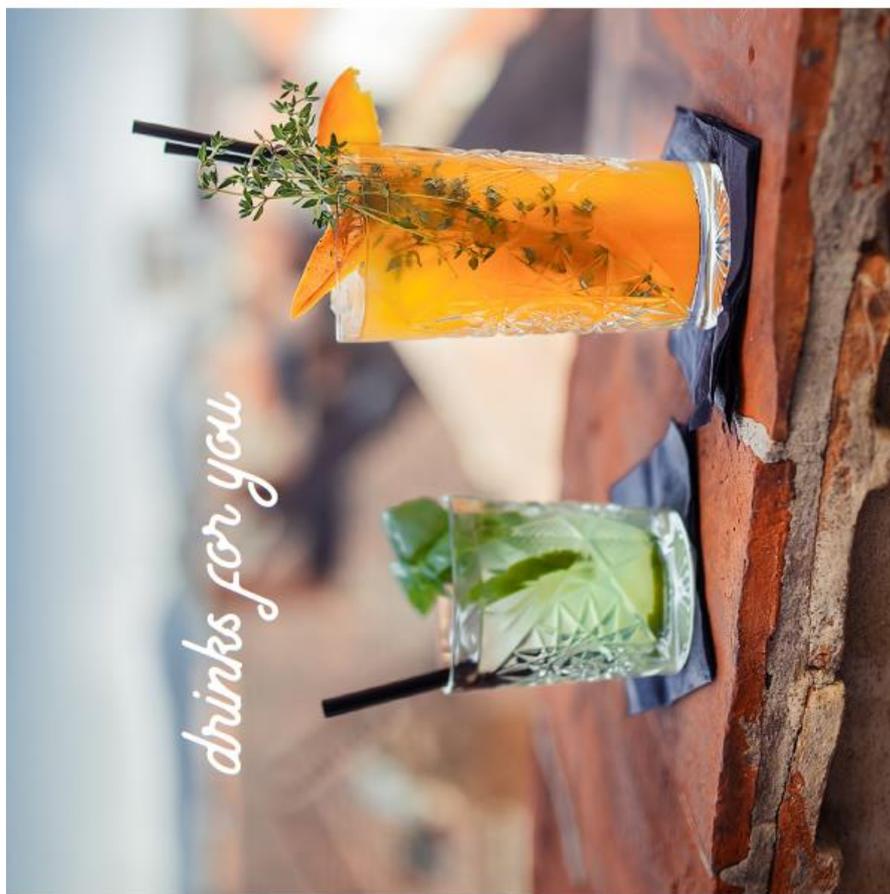
Unser Überraschungsmenü bringt eure Geschmacksknospen auf Hochtouren. Pro Gang stellen wir euch mindestens zwei verschiedene Gerichte in die Mitte des Tisches. Gemeinsam teilen – gemeinsam genießen. Für 2 bis 8 Personen.

4-er Flight  
5-er Flight  
6-er Flight  
und mehr ...

pro Person  
€ 48.0 | mit Weinbegleitung € 68.0  
€ 56.0 | mit Weinbegleitung € 82.0  
€ 65.0 | mit Weinbegleitung € 96.0



Nothing brings  
people together like  
sharing good food



## *Eigene Weine*

<b>2017 Grüner Veltliner „3 Engel für Charly“</b> Weingut Stift Gotweig, Kremstal	€ 2,9
<b>2018 Grüner Veltliner Lössterrassen „Gozzo“</b> Weingut Stadt Krems, Kremstal	€ 3,1
<b>2017 Grüner Veltliner Holzgasse</b> Weingut Buchegger, Dross/Kamptal	€ 3,9
<b>2016 Grüner Veltliner Stein Kremstal D.A.C. Reserve</b> Weingut Stadt Krems, Kremstal	€ 4,6
<b>2016 Grüner Veltliner Wachtberg</b> Weingut Salomon, Krems/Kremstal	€ 4,9
<b>2017 Riesling Steiner Point</b> Weingut Müller-Grossmann, Furth-Paiz/Kremstal	€ 4,4
<b>2017 Gelber Wagramschotter</b> Weingut Nimmervoll, Engelmannsbrunn/Wagram	€ 4,8
<b>2017 Gelber Muskateller</b> Weingut Rabl, Langenlois/Kamptal	€ 4,3
<b>2017 Sauvignon Blanc</b> Weingut Jurtschitsch, Langenlois/Kamptal	€ 4,6
<b>2016 Traminer Fraupoint</b> Weingut Leithner, Langenlois/Kamptal	€ 5,8
<b>2015 Zweigelt Reserve</b> Weingut Sätzl, Ilmitz/Neusiedler-See	€ 4,6
<b>2015 Blaufränkisch</b> Weingut Goldenits, Tadteln/Neusiedler-See	€ 4,5
<b>2015 Cuvée Wagram</b> Weingut Anton Bauer, Feuersbrunn/Wagram	€ 4,9
<b>2015 Shiraz</b> Weingut Salomon, Australien	€ 5,4

## Aperitifs & Great Drinks

Bellini Hausgemachtes Pfirsichmark   Prosecco	€ 6,0
Gin Basil Smash Bombay Gin   Zitrone   Basilikum	€ 7,5
Grapefruit Rosemary Absolut Elyx Vodka   Grapefruit   Rosmarin   Holunderblüte	€ 6,9
FIRST Fever Wermut Bianco Dockner & Reisetbauer Fever-Tree Aromatic Tonic   Orange   Minze   Himbeere	€ 7,5
Blueberry Rose Havanna 7y Thymian Infusion   Heidelbeeren Thymianzweige   Fentimans Rose Lemonade	€ 6,9
Riesling Sekt Steininger	€ 6,5
Rosé Sekt Steininger	€ 7,0
Sekt One	€ 4,5
Alkoholfreier Sekt Dockner	€ 4,5
Hakuma Matcha	€ 3,8

## Homemade Feel-Good-Drinks

Vital Apfelsaft-Kalamansi   Minze   Zitronengras   Soda	0,4lt   € 3,9
Anti-Aging Traube   Birne   Kefir   Soda	0,4lt   € 3,9
Exotic Passionsfrucht   Mango   Banane   Kokoswasser   Soda	0,4lt   € 3,9
Detox Marille   Thymian   Limette   Soda	0,4lt   € 3,9
Auf Wunsch mit Grandier Wasser	0,4lt   € 3,5



### Wir empfehlen Regionales

Salatkaffee aus dem Waldviertel  
Natursäfte vom Brandhof, Dockner & Huber  
Tee vom Sonnenator  
Bier von Zwetler

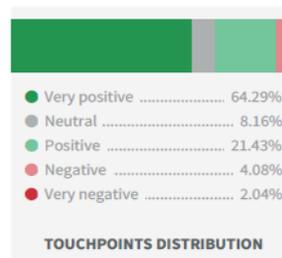
Diverse  
Bierspezialitäten  
in der Flasche

## Annex 4 [Participants & Touch points Distribution]

Project Gozzo by Late - Bewerten & Gewinnen / Raw data / Generated on 2019/04/02 1/252

### Project Gozzo by Late - Bewerten & Gewinnen

Raw data, Participant overview



Filter applied, exported 196 touchpoints in 46 journeys.

NAME	TOUCHPOINTS
Participant mpc3	9 <span style="display: inline-block; width: 100px;">■ ■ ■ ■ ■ ■ ■ ■ ■</span>
Participant 9QYb	6 <span style="display: inline-block; width: 100px;">■ ■ ■ ■ ■ ■</span>
Participant q9sN	3 <span style="display: inline-block; width: 100px;">■ ■ ■</span>
Participant OEZI	3 <span style="display: inline-block; width: 100px;">■ ■ ■</span>
Participant DPMU	1 <span style="display: inline-block; width: 100px;">■</span>
Participant 1oyu	3 <span style="display: inline-block; width: 100px;">■ ■ ■</span>
Participant qzix	1 <span style="display: inline-block; width: 100px;">■</span>
Participant 0PI0	6 <span style="display: inline-block; width: 100px;">■ ■ ■ ■ ■ ■</span>
Participant 21aB	1 <span style="display: inline-block; width: 100px;">■</span>
Participant 72jl	1 <span style="display: inline-block; width: 100px;">■</span>
Participant lZ8d	1 <span style="display: inline-block; width: 100px;">■</span>
Participant wM_n	1 <span style="display: inline-block; width: 100px;">■</span>
Participant J35Q	6 <span style="display: inline-block; width: 100px;">■ ■ ■ ■ ■ ■</span>
Participant hZZ_	8 <span style="display: inline-block; width: 100px;">■ ■ ■ ■ ■ ■ ■ ■</span>
Participant PjtQ	2 <span style="display: inline-block; width: 100px;">■ ■</span>
Participant OJ2J	1 <span style="display: inline-block; width: 100px;">■</span>

NAME	TOUCHPOINTS	
Participant U1R1	5	●●●●●
Participant Opge	3	●●●
Participant j36K	6	●●●●●●
Participant SaWq	5	●●●●●
Participant UMeB	3	●●●
Participant T33l	4	●●●●
Participant vA9j	5	●●●●●
Participant 4b3l	3	●●●
Participant 900B	9	●●●●●●●●●
Participant 9829	5	●●●●●
Participant oV7E	7	●●●●●●●
Participant J1Zx	7	●●●●●●●
Participant vM-7	15	●●●●●●●●●●●●●●●
Participant BaCO	1	●
Participant oCPU	3	●●●
Participant u0Xg	2	●●
Participant ioRa	2	●●
Participant I9qp	1	●
Participant Ec39	7	●●●●●●●
Participant vIKV	3	●●●
Participant VdbT	2	●●
Participant 8UPI	1	●
Participant c8-o	1	●
Participant nbPi	9	●●●●●●●●●
Participant 4fuf	5	●●●●●
Participant dnF2	9	●●●●●●●●●
Participant eN6a	5	●●●●●
Participant XnxO	4	●●●●
Participant KxsQ	6	●●●●●●
Participant zJ1E	5	●●●●●