

Date: 09/18/2023

Time: 4:15-5:15

Name: Haoxuan Gao

Setting: Simplicitea

Things to observe:

- The environment, atmosphere, decor, busyness, lighting, etc and the feelings they create
- The menu: font, number/types of items, the names they are called, pricing
- The customers: age, gender, race/ethnicity, duration of stay, means of transportation, language spoken, things they do (like talking vs looking at phone)

4:15-4:30

As I walked towards it I saw a girl carrying boba out- and dropped the receipt on the ground, she definitely went to Simplicitea

I walked into the store. The workers said hi to me, one of them has a red streak of hair-goth and trendy looking, the other one looks mixed raced- I think i've seen her before. They said hi to me and I decided which one to order. I asked: which craft tea has the least sugar? They said they can do any with the least sugar.

So I ordered a Lychee craft tea for 6 dollars. When I was paying there was an option for tipping so I chose 15% and it went up to 7. They don't have the tipping option at Starbucks. Everytime I went there I always tip 15% because the store person would be watching.

I went to the side of the counter to wait, and the worker threw me a straw- nice that she gave me one but she threw it. This is kinda different from my past experience where people were more hospitable.

While I was ordering the worker came and was already making the drink. They gave me a little receipt- and I waited near the counter, it was ready within a minute- they didn't call me or the name of my drink, but the number order. I looked and they gave me 0 sugar- I thought they couldn't do that because last time I came they said the minimum is 30%.

There were two people in there- one female and one male looking, both white, studying separately. They left soon after I came in.

Two student looking people walked in. They situated themselves far from the counter. One has short hair and tattoo on arm, white. The other one is Asian. I recognize the white person from my class, so I think they are both mac people. They stood there and murmured to each other. The two people walked to the front desk and ordered. One of them paid from their phone (Apple Pay, I assume). They went to the table to wait. They got the same drink- dirty milk boba and left.

A white person came in. A little older than my age with a huge swirl tattoo on her hand. Got two tea- milk boba and went out

Two more people came in- I'm pretty sure they are macalester. The guy is racially ambiguous and the girl is Asian. They paid separately

One more white girl came in and sat down immediately. Then she waited in line for order.

4:30

The Asian girl asked the racially ambiguous guy for drink size, and she got a large. And then they sat down

Girl: "if you get a large is 20% more.

Guy: "I don't want the large?"

Guy got girl's order and she also got a snack, yellow package.

The girl talks (and complains) a lot about random stuff- she's pretty loud

Guy: "we gotta go back"

Girl: "no. ..."

Girl: "so, I don't go to gym everyday okay, but now I go with you..."

They said thank you to the workers and left

There's no small talk or conversation between the workers and customers.

White girl took her note books out and and started studying.

I think everyone got boba pearls besides me.

16:45

Older white lady- in her 50s car key on her hand, and got a drink and left, I didn't know they do pick up order. She had silver and blue hair

White lady yoga pants came in: "ive never been here before, do you guys have a brown sugar milk tea?" "Wait wait you don't put tea in there?" workers explained

Worker: do you want boba?

Her: yes please and can I have a receipt

Her shirt says "be you do you go you"

She has at least 3 tattoos on her body

Asian lady: in her 30s smiled at me and walked from the back. Looks like she drove here. Look Large taro green tea 30% sugar- what she got. Used cash and put coin in the tip jar. She got boba!

17:00

an old white dude walked in with a wholefoods bag and handed to one of the workers. They talked briefly and he left.

Two people-black and asian came in. they asked the workers to explain things to them, the asian dude got a receipt and a yellow packaged snack, the same as what the other asian girl got. The asian guy looks student looking. the black guy, might be a little older,. They both have trendy shoes. They sit on the opposite side and had their computers out.

Black guy got a huge slushy asian guy got boba medium

The environment:

It's near the starbucks with a huge window in the front. Light comes through and can be bright, But it's generally kinda dim. There's a backdoor towards a small parking spot.

The indoor decor is kinda tropical like, with fake vines, real vines and real plants all around, dangling in the indoor. There are fairy lights but it's bright so it's not on. There's a gazebo, with two seat and a huge outdoor desk in the middle. All the desks are made with vines (I think that's what they are called) and wood give an outdoor vibe. The color theme is green and yellow. There are bar stools and short tables that people can choose from. I don't see cords. There's a giant boba model in the front- one time there's a baby picking it.

I finally saw plugs- they are a little higher on the wall.

Soo there are so many origami on the wall, streaks of them, in the front, on the side, near the counter, a representation of Asian culture perhaps? On one table there's a fake china vase with red asian looking flowers. The music they play is standard pop music. Having Asian element but not too "exotic?" Counter is busy: not as big as Starbucks, but you can see so many kinds of "loose leaf" tea on display. There's a pick up and older

isle. On the order isle they have a ring- to ding if workers don't see you? And there's a little display case with some asian snacks. Behind the counter the ordering board is hand written- they used to have electric but changed to hand written! Harder to see for sure but probably more local? There's a drawing of wave flower, Koi and leaves on there. There's some decors at the counter

Behind the hall, there's a bathroom gender neutral, a storage and an employee only room, don't know what that is. Their product is probably recyclable, im not sure. But it's definitely less environmentally friendly than starbucks. There was a bicycle decor in the bathroom, when I thought it didn't fit with the rest of the design, I saw the tall table with a bicycle in the middle! Pretty cool.

Wifi is not noticable and I had to ask to see it.

The workers don't talk to each other at all. One of them just sits there

I feel cold as fuck