

Caffè Nero

COFFEE SHOP

60A Southside
Shopping Centre,
London SW18 4TF

Speaker: Hongrong Li (Lucy)

CAFFÈ
NERO

LOYALTY CARD



HAVE YOUR 10TH COFFEE
ABSOLUTELY FREE

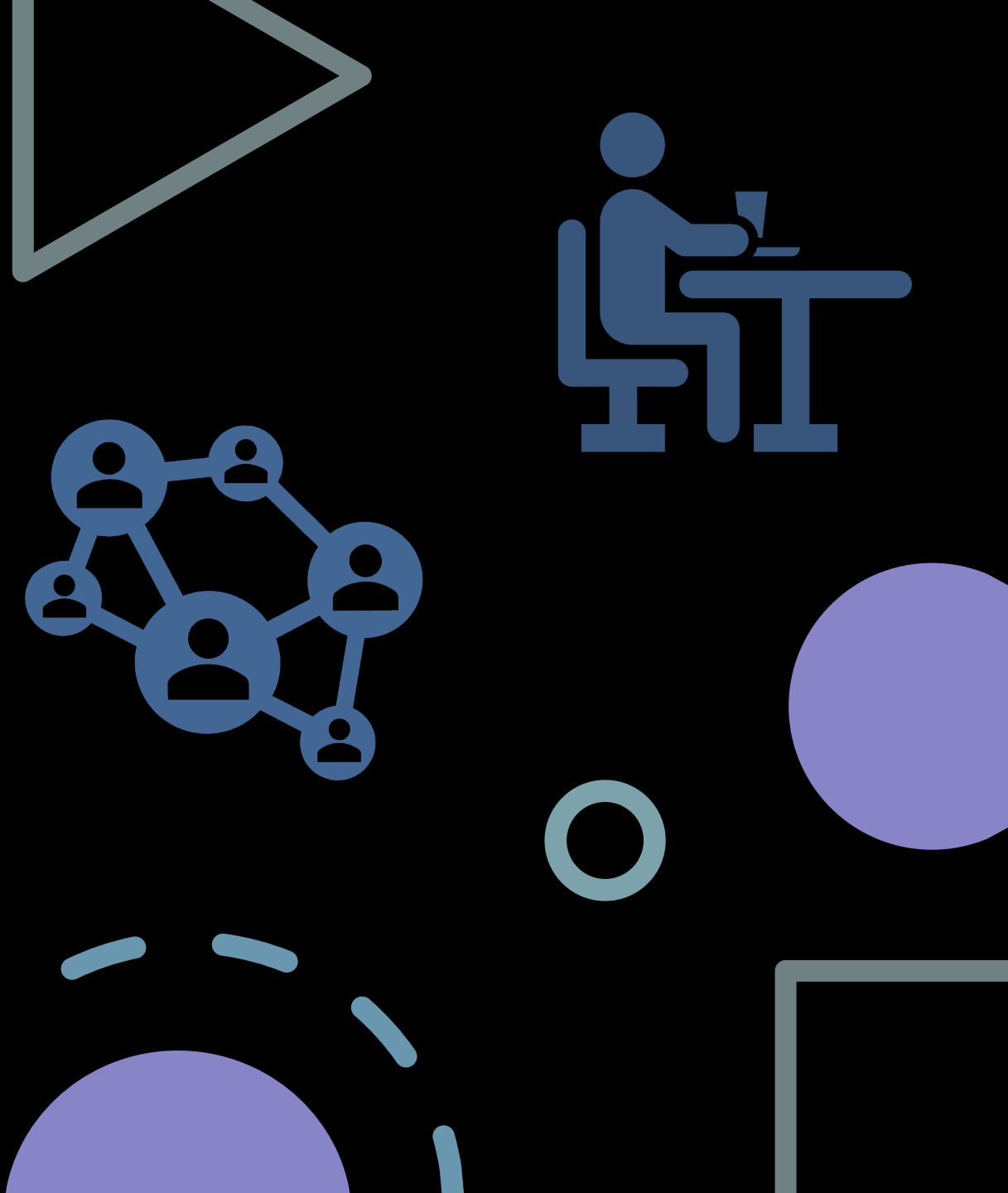
TIME: 3 hours

COLLECTION TECHNIQUES: photographing, drawing, charting

- **Environment**
- **Observation Records**
- **Behavioural Analysis**



Environment



➤ Outdoor

Shop signage



Six tables for customers at the entrance outside the shop

Side entrance



Entering the mall and seeing the side door view

Shopping Centre Entrance and Exits

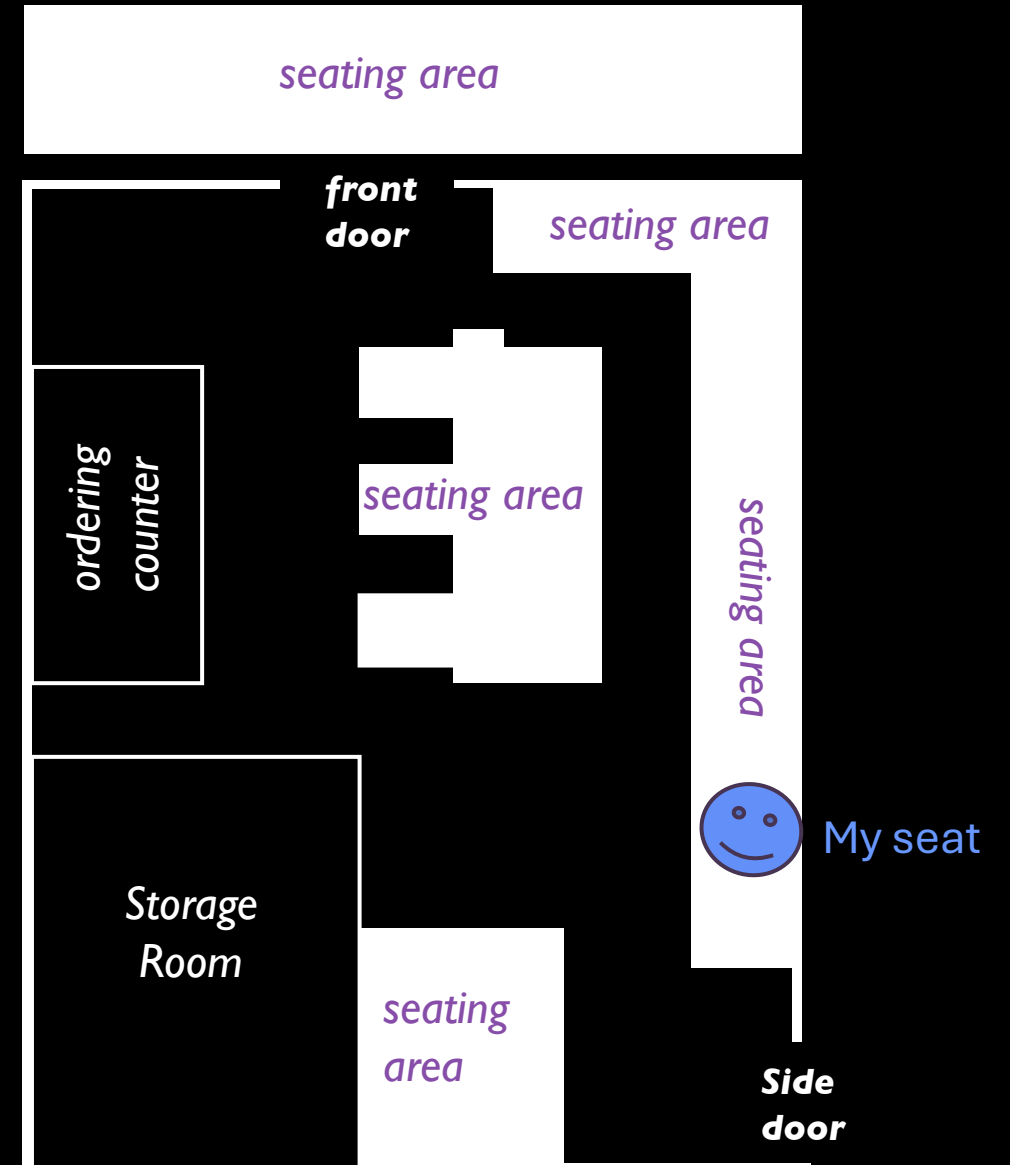


Side door location shop view

➤ Indoor

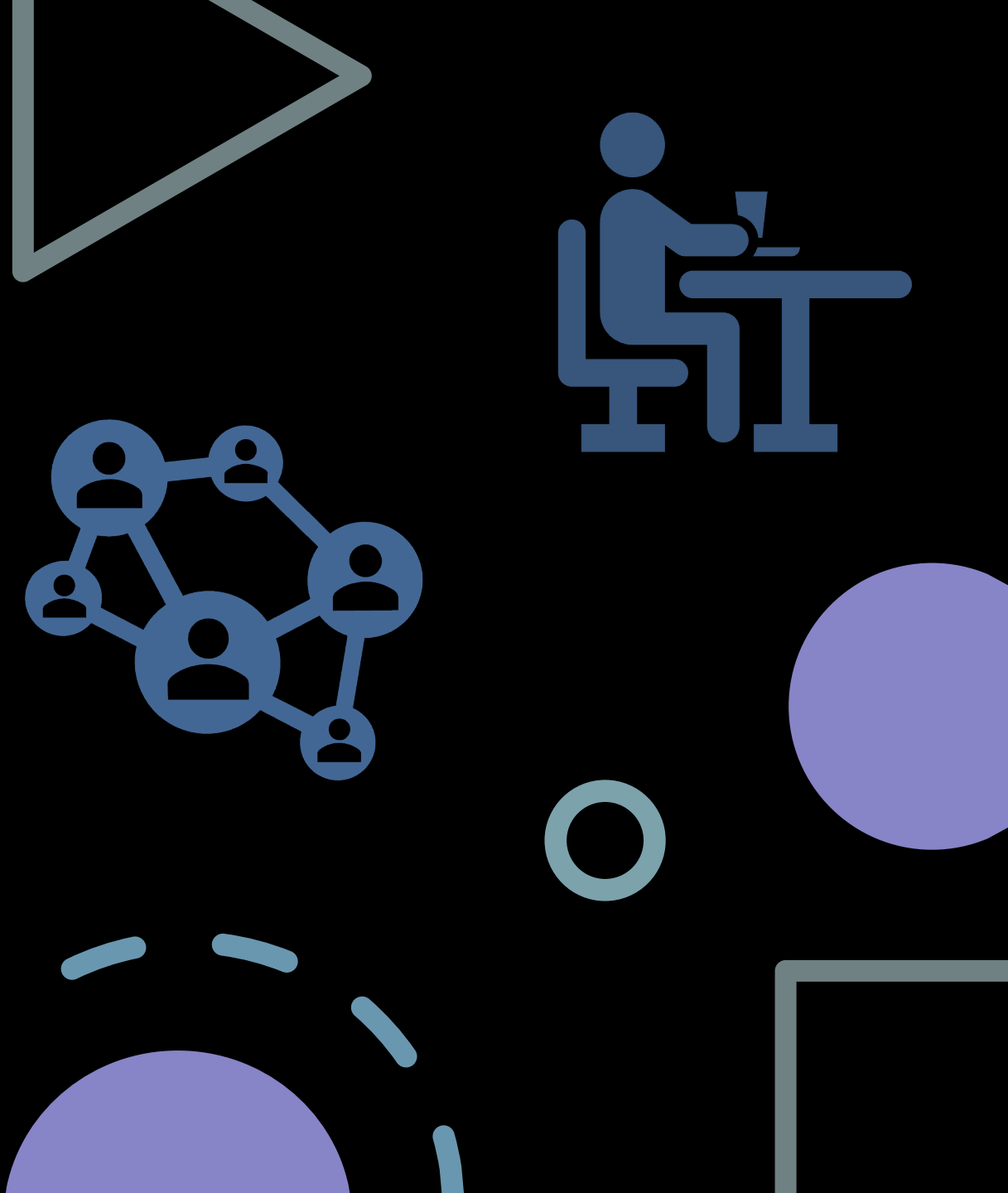


Smaller overall layout and cramped between seats
(I take pictures from my viewpoint.)



Overall indoor and outdoor layout

Observation Records



➤ Users who are ordering at the counter

Emotional Response

User Demographic

Happy, Curious, Anxious

9 am – 9.10 am



Numbers: 6
Age: 60-25
Solo, couple, family

Happy, Anxious, Excited

10 am – 10.10 am



Numbers: 4
Age: 70-20
solo

Curious, Focused

11 am – 11.10 am



Numbers: 4
Age: 50-20
solo

Curious, Happy

12 am – 12.10 am



Numbers: 6
Age: 60-20
Family, solo

➤ Specific demographic observation

- Who: An elderly couple (aged about 60+)



Start enjoying

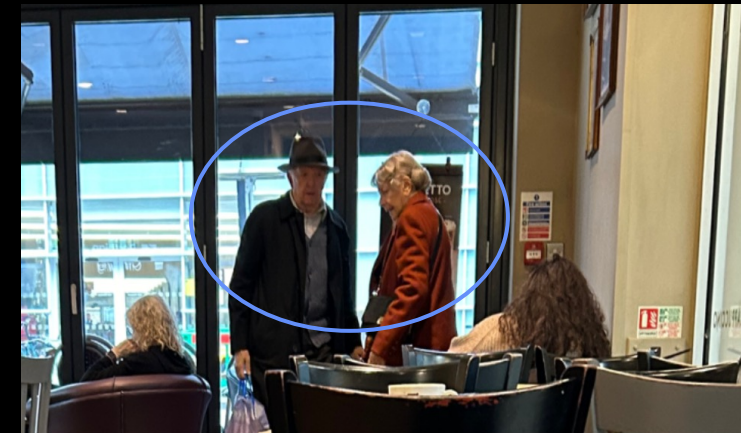
Time of entry: 10.25am

Total time spent:
15 minutes

Food order:
2 cappuccinos and 2
croissants with coupon

Behaviour:
Drinking coffee, chatting

Expression:
No expression



Stand up and leave.

Time of leave: 10.40am

- Who: age45-26, worker, friends, family

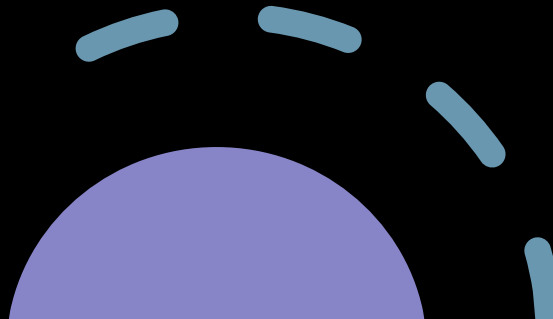
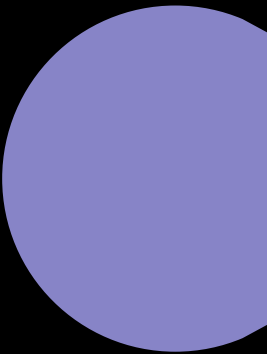
**Stayed longer
at the coffee shop**

Time of entry: 10.32am

Time of leave: not known/ one hour



Behavioural Analysis



➤ Observation Summary

9am-12pm Main user groups: **seniors, families, workers**

- **Fewer takeaways, mostly passing users**
- **dine-in users are mostly seniors, families and friends**



Reason: the location is next to the shopping mall, users can enter through the side door to have lunch after shopping, convenient.

- **The time stay in the cafe is mostly 5 minutes (takeaway)
15 minutes (dine-in), 45 minutes or more (work or chat)**
- **Users stay more 5-15 minutes**



Reason: fewer individual seats, no clean table left for the next user after the last customer leaves.

➤ User Feedback

On a blog the customer posted a complaint about clearing the table.
(from an online blogger)

Pretty gross. No tables cleared or floors swept. Staff just staring into mid space not doing much. Probably the worst Nero there is!... [更多](#)

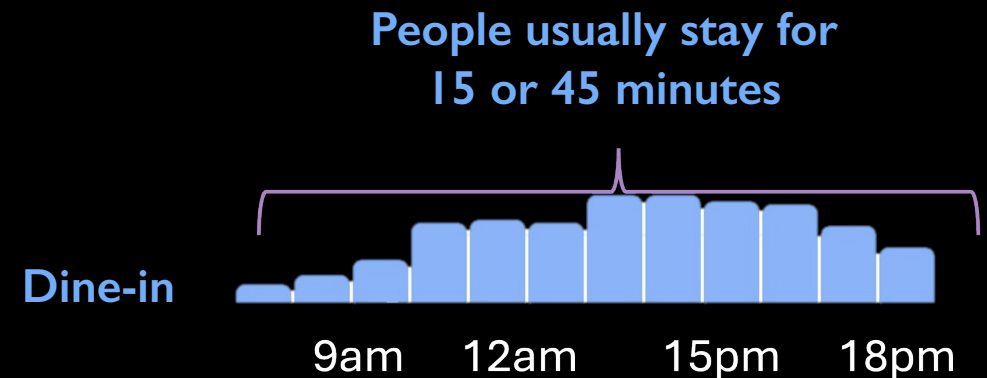


Source: Google Maps

• Analysis

Because there are only two staff members in this home shop, when there are not enough staff to clean the table during busy time.

As a result some users chose to voluntarily get the ordering table and return to their seats, some just took out and left, and some gave direct feedback on the blog.



Source: Google Maps