

Date: 11/12

Location: Starbucks, Davis, California

Time: 10am to 5:30pm

Choosing Seating:

customers appeared to choose seats based on purpose:

solo visitors with laptops often chose individual tables near power outlets

groups gravitated towards larger tables or couch areas

Window seats were popular for those who were reading

Time Spent in Each Zone:

Solo working customers spent several hours at their tables working

Social groups (2-3 people) stayed for about 1ish hours talking

The lounge area had a quicker turnover, with customers staying for roughly 30 minutes for their drinks

Utilization of Spaces:

The back corner of the café, with less natural light, was less occupied

The areas near the entrance and windows were consistently crowded indicating a preference for well-lit, easily accessible spots

Behavioral Patterns:

In the 2 seater zones, individuals were focused on laptops or books, often with headphones. In contrast, the larger tables have more conversation and social interaction

Individual vs. Group Behavior:

Individuals were mostly engaged in work or reading, often using technology

Groups of 2-3 people were more engaged in conversation, with some use of personal devices

Interaction with Furniture and Amenities:

Some individuals repositioned tables toward power outlets, some sat to face away from distractions/flow of traffic

No one has asked about Wi-Fi access and power outlet availability, they just know

Bottlenecks and Flow Disruption:

The area near the pick-up counter occasionally became congested, especially during peak hours, disrupting the flow to the seating area from the entrance

The narrow aisle between tables also posed a challenge for movement

Demographic Preferences:

Younger patrons, possibly students, preferred spots near outlets for laptop use

Older customers in groups seemed to favor the outdoor bigger table and sofas for casual conversation

Environmental Factors:

The overall ambiance was calm and conducive to work and socialization. However, some customers adjusted their seating to avoid direct sunlight?

The volume of conversations between staff was moderate, most people didn't pay attention and did not disrupt customer

Customer Reaction Upon Entry:

New customers often paused briefly upon entering, scanning for available seats

Some appeared overwhelmed and left during peak times due to limited seating options

Duration of Stay vs. Purpose:

Longer stays were associated with work-related activities, where customers set up laptops and documents

Shorter visits were more social or leisure-focused, with customers enjoying their drinks and quick conversations

Use of Technology:

Technology use was heavy in the individual working zones, with most customers using laptops or tablets

In social zones(sofa/outdoor), smartphone use was common, although less dominant compared to laptops in the work zones