

USER INFORMATION

● AGE

- **USER1:** 20
- **USER2:** 18 (senior in high school)
- **USER3+4:** 28 & 30
- **USER5:** 43
- **USER6:** 52
- **USER7:** 38
- **USER8:**32
- **USER9:**28
- **USER10:**18
- **USER11:**19
- **USER12:**29
- **USER13:**38
- **USER13:** M

● GENDER

- **USER1:** F
- **USER2:** F
- **USER3+4:** M
- **USER5:** M
- **USER6:** M
- **USER7:**M
- **USER8:**F
- **USER9:**F
- **USER10:**F
- **USER11:**F
- **USER12:**F

● STUDENT/WORK/OTHER - SPECIFY

- **USER1:** STUDENT
- **USER2:** HIGH SCHOOL STUDENT
- **USER3+4:** GRADUATE STUDENT + WORKING MAN
- **USER5:** BUSINESS MAN
- **USER6:** SELF EMPLOYED
- **USER7:**RUNS OWN BUSINESS

- **USER8:** HOMEMAKER
- **USER9:** MEDICAL CODING
- **USER10:** WORKS AT SKATEWORLD/student
- **USER11:** STUDENT AT POINT LOMA
- **USER12:**employee
- **USER13:** employee in health care

Q: WHERE ARE YOU FROM?

- **USER1:** Corona, CA (non-local)
- **USER2:** La Jolla (local)
- **USER3+4:** New York & New Jersey - here for a wedding (non-local)
- **USER5:** Austria - came to SD in '03 (so, basically a local)
- **USER6:** czech - came to sd in 62- constantly traveling
 - have only been here a while (NOT a local!)
- **USER7:**from East San Diego county
- **USER8:** from East San Diego county
- **USER9:** Washington, D.C

- **USER10:** San Diego
- **USER11:** San Diego
- **USER12:** Mexico
- **USER13:** San Diego(local)

Q: HOW DID YOU HEAR ABOUT LIVING ROOM? WOULD YOU CONSIDER YOURSELF A REGULAR?

- **USER1:** Yelp - just searching, coffee places (non-local)
- **USER2:** Local, have always known about it - most of friends know about it (local)
- **USER3+4:** Staying at airbnb, airbnb hostess recommended (local) - word of mouth (non-local)
- **USER5:** He lives close by and just saw it walking by and was curious about it
- **USER6:** a lot of his friends hang out here, they do the hookah upstairs, used to come here all the time
 - word of mouth
- **USER7:** I've always known about it and was in town looking for real estate
- **USER8:** Always known about it, here once in awhile
- **USER9:** Yelp-- it had a lot of stars I think 5 so
- **USER10:** It's close to the beach and very pretty so it's kind of a tradition
- **USER11:** close to the beach, location is key
- **USER12:** Yelp--stop by for comfort
- **USER13:** know since young

Q: HOW OFTEN DO YOU COME HERE?

- **USER1:** Not often - once every 5 months
 - if they do come, comes because there's no other coffee places to go
 - not far from home (UCSD student)
- **USER2:** Maybe twice a month
- **USER3+4:** Would come back if they were locals
- **USER5:** Maybe once a month
- **USER6:** once a day when he's in the area
- **USER7:** not very often, every "once in a while"
- **USER8:** whenever my boyfriend takes me here (very sparse)
- **USER9:** every weekend
- **USER10:** every weekend (and sometimes during the week like today)
- **USER11:** here lots of the time, open late
- **USER12:** 1st time
- **USER13:** once a year

**Q: WHAT DO YOU USUALLY DO WHEN YOU COME? DID YOU KNOW THEY OFFER HOOKAH?
DID YOU KNOW THEY SERVE ALCOHOL? WOULD YOU SMOKE/DRINK IF YOU KNEW?**

- **USER1:** study or talk - mostly study
 - *did they know about hookah/alcohol?* Yes to hookah, no to alcohol
 - Would smoke hookah here
 - Wouldn't drink here because she'd be driver
- **USER2:** study or talk
 - *did they know about hookah/alcohol?* yes to hookah, no to alcohol
 - some friends smoke hookah here, probably not grab a beer
- **USER3+4:** wanted somewhere to get dinner, wifi, space to work - catching up on stuff to do
 - *did they know about hookah/alcohol?* would occasionally take the alcohol, not hookah as much
- **USER5:** like the flair, location, oceanview - all of above, get work done, talk, coffee
 - probably wouldn't smoke or drink often
 - maybe smoke once in awhile
- **USER6:** centrally located, good location, wifi, used as a meeting area - very roomy, a lot of tables for work
 - drinks with friends but doesn't drink alone
- **USER7:** I usually just get some coffee and maybe a cake, talk with gf. I knew that. We have smoked before.
- **USER8:** coffee and gelatto, talk with bf. Yes and yes. The hookah/Middle Eastern flair was what drew me here.
- **USER9:** I get some mochas and smoke hookah and talk to friends, yes and yes. I'm smoking as we speak.
- **USER10:** I hang out, study and play card games with my friends. yes and yes. I'm smoking as we speak, but not old enough to drink so...
- **USER11:** I hang out, study and play card games with my friends. yes and yes. I'm smoking as we speak, but not old enough to drink so...
- **USER12:** 1st time here, just looking for a cozy and comfortable place
- **USER13:** coffee with friend

Q: DO YOU SPEND TIME HERE? ARE YOU IN AND OUT?

- **USER1:** Spend time here
- **USER2:** Spend time here - studying, talking with friends
- **USER3+4:** N/A
- **USER5:** Both but he usually stays, more often than not

- **USER6:** spend time here - one of two places he can smoke
- **USER7:** When I'm in town I'll spend some time here
- **USER8:** Spend time, on phone usually (internet)
- **USER9:** Definitely spend time here
- **USER10:** spend time
- **USER11:** spend time
- **USER12:** spend time
- **USER13:** spend time

Q: WHAT DO YOU LIKE HERE?

- **USER1:** distance from apartment and the average atmosphere
 - atmosphere isn't terrible, it's not too expensive, it's a comfortable place
- **USER2:** like it's not too noisy to where you can't focus (can study and talk - both are doable)
 - libraries are too quiet
- **USER3+4:** food is good, good space to work, good wifi, well lit and good atmosphere
 - spacing is comfortable, can hang out for a while and won't be in someone's way
- **USER5:** interior - he likes the furniture and the welcoming feeling
- **USER6:** lowkey - mostly a local spot, very diverse, meet new people all the time
- **USER7:** cool vibe pretty friendly staff, coffee is strong
- **USER8:** love the vibe, very kind people
- **USER9:** hookah and atmosphere is great and it is open late
- **USER10:** close to the beach, atmosphere, cool vibe
- **USER11:** atmosphere, food is really good, very cozy, late night
- **USER12:** love the cozy atmosphere, it's comfortable
- **USER13:** like the vibe, comfortable

Q: WHAT DO YOU DISLIKE HERE?

- **USER1:** noise level - would like to know it's noisy
- **USER2:** none
- **USER3+4:** more outlets, furniture incongruous - not consistent
- **USER5:** sometimes wifi doesn't work very well - made him not come for a while
 - need more electrical outlets
- **USER6:** bathrooms
- **USER7:** nothing
- **USER8:** bathroom is awkward, faucet runs haunted
- **USER9:** noisy sometimes, came here for the superbowl and was rowdy
- **USER10:** none

- **USER11:** none
- **USER12:** upstairs is cozy but too much smoke
- **USER13:** none

Q: WHAT IS A KEY FACTOR OF YOU COMING HERE? COMING BACK HERE?

- **USER1:** number of outlets, atmosphere that allows students to study
 - would come here to talk
 - study here: study late at night or during weekends
- **USER2:** noise level, coffee
- **USER3+4:** food was good, workspace, coffee if it's good
 - having the things at the same spot is nice
- **USER5:** good pastries
 - he likes the combination of being able to study and also being able to eat at a leisurely place
- **USER6:** just got used to it, so like a local - used to have a tab here
 - have a lot of meetings here - familiarity
 - a lot of people have meetings here
- **USER7:** we were in town so I guess the location, the coffee is strong and good
- **USER8:** location
- **USER9:** yelp review was good and pics were good, location and hours
- **USER10:** open late, friends go here, good food, hookah
- **USER11:** hours, location, love atmosphere
- **USER12:** location, cozy place
- **USER12:** coffee

Q: DID YOU KNOW THEY HAD CATERING?

- **USER1:** didn't know of catering
- **USER2:** nope
- **USER3+4:** no - probably wouldn't use it
- **USER5:** no - probably wouldn't use it
- **USER6:** yes, has used it before
- **USER7:** No, may use
- **USER8:** did not know
- **USER9:** they cater?!?
- **USER10:** they cater?!?
- **USER11:** no, I want a good wedding cake

- **USER12:** Not aware
- **USER13:** Not aware

Q: DID YOU KNOW THEY HAD A WEBSITE? HAVE YOU EVER VISITED THE WEBSITE? WHY DID YOU VISIT THE WEBSITE? THOUGHTS ON THE WEBSITE?

- **USER1:** No
- **USER2:** No
- **USER3+4:** yes - found the website through yelp;
 - to see what it looked like & to find menu
 - it was ok
 - jumbled, outdated
 - confused about upstairs hookah and downstairs
 - liked that it had info - figure out what was on menu
 - was able to figure out menu
- **USER5:** No
- **USER6:** No
- **USER7:** No, we just know this place is a cornerstone of la jolla
- **USER8:** No, longtime knowledge of this place
- **USER9:** Yes, wasn't that bad, from Yelp
- **USER10:** no
- **USER11:** no
- **USER12:** no
- **USER13:** ni

IF THEY HAVEN'T SEEN WEBSITE, TO DO: WALK THROUGH WEBSITE WITH THEM AND GET INITIAL THOUGHT GENERAL FRUSTRATIONS AND LIKES OF *CURRENT* WEBSITE

- **USER1:** unprofessional, sketchy, would feel uncomfortable ordering, doesn't look trustworthy
- **USER2:** like to see all the pictures, little bit too many
 - but doesn't match the vibe of the actual coffeehouse
 - cluttered but the place is actually really chill
- **USER3+4:** N/A
- **USER5:** outdated - spinning gif, fonts
 - like the pictures - but too much
 - maybe bigger pictures of interior bc its a strenght and ocean view
 - to see pictures of food, he can just click on menu so doesnt really wanna see that

- **USER6:** thinks there should be a group picture of staff - seems friendly
 - used to do PR work and that used to work really well
 - busy
 - like the pictures of food and drinks
 - mention outdoor seating
 - tell people about upstairs - hookah & fullbar
 - avg visitor isn't aware of it
- **USER7:** N/A
- **USER8:** N/A
- **USER9:** way out-dated thank you
- **USER10:** need to know about hookah
- **USER11:** let people know alcohol and hookah, pics of cakes

Q: WHAT WOULD YOU HAVE LIKED TO KNOW BEFORE COMING HERE?

- **USER1:** pictures of interior - to see what vibe is like, the atmosphere
- **USER2:** good selection of food & coffee, can study and be with friends
- **USER3+4:** knowing distinction between top and bottom FLOOR
 - knowing that you can sit upstairs but order from downstairs
 - wasn't sure about the setting of the place
- **USER5:** nothing really - just walked by and was curious
- **USER6:** N/A
- **USER7:** N/A
- **USER8:** N/A
- **USER9:** Pics of the inside and average experience
- **USER10:** n/a
- **USER11:** n/a
- **USER12:** n/a
- **USER13:** n/a

Q: WHAT WOULD YOU USE THE WEBSITE FOR? WHAT DO YOU SEARCH FOR WHEN USING CAFE WEBSITES?

- **USER1:** wouldn't use it - doesn't go to cafe websites, use more yelp
- **USER2:** don't really come to cafe website
 - phone number
- **USER3+4:** menu
- **USER5:** not really user of cafe websites but if he did use it, he would like to know if wifi is good, if want to find out about food, would use yelp - would use for hours and contact information

- **USER6:** not really
- **USER7:** wouldn't use it, maybe for eCommerce, mainly yelp when out of town
- **USER8:** wouldn't use it
- **USER9:** just use Yelp, maybe to see specials
- **USER10:** wouldn't use it
- **USER11:** wouldn't use it
- **USER12:** menu and picture
- **USER13:** menu, hour

Q: WHAT DO YOU FEEL IS THE VIBE OF THIS PLACE?

- **USER1:** homey - like a living room
- **USER2:** laid back, calm, inviting
- **USER3+4:** relaxed, nice background noise to do work in, easy going, place to hang out
- **USER5:** mixed crowd, esp in summer → tourists, family, students
 - lately everything is too modern but living room is more cozy, homey, with the furniture
- **USER6:** great local hangout, local cafe for la jolla
 - best location, esp water view, main street
- **USER7:** very cool, middle eastern
- **USER8:** cozy, cool and kind
- **USER9:** extremely cozy-- like a LIVING ROOM HAHEHEHEHEH
- **USER10:** very cool and comfortable
- **USER11:** love it cool vibe
- **USER12:** love it, it's cozy
- **USER13:** love it

Q: WOULD YOU USE E-COMMERCE IF THEY HAD IT?

- **USER1:** yes
- **USER2:** maybe, yes; come more than she usually does
- **USER3+4:** depends on how far it was from their home (if smtg like this was at home)
- **USER5:** probably not, don't come to a cafe in he's in a hurry
- **USER6:** no probably not
- **USER7:** Yes would use
- **USER8:** maybe
- **USER9:** no
- **USER10:** no
- **USER11:** no
- **USER12:** doesn't care

- **USER13:** maybe, but spend time mainly

Q: MISCELLANEOUS?

- **USER1:** specific hours
- **USER2:** want to know outlets
- **USER3+4:** great spot to have some space to yourself for an indefinite amount of time
- **USER5:** just a friendly neighborhood cafe, nice atmosphere, good food, good cafe
- **USER6:** make clear that there is upstairs and more seating upstairs
 - nice to have more loungey couches upstairs - more leisure couches
 - it would encourage more group settings
- **USER7:** would like to know specials
- **USER8:** yea specials would be cool
- **USER9:** night owl; makes fun of others; emo girl; here for superbowl and was surprised to see such a large crowd; vampire
- **USER10:** loves irish mint; alternative girl black blue hair nose piercings; hates corporations; drinks starbucks; recommended tabletop game; night owl; tradition to come here with girls after the beach; vampire; marriage wedding cake;
- **USER11:** vanilla flavor goes well with coffee; vampire
- **USER12:** n/a
- **USER13:** n/a