

Workshop Debrief & Synthesis

Project: AI-Powered Competitive Insights Dashboard

Client: Coffee Shop Network, Bucharest

Date of Workshop: August 11, 2025

Attendees:

- Razvan@Cubelot
- Radu

1. Core Business Objective

This section summarizes the client's primary goal. What is the ultimate "why" behind this project?

- **Primary Goal:** To understand trends and to capture early red flags in order to generate concrete actionable items so that to improve the performance of coffee shops in the network, by benchmarking internally (against other shops in the same category) or externally (against competitors).
- **Key Business Questions to Answer:**
 - Why this shop is performing worse than a very similar shop nearby?
 - Location-level insights: "Pipera has more bitter coffee complaints than other office shops"
 - Cluster-wide patterns: "Mall locations see more queue complaints overall"
 - Flags for under/overperforming shops (ideally, normalized for foot traffic & context)
 - See red flags early, not after the damage has been done
 - Have confidence for reviews (1-star is noise or serious?)
 - Get benchmarks – Don't know how they compare to others

2. Defined Scope: Client Locations

List the specific coffee shops owned by the client that will be included in the analysis.

- Categories of shops:
 - Flagships – high image, high volume (Unirii, Victoriei)

- Office Zones – weekday heavy (Pipera, Grozavesti)
- Dormitory – stable, loyal (Titan, Militari)
- Transit – grab & go, tough to build loyalty (metros)
- Malls – ok sales, high rent, high expectations
- Experimental – campuses/hospitals – unpredictable
- Heroes:
 - Flagships (great visibility, but sensitive to bad reviews)
 - Dormitory (solid, loyal, rarely cause trouble)
 - Some Office Ones (gold mines if near the right crowd)
- Headaches:
 - Transit (hard to justify improving speed for low-ticket items)
 - Malls (rent and picky customers)
 - Experimental (inconsistent foot traffic/staffing)

3. Defined Scope: Competitor Benchmark

List the specific competitor locations identified during the workshop.

- **Competition strategy:**
 - No real “network-wide” competition – so focus on “individual shop-level battles”
 - Wants benchmarking for both what “normal” looks like and what “excellent” looks like
- **Competitors:**
 - Will pick competitors for one category, one will be third wave to see what they do best
 - Will have one rock star competitor, and 4-5 average
 - Later on: competitor discovery module
- **Suggested competitors:**
 - 1. ****5 To Go Unirii**** – vs Starbucks, Narcoffee, Ted’s
 - 2. ****5 To Go Victoriei**** – vs Frudisiac, Origo, T-Zero
 - 3. ****5 To Go Universitate**** – vs Starbucks, SENSI, Boiler
 - 4. ****5 To Go Pipera**** – vs Starbucks Oregon, Tucano, Gloria Jean’s
 - 5. ****5 To Go Drumul Taberei Plaza**** – mixed results
 - 6. ****5 To Go Titan Metro**** – overperforming, want to understand why

4. Key Themes for Analysis

These are the specific categories the AI agent will be trained to identify in reviews. This is critical for the Topic Extraction Agent.

- **Confirmed Themes:**

- Queue time / speed of service
- Taste / bitterness / temperature
- Friendliness / staff attitude
- Cleanliness
- Consistency
- Order accuracy
- Value-for-money
- Atmosphere / decor (maybe relevant for flagship)
- **Other Themes Mentioned by Client:**

5. Key Qualitative Insights (Voice of the Client)

Capture the client's direct quotes, anecdotes, and gut feelings. This adds invaluable context.

- Don't just give me dashboards—I want something I can act on Monday morning.
- Some stores are winning by geography alone—others are machines.
- I want to know if Maria at Titan Metro is doing something others should copy.
- It's not about charts—it's about giving my store managers something they can act on.
- We tried incentives before, but people didn't trust the metrics.

6. Action Items & Next Steps

Confirm the immediate tasks based on the project plan.

- **Action Item 1:** Provide SerpAPI Compliance document
- **Action Item 2:** Define feature list and send draft of features list
- **Action Item 3:** Begin the "data readiness" assessment by performing initial checks on Google Maps for all identified locations.
- **Action Item 4:** Start drafting wireframes for the dashboard based on the defined themes and the client's key questions.
- **Action Item 5:** Schedule and confirm Workshop #2 for Friday morning to present findings.