



People Watching in South Downs cafe

This project is my observation of South Downs Cafe. This is a cafe with a special theme of cycling and football. Through field observation, I studied the behavior and emotional changes of customers in coffee shops. I use Sketchbook to record observations and visualize customer needs, which reflects the importance of user experience to users. I summarized three interesting observations. Second, the environment of regional design optimizes the customer experience. Third, derivatives attract different kinds of people.

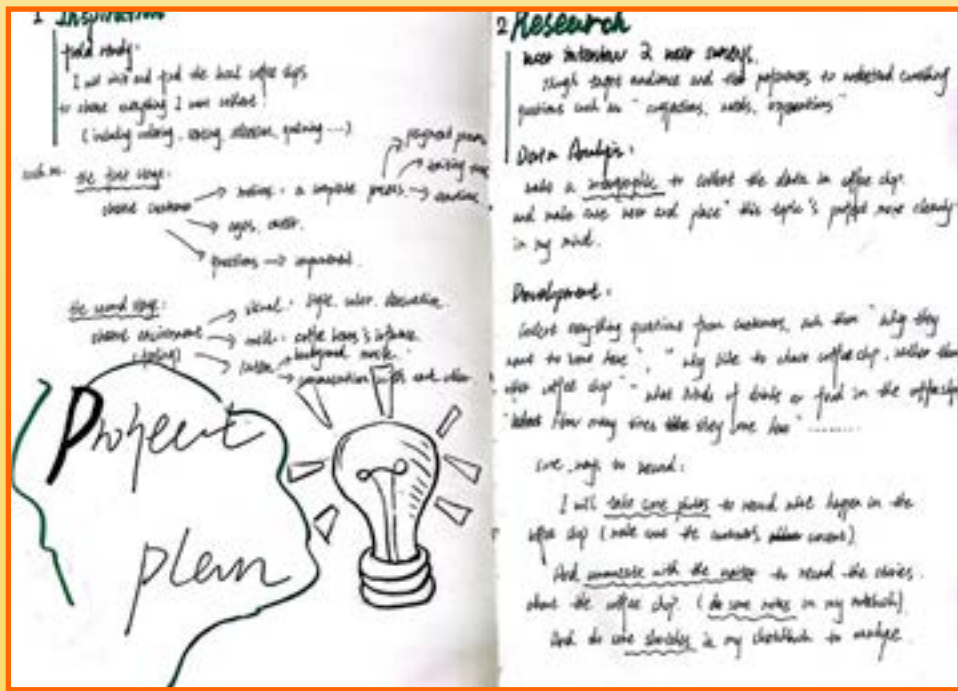


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MA Communication design
Project I: People watching

Inspiration

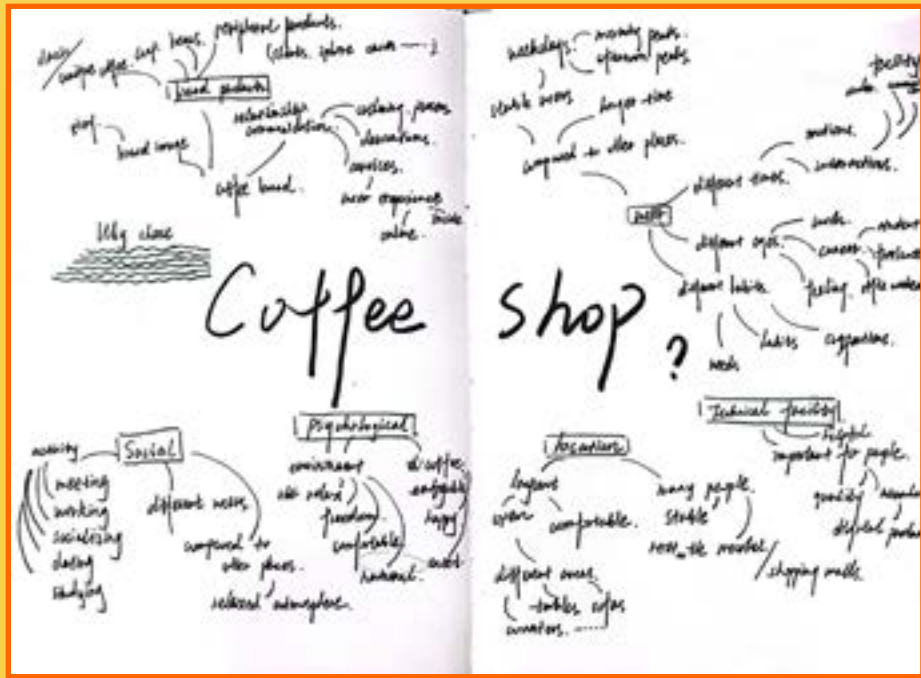
Plan

This project is about the interaction between users and place. I collect and analyze information about people's interactions with the cafe in Winchester. Firstly, I will explain inspiration why I chose the coffee shop. I will talk about the useful information I have observed in the cafe, including "target audience, location, price, brand value and environment". Next, I will understand the user's mood and behavior through a multi-sensory way. I use some different research methods and skills to make the data more expressive. I make observations and take notes. I interview with some customers and do the questionnaire. For tools, I use some photography, infographics, and collages.

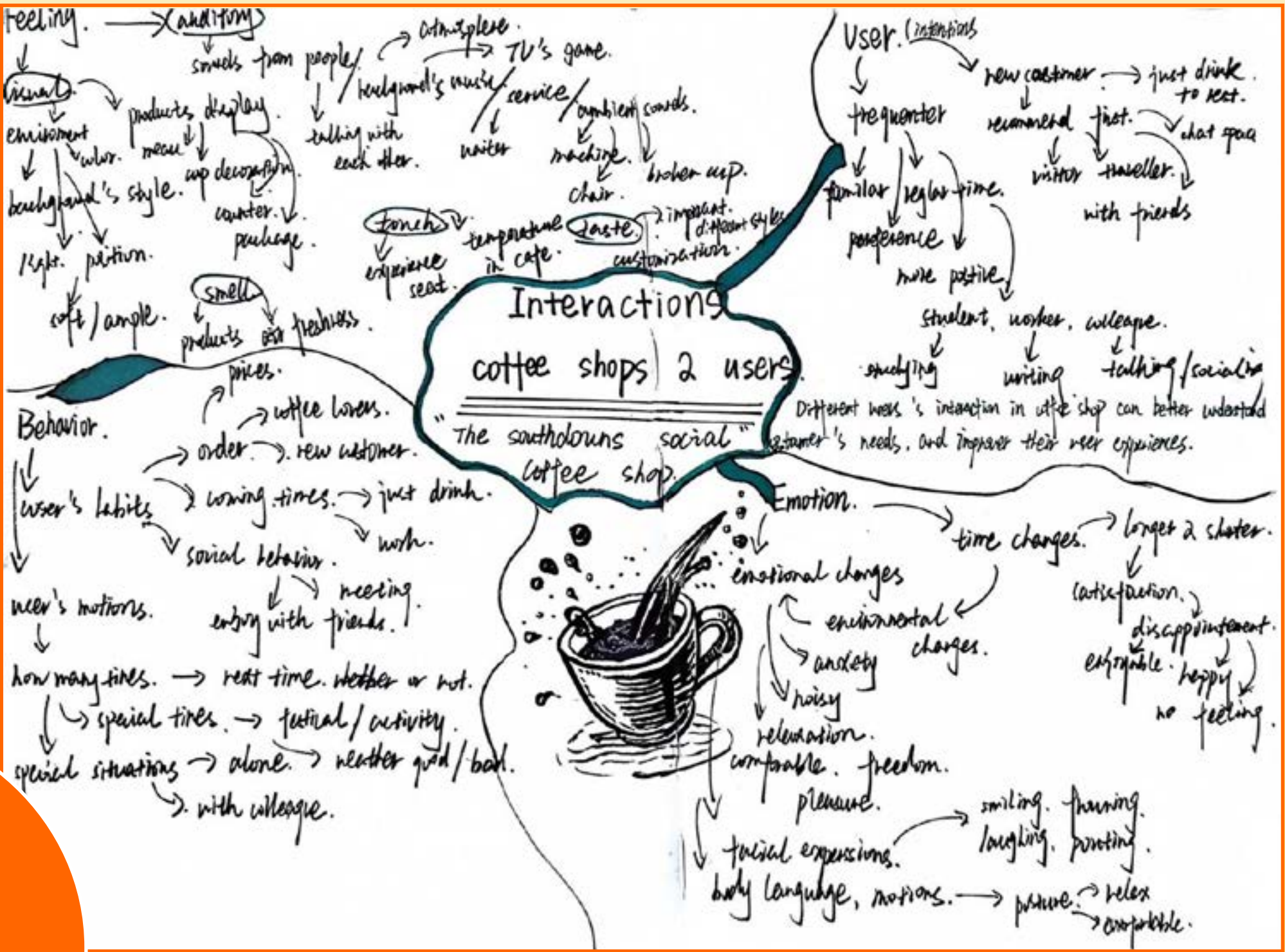


Inspiration

Coffee shop is a public place with a wide range of users. Coffee shop is a popular place for people in the UK. People have a high demand for coffee shop. In terms of ordering, dining, and environment, coffee shops help me analyze the interaction between users and the environment.



Mindmap & South Downs cafe



Why choose South Downs cafe

brand

Technical facility

Location

User

environment

emotions

value

Social

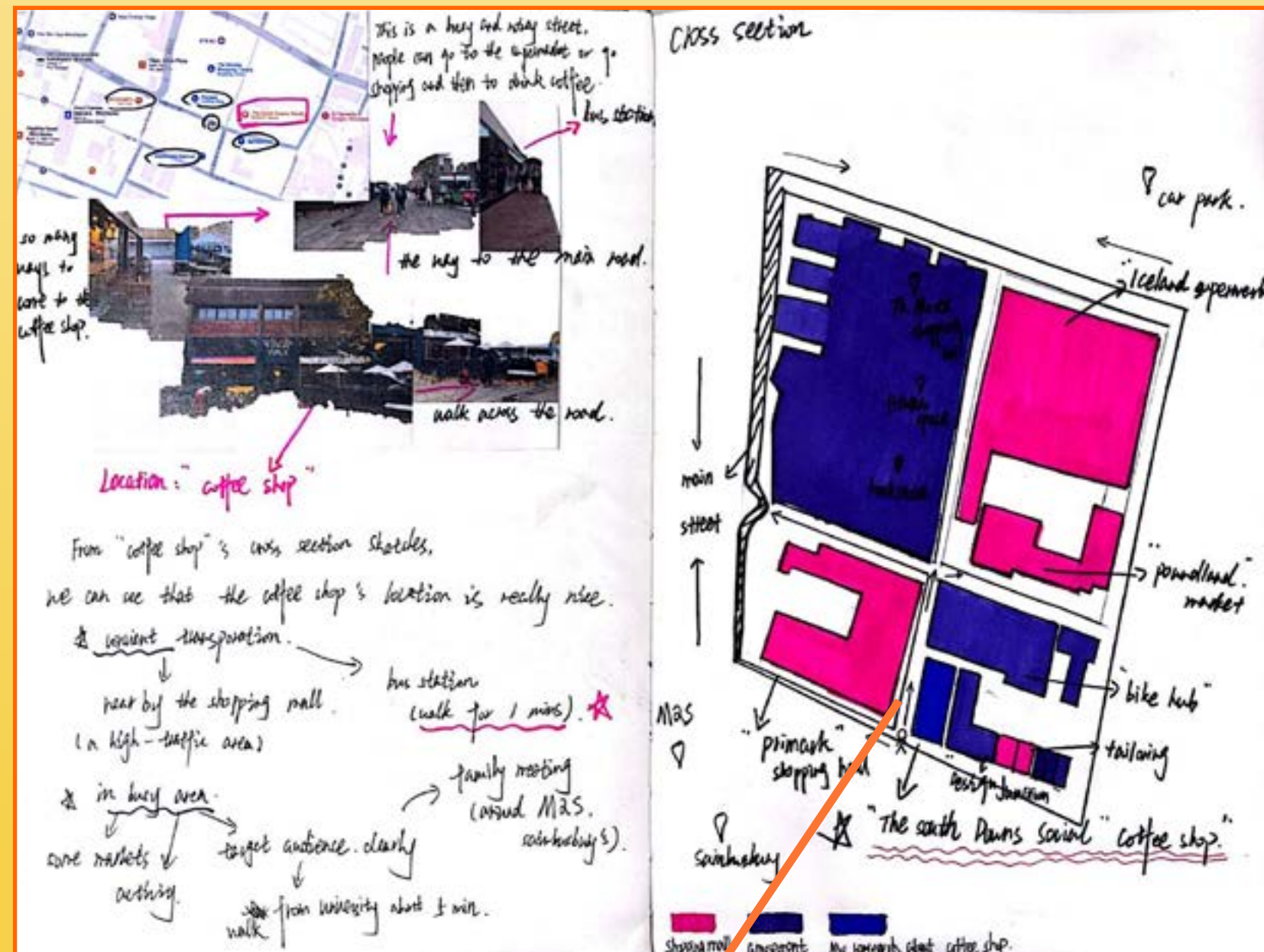
psychology

South Downs Cafe is a cycling and football attraction. The distinctive brand positioning appeals to a specific target demographic, not just commuters, but also cyclists and sports enthusiasts. Spacious space, complete facilities, convenient location and unique surrounding design all provide a unique user experience.

Research

Primary research - Location

This is the plan and spatial distribution of South Downs Cafe that I have drawn. The cafe is located in the main street of Winchester, opposite M&S supermarket and Primark shopping mall (the pink area), which reflects the large flow of people. A 1-minute walk to the bus stop provides convenient conditions for users. In addition, it is close to the bike shop (the purple area) and creates a connection with the coffee shop, which not only attracts cyclists but also makes it easy for other users to enter the shop.



South Downs Cafe

Observe by taking photo

The orange highlight points are the location of the coffee shop. Through these signs, it can be clearly seen that the distance between the coffee shop and the surrounding places is very close, and the geographical advantage is strong.



Primary research - User group

Though my observation, South Downs Cafe's customer base consists mainly of cyclists and football fans as well as local residents.

I interview some riders use it as a rest place after riding. I interviewed some of the customers and asked them how they felt about the coffee shop. They believe that the theme of the store is different from other commercial cafes, with many iconic themed products such as jerseys. In addition, they like the decoration of the store, which is very distinctive and can take photos freely.

Some fans or visitors can come to the store to watch the game and buy football products. A place where local residents often take a short rest after shopping.

Interview notes

Age: 27
Personality: outgoing, creative.
Gender: male.
Career: building designer
Collect information:
the first time to come here, just for finishing a work.
enjoy his worktime for 6 hours. sit at the corner of the coffee shop, sometimes he can look at outside to feel out inspiration for his work because of the coffee shop's space is so big. But he told me "a little bit noisy" in the cafe because the TV plays football games and so many people come in and out (around the shopping malls).

Age: 24, Age: 30
Personality: quiet, gentle.
Gender: 2 female.
Career: freelancer.
Collect information:
The girl visit her grandparents with her parents. she often come here (2 or twice a week). she likes everything such as the place for the coffee, it's lowest compared with other brands. And they can chat with each other for afternoon time. (order something drink and tea).

Interview notes

Interview notes

Age: 35
Personality: outgoing but busy.
Gender: 3 women.
Career: a journalist
Collect information: This day she visit coffee shop to collect some making problems with her 2 colleagues. she thought it's a little noisy there, maybe she won't stay too longer. Because so many people stay here to watching TV, their voice are loud. So she just enter one cup of coffee and then go out.

Age: 68 or 70
Personality: warm, quiet
Gender: a couple.
Career: retiree.
Collect information: In the afternoon, a couple of stay at the outside in the coffee shop. They want to watching people around the street. They think it's interesting to know the world's change. And they enjoy their afternoon time about 2 hours, drink and chat for sometimes, and then go back home. They really like this shop because the service is so good that the waiting is so fast to give the people.

Analysis of PACT



Faimly
leave before dinnertime
Only one person takes the order,
match coffee and snack platter
Choose a spacious seat near the TV
laughing, talk in a relaxed tone

cyclist & footballs fans

a rest place, convenient parking
interested cycling products
characteristic environment
watching games with friends



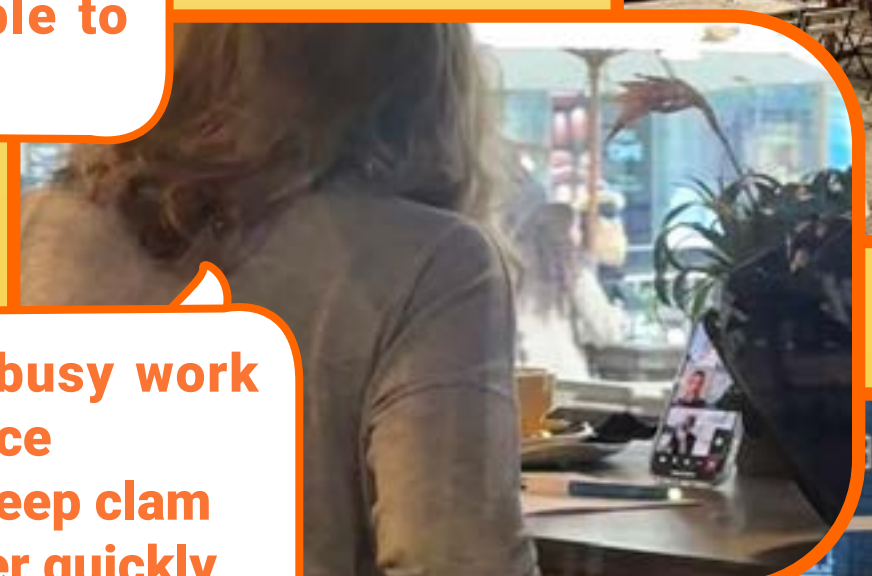
Retired people

leisure and relaxation needs
Get together with the family
Prefer coffee with less sugar
Like natural light good seats
do not like too noisy atmosphere



British women

Taste slowly, move gracefully,
like a "ritual sense."
Prefer cappuccino with desserts
like scones, cakes or muffins,
Choose a small round table to
chat with friends



A steady income, busy work
time, Care about price
Like American for keep clam
Hope complete order quickly
Care about quiet environment
because meeting

Office worker

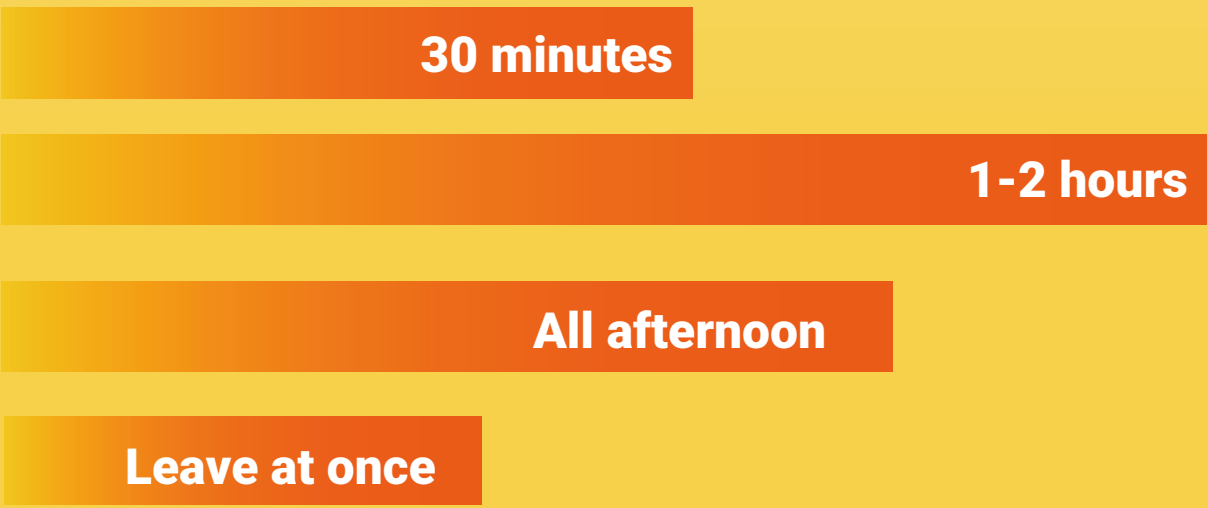
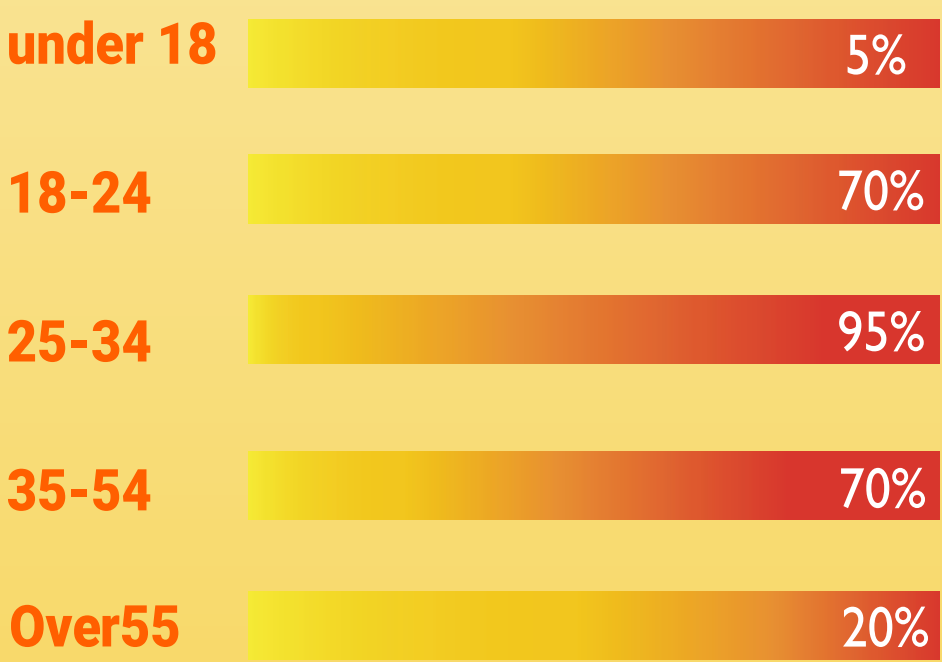
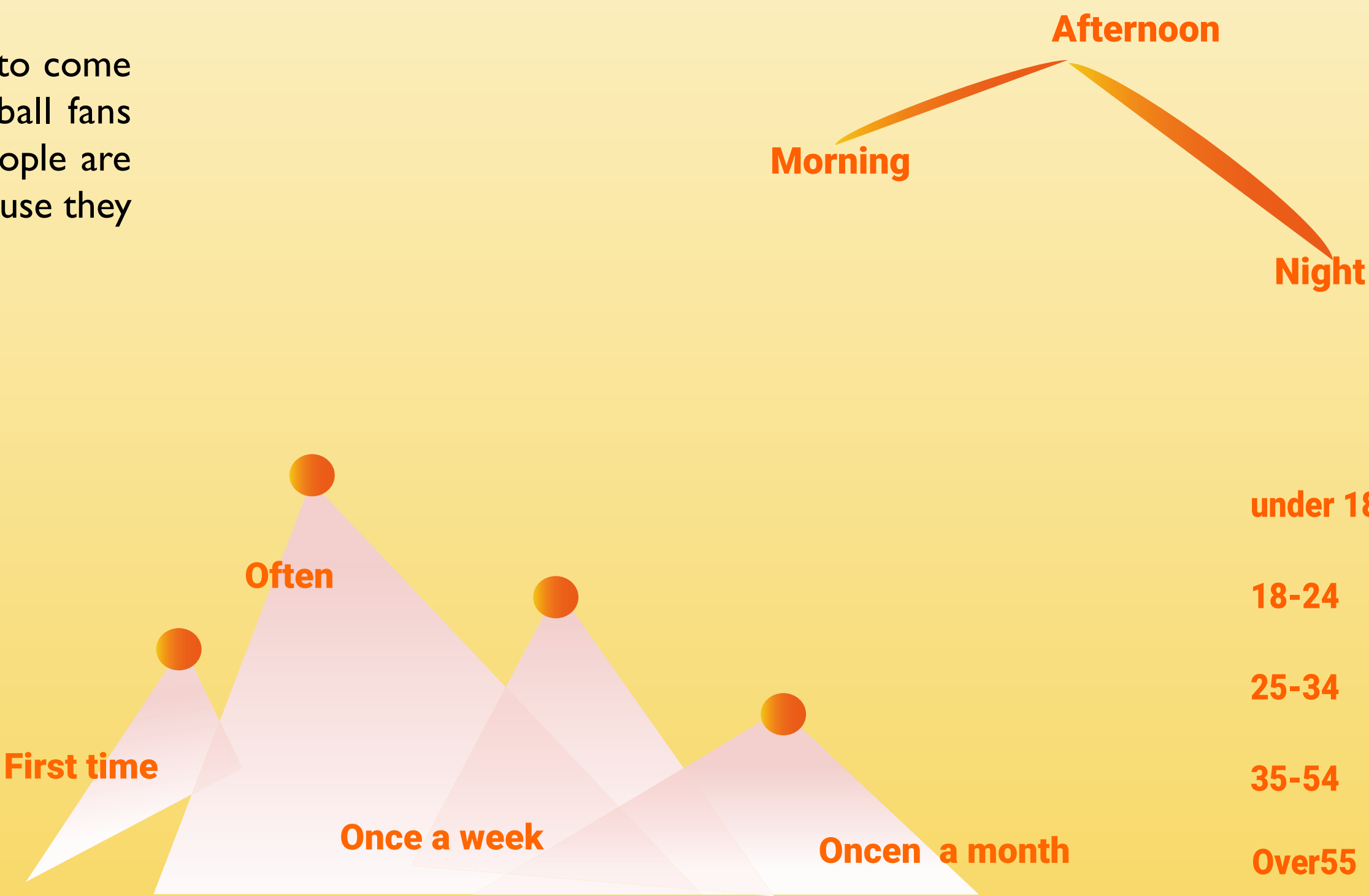
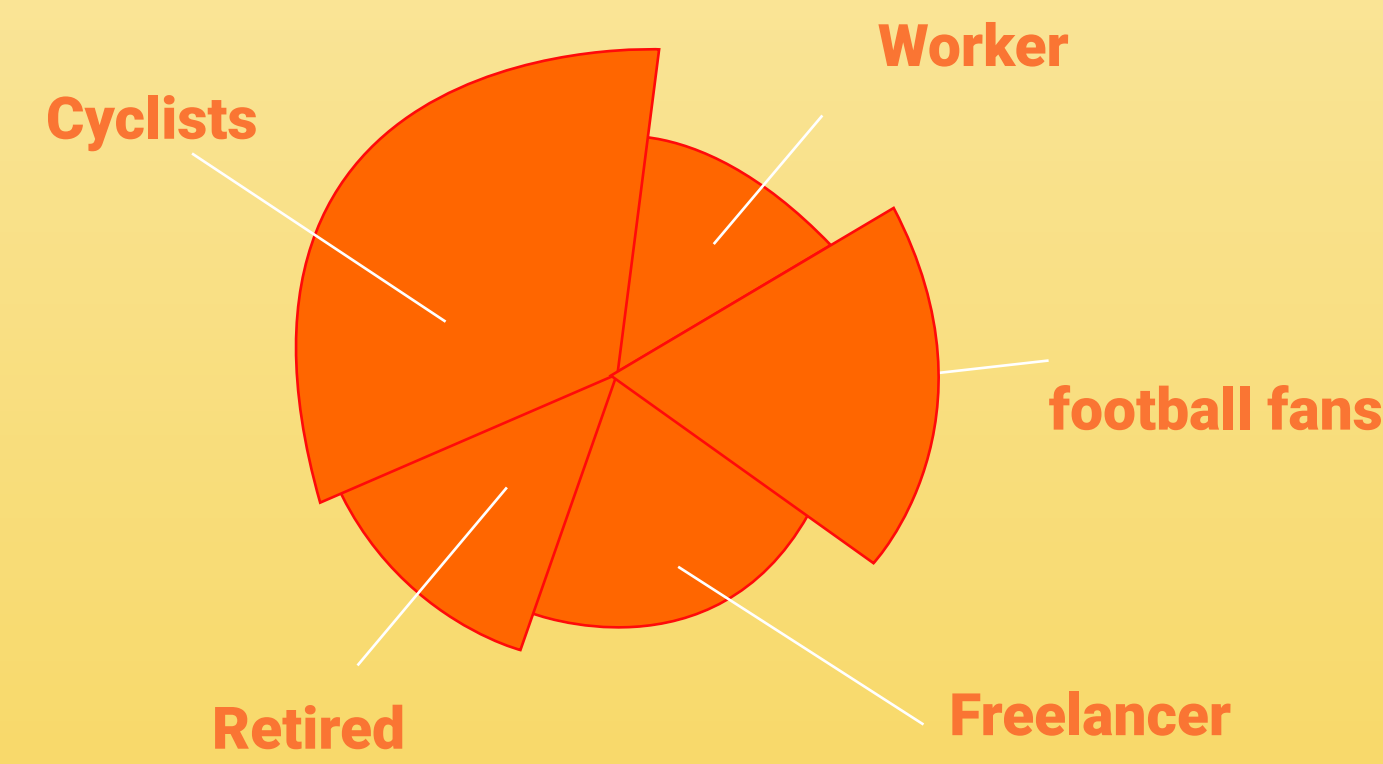
freelancer

Alone: a workspace
An outlet for laptop use.
Look at prices first rather than quality
A quiet seat by sitting by the window



Primary research - Questionnaire

According to the survey, I found people aged 25-34 are more likely to come here than any other age group. Target audience are cyclists, football fans and local people. Cyclists come here for a rest stop. And other people are willing to here for afternoon and usually stay for 2 to 3 hours. Because they want to watch football games with friends.





Order
Appearance
Seat selection
Facial expression
Body language

Visual



Order with the waiter
Background music
Sounds of people around
Content/ tone of conversation with friends

Auditory

Primary research Multisensory

I analyzed the user's multisensory changes in the coffee shop. Coffee shop's space layout, background music, high-quality drinks attract users' attention and bring more customers.

Smell

Food/Coffee taste
Try new flavors
Air circulation
The smell of the surroundings
Deep breaths when entering the store



The choice of coffee and food
Taste expression
Sweetened or unsweetened options
Whether to adjust the taste

Taste

Touch

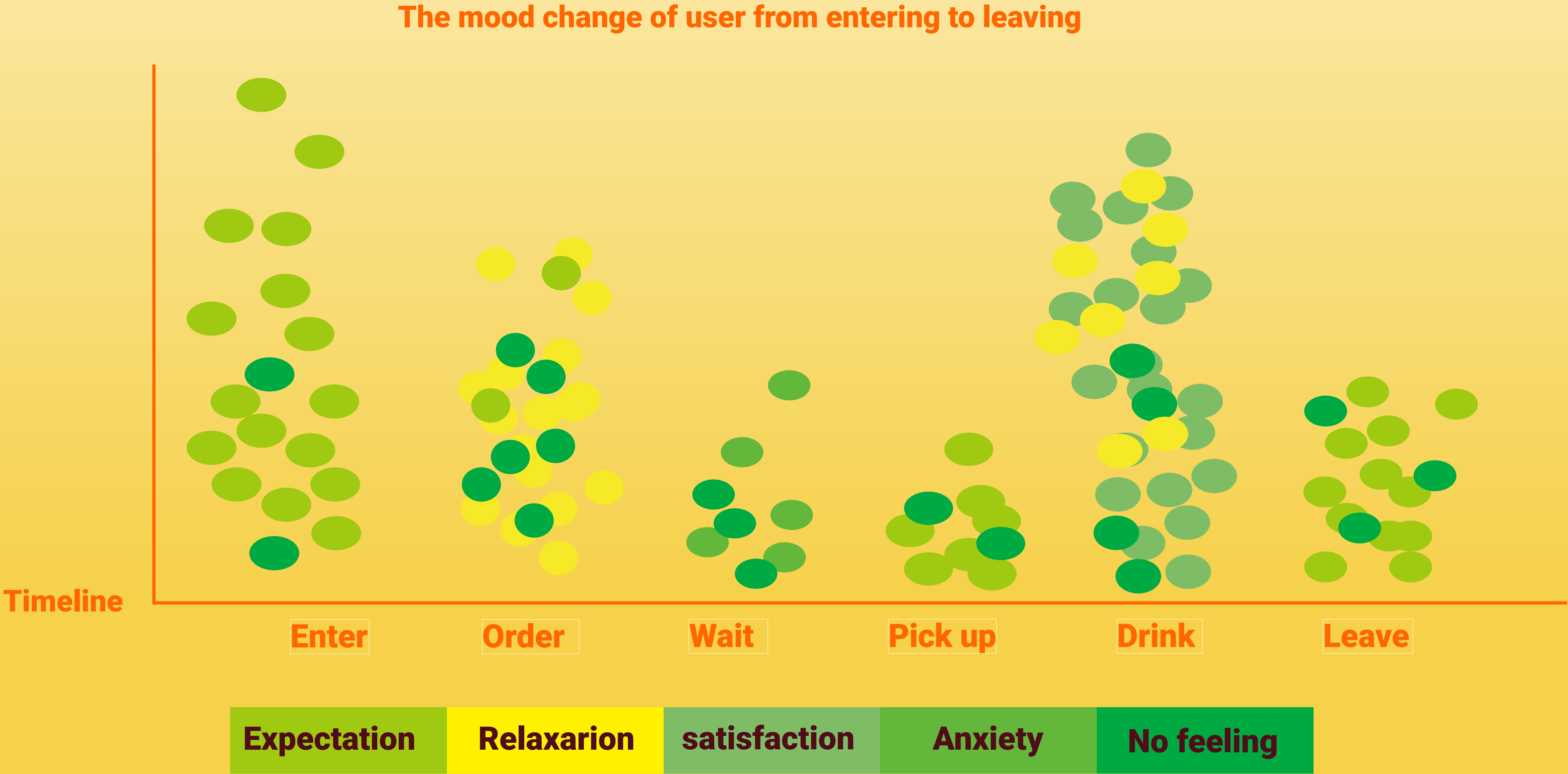


Frequency of touching objects
(coffee cups, electronic devices)
Hand movements (temperature of drink)
Item placement and environment



Primary research - Mood

To better show the changes in user mood, I put the green circles in the visual graphic below as coffee beans. I divided it into 6 stages: When user first enter the store, they have expectations. In the order and waiting, their emotions become calm, sometimes there will be a slight anxiety. After they get the coffee, they start to enjoy drinking the coffee, they feel satisfied. After leaving, they feel happy which impressed by the coffee shop. In short, it also reflects cafe's service and environment meet the personal preferences of users and make people's enjoying the happy time.



Primary research - Behavior

I record 3 hours about user they enter and leave the coffee shop. The peak time for coffee shops is 2pm, when there is a lot of traffic, such as cyclists, and locals are in the shop. They discussed and chatted happily, and the atmosphere was lively. There are many waiters in the coffee shop, customers do not have to worry about waiting in line for food, and the service attitude is still positive. Because of the changeable weather, fewer people went out at 3:30 in the afternoon. At closing time, the chairs were put away and the environment became quiet.

3:30 PM



Few people

2 PM

Peak hour



Closing time



5 PM

Primary research - Environment

The cafe forms a multifunctional space, it divided into three areas: the lively atmosphere on the ground floor, the quiet work environment on the second floor and the open street area outdoors. This meets the diverse needs of cyclists, football fans, workers and other customers.

The regional design enables customers to make personalized choices and experience different environments, which further reduces the emotional distance between the coffee shop and customers, optimizes customer experience, and reflects the unique value and emotional design concept of the coffee shop.



Outside



Upstairs



Round table



Long table

Primary research - Interesting points

The Cafe successfully attracts cyclists, football fans and other customers through its distinctive theme positioning, bright environment and diverse products, friendly services. This kind of friendly brand design not only meets the material needs of customers, but also strengthens their emotional connection and increases customers' sense of trust.



Bright environment:
theme football products,
like cups or clothes



derivative: bicycle books,
sunglasses, helmet, glove



Serve up quickly,
friendly services,
high quality cakes



photo by me
in the South Downs cafe, Winchester

Summary & reflection

Through the observation of South Downs Cafe, I deeply realized the importance of user experience to the environment. In this project, I learned to pay attention to user needs to attract their trust in the brand, and then improve the user experience more comprehensively. In addition, in the process of research, I learned to use different research methods to record user information, such as the primary research methods of taking photos and interviewing. I also presented a large number of words by making infographic, which helped me to spread my inspiration and generate more ideas in the future design process.