

Date: 9/25/23

Time: 4:30 - 5:30 pm

Name: Michelle

Setting: Simplicitea

Things to observe:

- ❖ The environment, atmosphere, decor, busyness, lighting, and the feeling they create.
- ❖ The menu: font, number types of Items, the names they are called, and pricing
- ❖ The customers: age, gender, race, ethnicity, duration of stay, means of transportation, language spoken, things they do.

Observations:

- My first observation concerns the space, the lighting is mainly of string lights with vines as decorations, and the main source of lighting is from natural lighting.
- As well as a boba statue located at the front entrance.
- There are many seating areas with high chairs around and some larger tables for groups to sit down. As well as an indoor canopy.
- The decorations are very aesthetic, there are hints of color everywhere such as small origami cranes hanging by the window and the counter. As well as vines and flower pots all around.
- The menu is very colorful with all the available drinks and toppings. There is no food option other than small snacks such as rice crispy treats.
- When arriving at the store there was a small study group of two people who left after 5 minutes.
- 30 minutes into the observation there is no one else sitting or studying.
- The main source of customers is walk-ins, so far 40 minutes in, I have seen 5 people coming in for boba tea.
- There are two workers, one is taking orders while the other one is preparing the drinks.
- They are consistently moving around and cleaning their work area.
- The music that is playing inside the store is alternative which is a popular genre of music due to the softness and very deep meaning of the lyrics.
- One thing I have noticed is that you must walk up to the counter since there is no order ahead option.

- The environment is very laid back with a welcoming atmosphere to louder conversations
- Toward the end of my observation, a few more people walked in, sat down, and proceeded to order.
- The four people who sat down were Macalester students. Since they are familiar faces to me.
- The bathroom was very clean but a square from the ceiling was missing right above the toilet.