Coffee Vibe

Stage 3 Final presentation

Design innovation and service design

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Café is a space with multiple meanings, also serve as proof of lifestyle, where people come to chat, study and relax. (Shaker and Rath, 2019).
WHERE I START
Type of café

- **Community café**
  - Type 1: Branch of local community centre — service local people, strengthen the cohesion
  - Type 2: Along the roadside — business purpose, self-employment

- **Specialty coffee**
  - Type 1: Focus on technology
  - Type 2: Take away café

- **Chain café**
  - Type 1: Starbark, iCafe — café for social space

TYPE OF CAFE changing because people demand changing
Westend Glasgow and covid19

Customer demographics change, and Reduced total number of customers
In covid19

"I just want to be the guy through the window people can have a chat to, even if they don’t want to buy a coffee."

(https://www.glasgowtimes.co.uk/news/18406501.cafe-opens-help-fight-loneliness/)

Some cafes serving the community have opened during the epidemic

Park Terrace Cafe owner and manager Matthew O'Donnell
An increasing number of communities are temporarily shutting down or closing their coffee shops during the outbreak.

Problem
No customers go to cafe

Assumption
There's something wrong with the coffee user experience

So
Café user experience point as a starting point
Field research 01
To Café Owner, what’s good customer experience? (café Tagoo, Chinese bubble tea shop)

Good product
“Provide good coffee, fresh and natural food. Give them the best products”

Connection to people
"They think you cannot teach personality, but you can teach how to make good coffee. Some people with skills, but They do not necessarily interact with people ".

Prevention measures and People reactions
“We provide hand sanitizer and follow government rule, then follow government rule, but we can’t eating while wearing a mask”
“Hand gloves also not hopeful…”
To customers, what’s good customer experience?

**Product**
Good coffee and good space  (Kwan)

**Connection**
The owner is great, he is a nice person… (Selin)

**Self-Hygiene**
Young people feel safe outside when ensuring social distance from strangers, make sure they do not stay indoors for long periods, wear a face mask  (Kwan)

**psychological states**
lockdown policy in the UK is more severe than in other European countries. Some people overreact to lockdown(Selin)

A more optimistic attitude exists among young customers because the epidemic does not pose a life threat to young people, in contrast, older customers are more concern that (Selin)
**Insight as further assumption**

1. For elderly users (Covid19 is life-threatening), health and safety issues in the customer experience of coffee shops

2. People do not go out and fear to go out was restricted by the policy, so people's reaction is more intense
Field research 02
What factors keep people from leaving their homes? What problems do vulnerable people face?

- The long-term accumulation of negative news has an impression of individuals' views on objects (Catherine Brannan)

- For the vulnerable group (Catherine Brannan), the problem with them is that they are defined as disabled by the pandemic.

"So we actually realized the actual risk of other health problems were starting to become greater than actual COVID itself." (Catherine Brannan)

The café can satisfy with the coffee purchasing service for the disabled. However, some are inconvenient because of the barrier at the door (Dandelion Café, owner).
Identify problems
1. Overload negative information

Who facing:
The general public

Type of problem:
Attitude and recognition of information
Treatment of vulnerable groups and attitudes

Who facing:
Vulnerable population, family member

Defined as a vulnerable group

More careful

They have no power of action and no judgment
Opportunity & Ideation
We can improve the customer base by reducing people’s fear and promoting people’s behaviour to go out, and by increasing local people’s trust in café.
How might we Set up the in-store event or information design to show concern for community residents? So that residents can consciously reflect on the pressure, Eventually the customer trust the value of cafe bring
Feedback about Ideation

1. Covid picture wall
When they are sitting outside
Provide by cafe staff
The customer holds the blackboard and writes down the coffee experience today. The sunshine and the air are actually very important to us.

2. Coffee Printing
Provide by cafe staff
Buy by customer
I hope customers can use coffee to draw on paper and really describe their feelings of coming to the cafe today. Share your experiences graphically rather than words. I hope the printing metaphor could let make good memories for people.

3. Neighbourhood “Barrier”
When they are ordering or past by the shop
The barrier is in front of the payment desk is a touch point.
Through the visual design of these negative media messages on the barrier, let customers be reminded of it during the process of paying, picking up coffee and chatting.
Then make scenes become by sharing positive barrier designed pictures online, or by word of mouth.

4. Positive stickers
Offer customer take the drink
In-store, the message of positive energy is different people through customizable which

in every corner of the shop can be placed in any touch point in any phases of customer journey.

Make short-term solution
Apply In Café Tagoo
Development
Service user:
Customers who come into the café

Service provider:
Café owner
Before
User awareness

Context setting
Joining service

Using service
Growing

Impact
Future opportunities
Testing and Practice
Main Glass Wall
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Sharing experience
Side Glass
Wall
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Picture
Interaction
Thank you for watching!