

Questions for Menders in Bangalore:

The following questions are for a semi-structured interview with the menders/tailors/Rafus from various services such as

1. Business as symbiotic relationship with historic fashion markets
2. Residential Neighbourhood Service
3. Rafus with cultural background or immigrants from other cities

Or small-sized businesses that run repairing mending services such as:

1. Garment manufacturing units
2. Boutiques or businesses that deal with high-value garments
3. Laundry services
4. Small businesses that provide Repair as a service

The intent of the research is to collect more information from the various types of menders mentioned above to understand how they function, the kind of services they provide, the service types and/or repair types that are in demand or come in as requests from consumers.

We will also dive into how these menders run their businesses to understand how our platform could be leveraged to bring the menders & customers closer in the most suitable ways.

Getting to know the Mender:

- Full Name
- Age
- How many years as an artisan
- Are you engaged in any other activity apart from this? If yes, which?
- Is there any other source of income apart from this? If yes, then please
- specify.
- Contact number
- Address
- Landmark
- Shop name if any
- Shop Address if any
- Alternate contact number (please ask as we will want to meet him again for concept feedback)
- Where do you stay
- Languages known to speak

- Languages known to read and write comfortably
- Working hours
- Digital knowledge or maturity, apps used by him currently or usage of tech in any fashion

Service Types

1. What services do they provide? What types of repair do they offer?
2. How are they offering these services? What techniques and additional material or efforts are needed?
3. What services do they customers mostly ask for? Top 5 types of requests in demand?
4. How do they think the customers find them today? What are the various sources from where they find or reach them?
5. Have they identified any ways to expand their reach?

Communication & Relationship with the Customer:

1. Describe how a customer approaches you to get their garments fixed. Walk us through the interaction
2. What happens next - do the menders offer solutions? Or do the customers come with a prerequisite ask?
3. How do you decide on the price? Are they pre-fixed? If yes, how?
4. If not, how do you decide to charge for the service?
5. Do they have more regular customers or one-time?
6. What would they say about their relationship with their customers? (Can explore what they think their ethos is regarding the service they provide and how they intend to sustain it)
7. Opinion on collaborating with aggregators to drive business - what do they see as benefits? What are their inhibitions?
8. Their thoughts on how they want to expand, collaborate with others....(need to define who)

To ADD

Understanding the Business: (Can not be asked explicitly)

6. How does the business or service make money today?
7. Do they collect reviews, feedbacks? How do they work on them?
8. Interested in putting them on Maps? Do they understand, check Google Maps?
9. How do you find new customers

10. How do you promote yourself?

Challenges

- How do you connect with customers
- Any challenges faced with particular types of mending or fabrics
- Operational challenges?

On Ground Observations:

- Pictures/Videos of the space - shop structure
- Locations - how or where are they located today? Prime spots? Gallis? Etc
- General footfall during peak hours....
- Types of customers walking in (by the looks)
- General customer behaviour with the menders
- Ways of communication - do customers show pics or the does the menders? How do menders explain the process, how are customers explaining the issues and/or the solutions they are seeking