**Interview #1**

**Question 1: Tell us a little bit about yourself. What is your name, where do you live, how old are you, what do you do?**

A: My name is Amanda. I live in Pac Heights. I’m 28. I’m a social media/marketing manager.

**Question 2: What is your favorite part about Tartine?**

A: I love the general aesthetic. It’s bright, and clean. It is the perfect balance of indoor and outdoor. The colors are great. And the smell is amazing!! Fresh bread.

**Question 3: What is your least favorite part about Tartine?**

**A:** No Wifi. I get why they do it, they want us to talk to each other, and maybe not hang around too long, but it’s annoying sometimes.

**Question 4: What do you do for fun?**

A: Hike, yoga, draw.

**Question 5: What are your favorite restaurants, brands, etc?**

A: Anthropologie, Aritzia, Moose Juice.

**Question 6: What do you do when you’re at Tartine?**

A: I take photos, spend time with my friends, enjoy the sunshine (if there is any).

**Question 7: What is your Tartine order?**

A: Soy latte and a muffin

**Question 8: If you could describe Tartine in one word, what would it be?**

A: Warm

**Interview #2**

**Question 1: Tell us a little bit about yourself. What is your name, where do you live, how old are you, what do you do?**

A: My name is Eric. I’m 32 years old. I live in the Sunset. I’m a MarComms Manager.

**Question 2: What is your favorite part about Tartine?**

A: All the amazing fresh breads!!

**Question 3: What is your least favorite part about Tartine?**

A: It can get super crowded, especially on the weekends. Hard to find a place to sit and hang sometimes.

**Question 4: What do you do for fun?**

Biking, surfing, reading.

**Question 5: What are your favorite restaurants, brands, etc?**

REI, Flywheel Coffee, Trader Joe’s.

**Question 6: What do you do when you’re at Tartine?**

Read a book, enjoy my meal, spend time with friends.

**Question 7: What is your Tartine order?**

A: Anything that involves toast and eggs, usually with avocado, and always with a hot black coffee.

**Question 8: If you could describe Tartine in one word, what would it be?**

A: Carbs.

**Interview #3**

**Question 1: Tell us a little bit about yourself. What is your name, where do you live, how old are you, what do you do?**

A: My name is Erin, I live in the Inner Sunset, I’m 21, and I’m in college.

**Question 2: What is your favorite part about Tartine?**

Avocado toast! And just overall, it’s a really pretty spot.

**Question 3: What is your least favorite part about Tartine?**

A: No Wifi, and the crowds. Beyond that, it’s really a lovely spot.

**Question 4: What do you do for fun?**

A: I’m usually tired from school homework, but I enjoy hanging out with friends, binging Netflix, enjoying good SF food/dancing spots.

**Question 5: What are your favorite restaurants, brands, etc?**

A: Philz Coffee, Lulu Lemon, Zara.

**Question 6: What do you do when you’re at Tartine?**

A: I usually get my order to go. I spend some time here, hanging with friends, but then head out. I wish they had Wifi, because this would make a great study spot.

**Question 7: What is your Tartine order?**

A: Iced vanilla latte and an avocado toast.

**Question 8: If you could describe Tartine in one word, what would it be?**

A: Adorable!

**Interview #4**

**Question 1: Tell us a little bit about yourself. What is your name, where do you live, how old are you, what do you do?**

A: Natasha! I live in San Jose, I’m 29 and I’m a student here but I also work for a marketing company.

**Question 2: What is your favorite part about Tartine?**

A: Ah I loooove their Morning Buns.

**Question 3: What is your least favorite part about Tartine?**

A: I feel like I’m always hovering around other tables waiting to take one the second someone leaves. I want to just be able to sit down after I order.

**Question 4: What do you do for fun?**

A: I feel like I’m always at work or school, but I like to just relax at home or hang out with my friends.

**Question 5: What are your favorite restaurants, brands, etc?**

A: Target, Starbucks, H&M, uuuh I’ll go anywhere to be honest.

**Question 6: What do you do when you’re at Tartine?**

A: I mostly just order some pastries and coffee to go. If I’m there, I’m usually with someone and we will be talking or enjoying each others company.

**Question 7: What is your Tartine order?**

A: The Morning Bun is a pastry I usually get and then a latte.

**Question 8: If you could describe Tartine in one word, what would it be?**

A: Busy!

**Interview #5**

**Question 1: Tell us a little bit about yourself. What is your name, where do you live, how old are you, what do you do?**

A: My name is Maddie. I live in Portland, I’m 21 and I work at the Cheesecake Factory.

**Question 2: What is your favorite part about Tartine?**

A: I like sugar so all the pastries and cakes were amazing. I wanted them all.

**Question 3: What is your least favorite part about Tartine?**

A: I was just super busy when I went. I was visiting San Francisco and went here one morning, and the line was out the door.

**Question 4: What do you do for fun?**

A: Ummmm I like to watch Netflix but I also walk my dog Dylan a lot. We will go on walks, hikes, and play in the river by my apartment.

**Question 5: What are your favorite restaurants, brands, etc?**

A: ASOS, Target, Maggiano’s, this coffee place by my apartment in Portland.

**Question 6: What do you do when you’re at Tartine?**

A: Well, I don’t go there often since I don’t live in the city, but we went and hung out while we ate, and then walked over to Dolores to hang out since it was a nice day in the city.

**Question 7: What is your Tartine order?**

A: When I visited, I got the chocolate croissant and it was really good. I had something else but I can’t remember what it was called. And then I got a hot chocolate with that.

**Question 8: If you could describe Tartine in one word, what would it be?**

A: Sweet.

**Summary:**

From the research we collected, it seems that the general customer of Tartine is between 18-40. They are either students or working in San Francisco. A majority of them also live in the City. This makes sense, as Tartine only has a few locations, all of which are in San Francisco. Many of these customers are in more creative career fields or majors, involving communication, marketing, social media, design, etc.

Most customers celebrate Tartine’s baked goods, coffee, and ambience. Tartine is not only known for it’s delicious pastries, like most coffee shops, but it’s wonderful bread, baked in house. This they offer with a variety of sides and toppings: eggs, avocado, etc. Customers seem to love the variety of breads and baked goods. Customers also really enjoy the general ambience of Tartine. Each location is beautiful, with big windows, lots of light, plants, and inviting colors and furniture.

Customers seem to share similar dislikes of Tartine. First, it’s crowded, especially on weekends. This means getting your coffee and/or breakfast a bit of a hassle if you’re planning on sticking around. It also means the space is loud. Beyond this, there is no WiFi in the space. So while the aesthetic and smell of Tartine might be warm and inviting, it’s a bit uncomfortable to stay.