Interview goals

What I need to understand better about users?

What coffee and other food at a café do they like?

When do they usually need the food?

characteristics of café customers

Age: Cafe customers can be of any age, but typically, they are adults between the ages of 18 and 45.

Income: Cafe customers usually have disposable income and are willing to spend money on quality coffee and food.

Lifestyle: Cafe customers are often busy people who need a place to relax or work while enjoying their coffee. They may be students, professionals, freelancers, or entrepreneurs.

Social behavior: Cafe customers often come to cafes alone or with friends, family, or colleagues. They may come to meet new people, network, or socialize with others.

Preferences: Cafe customers are often interested in quality coffee, tea, pastries, and healthy food options. They may also have specific dietary requirements, such as vegan, gluten-free, or lactose-free options.

Location: Cafe customers often choose cafes located in convenient locations, such as near their workplace, home, or a transportation hub.

Technology: Cafe customers are often tech-savvy and expect cafes to have Wi-Fi, power outlets, and comfortable seating for working or studying.

target customers of cafes

The target customers of cafes can vary depending on the location and type of cafe. However, here are some common target customers:

Students: Cafes near schools, colleges, and universities often target students who need a place to study, socialize, or grab a quick snack.

Professionals: Cafes located near offices, co-working spaces, or business districts often target professionals who need a place to work, hold meetings, or take a break.

Tourists: Cafes located in tourist areas or near popular landmarks often target tourists who want to take a break from sightseeing and enjoy a cup of coffee or a snack.

Locals: Cafes that have built a loyal following in the local community often target locals who appreciate good coffee, food, and atmosphere.

Health-conscious customers: Cafes that offer organic, gluten-free, or vegan food and drinks often target health-conscious customers who prioritize healthy eating.

Specialty coffee drinkers: Cafes that specialize in high-quality, specialty coffee often target coffee enthusiasts who appreciate the art and science of coffee making.

Families: Cafes that have a family-friendly atmosphere, children's play areas, or offer kid-friendly food and drinks often target families with young children.

Overall, cafes target customers who are looking for a comfortable, relaxed atmosphere, good quality food and drinks, and a place to socialize or work.

Interview questions

1. What do you look for in a cafe, and what are your must-haves?
2. What makes you choose one over another?
3. What brought you to this cafe today?
4. How often do you visit cafes?
5. What do you think of the pricing of the food and drinks in this cafe, and how does it compare to other cafes you've been to?
6. How do you prefer to pay for your orders, and what payment methods do you expect cafes to offer?
7. What do you think of the atmosphere and design of this cafe?
8. What could this cafe improve on, and what would make you come back again?
9. Do you have any dietary restrictions or preferences, and how well does this cafe accommodate them?
10. How important is the availability of Wi-Fi, power outlets, and comfortable seating to you when choosing a cafe?