

## **Data 440: Final Project Data Collection Questions**

1. “Study Space” variable
  - a. Do you have an area where students can study?
2. “Vehicle Requirement” variable
  - a. “True” based on a distance greater than a mile from the Wren building
3. “Price Point” variable
  - a. How much is a 16oz iced coffee with no additions after tax?
4. “Non-Dairy Charge” variable
  - a. Do you charge extra for non-dairy milks?
5. “Gluten-Free” variable
  - a. Do you have gluten-free food options?
6. “Food Menu” variable
  - a. Do you have a full menu available?
7. “Specialty Drink” variable
  - a. Do you have a signature drink or coffee blend?
8. “Atmosphere Description” variable
  - a. Based off my own subjective opinions of the café atmosphere
9. “Specialty Drink Description” variable
  - a. Could you describe your signature drink or coffee blend based off of these (i.e. pre-chosen list of adjectives) descriptors.

### **Atmosphere Descriptors**

Cozy

Bright

Modern

Funky

Airy

Hole-in-the-wall

Chic

Bustling

Upscale

Modest

Local

Authentic

Cheap

## **Specialty Drink Descriptors**

Fruity

Sweet

Earthy

Nutty

Chocolatey

Bitter

Spicy

Floral

Rich

Strong

Creamy

Vanilla

Light