



A2: User Interviews – Understanding User Needs

Che Café Website Redesign

Team JARS: Jared Alex, Amber Jiang, Rachel Paner, Srushti Naik

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Introduction

We interviewed 11 Che Cafe visitors across a selection of events and times, from daytime study hours to nighttime indie concerts, and used our findings to build 3 personas that we believe capture the frequent users of the Che Cafe space. We then created several scenarios and use cases that represent the activities and goals of the personae in order to highlight how potential users would interact with the website. This process has helped us synthesize features we believe to be important in informing our website design process later on.

Persona 1: The Study Volunteer



Annika Stone (She/They)

Persona Drawn From:

1. Leilani [studies, volunteers for study hours]
2. Kiyo [studies]
3. Annie [studies, volunteers for study hours]
4. Allison [studies, volunteers for study hours, mutual aid]
5. Ian [studies, volunteers for study hours, mutual aid]
6. Amelia [studies, volunteers for study hours]
7. Felix [studies, volunteers for study hours, mutual aid]

Description

Annika is a third year student at UCSD majoring in molecular biology. They want a place to study that is not Geisel because to them, Geisel feels very sterile. Geisel also smells bad and can be either too loud or too quiet depending on the floor they're on. Additionally, Annika has had a growing interest in volunteer work and mutual aid. She feels that volunteering to do study hours at the Che allows her to "kill two birds with one stone" as she is able to both study and do volunteer work at the same time. Sometimes, they participate in mutual aid work like preparing vegan food for the community fridge.

Goals

- To get involved with volunteer work and mutual aid
- To have a reliable space for volunteering, and studying, and hanging out
- To feel a sense of contribution by helping to maintain the space and the community

Needs

- A way to learn about the community and how to get involved
- An accessible way to check when the Che Cafe is open to study
- The ability to see types of work the Che does and where they need more help

Persona 2: The Show Volunteer



Rio Heyes (They/He)

Persona Drawn From:

1. Leilani [concert go-er]
2. Katherine [volunteers at shows]
3. Kiyo [concert go-er, volunteers at shows]
4. Ian [volunteers at shows]
5. Amelia [concert go-er, volunteers at shows]
6. Felix [concert go-er, volunteers at shows]
7. Storm [concert go-er, volunteers at shows]

Description

Rio is a third year student at UCSD majoring in Sociology. They've been into Indie music for the past few years now and they really like that the Che hosts local bands. After learning what the Che was about, they got involved in volunteering at the shows which helped broaden their music taste. Occasionally, he will even mosh at the hardcore shows if the volunteer work is not too heavy. Rio finds the community to be open and friendly so it is easy to talk to them about music and other things. It is the first kind of volunteer work he has done that is really meaningful to him.

Goals

- Regularly find and attend shows that they're interested in and explore new genres
- To volunteer at shows
- To find a community of people in the music scene

Needs

- The ability to buy tickets for shows
- Instructions for how to get to the venue and where to find parking
- A way to learn about how to get involved with running shows
- A way to access the concert dates and times and set lists

Persona 3: The Performer



Hugo
(He/Him)

Persona Drawn From:

1. Ulises [main singer and guitarist for TSUMII]
2. Carlos [guitarist and keyboardist for Violet Seas]
3. Storm [volunteers for shows, guitarist for Girl Tape]

Description

Hugo is 22 years old and has a retail job at Zumiez. He also makes Indie music with his friends in a band called Black Wave. He is a guitarist and also does vocals. His band has performed at small clubs, bars, and has done some DIY garage shows. Because Black Wave is a local indie band, they cannot be too picky with their venues. However, they heard about the Che from other bands and enjoy the atmosphere as a small venue. They have heard that the sound system is great and the audience and show-runners are super welcoming.

Goals

- To figure out the the general vibe of the venue
- To get people to come to/ publicize their performances
- To find an accessible venue where they can play local shows regularly

Needs

- Pictures of the venue and past performances
- Outline for what resources the space provides for performers
- A way to send in publicity materials and media
- A way to book the venue for performances

User Scenarios and Use Cases

Persona 1: Studier/Volunteer	Persona 2: Music Go-er/Volunteer	Persona 3: Musician/Band Member
Scenario: After class, Annika always goes to Geisel to study. But as the quarter goes by, she becomes more unhappy with her grades. She realizes that Geisel doesn't give her the best environment to get the most out of her studying. She finds the Che Cafe through the UCSD website as a Geisel alternative but wants to learn more about what they have to offer.	Scenario: After a long midterm season, Rio wants to find local events to destress. From his friend, he hears about the cheap weekly concert that Che Cafe holds. Since the next concert is in a couple of days, he wants to find more information about the Che and the concerts.	Scenario: After performing at a couple small venues, Hugo finds it difficult to perform at quality venues. As his band is finding more venues to perform at, he wants to ensure that their quality of music is accurately reflected to the audience without bringing a lot of extra equipment with them. They heard about the Che Cafe through different bands but want to find what they can offer.
Use Case: View their study hours	Use Case: Find the time and dates for the upcoming shows	Use Case: Look at venue pictures and videos
Use Case: Check to see their amenities - WiFi, outlets, seating	Use Case: Look for which bands have played at Che Cafe in the past	Use Case: Read reviews and testimonials
Use Case: Look for ways to give back to Che Cafe	Use Case: See the genres of music for each show	Use Case: Check to see their amenities - WiFi, outlets, seating
Use Case: Look at venue pictures and videos	Use Case: See the prices of each show	Use Case: See what sound system is used
Use Case: Find where Che Cafe is located	Use Case: Buy tickets for upcoming show	Use Case: Find ways to contact the collective
	Use Case: Read reviews and testimonials	Use Case: Find where Che Cafe is located
	Use Case: Find where Che Cafe is located	
Scenario: During high school, Annika was extremely	Scenario: Rio is a music lover and is constantly	Scenario: Hugo's band has been performing for 4 years

involved in their community through community service and extracurriculars. Now at UCSD, they want to find ways they can contribute to its community. They hear about Che Cafe on library walk and want to find the logistics of volunteering there.	wanting to find new music to explore. But she wants to be able to find others who share the same goal through community events. Through his friends, Rio finds that the Che Cafe holds shows for various music types and so he wants to find more information about these opportunities to get involved.	but they have realized that they have not been getting the exposure they hoped for. Hugo has been trying to find small but popular venues to perform at to cheaply expose their name. They found out about the Che Cafe but want to learn more about their legacy.
Use Case: Know the ideology of the collective	Use Case: See the genres of music for each show	Use Case: See which bands have performed there in the past
Use Case: See if their free time lines up with Che Cafe's volunteer time/schedule	Use Case: Find all the different volunteer opportunities offered during shows	Use Case: Find ways to contact the collective
Use Case: Find the different volunteer opportunities offered	Use Case: Find the requirements to volunteer	Use Case: See how many tickets have been sold at each show
Use Case: Find the requirements to volunteer	Use Case: See if their free time lines up with Che Cafe's volunteer time/schedule	Use Case: See how many people the space can accommodate
Use Case: Find ways to contact the collective	Use Case: View the venue's social media	Use Case: Wants pictures of themselves to be archived on the website
Use Case: Find where Che Cafe is located	Use Case: Know the ideology of the collective	Use Case: Wants to view venue's social media
	Use Case: Find ways to contact the collective	
	Use Case: See which bands have performed at the Che Cafe in the past	
	Use Case: Look for ways to give back to the Che	
	Use Case: Look at venue pictures and videos	

Use Case Summary Table

Use Case	Frequency in scenarios	Frequency in personas
Find where Che Cafe is located and how to park	4	3
Wants ways to contact the collective	4	3
Look at venue pictures and videos	3	3
See which bands have performed there in the past	3	2
Check to see their amenities - WiFi, outlets, seating	2	2
Know the ideology of the collective	2	2
Find all different volunteer opportunities offered	2	2
Find the requirements to volunteer	2	2
Look for ways to give back to the Che	2	2
Read reviews and testimonials	2	2
See the volunteer times/schedules	2	2
View venue's social media	2	2
See the genres of music for each show	2	1
Look for study hours	1	1
Know about the time and date for upcoming shows	1	1
See prices for the shows	1	1
Buy tickets for an upcoming show	1	1
Know what sound system is used	1	1

See how many tickets have been sold for their show	1	1
See how many people the space can accommodate	1	1
Wants pictures of themselves to be archived on the website	1	1

Feature and Functionality Table

Feature	Client	Personae
Calendar for Events	X	Studier/Volunteer, Music Go-er/Volunteer, Musician/Band Member
About page with history and ideology of collective	X	Studier/Volunteer, Music Go-er/Volunteer
Pictures of the Space	X	Studier/Volunteer, Music Go-er/Volunteer, Musician/Band Member
Archive of Past Performers	X	Music Go-er/Volunteer, Musician/Band Member
List of Amenities and Capacity		Studier/Volunteer, Musician/Band Member
Testimonials from concert attendees and performers		Music Go-er/Volunteer, Musician/Band Member
Page for volunteer information and scheduling	X	Studier/Volunteer, Music Go-er/Volunteer
Social Media Links	X	Music Go-er/Volunteer, Musician/Band Member
Location, Address, and Parking	X	Studier/Volunteer, Music Go-er/Volunteer, Musician/Band Member

Genre/time descriptions for events		Music Go-er/Volunteer
Contact Page	X	Studier/Volunteer, Music Go-er/Volunteer, Musician/Band Member
Concert Pictures and Videos	X	Music Go-er/Volunteer, Musician/Band Member
Ticket Purchasing	X	Music Go-er/Volunteer
Venue Booking	X	Musician/Band Member

Appendix

Interview Questions

General/background questions:

1. Are you a student attending UCSD?
 - a. If so, what year?
 - b. If not, what occupation?

**If not interviewed at the Che Cafe space, or have never heard of the Che Cafe, skip to anti/potential users section.*

2. How did you find out about the Che Cafe?
3. What was your first impression of the Che Cafe?

Physical space questions:

4. How many times a week do you visit the Che Cafe?
 - a. What do you typically do here?
 - b. The Che Cafe is a unique space. What about it helps you feel like you belong here?
 - i. What about the Che Cafe speaks to your identity the most?
 - c. Why do you visit here instead of other locations/competitors nearby?
 - i. If volunteering: Why do you volunteer here instead of finding work elsewhere?
 - ii. If music-goer: What keeps you returning to the Che Cafe? What genre/style(s) of music do you listen to?
 - iii. If musician: Why is the Che Cafe your venue of choice for performing?
 - iv. If studying: Why do you study here instead of the libraries or other study spaces on campus?

5. Do you enjoy the experience of spending time at the Che Cafe? If so, what about it is enjoyable?
6. Do you have frustrations with your experience at the Che Cafe? If so, what about it is frustrating?

Website Usage Questions:

Show them/ask them to pull up the website

7. Have you visited the Che Cafe website?
 - a. How often do you visit their website?
 - b. What kind of information do you typically search for from their website?
 - c. Overall thoughts?
 - d. What are you drawn to?

Anti/Potential-user questions:

8. Where do you study or hang out when you are on campus?
9. Do you like listening to live music? How frequently and what style(s) of music are you interested in?
10. Do you currently volunteer or do any mutual aid work? If so, where and for what?
11. Have you heard of Che Cafe before? If so, where/when did you hear about it?

Show them the website

12. What is your impression of the Che Cafe based on the information from their website?

Have them look at the Instagram

13. What is your impression of the Che Cafe based on their Instagram?
14. What, if anything, would incentivize you to visit the Che Cafe?

Interviews

User 1 – Leilani (She/Her)

Potential Persona: Music goer and study space user/volunteer.

Desc: Has been here since high school for shows.

General/background questions:

1. Are you a student attending UCSD?

Yes

- a. If so, what year?

Third year CogSci design/HCI major

**If not interviewed at the Che Cafe space, or have never heard of the Che Cafe, skip to anti/potential users section.*

2. How did you find out about the Che Cafe?

Saw their band post about it on social media

Sophomore year of high school

It's her favorite venue that she's been to

3. What was your first impression of the Che Cafe?

It's a positive space

She felt safe with the people there

Those were important traits to her

Physical space questions:

4. How many times a week do you visit the Che Cafe?

Whenever she has extra time, which ends up being 2-3 times a week

Can vary depending on the shows of the week

- a. What do you typically do here?

Volunteers for study hours, around 2 hours a week

Also attend shows

Used to attend general meetings, but got busy

- b. The Che Cafe is a unique space. What about it helps you feel like you belong here?

She really likes what the space is trying to do

Enjoys its development, such as the addition of study hours and mutual aid kitchen; community building things in general

She likes that the space has been opened up more for the campus and is inclusive

- i. What about the Che Cafe speaks to your identity the most?

DIY music venue

Left leaning politics

- c. Why do you visit here instead of other locations/competitors nearby?

- i. If volunteering: Why do you volunteer here instead of finding work elsewhere?

She volunteers namely for study hours

She loves this place; namely the fact that you are welcome to give or take however much you'd like - it's flexible

No one's forced to do anything and that's cool and different

People genuinely enjoy coming here

- ii. If music-goer: What keeps you returning to the Che Cafe? What genre/style(s) of music do you listen to?

She listens to "indie SD jangly pop"

She knows a lot of local and touring bands that play here

- iii. If studying: Why do you study here instead of the libraries or other study spaces on campus?

Geisel smells bad and it's often too busy (crowded)

Wong Avery is too quiet

There's a nice breeze in here and sometimes there's good music too (atmosphere is nice)

There's often stuff going on here which feels exciting

- 5. Do you have frustrations with your experience at the Che Cafe? If so, what about it is frustrating?

None she can name

Website Usage Questions:

Show them/ask them to pull up the website

- 6. Have you visited the Che Cafe website?

Yes

- a. How often do you visit their website?

Around 2-3 times per month

- b. What kind of information do you typically search for from their website?

"I always—a couple weeks ago—look for shows that are coming up"

The IG is sometimes confusing because the scheduling information is not always presented linearly

She prefers the clarity of the website calendar

c. Overall thoughts?

She likes the information on the history of the place

Thinks zine digitization is cool

Ticket information and events are useful, but it's not updated frequently enough

d. What are you drawn to?

The homepage blog with flyers about shows (she intentionally looked for them on the website)

User 2 – Katherine (She/Her)

General/background questions:

1. Are you a student attending UCSD?

Yes

- a. If so, what year?

Second year psych major

**If not interviewed at the Che Cafe space, or have never heard of the Che Cafe, skip to anti/potential users section.*

2. How did you find out about the Che Cafe?

When first touring, just came her with her dad

She was walking around Revelle and stumbled across here

Wasn't here much during freshman year, didn't quite know what was going on here

On library walk, Shannon (volunteer) handed her a flier about the community fridge

In her hometown, there were a lot of community fridges

3. What was your first impression of the Che Cafe?

Feeling like it was just a place that was so different from other places on campus

Had so much personality

So much fun little stuff

Noticed the decor

People were friendly and inviting; her first time here she talked for an hour about psychology with someone

People are open and interested in what's going on in the world

Physical space questions:

4. How many times a week do you visit the Che Cafe?

Probably 4-5 times a week

- a. What do you typically do here?

Either study, work at the shows (concessions), meetings for mutual aid, or PBJ making for the fridge

- b. The Che Cafe is a unique space. What about it helps you feel like you belong here?

Everyone here is very into music, and that's a universal thing

She's met people at music appreciation hour that helped her bond with them

When you step in here, it feels like you have a role

There is no "dictator"

You get to decide how you contribute, and the more you do that the more it feels like your own space

i. What about the Che Cafe speaks to your identity the most?

A lot of it reminds her of Portland, which is where she's from

People being able to express themselves how they want

She just knew that there weren't any judgment or unspoken criticism about how you dress, what you like

It's just a space where everyone can be at - acceptance aspect was most intriguing

c. Why do you visit here instead of other locations/competitors nearby?

She knows people here already

She can always expect to see someone that she knows or someone new too

Has been to ground works books (which is listed as a competitor by her)

This just feels like it has more amenities

The kitchen is really nice

It's somewhere you can stay for a while at a time, whereas other places they expect you to leave at a while

i. If volunteering: Why do you volunteer here instead of finding work elsewhere?

She did look at different options such as the Mustard Seed Project and the UCSD Houselessness Service

When she got her footing here, and her responsibilities here makes her feel like she can make a real impact

She's interested in how she can work with other orgs through this one

At the shows, she sells tickets and gets tickets; observes the crowd (hassle nonpayers; there are fights that break out, which she hasn't had to handle yet)

Does a lot of marketing for the fridge; manages IG, reaches out to donation services (she makes the fliers herself using Canva or photos)

Whoever is assigned to a show would make the flier for that show (or the band would make that)

Also volunteers for study hours

ii. If music-goer: What keeps you returning to the Che Cafe? What genre/style(s) of music do you listen to?

She returns because 1) it's very cheap, 2) she is learning about different genres, hasn't been to hardcore, but since she's here and hears that, it broadens her horizons

She mostly listens to rock and indie

iii. If studying: Why do you study here instead of the libraries or other study spaces on campus?

Really good WiFi

Say more of an inspiring environment, comfortable, like someone's living room

Not a big fan of the library, it's very medical, very dr's office

5. Do you enjoy the experience of spending time at the Che Cafe? If so, what about it is enjoyable?

She really does

Everyone is very willing to put in the effort to make this place work

Just going to the meetings, even though it's tedious, is one of the best parts because you get to see everyone

She likes the collective, anti-hierarchical structure - it's a community "straight-up"

People are willing to dedicate themselves to making this place run

6. Do you have frustrations with your experience at the Che Cafe? If so, what about it is frustrating?

Sometimes communication is lacking and they've been trying to work on that

Sometimes people do things and don't ever get recognition for it (which is okay but)

There's things that people may need that they don't communicate, and that could be better

Now that they're subcollectives, the intersubcollective discussion could be improved

Website Usage Questions:

Show them/ask them to pull up the website

7. Have you visited the Che Cafe website?

Yes

- a. How often do you visit their website?

Mostly just when she wants to know when a show is

Maybe once every 2 weeks

- b. What kind of information do you typically search for from their website?

Mostly calendar and the show information

Hasn't really explored other aspects of the site - learned about the space through people telling her; she didn't really use the website to learn about the space

- c. Overall thoughts?

Complaint: if she uses Safari, she can't open the calendar; but can use it with Chrome (browser issues?)

Looks a little dull, not too user friendly

"Upcoming for July" title - but it's not July (outdated info!)

Likes that show information are on the top page

Mostly uses IG over the website because there's a lot of advertising there

Hasn't noticed a lot of other pages, such as photography

Just needs to be updated more

d. What are you drawn to?

She likes the number of different tabs, that's convenient and organized, intuitive

When you first go to it, there's a nice little description

She likes the Twitter linked/feed (it was dormant for a long time, and it's recently back)

User 3 – Kiyo (Any)

General/background questions:

1. Are you a student attending UCSD?

No

- a. If not, what occupation?

Community college - Southwestern

**If not interviewed at the Che Cafe space, or have never heard of the Che Cafe, skip to anti/potential users section.*

2. How did you find out about the Che Cafe?

Confused for a long time about what a music scene is in the city

Followed a bunch of bands in IG for a few years, they kept talk about Che Cafe needing volunteers and he just came in one day

3. What was your first impression of the Che Cafe?

Unique

Not a lot of buildings that are like this

Really damn interesting

The first few weeks he kept asking questions and getting to know the ins and outs

Positive impression

Physical space questions:

4. How many times a week do you visit the Che Cafe?

It depends

Some weeks they don't visit at all

Preferable 1-2 shows a week to hangout or study

Max 3 times a week

- a. What do you typically do here?

Hang out, study, get some work done, shows

- b. The Che Cafe is a unique space. What about it helps you feel like you belong here?

Before Che he goes to a lot of queer youth centers around SD

The Che was the first place that was not primarily a queer space that just asked for his pronouns

It was hard to find a social circle that was trans inclusive

Everyone's just cool, interesting people

The people (emphasized!)

- i. What about the Che Cafe speaks to your identity the most?

There's this attitude of "just fucking do it"

He likes the meetings because people would be like "just do this idea" and it would be interesting

They like that there's a bunch of shit going on at the place, depending on the quarter and what people are interested in

Music space

Anarchist movie club

Really like how people just do whatever they can

- c. Why do you visit here instead of other locations/competitors nearby?

- i. If volunteering: Why do you volunteer here instead of finding work elsewhere?

Kind of like a "what can i do" thing (asks core members)

Volunteered wherever they can, such as putting a filter fan together (odd jobs)

Preferable volunteer doing sound at shows

She likes there's people that are around her age here

Relating to people here, doesn't quite fit into the crowd of mutual aid around other places in SD

(Che Cafe is the first place they've started volunteering at; has looked into other places

Instagrams and the people that volunteer there - doesn't feel like they'd fit)

Che Cafe is obviously a really unique space that's volunteer, where most people are young adults/college students

- ii. If music-goer: What keeps you returning to the Che Cafe? What genre/style(s) of music do you listen to?

Again the people

Wouldn't be coming here unless he felt the people here had a good vibe

A good sense of community that they keep coming back for

Nice catching up

Goes through phases of music: midwest emo, screamo, long long time ago indie (not anymore), right now in between listening to whatever albums he's listened to through the years

Returns half because he likes the music and half because people have good vibes here

- iii. If musician: Why is the Che Cafe your venue of choice for performing?

Used to practice music but is not a local artist

- iv. If studying: Why do you study here instead of the libraries or other study spaces on campus?

Goes back to community and they vibe with the fact that there's other college students here

5. Do you enjoy the experience of spending time at the Che Cafe? If so, what about it is enjoyable?

Yes

It's enjoyable because she hasn't found anything toxic here, which is pretty cool
 Doesn't expect it to be perfect, but she has no complaints
 Everyone's pretty nice (no one's been mean yet)

6. Do you have frustrations with your experience at the Che Cafe? If so, what about it is frustrating?

They live in Chula Vista and prefer public transit; so their only complaint is it's hard to physically get to sometimes

Website Usage Questions:

Show them/ask them to pull up the website

7. Have you visited the Che Cafe website?

Yes

- a. How often do you visit their website?

Check the calendar page a lot - pretty damn regularly

Every other day

- b. What kind of information do you typically search for from their website?

The calendar- mostly for "what's happening this weekend" and what's happening recently, basically

Likes looking through the past shows page and the photography/videography page

Likes learning about this page - anything that says anything about Che

Thinks the zine project is interesting but not super familiar with it

Purely mostly out of curiosity, wanting to check it out

- c. Overall thoughts?

"Basic"

"It's humble"

No complaints necessarily, but "could use some decoration"

No bad-worded thoughts

- d. What are you drawn to?

Love the banner, thinks it's cool

User 4 – Annie Kim (She/They)

General/background questions:

1. Are you a student attending UCSD?

Yes

- a. If so, what year?

Third year (molecular cell bio)

**If not interviewed at the Che Cafe space, or have never heard of the Che Cafe, skip to anti/potential users section.*

2. How did you find out about the Che Cafe?

Food pantry instagram, social media post about Che Cafe looking for volunteers

Wanted simple volunteering during the weekdays

3. What was your first impression of the Che Cafe?

Thought it was a cafe

Thought it would be something similar to M.O.M.'s because of the name

She was taken aback because she had an initial impression of a cafe but Che was different

When they first came someone was getting a haircut and she thought she was at the wrong place

Physical space questions:

4. How many times a week do you visit the Che Cafe?

Roughly 2 times a week

- a. What do you typically do here?

Study volunteer thing, usually 2-4 on Tuesdays and Thursdays

- b. The Che Cafe is a unique space. What about it helps you feel like you belong here?

The decorations and what's around the space

What surprised her the most was the vegan community fridge so that it allows more people to eat from there

In the bathroom, there's free menstrual products

Once you're inside of the space, there's so much going on that has to do with identity, etc. and that was the most striking things about Che

- i. What about the Che Cafe speaks to your identity the most?

How inclusive the space is

In most places that also stand for inclusivity, they lack certain areas (see at Che: vegan fridge, ramp - small things you don't notice because you may not need those things, but it speaks volumes at how far they're looking into)

c. Why do you visit here instead of other locations/competitors nearby?

i. If volunteering: Why do you volunteer here instead of finding work elsewhere?

You can kill 2 birds with one stone - you can volunteer and study at the same time

ii. If music-goer: What keeps you returning to the Che Cafe? What genre/style(s) of music do you listen to?

Doesn't come to the show because of music taste reasons

The space is mostly rock and punk, but she isn't really into that

She listens to mostly jazz, instrumentals

iii. If studying: Why do you study here instead of the libraries or other study spaces on campus?

Because of how relatively quiet it is, but also there is a little bit of background noise

Personal preference: some of the more known well study places like Geisel smell really bad

Personal preference: the big windows here allow you to pass the time watching scenery (at Geisel all you're looking at are students and UCSD buildings)

5. Do you enjoy the experience of spending time at the Che Cafe? If so, what about it is enjoyable?

Time flies so fast, they don't notice that hours that go by during volunteering

The whole experience of killing 2 birds with one stone - do your volunteer tasks and study at the same time; that's rare anywhere else

6. Do you have frustrations with your experience at the Che Cafe? If so, what about it is frustrating?

No

(General meetings don't fit into her schedule; she mostly communicates through Slack)

Additional information: she found out about Che through IG and dm'd them to volunteer, and from there was directed to Slack

Website Usage Questions:

Show them/ask them to pull up the website

7. Have you visited the Che Cafe website?

No

a. How often do you visit their website?

b. What kind of information would you typically search for from their website?

How the cafe started

They wonder why the Che always had volunteers run the space

An important aspect to them is the parking

c. Overall thoughts?

Pretty easy to use, sometimes she does get frustrated on website and would have to keep clicking things

Wonders if there's a search bar (took time to find)

d. What are you drawn to?

Zine digitization project

The IG pages are very limited

Asked if the website was linked from IG, indicating some interest in it

User 5 – Allison (She/They)

General/background questions:

1. Are you a student attending UCSD?

Yes

- a. If so, what year?

2nd yr, Urban Studies & Planning

**If not interviewed at the Che Cafe space, or have never heard of the Che Cafe, skip to anti/potential users section.*

2. How did you find out about the Che Cafe?

Saw IG acc, before ucsc, dk first time came over here, came for show first yr, volunteer at crowd works, they promote Che

3. What was your first impression of the Che Cafe?

Kinda intimidating, punk venue vibe from IG, before hadn't listened to punk before that - thought intimidating

Physical space questions:

4. How many times a week do you visit the Che Cafe?

Once a week, community fridge shift

- a. What do you typically do here?

Study hours shifts, not allowed fridge open if someone isn't here, got something at library walk, come here 2 hrs once a week, do work here HW or Work, just in the space

Community fridge same as study hours

Water plants, check bin, for community fridge

- b. The Che Cafe is a unique space. What about it helps you feel like you belong here?

Pretty chill, v student own, other co-ops, personal space, personality around space, very involved, less formal and less university designed space, owned by students

- i. What about the Che Cafe speaks to your identity the most?

General LGBT-ness

- c. Why do you visit here instead of other locations/competitors nearby?

More involved w mandeville space

- i. If volunteering: Why do you volunteer here instead of finding work elsewhere?

At Che- good way mutual aid get involved, good place bc don't rly do anything for shifts

Volunteering elsewhere rather than compete for time

Ground Work- very social space, does the same there than at Che, hard to do work bc v social

Made sales of book but not often

- ii. If music-goer: What keeps you returning to the Che Cafe? What genre/style(s) of music do you listen to?

Gone to a couple, 1 or 2

Came with partner bc they liked live music, followed IG so notified about shows

Listens to indie, more like pop, does not usually align at Che but does like music Che provides

Doesn't feel the need to come all the time, not regularly involved in

- iii. If musician: Why is the Che Cafe your venue of choice for performing?

- iv. If studying: Why do you study here instead of the libraries or other study spaces on campus?

Doesn't go to library much, studies in room, finds random place on campus if by PC to study, here for community fridge shift and wanted to do that for mutual aid, doesn't come here exclusively for studying, resonates with the kill 2 birds w one stone

- 5. Do you enjoy the experience of spending time at the Che Cafe? If so, what about it is enjoyable?

Yes

When not studying, likes looking at table w silly drawings, shows and music are fun, cool to meet new people, doesn't recognize some people who come in, vibe good

- 6. Do you have frustrations with your experience at the Che Cafe? If so, what about it is frustrating?

No frustrations

Doesn't think too active so nothing much to experience

Website Usage Questions:

Show them/ask them to pull up the website

- 7. Have you visited the Che Cafe website?

No, maybe to buy tickets for it once but that's it

- a. How often do you visit their website?

0

- b. What kind of information do you typically search for from their website?

Buying tickets, "twitter idk", photography and zine stuff looks interesting

- c. Overall thoughts?

Looks pretty cool likes the banner, pretty easy to navigate

d. What are you drawn to?

Banner, scroll straight down, shows the shows and start looking into those to see if there's anything that looks interesting or fun

User 6 – Ian (He/They)

General/background questions:

1. Are you a student attending UCSD?

Ian - yes

- a. If so, what year?

Second year, poli sci

- b. If not, what occupation?

**If not interviewed at the Che Cafe space, or have never heard of the Che Cafe, skip to anti/potential users section.*

2. How did you find out about the Che Cafe?

Heard from alumni from high school, freshman year from classmate, didn't visit until end of freshman year

3. What was your first impression of the Che Cafe?

Unexpected, very welcoming and chill -> similar spaces + scene had different vibes, different levels of seriousness and beliefs -> come as you are

Physical space questions:

4. How many times a week do you visit the Che Cafe?

3-4 times a week

- a. What do you typically do here?

Check on fridge, study, help w/ shows, take naps, eat -> homey

- b. The Che Cafe is a unique space. What about it helps you feel like you belong here?

Always something to do, no one to tell you to find somewhere else, if you contribute + don't hurt anyone, you can use it, community-space, love the energy and vibe, organic connections and getting to know other members

- i. What about the Che Cafe speaks to your identity the most?

Doesn't usually think about queer aspect but recognizes it, likes mutual aid aspect, actually open to everyone and unconditional, helping people because they're humans, not because of requirements or conditions

- c. Why do you visit here instead of other locations/competitors nearby?

Comfortable, doesn't feel like taking up someone else's space

Not a study lounge filled w people, doesn't feel like an office building, feels more organic

- i. If volunteering: Why do you volunteer here instead of finding work elsewhere?

Feels like doing something important, knows people, makes sense to help in a community that they feel apart of, easy to volunteer, less drama and procedure than other places, more accessible

Also volunteers with homelessness program at UCSD, helped at food pantry

- ii. If music-goer: What keeps you returning to the Che Cafe? What genre/style(s) of music do you listen to?

Doesn't attend really, likes punk + indie but doesn't go out all the time, attends when they volunteer, easier to volunteer than attend

- iii. If musician: Why is the Che Cafe your venue of choice for performing?

- iv. If studying: Why do you study here instead of the libraries or other study spaces on campus?

Feels more homey, can do work but doesn't feel like library

5. Do you enjoy the experience of spending time at the Che Cafe? If so, what about it is enjoyable?

Yes, likes the people and community, contributing to space, chill vibe, no questions

6. Do you have frustrations with your experience at the Che Cafe? If so, what about it is frustrating?

Not w/ space itself, more administrative issues + difficulties in working for the Che -> ex. Scheduling can be frustrating/confusing

Website Usage Questions:

Show them/ask them to pull up the website

7. Have you visited the Che Cafe website?

Several times

- a. How often do you visit their website?

Not that often, whenever they are trying to figure out when something is or at meetings when they need to reference the calendar

b. What kind of information do you typically search for from their website?
Calendar, usually looking at the slack or instagram because that is easier to navigate to

c. Overall thoughts?
Old (not egregious), blogspot (negative connotation), formatted weird

d. What are you drawn to?
Banner is cool

User 7 – Amelia (They/She)

General/background questions:

1. Are you a student attending UCSD?

Yes

- a. If so, what year?

Second, Cogsci behavior neuro

- b. If not, what occupation?

**If not interviewed at the Che Cafe space, or have never heard of the Che Cafe, skip to anti/potential users section.*

2. How did you find out about the Che Cafe?

Instagram at end of 1st year, saw a repost/friends going to shows

3. What was your first impression of the Che Cafe?

It was smaller than they thought it would be

Cozy and enjoyed their first time here at a show

Atmosphere and environment was really cool to see

Queer hardcore show (The Gay Agenda)

Physical space questions:

4. How many times a week do you visit the Che Cafe?

4-5 times a week

- a. What do you typically do here?

Study hours -> volunteer/study, help w shows on weekends

- b. The Che Cafe is a unique space. What about it helps you feel like you belong here?

Mostly the people

There's a good sense of community and everyone gets along

Nice to be in a space where you feel comfortable

- i. What about the Che Cafe speaks to your identity the most?

A majority queer space which is really cool

Music is a huge part of her life

Being in a space where that's a pillar is also really cool and being able to see and interact with the scene on a closer level rather than from a distance, which when you're not in a space like this it is hard to do

- c. Why do you visit here instead of other locations/competitors nearby?
 - i. If volunteering: Why do you volunteer here instead of finding work elsewhere?

Initially it was about meeting people that had similar values and being able to see shows and get involved and get involved in the music scene

Evolved to just like being here

Values of the people + music, not necessarily that they were unable to find other spaces

- ii. If music-goer: What keeps you returning to the Che Cafe? What genre/style(s) of music do you listen to?

They're fun to help run and enjoy music, discover new bands, introduced to new artists and genres, listens to hardcore but also attends indie shows

- iii. If musician: Why is the Che Cafe your venue of choice for performing?

No

- iv. If studying: Why do you study here instead of the libraries or other study spaces on campus?

They don't like studying at the library it's too quiet and sterile

More comfortable to be here

Hard to study at home but they can't study at their house, this is a good inbetween of comfy and good study environment

She's here a lot anyways, so it's a proximity thing, there's no need to go somewhere else

- 5. Do you enjoy the experience of spending time at the Che Cafe? If so, what about it is enjoyable?

Yes, made a lot of friends, listened to a lot of good music, relates to their values

- 6. Do you have frustrations with your experience at the Che Cafe? If so, what about it is frustrating?

No, other than actually working with bands can be frustrating

They work at the G store and people are not great at communicating and respecting the space sometimes

The bands were rude and drinking at the G store, but bands in general can be frustrating

Website Usage Questions:

Show them/ask them to pull up the website

- 7. Have you visited the Che Cafe website?

Yes

- a. How often do you visit their website?
Not really anymore (Slack, Instagram, now hears from community bc is v involved), but did when initially learning about the space
- b. What kind of information do you typically search for from their website?
Before - how to get involved, see shows, meeting times, how to join collective
- c. Overall thoughts?
Calendar and tickets and general information were what she initially used
The general information and past shows and big names was interesting
- d. What are you drawn to?
Banner

User 8 – Felix (He/They)

General/background questions:

1. Are you a student attending UCSD?

Yes

- a. If so, what year?

3rd year, bioengineering

- b. If not, what occupation?

**If not interviewed at the Che Cafe space, or have never heard of the Che Cafe, skip to anti/potential users section.*

2. How did you find out about the Che Cafe?

Website, looked the same w less info, liked the vibe and it seemed cool, class recommended to look for school orgs, looked for leftist and music orgs -> found co-ops -> Che was a hardcore, DIY venue keywords like punk diy
Revelle introduction course gave him a link to student orgs

3. What was your first impression of the Che Cafe?

Joined in fall 2020, so did Zoom for about a year before coming to the physical space
Hard to remember, but the impression was that it seemed like a cool group of people, around 7 people, and it was just nice to hang out and talk with them, shoot the shit, listen to music

Physical space questions:

4. How many times a week do you visit the Che Cafe?

5 or 6

- a. What do you typically do here?

Homework on Tu and Thu

Run a lot of shows

Hang out when he has time to kill, because it's a better place on campus than other places (due to comfiness, people are familiar, there are regulars, good to know that other people you like are around)

No other place similar on campus, like cities at large

General meetings

- b. The Che Cafe is a unique space. What about it helps you feel like you belong here?

Queerness of the space makes them feel good, nice to have community of familiar faces, no real expectations of you, DIY, good feeling when you want to do right by the space, not because someone told you to

- i. What about the Che Cafe speaks to your identity the most?

Sort of queerness, punk, but just the sense that people coming together to make something good, not for like any sort of motive like making money or networking
The concept of third places

- c. Why do you visit here instead of other locations/competitors nearby?

- i. If volunteering: Why do you volunteer here instead of finding work elsewhere?

For 1) he doesn't have a car and it's close 2) he's been involved for so long so it feels good
At the start, they just got to know the people and felt like it was good, it was a good community to stick around with
He's already found a community here there's no need to go elsewhere

- ii. If music-goer: What keeps you returning to the Che Cafe? What genre/style(s) of music do you listen to?

Usually the one who runs the shows and delegates a lot of the things
It feels good to do that

He likes that things are being taken care of

He likes to hang out and see it happen

In terms of the shows themselves, it's just cool to hang out and talk! Sometimes not even listening, sometimes lets mosh and get wild

Mostly people he knows but also sometimes new people to fight that social anxiety

They like punk and weird eclectic rock and post punk

Not super into the hardcore stuff

Indie rock also sometimes nice

Favorite is YUVEES

- iii. If musician: Why is the Che Cafe your venue of choice for performing?

No

- iv. If studying: Why do you study here instead of the libraries or other study spaces on campus?

Volunteer/study at same time, more comfortable, less sterile, good to be surrounded by people you like and know

- 5. Do you enjoy the experience of spending time at the Che Cafe? If so, what about it is enjoyable?

Sure do

Sense of community & sense of purpose to doing things

Used to do outdoorsy things, and this is kind of a facet of that

Likes maintaining the place

Largely community & sense of purpose = good vibes

6. Do you have frustrations with your experience at the Che Cafe? If so, what about it is frustrating?

Interpersonal drama -> some people don't fully understand values, don't adhere to space, stay constant in uncool ways

Very few people are unwilling to learn

Some people are disrespectful towards volunteers at shows

In terms of people who come to meetings, maybe 1 in 40 or 50 are disrespectful

Website Usage Questions:

Show them/ask them to pull up the website

7. Have you visited the Che Cafe website?

Yes

- a. How often do you visit their website?

Very infrequently because they do not need anything from the website, good as a landing page for general info/message, wish people would go to website and check calendar when asking for show bookings, gets info from core docs

- b. What kind of information do you typically search for from their website?

Calendar (also has Che calendar on his own google calendar), show people how to pay through paypal

Before -> what the Che was about, how to get involved, meeting times, website was kind of scuffed which they thought was endearing

- c. Overall thoughts?

Functional but could do with a fresh coat of paint, like the vibe but could bump it up a bit
Hard to navigate, even with tabs, glaze over tabs, nothing that stands out in particular,
Eg. join collective is there, and meeting is clear

- d. What are you drawn to?

Banner

Emphasize calendar and booking links

Front + center -> show-related stuff -> calendar, tickets, book shows, photo+video

-> administrative stuff -> meetings, **what Che is about**, volunteer

User 9 – Ulises (He/Him)

General/background questions:

1. Are you a student attending UCSD?

No

- a. If so, what year?

- b. If not, what occupation?

22 yrs old, Sales associate at Vans

**If not interviewed at the Che Cafe space, or have never heard of the Che Cafe, skip to anti/potential users section.*

2. How did you find out about the Che Cafe?

First came at 18 yo, friend was setting up show, getting into the scene, liked the vibe, one day wanted to play here

3. What was your first impression of the Che Cafe?

It was a his first actual show-show, with multiple local bands instead of a big arena - it was more intimate and more community and a lot more DIY and respecting the bare bones of it all

Physical space questions:

4. How many times a week do you visit the Che Cafe

Has visited 3 times over the past 4 years

- a. What do you typically do here?

Listen to performers or performs himself

- b. The Che Cafe is a unique space. What about it helps you feel like you belong here?

Really enjoys the independence and how it's ran by students and youth culture and accepting and friendly

Safe atmosphere to be himself

- i. What about the Che Cafe speaks to your identity the most?

Pretty awkward and quirky, can be who they are without judgement

- c. Why do you visit here instead of other locations/competitors nearby?

Lives inland, farther from La Jolla, spring valley

- i. If volunteering: Why do you volunteer here instead of finding work elsewhere

- ii. If music-goer: What keeps you returning to the Che Cafe? What genre/style(s) of music do you listen to?

The people itself - he likes the way it's ran

It's not much of a hassle, and other venues can be a little intimidating, but here people will come up to him and chat it up!

Friendly and inviting here

Alternative, indie music fan + (surf?) garage music

- iii. If musician: Why is the Che Cafe your venue of choice for performing? What band? How did you book the show?

Pretty DIY band, bare bones so it's pretty fun to play here

Has performed at the Template and some bar shows, small clubs

DIY shows and garage shows (plug and play)

You know what you expect when you're going here because you know the people who run it

Tsumii is his band

Booked the venue by asking someone here

Undead Sunset hit them up to perform here

- iv. If studying: Why do you study here instead of the libraries or other study spaces on campus?

5. Do you enjoy the experience of spending time at the Che Cafe? If so, what about it is enjoyable?

Laid back and it's very friendly and very chill atmosphere; free-flowing; positivity around everyone

6. Do you have frustrations with your experience at the Che Cafe? If so, what about it is frustrating?

Not really,

Getting sweaty when he moves around

Website Usage Questions:

Show them/ask them to pull up the website

7. Have you visited the Che Cafe website?

No

- a. How often do you visit their website?

- b. What kind of information *would* you typically search for from their website?

"Is this where you go to book shows?"

Expects daily and weekly events, and "calendar is perfect"

Would look for pictures of the Che to get familiar with what it looks like

c. Overall thoughts?

Clean

Like the nav bar

Like the little

Like the simplicity, but too many words

d. What are you drawn to?

The big words and exclamation points

Dividers and links draw his attention

User 10 – Carlos (He/Him)

General/background questions:

1. Are you a student attending UCSD?

No

- a. If so, what year?

- b. If not, what occupation?

Used to be a seasonal usher; 19 years old - guitarist and keyboard

**If not interviewed at the Che Cafe space, or have never heard of the Che Cafe, skip to anti/potential users section.*

2. How did you find out about the Che Cafe?

First time was because he was supposed to perform here

Got invited to a show and figured out the venue through IG

3. What was your first impression of the Che Cafe?

Really good, Che coming back from not doing shows, good for their situation, really good sound system

Physical space questions:

4. How many times have you visited the Che Cafe?

Second time over the past year or two

- a. What do you typically do here

Just perform

- b. The Che Cafe is a unique space. What about it helps you feel like you belong here?

People have always been nice, including the bands inviting them

Everytime he comes he's always welcomed

Normally he's invited by bands to come

- i. What about the Che Cafe speaks to your identity the most?

Really good space for anyone, accepting

- c. Why do you visit here instead of other locations/competitors nearby?

- i. If volunteering: Why do you volunteer here instead of finding work elsewhere?

ii. If music-goer: What keeps you returning to the Che Cafe? What genre/style(s) of music do you listen to?

iii. If musician: Why is the Che Cafe your venue of choice for performing?

Usually get invited

Can't generally be choosy with venues, but really enjoys being here

The sound system - they are attentive with what you want

Violet Seas; between post punk and spanish rock, and his band performs post punk/indue

iv. If studying: Why do you study here instead of the libraries or other study spaces on campus?

5. Do you enjoy the experience of spending time at the Che Cafe? If so, what about it is enjoyable?

Yes, getting to meet new people

6. Do you have frustrations with your experience at the Che Cafe? If so, what about it is frustrating?

No

Website Usage Questions:

Show them/ask them to pull up the website

7. Have you visited the Che Cafe website?

No

a. How often do you visit their website?

b. What kind of information *would* you typically search for from their website?

A calendar, so you get to see all the other events happening

That's pretty much the basic, everything else is just a plus

c. Overall thoughts?

Pretty organized with the tabs add photography and videography

Website is pretty great

d. What are you drawn to?

Venues don't really have websites so it's cool that che does

User 11 – Storm (it/its)

General/background questions:

1. Are you a student attending UCSD?

No, finished master's in December

a. If so, what year?

b. If not, what occupation?

Studied EE, digital signal processing, music-related, built digital guitar amplifier for thesis

**If not interviewed at the Che Cafe space, or have never heard of the Che Cafe, skip to anti/potential users section.*

2. How did you find out about the Che Cafe?

2016, undergrad -> Che's lease was under pending renewal, huge shutdown resistance protest, saw some shows previously, decided to get involved after undergrad -> proud to care ab things with caring about

3. What was your first impression of the Che Cafe?

Cool, liked that they served food, went to show and got food after

Physical space questions:

4. How many times a week do you visit the Che Cafe?

Not as often as preferred, once a week if possible, general meetings on Mondays or volunteering/hanging out for shows

a. What do you typically do here?

Volunteering-based, live audio for shows or running shows, mostly show volunteering, but also heavily involved in getting practice space up and running -> practice space sub-collective for bands to practice

b. The Che Cafe is a unique space. What about it helps you feel like you belong here?

Can be itself, people don't lie, people are true to who they are and why they want to be around that space, say yes to be a part of the community and agree on the ideals and how the space chooses to run itself, feels welcoming

i. What about the Che Cafe speaks to your identity the most?

Being true to yourself, Che is a place where people can do that and usually that can create toxicity, but Che is truly a collective that cares about themselves and making the space better.

c. Why do you visit here instead of other locations/competitors nearby?

i. If volunteering: Why do you volunteer here instead of finding work elsewhere?

Che is the first place where it started, never felt the need to look for other places because they felt comfortable and productive -> community garden, mutual aid, zine -> can help out in many different ways, everything it does at the Che matters and a lot of different things matter

- ii. If music-goer: What keeps you returning to the Che Cafe? What genre/style(s) of music do you listen to?

Che is a small venue, very intimate, really enjoy being up close to the artist, sober/brave space -> heavier shows are energetic but nobody is drunk, can have fun without worry, good to mosh
Broadly rock -> hardcore, punk, soft indie

- iii. If musician: Why is the Che Cafe your venue of choice for performing?

Plays in punk band Girl Tape, small and intimate, can stand up on the stage and can see everybody together, energy feels so strong, having a close venue makes you feel better, can dive out in crowd, do fun things that aren't possible in a larger venue, very fun place to perform

- iv. If studying: Why do you study here instead of the libraries or other study spaces on campus?

Doesn't study there because lives in Hillcrest, conscious effort to make the trip, goes to specific events instead of hanging out

- 5. Do you enjoy the experience of spending time at the Che Cafe? If so, what about it is enjoyable?

The vibes are immaculate

- 6. Do you have frustrations with your experience at the Che Cafe? If so, what about it is frustrating?

Speed bump when starting to get involved, learning about collective structure with collaborative work experience, not intuitive or obvious, used to do work in for organizations w/ standard hierarchical structures, wasn't difficult, but had to unlearn diff behaviors -> not actually a frustration but it was a notable challenge

Website Usage Questions:

Show them/ask them to pull up the website

- 7. Have you visited the Che Cafe website?

Yes, not frequently, went to booking meeting to book show -> went to a Che gbm to promote show event and book band, second time, 3 LA bands were looking for locals to play, volunteered

- a. How often do you visit their website?
- About once a month

- b. What kind of information do you typically search for from their website?
- Calendar, ticket links, used to check meetings tab to check schedule

c. Overall thoughts?

Easy to access information w/ header tabs, feels like a personal website instead of a professional website, not degrading or insulting given the Che, good for just getting information

Button tabs are imbalanced, unsure of "Past Shows" tab, archive shouldn't be a main tab, tabs could be consolidated, photos + videos could be media tab, parking+hours+ contact could be bundled, redundancy

d. What are you drawn to?

Banner, tweets column stands out visually, fun to have for personalization