Muir Woods Coffee House Client Survey

Overview

Interviewee: Justin Glover (Director of Muir Woods Coffee House)

After an informative hour-long interview with Justin Glover, the director of Muir Woods Coffee House, we have obtained valuable information regarding background, user demographics, and client requirements that will be essential for the redesign of their website. The following evaluation highlights key elements and features that we will implement in the site to best cater to users based on Justin's vision of the ideal website for Muir Woods Coffee House.

Pre-Survey Questions (About Muir Woods Coffee House)

1. **When/How was Muir Woods established?**
   a. Used to be 3 individual spaces: game room, lounge, coffee cart
   b. Eventually, these 3 spaces merged into one.
   c. Coffee cart was managed by off campus vendor, the college decided to buy out the coffee vendor in 1998.
   d. Muir Woods Coffee House always used to be secondary to the market side (MOM & POP), but in the recent 2 years the Coffee House has become the focus and the main profit center.

2. **What does a typical day at Muir Woods like?**
   a. People love the space and love studying in the space
   b. People like to relax in the lounge and/or do work while drinking coffee
   c. People also come in to get food from the market side

3. **What type of services does Muir Woods provide?**
   a. The focus lies on selling and serving coffee and tea rather than the retail aspect. There are two core values in the service: Product Service and Customer Service.
   b. **Product Service Side**
      i. *Coffee Side*:
         1. The coffee beans are locally roasted from San Diego vendors such as Café Virtuoso that are 100% certified organic and 95% fair trades certified.
         2. Option to add a variety of milks
      ii. *Tea Side*:
         1. Loose leaf tea are locally sourced as well from get them locally from San Diego vendors such as Café Moto and Tea Gallery
         2. Feel good about what you're drinking and that what you're drinking makes you feel good
      iii. The small assortments of pastries are also locally sourced from various places in San Diego County.
      iv. We also sell Muir Woods Coffee House cups and mugs.
      v. We always make sure to source from quality tasting locations that we would eat and drink ourselves.

  c. **Customer Service Side**
   i. The customer service side is equally important as the product service side. Our baristas (or Muiristas) do a good job drawing customers and keeping them return to Muir Woods. They allow customers to feel welcome and relatable. These services are essential especially for student-run service.

Analysis of Pre-Survey Questions

We had some questions to get to know more about Muir Woods Coffee House before we dug in deeper about what they wanted for their website. This information gave us a greater insight on what Muir Woods Coffee House is actually about. Knowing their background gave us a greater appreciation for them and their space and motivated us more in the questions to come. It appears that Justin wants to emphasize the product and customer service side of Muir Woods Coffee House, but more so on the customer service side. He wants to let people know about the background story of Muir Woods Coffee House and make the website more personable to entice people more through their friendly environment rather than just through their products.

Web Content & Design

1. **What are your goals for Muir Woods' website?**
 a. We want a balance between content and interactivity, with the website being more content based because our social media already takes care of the interactive part of what we want.
 b. We want the website to be very people-centric. We want to appeal to people's feelings and experiences rather than appealing through people's taste.

  Interpretation

  Justin wants to distinguish the difference between the website and their already existing social media presence (facebook, instagram, etc). He wants the website to be more focused on information and content while the social media can take care of interacting and engaging directly with their customers. Moreover, he wants to emphasize the "people" of Muir Woods on the website. Justin wants the website to appeal to the community of people who spend their time at Muir Woods and he wants the website to reflect the feeling and ambiance of being in the physical space of Muir Woods Coffee House.

  Design Ideas
  - We have to make sure that content and interactivity are mutually exclusive features of the website and the social media, respectively.
  - With that in mind, the website and the social media should be complements of each other. They are separate entities but not completely unrelated.
  - To emphasize the people-centric nature of the website, we take measures in our design choices to include photos with human aspects (as opposed to photos with only inanimate objects) and to make the website clean and easy to use.

2. **What type of content do you wish to include on your website and how would you prioritize these?**
 a. Storytelling: Content in terms of telling a story like "Where did Muir Woods Coffee House come from? What is it?" -- HIGH PRIORITY
 b. People side of content: Testimonials from people that have worked here in the past. Testimonials would include questions like "What does this space mean to you? How was your experience?" -- HIGH PRIORITY

c. Product side of the content: Showing people where we source our coffee beans, loose leaf teas -- MEDIUM PRIORITY

d. Be able to reach out to people like "Tell us about your Muir Woods experience" and have people write their stories via an online form -- LOW PRIORITY

e. I can connect you with staff and different Muiristas of Muir Woods Coffee House to help you get content

Interpretation

Justin wants to inform the users of their website about other people's experience with Muir Woods Coffee House. The main theme of "telling a story" seems to have emerged so he seems to put great emphasis on this idea of delivering experiences rather than just informing about the products (although there should still be some information about what kind of coffee & tea are available). He does seem to be interested in an online form that allows users to input their own stories of their experience with Muir Woods Coffee House, but it may not be entirely necessary.

Design Ideas

- Given the nature of the wished-for content, we will veer away from and de-emphasize the typical retail-oriented website model for a café.
- A type of "About Us" page will be created to give users some more background to Muir Woods. The page is pretty standard, but it will be framed in the context of the main theme, as a sort of "Story of Muir Woods".
- Testimonials from Muir Woods alumni about their time working at Muir Woods will be included as a main section of the website. To personalize the stories, we can add photos of their time at Muir Woods.
- Product source page will be another section of the website that tells the user about the origins of Muir Woods' coffees and teas. High-quality photos would be a rich addition to this section.
- Form for people to share and submit their stories and experiences to the website. This makes the story-telling more accessible to others who won't necessarily work there or want to anonymously submit their stories. This, if implemented, will most likely be another section of the website.
- Reasonably, we should also consider including information such as hours and the menu on the website.

3. **What types of functionality do you want and not want on your site?**
   a. May or may not need to embed Facebook posts onto the website. Preferably just link to the social media we have (Facebook and Instagram) and advertise the "people love us on Yelp" image as well because it'd be too hard on our cafe managers to manage multiple sites.
   b. Forums and boards where people can post stuff is not necessary

Interpretation

Although Facebook, Yelp, and Instagram are currently their main means of communicating with their customers, duplicating what has been posted onto the website may not be necessary but could be helpful to centralize a different aspects of the coffee house. The idea of being "people-centric" is key to the client's desires, the existence of a discussion board may deteriorate the core information they would like to share. They want to advertise, but they don't want to always be forcing products onto the customer.

- Including a "What's Happening?" tab or widget that links aspects of the Muir Woods social media to the website is a good way to maintain the mutual exclusivity of the functions of the website and the social media, but still connect the two facets of Muir Woods' online presence.
- Depending on how feasible it will be, we might go further to link Facebook posts to the website, but that is not a priority for the client.
- Links (in the form of icons) to Yelp, Facebook, Instagram, etc. are standard, but are subtle way to highlight Muir Woods' social media presence and inform customers who might not have known about their social media before.

4. **When people visit your website, what do you want to stand out the most?**
   a. We want the people side to stand out, the stories, how people experience the space.
   b. We also want to emphasize that this is a place that gives you a space that allows you to both study and socialize at the same time. Geisel can feel isolating while off-campus coffee places have an environment of people that don't necessarily understand what you're going through as UCSD student. We want to show that Muir Woods Coffee House is a good middle ground where you can interact with those that know the UCSD student experience. It's not home, it's not the office, it's the third space.

Interpretation

His answer to this particular question allowed us to analyze their client need more deeply. Indeed, there is a consistent "people-centric" concept throughout his answers. However, what kind of story does the client want to tell? What kind of experiences? The word "space" makes this analysis and our design decisions more clear. As designers, we may want to bring the uniqueness of Muir Woods Coffee House's "space" through whole stories rather than just simple adjectives.

Design Ideas

- We now have a more centralized explanation of the "telling a story" theme. Knowing that, we can shape our design decisions to put an emphasis on the "space" of Muir Woods.
- One way to highlight that is by including photographs that show how the physical space of Muir Woods is utilized by people. Whether its doing homework on the couches or waiting in line to order a drink, we should make efforts to minimize the use of photos that show only the empty physical space of Muir Woods as that could diminish the idea of "people-centric" that was espoused earlier.
  - This can be done throughout the pages of the website by integrating relevant photos into the text and user stories.
  - A gallery of photos would be a good way to showcase this also and it would also allow us to include images from every facet of Muir Woods (from the business to the coffee to the studying, etc.) without being constrained by its relevancy to a particular webpage or story.
- We can put more emphasis on this theme by creating, again, a clean and easy to use website that has a clear direction. We want to emphasis telling a story about the "space" of Muir Woods and not have that main idea compete with another aspect of the website.
- For this too, the stories and testimonials of Muiristas and other customers should be a major focus of the website, rather than just an additional aspect.

5. **What are three adjectives you would use to describe your ideal website?**
    a. <u>Comfortable</u>
        The customer shouldn't feel like they are being sold to. The website should let them know what product is and if they want to buy it, they can. The key point is that they should relate to the content of the website.
    b. <u>Familiar</u>
        Letting users know there's nothing to hide; let users be "familiar" with what Muir Woods truly is. For example, Muir Woods Coffee Shop wants to personalize the service by introducing Muiristas so you feel like you know the person behind the counter.
    c. <u>Engaging</u>
        In the way that a story engages [users], because every website you go to you want it to engage you but like the thing that really engages you is that *personalized* sort of story sense.. if that makes sense

    Interpretation

    The director of Muir Woods Coffee Shop emphasizes a "people-centric" principle to be implemented in website. The three words -- comfortable, familiar, and engaging -- all share this idea of a "people-centric" principle. To analyze his meaning of "people-centric", he wants the website to be driven by the users of the website rather than just through text (and images) filled with generic information. For example, allowing users to be engaged by the stories of prior customers and baristas. Perhaps, "user-driven" can be a synonym for our design ideas.

    Design Ideas
    -   <u>Comfortable</u>
        -   We should stress the stories as the main focus of the website, but we also shouldn't neglect to include menus, prices, etc. as that might be a reason for specific users, such as new customers, to go on the website. These can probably be a section of the website, but it might not have homepage prominence.
    -   <u>Familiar</u>
        -   In addition to the testimonials from ex-Muiristas, including a page of profiles for current Muir Woods staff would be a sure way to let users get to know a little bit more about the staff they see working around Muir Woods.
    -   <u>Engaging</u>
        -   In keeping with the emphasis on personal experience, we can integrate personal images into the stories. In that sense, we want to draw people to the story by balancing text and images, but users will continue to read because of the personalized nature of the story.

Users (Customers)

1. **What different types of customers come to Muir Woods?**
    a. We tried to get a usage survey but didn't exactly get the amount of responses we wanted to but roughly our customers include:
        i. ⅓ on-campus undergraduate residents, ⅓ commuting undergraduates, ⅓ others (graduates, staff, faculty, etc.) which makes for an overall ⅔ of our customers being students.
    b. We got a good reach of customers mostly within Muir and a bit beyond that
    c. One target group is the after 5 PM group in which residents or other people get off class and go back home to study

Muir Woods mainly targets undergraduate students in UCSD. The demographic result seems to show such a trend, and the services they try to provide is definitely gearing towards students. The main, and hopeful, targets are John Muir College residents as interpreted from the "5 PM group" answer. However, it is also good to note on other target users such as commuting undergraduates, graduate students, and faculties.

Design Ideas

- We can include a page on the website for static specials, deals, and events.
- Perhaps we can extend that to include a "Share on Facebook" option so users can invite friends to go with them.
- We can probably include a more detailed location map on where exactly Muir Woods Coffee House is with respect to the UCSD campus to guide those that don't live in Muir to the coffee house.

2. **Which type of customer do you see most frequently at Muir Woods?**
   a. Commuting undergraduates come most often since on-campus undergraduates would much rather use dining dollars at places like John's while commuting undergraduates like the convenience and cheap prices here.

Interpretation

It is understandable how most of Muir Woods Coffee House customers are commuting undergraduate students based on his answers. There are many classes near Muir College such as Ledden Auditorium, HSS, Mandeville, Applied Physics & Mathematics building, etc., Muir Woods is a central place to stop by before and after classes. Especially if commuters have long days and no dorm to stay at, Muir Woods Coffee House has a convenient lounge for commuters to be in.

Design Ideas

- We can do more on the website to emphasize the other aspects of Muir Woods that don't have to do with the business side of things. For example, it's not necessary to purchase a drink to come hang out or study at Muir Woods.
- This could be something to highlight on the homepage and to list under "Services". Including some free services (e.g. study space, cool place to check out music, etc.) might be more enticing for those who are averse to spending "real money".

3. **What types of customers do you expect to see and use your site?**
   a. Mainly targeted at the students of UCSD (undergraduate level)
   b. Grad students MAYBE but faculty and staff not really
   c. The site would probably cater to new customers the most, to entice them and show them what how great the people and environment is at Muir Woods Coffee House.

Interpretation

Some responses here overlapped with another question, but it makes it clear that they target UCSD students in general. Other types of users are welcome, but the priority is lower. One interesting point to take note of is that he wants the purpose of the website to be geared more toward new customers with the explicit words "[t]he site would probably cater to new customers the most". This shows us that putting new customers as a higher priority is appropriate.

- Since the website will be catered more towards UCSD undergraduate students, there should be a content on the homepage that would be of more interest to undergraduates. For example, including showcasing finals week specials, events (e.g. karaoke night at Muir Woods), days with late hours, etc. might be of more immediate interest to undergraduate students
- We can infer that logistics (i.e. hours, menu, specials, etc.) are things that new customers would want to see and would expect see on the website. Those things should be apparent and maximally, one-click away.
- More emphasis on the stories and testimonials -- they will draw in new customers interested in the the whole of what Muir Woods has to offer (i.e. vibe, physical space, coffee, etc.) of Muir Woods.

4. **What are the categorical differences between these customers?**
   a. Students are typically younger and are still going to classes and studying for tests and still searching for their niche. So these types of customers will probably be searching for the right place to go to via website.
   b. Graduates, Faculty, & Staff are typically older and are done with school and go to Muir Woods Coffee House for the convenience since it's located on campus. These types of customers most likely won't use the website.

Interpretation

The client explicitly explained his prediction about who will be using the website. Although there's no guarantee that his predictions are correct, it is nice to note this when we come to make a design decision. Simply, we should look for what students seek from Muir Woods and make note of their purposes. (e.g. grabbing a quick coffee, tea, snacks, or finding a lounge to study or socialize in).

Design Ideas
- Based on the information above, no new design ideas came about. Just a reiteration that the website should be catered toward UCSD students.

5. **How important is it to you to distinguish between regular and new customers? How do you cater to these different types of customers?**
   a. The website would probably cater to the novice/new types of customers by showing them what Muir Woods Coffee House is all about.
   b. Regular customers would probably come in handy with the testimonial story form functionality, should that go on the website.
   c. We'd cater to the regular customers via our social media presence letting them know the specials and what's new and happening with Muir Woods Coffee House

Interpretation

The client infers his vision of how users interact throughout the navigation of the website. At first, regular customers can post the testimonial stories. Then new customers can view those stories which will inspire them to know more about Muir Woods Coffee House. However, he does not expect regular customers to visit the site to be informed.

- Again, based on the information above, no new design ideas came about. Just more reiteration of earlier functionalities and design ideas such as the form to submit stories, etc.

6. **How do you keep the loyalty of your customers? Do you have special offers?**
   a. Your cup, our cup (if you bring your own cup, then it's $0.50 off)
   b. If you ask for a "Dirty Chai" instead of a regular chai with a shot of espresso, the price is lower
   c. Specials switches up about twice a quarter based on the season
   d. Offers a punch card where when you get 10 drinks, the 11th drink is on us
   e. Happy Hour on monday nights, 7-9pm
      i. "Drop the change" night ($3.75 → $3.00)
      ii. We're trying to target not as busy times so as to bring in more customers during these times
      iii. Trying to do karaoke nights on Happy Hour nights as well

Interpretation

Many of these special offers could be used to persuade new customers. The real question is how can we fit this requirement and other requirement of storytelling and "person-centered" idea? It could bring some interesting decision making for design in order to meet this requirement.

Design Ideas
- Muir Woods offers a lot of discounts and specials, but they aren't heavily advertised or well-known. Including them on the website and giving some prominence to them (perhaps on the homepage, but not as a major item) would be another good way to draw in new customers.

Website Comparisons (Beginnings of Competitive Analysis)

We showed our client several competing websites that would be similar to their own website and asked their opinion on each site to gauge exactly what aspects they would like and would not like in their own website.

Website	Client Critique
Peet's Coffee & Tea 	■ Really like the color palette (coffee grounds and green for Muir Woods) → really matches the Muir Woods style ■ The large graphic that cycles through several images of their product is very nice ■ Featuring all the main things on the front page which makes you want to dig in a bit more ■ Easy navigation at top for categories that you want ■ They know what they're doing
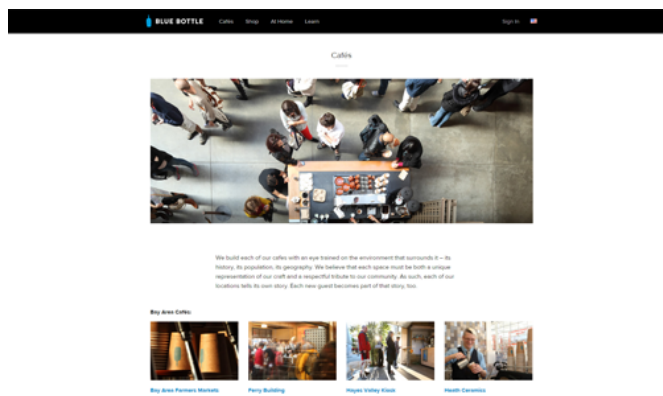
|	
Blue Bottle Coffee	■ Doesn't want to be modern → the marketing strategy ■ We're not a 3rd wave coffee shop ■ The modern, simplistic doesn't really capture what we want ■ We want more of the comfortable/familiar
Young Hickory	■ I like the huge graphics, but the initial navigability isn't very good, I don't want to confuse users on where to go and click ■ The menu is nice and simple
Pannikin Coffee & Tea	■ The splash page looks nice and fun ■ But the other pages don't look as good ■ It's more on the retail side and Muir Woods isn't retail centered
Good Coffee of Charleston	■ Again, very retail-like, which isn't what we're about ■ But I like the about us page with the little videos at the bottom that give the baristas personality, very personalized and cool
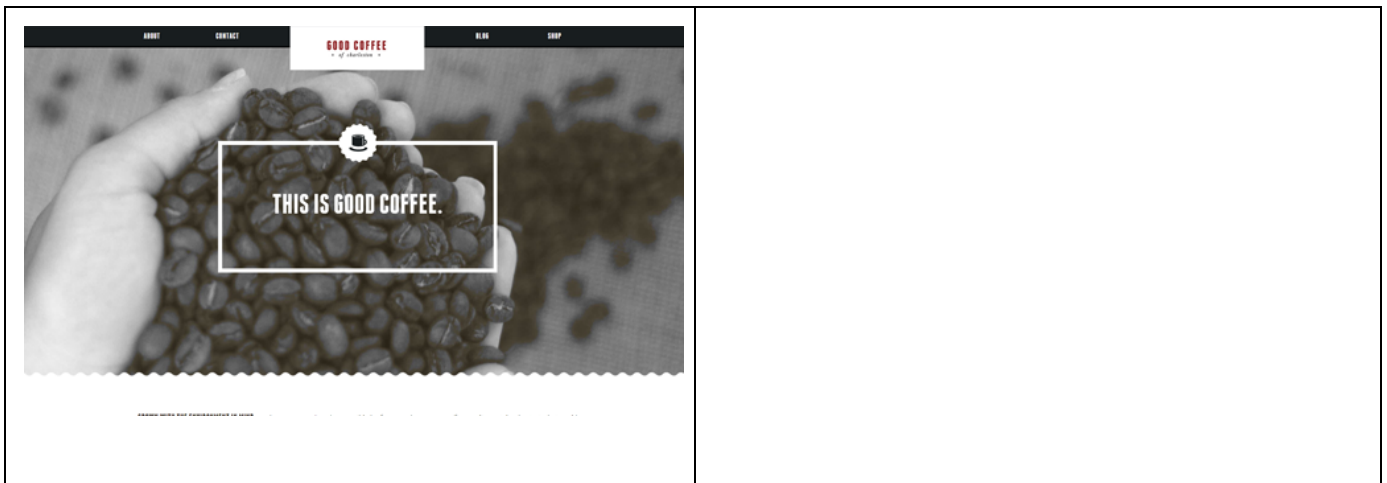
Extra Notes

➢ Muir Woods Coffee House isn't really well advertised or promoted, mostly advertised via "words of mouth" according to Justin Glover

➢ Not terribly many people outside of Muir know who Muir Woods Coffee House is or how to get there

➢ Each Muirista makes their own music playlist based on what they feel is good "coffeehouse music"

➢ *"What's some of the most popular drinks?"*

    ○ Brewed coffee → Muir woods provide their own mug to encourage discount

    ○ Alternative Favorites: Sugary Lattes. the Nutty Nura, the Polar Bear, Butterbeer

    ○ Loose leaf tea

Priority List

1. Include an "About" page that tells the story of Muir Woods Coffee House and where they source their coffee and tea from in San Diego
2. Include a page that introduces each Muirista give a more personalized and familiar feel
3. Create a brand that gives off a comfortable and familiar feel → Perhaps mention it on next User Interviews
4. Earthy color scheme (possibly green and brown) to match with the personality of Muir Woods Coffee House
5. Large graphics that grab the user's attention and entices the user to dig deeper into the website
6. Easy & simple navigation that doesn't confuse users
7. Include a "What's Happening" section to help integrate user interactivity that keep regulars up-to-date on the various events happening in Muir Woods Coffee House
8. Include a form that allows users to submit their "story" of their Muir Woods Coffee House experience
9. Include a page that lists the menu items and prices to give an overview of what Muir Woods Coffee House has to offer product-wise.

Client Proposal for Cognitive Science 187B

Project Name: Muir Woods Coffee House Web Design

Team Name: Team NoSLP

Team Members: Brian Soe, Christine Do, Donna Yee

Client
Name: Muir College Center c/o justin glover

Company: Muir Woods Coffee House

Phone #: 858) 534.4418

Email: jdglover@ucsd.edu

Address: Muir College, UCSD

This note indicates that ___Muir Woods CH___ (company name), agrees to act as the client in this class project and promises to cooperate with the student designers in the following ways:

- to provide the designers at least 3 hours of face time for requirements gathering

- to meet with the designers at regular intervals, or at appointment times which will be requested by the designers in advance

- to review and formally accept or reject the designers' creative brief and statement of functional requirements

As client for this class project we also understand that

- this is a class project and that the designers will provide us with a working prototype, but not a commercial grade product

- the designers retain the copyright unless otherwise agreed

- we cannot keep the prototype site that is created on the class server after this quarter and that it is not part of the designers' obligation to help the client to install or maintain the prototype site on the client's server—though it is acceptable for the client to strike a private agreement on this matter once the class is complete.

The key stakeholders in the project on behalf of ___Muir Woods CH___ (the company name) are:

Name (Position): justin glover (Director)   x _____
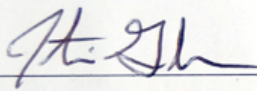
Name (Position): _____   x _____

Cognitive Science Coursework

Interview Recording Consent Form

As part of an assignment for a class I am taking, I would like to record an interview with you. I will treat everything you say in confidence, but just to be safe, please do not discuss sensitive topics. I will transcribe the recording of our interview and when the transcription is complete, I will erase the tape. This is completely voluntary and up to you. You may request to stop the taping at any time or to erase any portion of your taped recording. I will then analyze parts of the interview for the class project. You will not be identified by name in the write up of the project.

You have read the above description and agree to participate in the study.

_____ 1/12/15   _____ 01-12-15

Signature   Date   Witness   Date