

Final Report

***Key Solutions***

Brenden Engles, Cidney Jones, Aarushi Bafna, Ababacar Diagne

*"We grant permission to share this report with future MR students."*

# Table of Contents

# Executive Summary....................................................................................... 3

Background 3

Research Question ￼ 5

Decision Problem 5

Research Question 5

[Research Design](#_TOC_250010) 5

[Exploratory Research](#_TOC_250009) 5

[Descriptive Research](#_TOC_250008) 5

[Causal Research](#_TOC_250007) 6

[Data Collection](#_TOC_250006) 7

[Secondary Data- Internal Data](#_TOC_250005) 7

[Secondary Data- Literature Review](#_TOC_250004) 7

Bakery/Cafe Trends Among College Students 7

Consumers and Competitors in Champaign-Urbana 9

Primary Data 14

Qualitative Data (ZMET) 15

Quantitative Data (Qualtrics Survey) 16

[Data Analysis](#_TOC_250003) 17

[References](#_TOC_250001) 23

[Appendix](#_TOC_250000) 24

Data Collection 24

Code Book 47

# Executive Summary

# This research study explores the opportunities Espresso Royale Café has for expanding their customer outreach through menu strategic selection. Our decision problem is that Espresso Royale Café wants to know how they can display their menu to increase overall revenue. Some problems that were incurred during the research process were limited responses, low ranged demographics, and a lack of internal data.

# Due to the lack of internal data, we could only gather external data to understand the landscape of both menus and the connection it could have to revenue. Utilizing literary reviews helped us configure an understanding of the importance menu design, displays, font sizes, etc.

# Through our research and analysis, we found that consumers would much rather use an in-app menu to order over all of the other menu options. To remain sustainable and efficient, we recommend that Espresso Royale Café enhance their app experience.

# Background

Espresso Royale was founded in 1987 by Marcus Goller in North Beach, San Francisco. The owner of the CU area location, Doug McCarver, started out as a barista at Espresso Royale in the 1980s. Influenced by iconic establishments such as Cafe Rome and Cafe Trieste, Espresso Royale adopted their style, recipe, and ambiance. The name, “Espresso Royale” was chosen, partly inspired by a unique Berkeley eatery named Cafe Royale. In 1987, the inaugural Espresso Royale Cafe opened its doors, and subsequent expansions occurred in various college towns nationwide. In early 2023, a brand-new Champaign-Urbana Espresso Royale chain was finished at 604 E Daniel St. Continuing to evolve, the company has extended its reach beyond college campuses, establishing a presence in diverse locations to cater to coffee enthusiasts seeking a welcoming environment.

Espresso Royale is renowned for its culture and customer service. It is popular on college campuses for the inviting atmosphere and being a watering hole for students. In some locations, customers participate in the cafe designs, food, and new directions. Their locations also have outdoor seating for year-round accommodations. However, during COVID, when Big 10 schools went home, Espresso Royale’s competitive advantage went away. They were going out of business in 2020, but they managed to reassess their assets and only shut down one location. Espresso Royale has a member loyalty program where they give out punch cards, and after ten purchases the customer gets a free reward. Additionally, they offer online ordering at all six locations in the CU area. They are also on Square, MenuDrive, and an app. The app is one of the main ways they generate a loyal customer base.

# Research Question

### Decision Problem

Espresso Royale wants to know how to display its menu to increase store revenues.

### Research Question

What is the most effective strategy for Espresso Royale’s display to UIUC college

Student?

# 

# Research Design

### Exploratory Research

Exploratory research is a type of research methodology that is used when there is little information about what you’re researching, and it’s used to discover ideas and insights. All

possible methods we discussed in class for exploratory research are literature review, in-depth interviews, focus groups, ZMET, video capture, unstructured observation, ethnography, and ethnography. Since our research question is designed to find the best strategy to display Espresso Royale’s menu to UIUC students, it is necessary to choose exploratory research methods that focus on understanding the psychology behind consumer preferences of the menu. ZMET will focus on the conscious and subconscious thoughts behind our specific consumers’ decisions while a literature review can give us an in-depth psychological analysis of consumers at large when it comes to menu display. Having both the targeted research data from ZMET and a broad subject research base from literature review will give us the complete picture behind consumers’ menu display preferences. This is why we will be using ZMET and literature review as our main methods of exploratory research.

### Descriptive Research

Descriptive research is a research method that aims to describe a population in relation to certain variables. This type of research is ideal for understanding the characteristics of samples, determining their behaviors, and discovering relationships between two variables to make predictions. We discovered a plethora of methods, for example, discontinuous, continuous, and surveys. The method we are using for this research design is surveys. Surveys are designed in a questionnaire sequence with specific wording to guide the participants. We developed a 25-question survey that will help us understand how students at UIUC view Espresso Royale’s current menu, the design, and rank their favorite items. This helps with gaining a descriptive and visual understanding of our research question.

### Causal Research

Causal research explores how variables influence each other. There are two types of experiments – laboratory or field. The laboratory is mostly used for exact conditions and having a maximized amount of control over variables. Field experiments are more fluid and rely on customer feedback. Espresso Royale can use causal research by doing a field test with different menus. First, the cafe can design different menus with the information they are trying to test. Then, they can use it in different locations and measure the success of the menus. They can measure it by taking note of how many people are ordering the new items and by conducting a survey on user perception of the menu design.

# Data Collection

### Secondary Data - Internal Data

Our client has offered no internal data as it is not relevant to answering our research question. So, for this proposal our team will be relying solely on the data we have collected from our literature review and our ZMET research to present our findings.

### Secondary Data - Literature Review

The key topics that are relevant to our research proposal are menu research, the dimension of menu design, and dependent variables in menu design. In addition, psychological aspects such as attitudes, intentions and behavior, and implicit attitudes are also key topics of interest in our research. Our team starts with researching the effect of menu design on consumer behavior.

### Menu research

In the past the menu was simply a list of items, however, in the current state, the menu

represents a much higher concept. The concept that it represents is an identity, hence a marketing strategy. Furthermore, it influences the consumer’s behavior (choices) since it is a multifunctional tool. In this analysis, there will be an emphasis on the design elements of a menu. Which will aid in understanding how manipulating it will affect human behavior.

### Dimension of menu design

An article done by Michael Man Him IP and Robin Chark *The effect of menu design on consumer behavior: A meta-analysis* defines menu design as consisting of visible and

design-related elements, which aim to affect the consumer’s actions and opinions. The

components of menu design consist of color, paper quality, typeface, layout, and various other features. Additionally, there are four dimensions of menu design: item position, description, label, and characteristic (Ozdemir and Caliskan, 2015, as referred to in the article).

The hypothesis that has been derived from the observations is, “Different menu design elements have different effect sizes on consumer behavior” (HIim IP, Chark 2020). The second hypothesis was, “Entire menu elements have larger effect sizes than individual item elements do” (HIim IP, Chark 2020). Additionally, RRG Consulting refers to the oversized menus as a bad idea (RRG Consulting 2023). They discuss how difficult it is to maneuver, confusing, and out of place. Although the oversized menus allow for more options, it is a trade-off that has a bigger cost than benefit.

### Digital Menu Display

Another area of research our literature review has highlighted is the role psychology plays in the effectiveness of the display of a menu. Our research has found differences in the effectiveness of the visual (pictures and videos), audial (audio from videos), and written characteristics of menus. Specifically, one study done by Andy Lee shows how a digital display of a menu correlates to increasing revenue in the food service industry. For example, this study found that digital menus with pictures and even videos elicited a higher amount of mental imagery in the consumer and higher amounts of mental imagery positively affects a consumer’s desire to eat or drink (Lee 2020). This study concludes that “presentation format is a more critical attribute of a restaurant menu…and visual information is an essential component within a restaurant menu” (Lee 2020). This would suggest our client should consider moving the menu to a digital platform not only to give them more “space” for menu items, but to increase the probability of a sale through mental imagery stimulation from photos or videos. This would increase revenue and address the issue of limited physical space for menu items. This is made obvious by the findings of this study which “provide support for utilizing digital menus in restaurants. When a menu item is presented in a video format, it will effectively trigger sensory images in customers’ minds, and then evoke a desire to eat the corresponding item. Videos require digital platforms, suggesting that restaurants might consider replacing conventional paper menus with tablet PCs like Apple iPads or Android tablets” (Maulana 2023). Of course, the limit of this study is that digital menus were tested in restaurants and not coffee shops, so it’s possible some of the results may not be as effective in a coffee shop. Another study researched the creation of an app specific to a certain coffee shop for a digital menu display. This study found that “more than 60% of users find it frustrating when a business requires an app installation to place an order. When forced to install a brand’s app, almost 80% of users admit this has caused them to stop a transaction” (Maulana 2023). The article also mentions consumers may not install apps to save storage space or protect their privacy, all reasons why having a digital menu on an app can “potentially hinder customer transactions” (Maulana 2023). Our research suggests then, that adopting a digital menu display with videos or pictures, without the creation of a company-specific app, is the best way to display menu items to increase store revenue. For future research, we will investigate developing a QR code that links to a digital menu that customers can scan to order at Espresso Royale. A QR code would solve the issue of needing to create an app while delivering the benefit of a digital menu.

### Physiological Aspects

#### Attitudes, Intentions, and behaviors

The three popular theories on attitudes consist of reasoned actions, planned behavior, and self-regulation. These theories are used in the perspective of influencing factors, cognitive and affective validations, and the impact of menu designs. The influencing factors are in reference to subjective norms, past behaviors, and desires. In addition, Brinol and Petty (2022), developed the “self-validation theory”, which studies the reliability of one’s thoughts and how it affects the actions of consumers. The impact of menu design, the study mentions that it had a more direct influence on attitude than intention. This section concludes with a hypothesis “The passage introduces the third hypothesis (H3), stating that menu design has a stronger effect on attitude over intention and then on intention over behavior” (Him IP, Chark 2020). Another aspect of menu engineering is menu psychology. According to Webstaurant, the basic tips of menu psychology are limiting choices, scannable menus, appetitive-stimulating colors, nostalgia, dessert menus, color associations, minimal photos, and ergonomic menus (Webstaurant 2023). All of these tips refer to the principles of customer neuropsychology as a way to influence menu design.

### Menu Engineering Psychology

Three main takeaways I got from this article were: limiting choices, making menu’s scannable, and using appetite stimulating colors. Limiting choices refers to offering a

manageable number of options per category (around 7 items), this reduces customer anxiety and helps them make quicker decisions. Making menu’s scannable with clear section headings,

visible product titles, and an easy-to-read layout making it easier for customers to navigate the menu; leading to quicker ordering. Using appetite stimulating colors by incorporating bright

colors such as red, yellow, and orange. This can help draw attention to specific menu items, influencing customers’ choices. These principles are effective in marketing research because they tap into the fundamental aspects of consumer psychology. Reducing decision fatigue is very important when designing and changing new effective menus.

### Menu Planning & Psychology

Three main takeaways from this article were: color influence, positioning of items, and descriptive language. Menu colors can evoke emotions and associations, with red encouraging high-profit item purchases, green representing freshness, etc. Effective use of these colors can influence the brain’s decision-making ability. Consumers tend to focus on specific areas of the menu first, often referred to as the “Golden Triangle”. Placing high-profit items in these areas increases their visibility and the likelihood of being chosen. Descriptive language can encourage consumers to purchase certain items by enticing them. These descriptions can stimulate the customer’s imagination and make menu items more appealing. Effective storytelling through descriptive language can be a powerful tool in any business’ marketing strategy.

#### Implicit Attitudes

The investigation offers a dual-attitude framework of implicit and explicit attitudes.

Implicit attitudes are automatic and operate beneath conscious awareness. Explicit attitudes are conscious and deliberate choices that appear effortless. The hypothesis derived from this

perspective is that “Menu design has a stronger impact on physiological responses, which are less influenced by conscious awareness, compared to self-reported measures of explicit

attitudes.”

### The effect of menu design on consumer behavior; A meta-analysis Conclusions:

The key idea derived from the research is that within the 6 dimensions of effect sizes, the non-descriptive menu card characteristic has the largest effect size. The dependent variables to consider are physiological measures. (Ozdemir, 2015) Which has a moderate effect on intention and attitude. While having a minor effect on purchase behavior.

### Menu Design: A Review of Literature: (2nd)

This review of literature focuses on two categories of information, and how it relates to each other. The first category is the 4 dimensions of menu design, which are menu item position, menu item description, menu item label, and menu card characteristics. The second category is

the consumer perspective. (Ozdemir, 2015) Which consists of value perception, quality perception, taste perception, and healthfulness perception.

### Menu Design dimensions research:

Within the literature review, there are four dimensions to consider. The first is the menu item position research, which has yielded conclusions that there are mixed findings. There is a potential for an increase in sales if the position is changed. (Ozdemir, 2015) While other

researchers have found no such increase. However, gaze motion studies and the concept of primacy/recency suggest certain sections of a menu card are more visible and attention-grabbing.

The section dimension is menu item description, which has yielded the understanding that nutritional information positively influences item selection. (Ozdemir, 2015) This is the result of customers feeling as though they are making a more informed decision, hence leading to the impression of making a healthier choice.

The third is menu item labeling, which evokes the senses of the customer. (Ozdemir, 2015) This would include different kinds of labels such as geographic, affective, sensory, branding, thematic, etc. These features tend to trigger the expectations of customers.

Finally, the menu card’s characteristic finding shows that factors like typeface, size, photos, and readability positively affect item sales.

### 4 Consumer Perspectives:

With the four dimensions of menu design, there are four consumer perspectives. The first is perceived value, which has been proven to be increased through various improvements in the menu design. (Ozdemir, 2015) The improvements are decorative item names and detailed descriptions.

Quality perception research has found that it is a significant player in customer satisfaction and behavioral intentions. The complexity of the descriptions can affect the way the products on the menu are perceived. Hence, leading to future quality appreciation.

The Third perception is taste. Due to the sequential nature of taste to evaluation of the tasted food it can be challenging for consumers to have perspective. (Ozdemir, 2015) However, the evocative name can be used to compensate for the mystery of a new product. Research has found that such names affect pre-consumption expectations and post-consumption evaluations.

Lastly, there is the perception of healthfulness which is increased through more descriptions of nutritional values. The values are low calories, low sodium, low fat, dietary suitability, etc. (Ozdemir, 2015) This information aids the consumers in making informed decisions and provides the presumption of being a healthy consumer.

### Relationships between Menu dimensions and item perceptions:

A close-up of a research paper

Description automatically generated

*Figure 7: This figure essentially connects the importance of the customer item perception, and how the dimensions influence them. Hence, each dimension affects the respective customer perception aspect. (Ozdemir, 2015)*

## Qualitative Data

### Definition & Implementation

ZMET stands for Zaltaman Metaphor Elicitation Technique, which is a qualitative research tool to better understand the deeper thoughts, emotions, and feelings of participants. The research done with the small group of students required that we compartmentalize our

thoughts/emotions and encapsulate them in images. For instance, the thoughts of the espresso royale’s coffee, pastries, services, and atmosphere were considered. Which was then reflected through images that related directly or indirectly. Each group member provided seven images, which totaled up to 35 images. Furthermore, these Images were then placed into two categories. The first category is common themes and the second is recurring images from the 35 images.

### ZMET Analysis

**Recurring themes and images from ZMET**

A collage of women working on a computer

Description automatically generated

*Figure 1: The first theme shows a reflection of productivity and work. Which is in reflection of coffee's anti-sleeping effects. Hence allowing the consumer to be able to focus without any sleeping chemicals disrupting.*

A collage of different objects

Description automatically generated

*Figure 2: The theme is that Espresso Royale is a relaxing and peaceful environment.*

A collage of people in different poses

Description automatically generated

*Figure 3: The Theme is Espresso Royale has a positive social environment.*

### Quantitative Data

**Sampling Plan**

There are various sampling options to consider when starting this research. However, the first priority is to prioritize the target consumers. In our research, there are a total of 8 locations to consider getting data from. With the target audience of espresso royale consumers, we have the choice of many sampling options. They consist of convenience sampling, snowball sampling, quota sampling, sequential sampling, and time-based sampling. These sampling methods allow for quick and convenient collection of data.

### Survey Distribution Plan

With the sampling plan aimed at quick and convenient collection of data, the method of conducting the distribution could be through various methods. Which consists of posters, flyers, emailing, or people-to-people sharing. The location of the flyers and posters could be directly in the cafes, classrooms, poster board zones, and offices. Sharing could be transmitted through QR codes or mobiles. In terms of the projected yield, there is a minimum of 100 surveys. However, the amount is yet to be decided. This is due to the nature of ambiguity in the sampling size. The survey should be about 25 questions long, and less than twelve minutes to complete. As a result, we have all the data needed to gain an understanding of Espresso Royale’s customer

base and form an accurate plan of action.

### Survey Contents

Through use of either convenience sampling, snowball sampling, quota sampling, sequential sampling, or time-based sampling, we will conduct a survey in order to determine the preferred menu configuration among Espresso Royale’s consumer base. Examples of questions to ask on these surveys include taking preferences online vs physical menus, what categories the consumer wants to see most on the front page, and what catches their eye when looking at a menu for the first time.

### Data Analysis

### Univariate Analysis: Frequency, Descriptive Statistics

### The demographic averages around the ages of 20 to 21. The average frequency of café attendance lies between less than a sometime a week or once a week. While the frequency of visit correlates positively with the likelihood of recommending and living on the University Campus.

### Cross-tabulation (Chi-square),

### A screenshot of a computer Description automatically generatedA screenshot of a test Description automatically generated

### We conducted a Cross Tabulation or Chi-Square Test to understand the significance between two categorical variables; have consumers ever visited the store and do they have the app downloaded. To understand the menu’s effectiveness, we must first understand if people have heard of the café. 73% of respondents have been to Espresso Royale’s East Daniel location and within that 73% who have visited, 63% of respondents have downloaded the app.

### At first hand we noticed this as a good thing, but further analysis stood corrected and showed that of those 63% who have the app downloaded, only 13.3% of those respondents have visited the store.

### As a result, our Chi-Square test further proves that there is no correlation (.317 v .005) between those who have the app downloaded, and those who visit the store. This means that consumers have the app downloaded, but for whatever reason, there isn’t enough incentive to use it in store to make a purchase.

### Pearson Correlation

### A graph with blue rectangular bars Description automatically generated with medium confidencePearson correlation measures the relationship between two variables. A positive correlation indicates a direct relationship and, conversely, the negative numbers represent an inverse relationship. We measure familiarity and preference between the menu types, where we found that if customers were familiar with the in-store menu, they preferred it the most as well. The least rated menu was the paper menu. Additionally, we found that people who rated the quality of the paper menu also preferred it be moved to another option. They preferred it to be moved to the app menu the most, chalk board menu next, and finally the online menu. Our last correlation coefficients were the perception of the menus and their frequency of use. Here, we found that people who preferred the paper menu thought it was useful the most. Through doing Pearson correlations, we found that we could analyze patterns and dynamics within our data.

### A graph with blue rectangular bars Description automatically generated with medium confidenceA graph with blue rectangular bars Description automatically generated

### T-test, Regression Analysis, Multivariate Analysis, Hypothesis Testing

### In the analysis since there are no p-values that have a significant level lower than 0.05, this means that there is no statistical significance. Additionally, the T-value suggests that there are no meaningful differences in groups such as age, ethnicity, gender, or academic status.

### When considering regression analysis, it is important to find correlations, coefficients, and whether they are positively or negatively associated. In the analysis, the correlation of the quality of paper menu to the predictor values of font type, color, structure, display type, and variety of items. Within this regression analysis there was only one connection that was significantly significant. Hence, the variety of items predicted the quality of the paper Menu positively. Meaning that those who rated the variety of items high in effectiveness considered the quality of the paper menu high.

### Following the first analysis, is assessing correlations between effectiveness. With the perceived effectiveness between variables such as font size and display type, font size and color,

### font type and font size, font type and structure, lastly font type and colors. With the exception of font type with structure, there were meaningful positive correlations. The interpretation of the linear regression is that a consistent change amongst meaningful connections lead to a cohesive menu. Where one aspect that is changed necessarily requires another aspect to be changed.

### In the third multiple linear regression is the adoption of digital and download location. With the predicted value being adoption of digital menu, while the download location is predictor variable. Unfortunately, there was no statistical significance. However, after further apposite analysis post seeing the Espresso Royal app, majority consider their chances of adopting the app moderate in likelihood.

**Conclusion**

The results of our data concluded indicate several things. One consumer is most likely to order online or in-store. Consumers are aware of the app and some even have the app downloaded but there is no strong correlation between those who have it on smartphones and those who use it in stores to make a purchase. From this we concluded that the promotional deals are not effective and have not played a hand in bringing in new or even consistent customers.

The perpetual issue mainly stems from the lack of familiarity with the menu options Espresso Royale Café has. Their menus are not centralized enough to accommodate the large menu inventory thus resulting in lower revenue in comparison to available inventory. The in-app menu is an option that consumers say they are willing to move to as a new way of ordering.

**Recommendations**

To enhance Espresso Royale, our team recommends they enhance the app menu experience, eradicate the paper menu, consider different menu combination choices, and find way to increase the familiarity of the menus. A comprehensive analysis of industry leaders can provide valuable insights into what makes their app menus engaging and efficient. Additionally, prioritizing an intuitive design with clear categories, images, and easy-to-understand labels will contribute to a positive user experience. They should consider eradicating paper menus and transferring the information from the menu on to the app. By promoting exclusive incentives for app users, they can significantly increase app usage, as demonstrated by the preference of 83% of people for digital menus. Espresso Royale should also consider different menu combination choices. They should adopt a holistic design approach when changing the app's font, color, and display. It makes the menu more cohesive and aesthetically pleasing to interact with. To further increase menu familiarity, implementing personalized marketing strategies based on individual preferences can be highly effective. By tailoring the menu to the audience, they can provide a more personalized and engaging experience. Finally, iIn terms of marketing, utilizing posters in-store and social media platforms to showcase the app menu, exclusive promotions, and personalized recommendations can capture the attention of both existing and potential customers. Additionally, providing cashier incentives to promote the app menu can make the numbers of app downloads increase. By integrating all of these strategies cohesively, Espresso Royale will be able to eradicate their menu issues and create a better experience for the customer.

**Limitations**

The limitations of the project consisted of four items. The first is that the sample size of the project allowed for a extrapolated interpretation of the information. This could lead to over generalizations and potential misinterpretations. Additionally, the timeframe of the research could not allow for capturing seasonal variation, furthering the amount of time for analysis, and having a limited time to gather participants. Furthermore, with more time we should be able to enhance the quality and the quantity of our research. Lastly, the authenticity of participants is also in question. It is important to consider that the busy and stressful schedule of university students may have affected the quality of the survey completion.

Within the research we were able to find many correlations, however this does not represent causations. If further investigations were considered, we would use the correlations to find potential causations. This means that we would take statistically significant correlations and conduct experiments. This experiment would prioritize the isolation of variables, while observing the effects.

**References**

Andy Lee, Min Gyung Kim, (2020). Effective electronic menu presentation: From the cognitive style and mental imagery perspectives, *International Journal of Hospitality Management, Volume 87*, 02377, ISSN 0278-4319.

IP, H., Micheal, & Chark Robin. (2023). *The effect of menu design on consumer behavior: A meta-analysis.* Analysis on Menu Design, Volume 108

Maulana, S. T. (2023). Development and Analysis of a Unified Mobile App for Coffee Shop Operations and Ordering Experience: A Proposal Review. *International Journal of Information Technology and Computer Science Applications*, *1*(3), 161–173.

Ozdemir, Bahattin. (2015). Menu Design: *A Review of Literature.* Journal of foodservice business research.

# Appendix

**Survey / Data Collection Form**

Q1 Q1. Are you aware of Espresso Royale on East Daniel Street (near the Illini Union Bookstore)?

o Yes (1)

o No (2)

Q2 Q2. Have you ever been to Espresso Royale on East Daniel Street (near Illini Union Bookstore)?

o Yes (1)

o No (2)

|  |
| --- |
|  |

Q3 Q3. How often do you visit Espresso Royale on East Daniel Street?

o Less than once a week (1)

o Once a week (2)

o 2-3 times a week (3)

o 4-6 times a week (4)

o Daily (5)

|  |
| --- |
|  |

Q4 Q4. How familiar are you with Espresso Royale's menu?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Not familiar at all (1) | Slightly familiar (2) | Moderately familiar (3) | Very familiar (4) | Extremely familiar (5) |
| In-store menu (on the wall) (6) | o | o | o | o | o |
| Paper menu (7) | o | o | o | o | o |
| Online menu (9) | o | o | o | o | o |
| App menu (10) | o | o | o | o | o |

|  |
| --- |
|  |

Q5 Q5. Please rate your preference for the four menu types.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Do not prefer (1) | Prefer slightly (2) | Prefer a moderate amount (3) | Prefer a lot (4) | Prefer a great deal (5) |
| In-store menu (on the wall) (1) | o | o | o | o | o |
| Paper menu (2) | o | o | o | o | o |
| Online menu (3) | o | o | o | o | o |
| App menu (4) | o | o | o | o | o |

|  |
| --- |
|  |

Q6 Q6. Please rate how useful the four menu types are.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Not at all useful (1) | Slightly useful (2) | Moderately useful (3) | Very useful (4) | Extremely useful (5) |
| In-store menu (on the wall) (1) | o | o | o | o | o |
| Paper menu (2) | o | o | o | o | o |
| Online menu (3) | o | o | o | o | o |
| App menu (4) | o | o | o | o | o |

|  |
| --- |
|  |

Q8 Q7. How often do you utilize each menu when ordering a beverage in store at Espresso Royale?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Never (1) | Sometimes (2) | About half the time (3) | Most of the time (4) | Always (5) |
| In-store menu (on the wall) (6) | o | o | o | o | o |
| Paper menu (7) | o | o | o | o | o |
| Online menu (8) | o | o | o | o | o |
| App menu (9) | o | o | o | o | o |

|  |
| --- |
|  |

Q9 Q8. How often do you utilize each menu when ordering a food item in store at Espresso Royale?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Never (1) | Sometimes (2) | About half the time (3) | Most of the time (4) | Always (5) |
| In-store menu (on the wall) (1) | o | o | o | o | o |
| Paper menu (2) | o | o | o | o | o |
| Online menu (3) | o | o | o | o | o |
| App menu (5) | o | o | o | o | o |

|  |
| --- |
|  |

Q7 Q9. How often are you aware of the special, new, or promotional items at Espresso Royale?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Never (1) | Sometimes (2) | About half the time (3) | Most of the time (4) | Always (23) |
| Special items (6) | o | o | o | o | o |
| New items (7) | o | o | o | o | o |
| Promotional items (8) | o | o | o | o | o |

|  |
| --- |
|  |

Q18 Q10. What is the most important menu characteristic when choosing something new to order?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Not at all important (1) | Slightly important (2) | Moderately important (3) | Very important (4) | Extremely important (5) |
| Product Name (6) | o | o | o | o | o |
| Descriptions (2) | o | o | o | o | o |
| Images (1) | o | o | o | o | o |
| Price (5) | o | o | o | o | o |

Q10 Q11. Have you downloaded the Espresso Royale app?

o Yes (1)

o No (2)

Q11 Q12. Did you download the app while ordering in store at Espresso Royale?

o Yes (1)

o No (2)

Q12 Q13. Are you aware you can gain points from ordering in the Espresso Royale app?

o Yes (1)

o No (2)

|  |
| --- |
|  |

Q13 Q14. Now that you know you can order through the app to gain points for discounts, how likely are you to use the app to make your purchases?

o Extremely unlikely (1)

o Somewhat unlikely (2)

o Neither likely nor unlikely (3)

o Somewhat likely (4)

o Extremely likely (5)

Click the link below to explore the Espresso Royale Online Menu. Please spend some time looking through the items.<br><a rel="noopener" href="https://order.espressoroyalecu.com/location/604-e-daniel/pickup/623b3b026400ee00138947f0" target="\_blank">Espresso Royale Online Menu</a>

|  |
| --- |
|  |

Q14 Q15. Please evaluate the Espresso Royale online menu.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Terrible (1) | Poor (2) | Average (3) | Good (4) | Excellent (5) |
| Easy to navigate (1) | o | o | o | o | o |
| Pictures (2) | o | o | o | o | o |
| Descriptions (3) | o | o | o | o | o |
| Variety of menu items (4) | o | o | o | o | o |

|  |
| --- |
|  |

Q15 <br> Q16. After seeing Espresso Royale’s online menu, how likely would you be to order online?

o Extremely unlikely (1)

o Somewhat unlikely (2)

o Neither likely nor unlikely (3)

o Somewhat likely (4)

o Extremely likely (5)

Q16 <br> Q17. After seeing Espresso Royale’s online menu, how likely would you be to order one of the following items online?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Extremely unlikely (1) | Somewhat unlikely (2) | Neither likely nor unlikely (3) | Somewhat likely (4) | Extremely likely (5) |
| Brew Coffee (6) | o | o | o | o | o |
| Pastries & Snacks (7) | o | o | o | o | o |
| Espresso Drinks (8) | o | o | o | o | o |
| Tea & Tea Latte (9) | o | o | o | o | o |
| Sodas & Bottled Drinks (13) | o | o | o | o | o |
| Juices & Dragons (10) | o | o | o | o | o |
| Breakfast & Lunch (11) | o | o | o | o | o |
| Retail Items (12) | o | o | o | o | o |

|  |
| --- |
|  |

Q17 Q18. How likely is it that you would adopt a fully digital menu (no in-store menu display, and no paper menu)?

o Extremely unlikely (1)

o Somewhat unlikely (2)

o Neither likely nor unlikely (3)

o Somewhat likely (4)

o Extremely likely (5)

|  |
| --- |
|  |

<img style="width: 3024px; height: 4032px;" src="https://illinois.qualtrics.com/CP/Graphic.php?IM=IM\_ham3aUIEhSAOR2z">Please answer the following questions about this photo.

Q119 <img style="width: 3024px; height: 4032px;" src="https://illinois.qualtrics.com/CP/Graphic.php?IM=IM\_ham3aUIEhSAOR2z">Please answer the following questions about this photo.

Q110 Q19. After viewing the sandwiches and salads board, how likely would you be to buy a sandwich or salad from Espresso Royale?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Extremely unlikely (1) | Somewhat unlikely (2) | Neither likely nor unlikely (3) | Somewhat likely (4) | Extremely likely (5) |
| Sandwich (1) | o | o | o | o | o |
| Salad (2) | o | o | o | o | o |

|  |
| --- |
|  |

Q111 Q20. After viewing the sandwiches and salads board, rate what you like most about it.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Dislike a great deal (1) | Dislike somewhat (2) | Neither like nor dislike (3) | Like somewhat (4) | Like a great deal (5) |
| Font type (1) | o | o | o | o | o |
| Font size (5) | o | o | o | o | o |
| Colors (2) | o | o | o | o | o |
| Structure (3) | o | o | o | o | o |
| Display type (chalk board) (6) | o | o | o | o | o |
| Variety of items (7) | o | o | o | o | o |

Q20 Q21. After viewing the sandwiches and salads board, what would you be most likely to change?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Extremely unlikely (1) | Somewhat unlikely (2) | Neither likely nor unlikely (3) | Somewhat likely (4) | Extremely likely (5) |
| Font type (1) | o | o | o | o | o |
| Font size (4) | o | o | o | o | o |
| Colors (2) | o | o | o | o | o |
| Structure (3) | o | o | o | o | o |
| Display type (chalk board) (6) | o | o | o | o | o |
| Variety of items (7) | o | o | o | o | o |

Q112 <img style="width: 640px; height: 480px;" src="https://illinois.qualtrics.com/CP/Graphic.php?IM=IM\_4Zb2pZ47AMNO6Kq"><br>Please study the paper menu before answering the following questions.

Q113 Q22. After reviewing the current paper menu, how useful is the menu for ordering the following items?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Not at all useful (1) | Slightly useful (2) | Moderately useful (3) | Very useful (4) | Extremely useful (5) |
| Coffee (1) | o | o | o | o | o |
| Tea (2) | o | o | o | o | o |
| Sodas (3) | o | o | o | o | o |
| Other Drinks (4) | o | o | o | o | o |

|  |
| --- |
|  |

Q114 Q23. Please rate the quality of this menu.

o Terrible (1)

o Poor (2)

o Average (3)

o Good (4)

o Excellent (5)

|  |
| --- |
|  |

Q115 Q24. How often would you order from this menu after seeing its contents?

o Never (1)

o Sometimes (2)

o About half the time (3)

o Most of the time (4)

o Always (5)

|  |
| --- |
|  |

Q116 Q25. Rate the effectiveness of each aspect of this menu.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Not effective at all (1) | Slightly effective (2) | Moderately effective (3) | Very effective (4) | Extremely effective (5) |
| Font type (1) | o | o | o | o | o |
| Font size (2) | o | o | o | o | o |
| Colors (3) | o | o | o | o | o |
| Structure (4) | o | o | o | o | o |
| Display type (paper (5) | o | o | o | o | o |
| Variety of items (6) | o | o | o | o | o |

Q117 Q26. Rate your preference for the alternative menu display options for the paper menu.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Do not prefer (1) | Prefer slightly (2) | Prefer a moderate amount (3) | Prefer a lot (4) | Prefer a great deal (5) |
| Move flavors and teas onto app menu (1) | o | o | o | o | o |
| Move flavors and teas onto online menu (4) | o | o | o | o | o |
| Move flavors and teas to chalk board menu (2) | o | o | o | o | o |
| Create more creative paper menu display for flavors and teas (3) | o | o | o | o | o |

Q21 Q27. How likely are you to recommend Espresso Royale on East Daniel Street to a friend or colleague?

o 0 (0)

o 1 (1)

o 2 (2)

o 3 (3)

o 4 (4)

o 5 (5)

o 6 (6)

o 7 (7)

o 8 (8)

o 9 (9)

o 10 (10)

|  |  |
| --- | --- |
| Page Break |  |

Q22 Q28. Please indicate your age.

o 17 and under (1)

o 18-19 (2)

o 20-21 (3)

o 22-23 (4)

o 24-25 (5)

o 26-35 (6)

o 35+ (7)

Q23 Q29. Please specify your gender.

o Female (1)

o Male (2)

o Other (3)

Q24 Q30. Please specify your ethnicity.

o Caucasian (1)

o African American (2)

o Latino or Hispanic (3)

o Asian (4)

o Native American (5)

o Native Hawaiian or Pacific Islander (6)

o Other (7)

|  |
| --- |
|  |

Q24 Q31. Are you a University of Illinois student?

o Yes - Undergrad (1)

o Yes - Graduate (2)

o No (3)

|  |
| --- |
|  |

Q25 Q32. Do you live on the University of Illinois campus?

o Yes (1)

o No (3)

|  |  |
| --- | --- |
| Page Break |  |

Q118 Please enter your phone number if you would like to enter a raffle for a Dunkin Gift Card. Thank you!

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**End of Block: Survey**

**Start of Block: Data Collection Form**

Q120 Hello! We are students conducting a survey for our Marketing Research Class at the University of Illinois at Urbana-Champaign. The purpose of this survey is to understand how Espresso Royale's menu display could affect purchasing intentions and habits. This survey will take approximately 10 minutes to complete. Your responses will remain strictly confidential and anonymous. Thank you for participating in our survey!

Q121 Q1. Are you aware of Espresso Royale on East Daniel Street (near the Illini Union Bookstore)?

o Yes (1)

o No (2)

Q122 Q2. Have you ever been to Espresso Royale on East Daniel Street (near Illini Union Bookstore)?

o Yes (1)

o No (2)

|  |
| --- |
|  |

Q123 Q3. How often do you visit Espresso Royale on East Daniel Street?

o Less than once a week (1)

o Once a week (2)

o 2-3 times a week (3)

o 4-6 times a week (4)

o Daily (5)

Q124 Q4. How familiar are you with Espresso Royale's menu?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Not familiar at all (1) | Slightly familiar (2) | Moderately familiar (3) | Very familiar (4) | Extremely familiar (5) |
| In-store menu (on the wall) (6) | o | o | o | o | o |
| Paper menu (7) | o | o | o | o | o |
| Online menu (9) | o | o | o | o | o |
| App menu (10) | o | o | o | o | o |

|  |
| --- |
|  |

Q125 Q5. Please rate your preference for the four menu types.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Do not prefer (1) | Prefer slightly (2) | Prefer a moderate amount (3) | Prefer a lot (4) | Prefer a great deal (5) |
| In-store menu (on the wall) (1) | o | o | o | o | o |
| Paper menu (2) | o | o | o | o | o |
| Online menu (3) | o | o | o | o | o |
| App menu (4) | o | o | o | o | o |

|  |
| --- |
|  |

Q126 Q6. Please rate how useful the four menu types are.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Not at all useful (1) | Slightly useful (2) | Moderately useful (3) | Very useful (4) | Extremely useful (5) |
| In-store menu (on the wall) (1) | o | o | o | o | o |
| Paper menu (2) | o | o | o | o | o |
| Online menu (3) | o | o | o | o | o |
| App menu (4) | o | o | o | o | o |

|  |
| --- |
|  |

Q127 Q7. How often do you utilize each menu when ordering a beverage in store at Espresso Royale?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Never (1) | Sometimes (2) | About half the time (3) | Most of the time (4) | Always (5) |
| In-store menu (on the wall) (6) | o | o | o | o | o |
| Paper menu (7) | o | o | o | o | o |
| Online menu (8) | o | o | o | o | o |
| App menu (9) | o | o | o | o | o |

|  |
| --- |
|  |

Q128 Q8. How often do you utilize each menu when ordering a food item in store at Espresso Royale?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Never (1) | Sometimes (2) | About half the time (3) | Most of the time (4) | Always (5) |
| In-store menu (on the wall) (1) | o | o | o | o | o |
| Paper menu (2) | o | o | o | o | o |
| Online menu (3) | o | o | o | o | o |
| App menu (5) | o | o | o | o | o |

|  |
| --- |
|  |

Q129 Q9. How often are you aware of the special, new, or promotional items at Espresso Royale?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Never (1) | Sometimes (2) | About half the time (3) | Most of the time (4) | Always (23) |
| Special items (6) | o | o | o | o | o |
| New items (7) | o | o | o | o | o |
| Promotional items (8) | o | o | o | o | o |

|  |
| --- |
|  |

Q130 Q10. What is the most important menu characteristic when choosing something new to order?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Not at all important (1) | Slightly important (2) | Moderately important (3) | Very important (4) | Extremely important (5) |
| Product Name (6) | o | o | o | o | o |
| Descriptions (2) | o | o | o | o | o |
| Images (1) | o | o | o | o | o |
| Price (5) | o | o | o | o | o |

Q131 Q11. Have you downloaded the Espresso Royale app?

o Yes (1)

o No (2)

Q132 Q12. Did you download the app while ordering in store at Espresso Royale?

o Yes (1)

o No (2)

Q133 Q13. Are you aware you can gain points from ordering in the Espresso Royale app?

o Yes (1)

o No (2)

|  |
| --- |
|  |

Q134 Q14. Now that you know you can order through the app to gain points for discounts, how likely are you to use the app to make your purchases?

o Extremely unlikely (1)

o Somewhat unlikely (2)

o Neither likely nor unlikely (3)

o Somewhat likely (4)

o Extremely likely (5)

Q135 Click the link below to explore the Espresso Royale Online Menu. Please spend some time looking through the items.<br><a rel="noopener" href="https://order.espressoroyalecu.com/location/604-e-daniel/pickup/623b3b026400ee00138947f0" target="\_blank">Espresso Royale Online Menu</a>

|  |
| --- |
|  |

Q136 Q15. Please evaluate the Espresso Royale online menu.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Terrible (1) | Poor (2) | Average (3) | Good (4) | Excellent (5) |
| Easy to navigate (1) | o | o | o | o | o |
| Pictures (2) | o | o | o | o | o |
| Descriptions (3) | o | o | o | o | o |
| Variety of menu items (4) | o | o | o | o | o |

|  |
| --- |
|  |

Q137 <br> Q16. After seeing Espresso Royale’s online menu, how likely would you be to order online?

o Extremely unlikely (1)

o Somewhat unlikely (2)

o Neither likely nor unlikely (3)

o Somewhat likely (4)

o Extremely likely (5)

|  |
| --- |
|  |

Q138 <br> Q17. After seeing Espresso Royale’s online menu, how likely would you be to order one of the following items online?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Extremely unlikely (1) | Somewhat unlikely (2) | Neither likely nor unlikely (3) | Somewhat likely (4) | Extremely likely (5) |
| Brew Coffee (6) | o | o | o | o | o |
| Pastries & Snacks (7) | o | o | o | o | o |
| Espresso Drinks (8) | o | o | o | o | o |
| Tea & Tea Latte (9) | o | o | o | o | o |
| Sodas & Bottled Drinks (13) | o | o | o | o | o |
| Juices & Dragons (10) | o | o | o | o | o |
| Breakfast & Lunch (11) | o | o | o | o | o |
| Retail Items (12) | o | o | o | o | o |

|  |
| --- |
|  |

Q139 Q18. How likely is it that you would adopt a fully digital menu (no in-store menu display, and no paper menu)?

o Extremely unlikely (1)

o Somewhat unlikely (2)

o Neither likely nor unlikely (3)

o Somewhat likely (4)

o Extremely likely (5)

Q140 <img style="width: 3024px; height: 4032px;" src="https://illinois.qualtrics.com/CP/Graphic.php?IM=IM\_ham3aUIEhSAOR2z">Please answer the following questions about this photo.

Q141 <img style="width: 3024px; height: 4032px;" src="https://illinois.qualtrics.com/CP/Graphic.php?IM=IM\_ham3aUIEhSAOR2z">Please answer the following questions about this photo.

|  |
| --- |
|  |

Q142 Q19. After viewing the sandwiches and salads board, how likely would you be to buy a sandwich or salad from Espresso Royale?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Extremely unlikely (1) | Somewhat unlikely (2) | Neither likely nor unlikely (3) | Somewhat likely (4) | Extremely likely (5) |
| Sandwich (1) | o | o | o | o | o |
| Salad (2) | o | o | o | o | o |

Q143 Q20. After viewing the sandwiches and salads board, rate what you like most about it.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Dislike a great deal (1) | Dislike somewhat (2) | Neither like nor dislike (3) | Like somewhat (4) | Like a great deal (5) |
| Font type (1) | o | o | o | o | o |
| Font size (5) | o | o | o | o | o |
| Colors (2) | o | o | o | o | o |
| Structure (3) | o | o | o | o | o |
| Display type (chalk board) (6) | o | o | o | o | o |
| Variety of items (7) | o | o | o | o | o |

Q144 Q21. After viewing the sandwiches and salads board, what would you be most likely to change?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Extremely unlikely (1) | Somewhat unlikely (2) | Neither likely nor unlikely (3) | Somewhat likely (4) | Extremely likely (5) |
| Font type (1) | o | o | o | o | o |
| Font size (4) | o | o | o | o | o |
| Colors (2) | o | o | o | o | o |
| Structure (3) | o | o | o | o | o |
| Display type (chalk board) (6) | o | o | o | o | o |
| Variety of items (7) | o | o | o | o | o |

Q145 <img style="width: 640px; height: 480px;" src="https://illinois.qualtrics.com/CP/Graphic.php?IM=IM\_4Zb2pZ47AMNO6Kq"><br>Please study the paper menu before answering the following questions.

|  |
| --- |
|  |

Q146 Q22. After reviewing the current paper menu, how useful is the menu for ordering the following items?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Not at all useful (1) | Slightly useful (2) | Moderately useful (3) | Very useful (4) | Extremely useful (5) |
| Coffee (1) | o | o | o | o | o |
| Tea (2) | o | o | o | o | o |
| Sodas (3) | o | o | o | o | o |
| Other Drinks (4) | o | o | o | o | o |

|  |
| --- |
|  |

Q147 Q23. Please rate the quality of this menu.

o Terrible (1)

o Poor (2)

o Average (3)

o Good (4)

o Excellent (5)

|  |
| --- |
|  |

Q148 Q24. How often would you order from this menu after seeing its contents?

o Never (1)

o Sometimes (2)

o About half the time (3)

o Most of the time (4)

o Always (5)

|  |
| --- |
|  |

Q149 Q25. Rate the effectiveness of each aspect of this menu.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Not effective at all (1) | Slightly effective (2) | Moderately effective (3) | Very effective (4) | Extremely effective (5) |
| Font type (1) | o | o | o | o | o |
| Font size (2) | o | o | o | o | o |
| Colors (3) | o | o | o | o | o |
| Structure (4) | o | o | o | o | o |
| Display type (paper (5) | o | o | o | o | o |
| Variety of items (6) | o | o | o | o | o |

|  |
| --- |
|  |

Q150 Q26. Rate your preference for the alternative menu display options for the paper menu.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Do not prefer (1) | Prefer slightly (2) | Prefer a moderate amount (3) | Prefer a lot (4) | Prefer a great deal (5) |
| Move flavors and teas onto app menu (1) | o | o | o | o | o |
| Move flavors and teas onto online menu (4) | o | o | o | o | o |
| Move flavors and teas to chalk board menu (2) | o | o | o | o | o |
| Create more creative paper menu display for flavors and teas (3) | o | o | o | o | o |

|  |  |
| --- | --- |
| Page Break |  |

Q151 Q27. How likely are you to recommend Espresso Royale on East Daniel Street to a friend or colleague?

o 0 (0)

o 1 (1)

o 2 (2)

o 3 (3)

o 4 (4)

o 5 (5)

o 6 (6)

o 7 (7)

o 8 (8)

o 9 (9)

o 10 (10)

|  |
| --- |
|  |

Q152 Q28. Please indicate your age.

o 17 and under (1)

o 18-19 (2)

o 20-21 (3)

o 22-23 (4)

o 24-25 (5)

o 26-35 (6)

o 35+ (7)

Q153 Q29. Please specify your gender.

o Female (1)

o Male (2)

o Other (3)

Q154 Q30. Please specify your ethnicity.

o Caucasian (1)

o African American (2)

o Latino or Hispanic (3)

o Asian (4)

o Native American (5)

o Native Hawaiian or Pacific Islander (6)

o Other (7)

|  |
| --- |
|  |

Q155 Q31. Are you a University of Illinois student?

o Yes - Undergrad (1)

o Yes - Graduate (2)

o No (3)

|  |
| --- |
|  |

Q156 Q32. Do you live on the University of Illinois campus?

o Yes (1)

o No (3)

Q157 Please enter your phone number if you would like to enter a raffle for a Dunkin Gift Card. Thank you!

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**End of Block: Data Collection Form**

**Code Book**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Variable Name** | **Scale Type** | **Q #** | **Description** | **Response Options** |
| ID |  |  | Questionnaire identification number |  |
| Aware | Nominal | 1 | Awareness of ER | 1=Yes  2=No |
| Visits | Nominal | 2 | Visted ER before | 1=Yes  2=No |
| Frequency | Interval | 3 | Frequency of visits | 1=Less than a week  2=Once a week  3=2-3 times a week  4=4-6 times a week  5=Daily |
| Familiarity\_InStore | Interval | 4 | How familiar with in-store menu | 1=Not familiar at all  2=Slightly familiar  3=Moderately familiar  4=Very familiar  5=Extremely familiar |
| Familiarity\_Paper | Interval | 4 | How familiar with paper menu | 1=Not familiar at all  2=Slightly familiar  3=Moderately familiar  4=Very familiar  5=Extremely familiar |
| Familiarity\_Online | Interval | 4 | How familiar with online menu | 1=Not familiar at all  2=Slightly familiar  3=Moderately familiar  4=Very familiar  5=Extremely familiar |
| Familiartity\_App | Interval | 4 | How familiar with app menu | 1=Not familiar at all  2=Slightly familiar  3=Moderately familiar  4=Very familiar  5=Extremely familiar |
| Preference\_Instore | Interval | 5 | Preference of in-store menu | 1=Do not prefer  2=Prefer slightly  3=Prefer a moderate amount  4=Prefer a lot  5=Prefer a great deal |
| Preference\_Paper | Interval | 5 | Preference of paper menu | 1=Do not prefer  2=Prefer slightly  3=Prefer a moderate amount  4=Prefer a lot  5=Prefer a great deal |
| Preference\_Online | Interval | 5 | Preference of online menu | 1=Do not prefer  2=Prefer slightly  3=Prefer a moderate amount  4=Prefer a lot  5=Prefer a great deal |
| Preference\_App | Interval | 5 | Preference of app menu | 1=Do not prefer  2=Prefer slightly  3=Prefer a moderate amount  4=Prefer a lot  5=Prefer a great deal |
| Useful\_InStore | Interval | 6 | Usefulness of instore menu | 1=Not at all useful  2=Slightly useful  3=Moderately useful  4=Very useful  5=Extremely useful |
| Useful\_Paper | Interval | 6 | Usefulness of paper menu | 1=Not at all useful  2=Slightly useful  3=Moderately useful  4=Very useful  5=Extremely useful |
| Useful\_Online | Interval | 6 | Usefulness of online menu | 1=Not at all useful  2=Slightly useful  3=Moderately useful  4=Very useful  5=Extremely useful |
| Useful\_App | Interval | 6 | Usefulness of app menu | 1=Not at all useful  2=Slightly useful  3=Moderately useful  4=Very useful  5=Extremely useful |
| Utilize\_Beverage\_InStore | Interval | 7 | Utilization of instore menu for beverages | 1=Never  2=Sometimes  3=About half the time  4=Most of the time  5=Always |
| Utilize\_Beverage\_Paper | Interval | 7 | Utilization of paper menu for beverages | 1=Never  2=Sometimes  3=About half the time  4=Most of the time  5=Always |
| Utilize\_Beverage\_Online | Interval | 7 | Utilization of online menu for beverages | 1=Never  2=Sometimes  3=About half the time  4=Most of the time  5=Always |
| Utilize\_Beverage\_App | Interval | 7 | Utilization of app menu for beverages | 1=Never  2=Sometimes  3=About half the time  4=Most of the time  5=Always |
| Utilize\_Food\_InStore | Interval | 8 | Utilization of instore menu for food | 1=Never  2=Sometimes  3=About half the time  4=Most of the time  5=Always |
| Utilize\_Food\_Paper | Interval | 8 | Utilization of paper menu for food | 1=Never  2=Sometimes  3=About half the time  4=Most of the time  5=Always |
| Utilize\_Food\_Online | Interval | 8 | Utilization of online menu for food | 1=Never  2=Sometimes  3=About half the time  4=Most of the time  5=Always |
| Utilize\_Food\_App | Interval | 8 | Utilization of app menu for food | 1=Never  2=Sometimes  3=About half the time  4=Most of the time  5=Always |
| Aware\_Specials | Interval | 9 | Awareness of specials | 1=Never  2=Sometimes  3=About half the time  4=Most of the time  5=Always |
| Aware\_New\_Items | Interval | 9 | Awareness of new items | 1=Never  2=Sometimes  3=About half the time  4=Most of the time  5=Always |
| Aware\_Promotional\_Items | Interval | 9 | Awareness of promotional items | 1=Never  2=Sometimes  3=About half the time  4=Most of the time  5=Always |
| Importance\_Product | Interval | 10 | Importance of product for new purchase | 1=Not at all important  2=Slightly important  3=Moderately important  4=Very important  5=Extremely important |
| Importance\_Description | Interval | 10 | Importance of description for new purchase | 1=Not at all important  2=Slightly important  3=Moderately important  4=Very important  5=Extremely important |
| Importance\_Images | Interval | 10 | Importance of images for new purchase | 1=Not at all important  2=Slightly important  3=Moderately important  4=Very important  5=Extremely important |
| Importance\_Price | Interval | 10 | Importance of price for new purchase | 1=Not at all important  2=Slightly important  3=Moderately important  4=Very important  5=Extremely important |
| Download\_App | Nominal | 11 | App downloads | 2=No  1=Yes |
| Download\_App\_Instore | Nominal | 12 | App downloaded in store | 2=No  1=Yes |
| Points | Nominal | 13 | Awareness of gaining points | 2=No  1=Yes |
| Points\_App\_Opinion | Interval | 14 | App knowledge with points change purchasing style | 1=Extremely unlikely  2=Somewhat unlikely  3=Neither likely nor unlikely  4=Somewhat likely  5=Extremely likely |
| Evaluate\_Navigation\_Online | Interval | 15 | Evaluation ease of navigation online | 1=Terrible  2=Poor  3=Average  4=Good  5=Excellent |
| Evaluate\_Pictures\_Online | Interval | 15 | Evaluation of pictures online | 1=Terrible  2=Poor  3=Average  4=Good  5=Excellent |
| Evaluate\_Descriptions\_Online | Interval | 15 | Evaluation of descriptions online | 1=Terrible  2=Poor  3=Average  4=Good  5=Excellent |
| Evaluate\_Variety\_Online | Interval | 15 | Evaluation of variety online | 1=Terrible  2=Poor  3=Average  4=Good  5=Excellent |
| Likely\_Online | Interval | 16 | How likely to order online | 1=Extremely unlikely  2=Somewhat unlikely  3=Neither likely nor unlikely  4=Somewhat likely  5=Extremely likely |
| Order\_Online\_Brew | Interval | 17 | How likely to order brew coffee online | 1=Extremely unlikely  2=Somewhat unlikely  3=Neither likely nor unlikely  4=Somewhat likely  5=Extremely likely |
| Order\_Online\_Pastries | Interval | 17 | How likely to order pastries and snacks online | 1=Extremely unlikely  2=Somewhat unlikely  3=Neither likely nor unlikely  4=Somewhat likely  5=Extremely likely |
| Order\_Online\_Espresso | Interval | 17 | How likely to order espresso drinks online | 1=Extremely unlikely  2=Somewhat unlikely  3=Neither likely nor unlikely  4=Somewhat likely  5=Extremely likely |
| Order\_Online\_Tea | Interval | 17 | How likely to order tea and tea latte online | 1=Extremely unlikely  2=Somewhat unlikely  3=Neither likely nor unlikely  4=Somewhat likely  5=Extremely likely |
| Order\_Online\_Sodas | Interval | 17 | How likely to order soda and bottled drinks online | 1=Extremely unlikely  2=Somewhat unlikely  3=Neither likely nor unlikely  4=Somewhat likely  5=Extremely likely |
| Order\_Online\_Juices | Interval | 17 | How likely to order juices and dragons online | 1=Extremely unlikely  2=Somewhat unlikely  3=Neither likely nor unlikely  4=Somewhat likely  5=Extremely likely |
| Order\_Online\_Breakfast | Interval | 17 | How likely to order breakfast and lunch online | 1=Extremely unlikely  2=Somewhat unlikely  3=Neither likely nor unlikely  4=Somewhat likely  5=Extremely likely |
| Order\_Online\_Retail | Interval | 17 | How likely to order retail items online | 1=Extremely unlikely  2=Somewhat unlikely  3=Neither likely nor unlikely  4=Somewhat likely  5=Extremely likely |
| Fully\_Digital | Interval | 18 | How likely to use fully digital menu | 1=Extremely unlikely  2=Somewhat unlikely  3=Neither likely nor unlikely  4=Somewhat likely  5=Extremely likely |
| Sandwich\_Board | Interval | 19 | Board effects sandwich purchases | 1=Extremely unlikely  2=Somewhat unlikely  3=Neither likely nor unlikely  4=Somewhat likely  5=Extremely likely |
| Salad\_Board | Interval | 19 | Board effects salad purchased | 1=Extremely unlikely  2=Somewhat unlikely  3=Neither likely nor unlikely  4=Somewhat likely  5=Extremely likely |
| Font\_Type\_Board | Interval | 20 | Likeness of font type on board | 1=Dislike a great deal  2=Dislike somewhat  3=Neither like nor dislike  4=Like somewhat  5=Like a great deal |
| Font\_Size\_Board | Interval | 20 | Likeness of font size on board | 1=Dislike a great deal  2=Dislike somewhat  3=Neither like nor dislike  4=Like somewhat  5=Like a great deal |
| Colors\_Board | Interval | 20 | Likeness of colors on board | 1=Dislike a great deal  2=Dislike somewhat  3=Neither like nor dislike  4=Like somewhat  5=Like a great deal |
| Structure\_Board | Interval | 20 | Likeness of structure of board | 1=Dislike a great deal  2=Dislike somewhat  3=Neither like nor dislike  4=Like somewhat  5=Like a great deal |
| Display\_Board | Interval | 20 | Likeness of display type (chalk board) of board | 1=Dislike a great deal  2=Dislike somewhat  3=Neither like nor dislike  4=Like somewhat  5=Like a great deal |
| Variety\_Board | Interval | 20 | Likeness of variety on board | 1=Dislike a great deal  2=Dislike somewhat  3=Neither like nor dislike  4=Like somewhat  5=Like a great deal |
| Change\_Font\_Type\_Board | Interval | 21 | How likely to change font type on board | 1=Extremely unlikely  2=Somewhat unlikely  3=Neither likely nor unlikely  4=Somewhat likely  5=Extremely likely |
| Change\_Font\_Size\_Board | Interval | 21 | How likely to change font size on board | 1=Extremely unlikely  2=Somewhat unlikely  3=Neither likely nor unlikely  4=Somewhat likely  5=Extremely likely |
| Change\_Colors\_Board | Interval | 21 | How likely to change colors on board | 1=Extremely unlikely  2=Somewhat unlikely  3=Neither likely nor unlikely  4=Somewhat likely  5=Extremely likely |
| Change\_Structure\_Board | Interval | 21 | How likely to change structure of board | 1=Extremely unlikely  2=Somewhat unlikely  3=Neither likely nor unlikely  4=Somewhat likely  5=Extremely likely |
| Change\_Display\_Board | Interval | 21 | How likely to change display (chalk board) of board | 1=Extremely unlikely  2=Somewhat unlikely  3=Neither likely nor unlikely  4=Somewhat likely  5=Extremely likely |
| Change\_Variety\_Board | Interval | 21 | How likely to change variety of board | 1=Extremely unlikely  2=Somewhat unlikely  3=Neither likely nor unlikely  4=Somewhat likely  5=Extremely likely |
| Useful\_Paper\_Coffee | Interval | 22 | Usefulness of paper menu for coffee orders | 1=Not at all useful  2=Slightly useful  3=Moderately useful  4=Very useful  5=Extremely useful |
| Useful\_Paper\_Tea | Interval | 22 | Usefulness of paper menu for tea orders | 1=Not at all useful  2=Slightly useful  3=Moderately useful  4=Very useful  5=Extremely useful |
| Useful\_Paper\_Soda | Interval | 22 | Usefulness of paper menu for soda orders | 1=Not at all useful  2=Slightly useful  3=Moderately useful  4=Very useful  5=Extremely useful |
| Uesful\_Paper\_Other | Interval | 22 | Usefulness of paper menu for other drink orders | 1=Not at all useful  2=Slightly useful  3=Moderately useful  4=Very useful  5=Extremely useful |
| Quality\_Paper | Interval | 23 | Quality of paper menu rating | 1=Terrible  2=Poor  3=Average  4=Good  5=Excellent |
| Frequency\_Order\_Paper | Interval | 24 | Future frequency of ordering from paper menu | 1=Never  2=Sometimes  3=About half the time  4=Most of the time  5=Always |
| Font\_Type\_Paper | Interval | 25 | Effectiveness of font type on paper menu | 1=Not effective at all  2=Slightly effective  3=Moderately effective  4=Very effective  5=Extremely effective |
| Font\_Size\_Paper | Interval | 25 | Effectiveness of font size on paper menu | 1=Not effective at all  2=Slightly effective  3=Moderately effective  4=Very effective  5=Extremely effective |
| Colors\_Paper | Interval | 25 | Effectiveness of colors on paper menu | 1=Not effective at all  2=Slightly effective  3=Moderately effective  4=Very effective  5=Extremely effective |
| Structure\_Paper | Interval | 25 | Effectiveness of structure of paper menu | 1=Not effective at all  2=Slightly effective  3=Moderately effective  4=Very effective  5=Extremely effective |
| Display\_Paper | Interval | 25 | Effectiveness of display of paper menu | 1=Not effective at all  2=Slightly effective  3=Moderately effective  4=Very effective  5=Extremely effective |
| Variety\_Paper | Interval | 25 | Effectiveness of variety of paper menu | 1=Not effective at all  2=Slightly effective  3=Moderately effective  4=Very effective  5=Extremely effective |
| Alternates\_App | Interval | 26 | Preference for alternate menu displays onto the app | 1=Do not prefer  2=Prefer slightly  3=Prefer a moderate amount  4=Prefer a lot  5=Prefer a great deal |
| Alternates\_Online | Interval | 26 | Preference for alternate menu displays onto online menu | 1=Do not prefer  2=Prefer slightly  3=Prefer a moderate amount  4=Prefer a lot  5=Prefer a great deal |
| Alternates\_Board | Interval | 26 | Preference for alternate menu displays onto chalk board menu | 1=Do not prefer  2=Prefer slightly  3=Prefer a moderate amount  4=Prefer a lot  5=Prefer a great deal |
| Alternates\_Paper | Interval | 26 | Preference for alternate menu displays onto a more creative paper menu | 1=Do not prefer  2=Prefer slightly  3=Prefer a moderate amount  4=Prefer a lot  5=Prefer a great deal |
| Recommendation | Interval | 27 | Likeliness of recommending to a friend/colleague | 0-10 |
| Age | Ordinal | 28 | Age of survey taker | 1=17 and under  2=18-19  3=20-21  4=22-23  5=24-25  6=26-35  7=35+ |
| Gender | Nominal | 29 | Gender of survey taker | 1=Female  2=Male  3=Other |
| Ethnicity | Nominal | 30 | Ethnicity of survey taker | 1=Caucasian  2=African American  3=Latino or Hispanic  4=Asian  5=Native American  6=Native Hawaiian or Pacific Islander  7=Other |
| Student\_Status | Nominal | 31 | Student status od survey taker | 1=Yes-Undergrad  2=Yes-Graduate  23=No |
| Location | Nominal | 32 | If location of survey taker is UIUC | 1=Yes  2=No |

As part of our research project, our team performed a ZMET analysis of how consumers perceive Espresso Royale. Below are seven images from each of our five individuals who performed the analysis as well as three recurring themes seen throughout the ZMET study.

**Interviewee 1**

Chloe Trentham Image 1

A person's feet in socks by a fire

Description automatically generated

This image makes me think of a **cozy** night in, watching a movie by the fire and drinking a cup of hot cocoa. I feel **cozy** when I’m in the Espresso Royale atmosphere.

Image 2

A person wearing headphones and using a computer

Description automatically generated

This image is meant to represent the word “studious”; I think of this word when I think of Espresso Royale because there are always students studying there.

Image 3

A group of people in a meeting

Description automatically generated

This image shows multiple people working together and it is meant to represent that Espresso Royale has a social work environment.

Image 4

**A light bulb with a wire connected to it

Description automatically generated**

This image is supposed to represent energy (light in the lightbulb) because many people go to Espresso Royale for a caffeine boost.

Image 5

A group of women posing for a photo

Description automatically generated

This image represents style because the decor in Espresso Royale is very stylish.

Image 6

**A light bulb with a wire coming out of it

Description automatically generated**

This image is meant to represent culture because there are people of many cultures that work at Espresso Royale, and ER supports a diverse atmosphere.

Image 7

A light bulb with colorful paint splashes

Description automatically generated

This image represents creativity because the atmosphere at Espresso Royale encourages creativity among the staff who make the drinks and the customers who go there to work on creative projects/hobbies.

Interviewee Aarushi Bafna

Image 1

A person writing on a book

Description automatically generated

The image of a girl studying is similar to how the coffee shops on campus are popular places to study.

Image 2

A person and person sitting at a table with drinks

Description automatically generated

The image of two people who are on a date references how many first dates are at coffee shops.

Image 3

A blurry image of a body of water with a mountain in the background

Description automatically generated

This image represents calm, because coffee shops are places to rest and relax for me.

Image 4

A group of people celebrating

Description automatically generated

Image 5

A person with question marks above his head

Description automatically generated

Every time I am at a coffee shop, I see someone confused about what to order or what the drinks mean.

Image 7

A person holding a sign with a smiley face

Description automatically generated

**Interviewee 3**

Brenden Engels

Image 1

A person writing on a piece of paper

Description automatically generated

Coffee shop’s studying aspect that would be present on a college campus.

Image 2

A spoon full of coffee beans and a bag of coffee

Description automatically generated

The scent of ground coffee is the base of any coffee shop.

Image 3

A room with a white cabinet and a green chair

Description automatically generated

Image 4

A person in an apron holding a cup of coffee

Description automatically generated

The positive environment in a coffee shop: a smiling, friendly barista.

Image 5

A group of people looking at a phone

Description automatically generated

Social atmosphere of a coffee shop. This is a perfect place to catch up with friends.

Image 6

A person reading a book in a hammock

Description automatically generated

A campus coffee shop is a perfect spot to relax after stressful school work.

Image 7

A painting of a couple walking on a wet street

Description automatically generated

The colorful, artistic nature of Espresso Royale.

**Interviewee 4**

Cidney Jones

Image 1



I usually go to espresso royale late so its super chill, calming, and refreshing

Image 2

A person sitting at a table holding a cup of coffee

Description automatically generated

The smell of coffee is the instant aroma that hits your nose. It's toasty, warm, and inviting.

Image 3

A room with a table and stools

Description automatically generated

I am a visual artist who loves earth tones and rustic looks. The decor in the coffee shop is modern yet urban. It's super fitting for college campus life and works great with the product that is being served.

Image 4

A cartoon of a child writing on a paper

Description automatically generated

A lot of times you will notice students focused on their homework. But this picture really captures realistic emotions. Students are often socially drained, so they use headphones and look just like the girl in the photo.

Image 5

A diagram of a group of people

Description automatically generated

All throughout the day students are gathering at Espresso royale for group projects, planning events for orgs, or even interview prep.

Image 6

A sandwich on a table

Description automatically generated

One of my favorite purchases is their turkey Swiss sandwich. It is a must buy with a refreshing drink and chips!

Image 7

A group of glasses with different colored drinks

Description automatically generated

In the warm seasons you will see posters of their refreshers all over the store. This adds color to their earthy aesthetic

**Interviewee 5**

Ababacar S Diagne

Image 1

A cup of coffee with a heart design on top

Description automatically generated

The meaning is silky smooth milk mixed with coffee meant to wake the taste buds. The metaphor is,” Coffee with milk is soft silk”.

Image 2

A candle next to a jar

Description automatically generated

The meaning is a calm aroma that is meant to reflect the peace that is experienced in the woods. Candles and fire are peace and beauty.

Image 3

A bench in a park with yellow leaves

Description automatically generated

Autumn is a reflection of warm orange that is a reflection of sun, which is cooled by the calm cool breeze. Coffee at espresso royale is an atmosphere.

Image 4

A cartoon animal with a hat

Description automatically generated

Crazy squirrel drinks coffee and loses it. Coffee is insanity.

Image 5

A close up of flowers

Description automatically generated

Image 6

A computer on a desk

Description automatically generated

Get more done with coffee, with all of the sleep deprivation, you cannot lose focus. Coffee is the enemy of sleep.

Image 7

A cartoon of a coffee mug with a person's face

Description automatically generated

Coffee has a very strong effect on the mood. Hence, coffee is a mood.

**Recurring Themes Found in ZMET Analysis**

**Theme 1: Espresso Royale is a Study Environment**

A collage of women working on a computer

Description automatically generated

**Theme 2: Espresso Royale is a relaxing and peaceful environment.**

A collage of different images of a person in a hammock

Description automatically generated

**Theme 3: Espresso Royale has a positive social environment.**

A collage of people sitting at a table

Description automatically generated

A collage of people in a room

Description automatically generated