

11/12

Analytical memo:

What's your thoughts, ideas, and questions from the field observation?

Should shift focus from coffee shop layout to culture:

When I watched how people used the space in the Starbucks at Davis, I started thinking about why they chose certain spots. At first, I was just curious about how the shop's design affects what people do. People working alone picked tables with outlets, and groups liked bigger tables or couches. But then, I noticed something else, which is how people were really keeping to themselves, even in a public place like this. That got me thinking more about why people act this way, not just where they sit

Problem with public isolation:

It was really surprising to see how people were alone, even though they were in a place meant for hanging out together. People visit coffee shops for all sorts of reasons – to work, chill, or meet friends. But mostly, they seemed to be in their own world. Even people chatting in groups seemed cut off from everyone else. This made me wonder how coffee shops might be changing the way we act around others. It's like they're turning into places where people are together but still alone, which is really different from how cafes used to be

What is behind the coffee culture:

Watching everyone so focused on their own thing made me think about the parts of coffee culture we don't usually notice. Customers were so into what they were doing, they didn't think much about where their coffee came from. This led me to think more about the hidden side of coffee, like the hard work of growing coffee beans. The big difference between the comfy coffee shop and the tough work on coffee farms became a big idea for my project. It shows how different the world of the people drinking the coffee is from the world of the people making it

How the coffee shop setting affects us:

I noticed how things like lighting, where people sit, and even background noise shape what people do in the coffee shop. At first, I thought about how changing these things could make the shop nicer. But as my ideas grew, I saw these things as symbols of the bigger picture of coffee culture. The cozy, bright coffee shop is so different from the hard conditions on coffee farms. I think my project should somehow show the hidden sides of comfort and struggle in the world of coffee