

# International Internet Café

## Interview Notes

These notes were compiled from the interviews with the branch managers of International Internet Café.

International Internet Café is an Internet Café business in Guelph Ontario having 20 branches in Southern Ontario. Each rental branch has a manager and hosts/hostesses who serve the customers with coffee items, as well as helping customers fill out chits to use the Café's Internet.

Currently each branch has a bank of between two and six computers available for use for by Café customers. At many sites there are problems with customers misusing the aging equipment. Hardware failures, spyware and viruses infections are becoming more frequent.

The International Internet Café management feels that some of the space currently used by the café computers could be used for more seating, as the total amount of time used at the computer banks is currently not known. Sometimes when the Café gets busy Internet chits are not filled out correctly, and customers do not get billed.

The system requirements for Internet access needs to be smooth, and allow more than just the computers in the existing café banks. The managers of the branches have agreed that the new system must handle the following:

- Customer will have to register themselves with the café providing their home address, and a credit card for billing purposes.
- Customers can bring in their own computers into the café and connect to the Internet. The time customer a customer spends on the Internet is automatically recorded to a database and billed to the customers credit card.
- If the customer forgets to logout, the system will close their connection automatically.
- Reporting will be essential, the main focus of this system will finding out where customers are connecting from, and how much time they are spending in the café.
- Once defined a customer should be able to login to any of the International Internet Café branch offices.
- Rates are to be defined by head office, and based on time used and traffic generated.
- The application must be platform independent, preferably with no client installation required.
- Customers must have a facility to print, and this cost must properly be recorded.

The idea of integrating customer's web interface with the branch office's POS systems is also under consideration. Management believes that giving the customers the ability to order items from the store directly from their computer with-out having to get in line would be a great value added service.

A customer loyalty incentive program is under consideration. The requirement is not yet precisely defined but the program will provide a discounted connection rate either per unit used, or a flat rate for a period of time (week, month, year).