

Date: September 18th, 2023

Time: 5:20 p.m.

Name: Maoli, Haoxuan, and Michelle

Setting: The observation occurred in Starbucks in Macalester-Groveland on Snelling Ave 300 S. It was on the street corner next to St. Croix Cleaners. Michelle, Hoaxuan, and I observed inside near the entrance by the street at a long table throughout the whole hour.

Observation:

The first decoration I noticed was right next to the bathroom on the wall, which was three drawings on frames. One had two world globes, and the other had a volcano with the word "Kova" on it. Lastly, there was one that had a mermaid. It was in the middle of the volcano and globe frames. There was another drawing near the registers to the parking lot's back entrance labeled as "Dakhóta Thamákhoche." This framed-up drawing was Minneapolis & Saint Paul landmarks written in the Dakhóta language. The decoration was more of a boho look. A brown woven pendant cover covered the lights on the wall. Discounted cups were near the waiting area, the couch area, and the back entrance. On each entrance door, some stickers promoted their fall drinks. As well as little signs that promoted tips to be "plant positive." The area was clean, and no trash on the floor. The bathrooms are well clean. There were two gender-inclusive bathrooms. The bathrooms were very spacious and only had one toilet.

The environment was quiet and gave a sense of tranquility. The music was indie pop and was not loud for the first 30 minutes of our arrival. Around 6:00 p.m., the music changed to completely Latinx music. The music ranged from Banda, Cumbia, and Pop. Even though it was warm outside, Starbucks was very cold, and everyone had a sweater. Which led me to assume they go there often to know it's hard.

As far as the items and drinks they sold, it was promoted using unique vocabulary. To present their fall drinks, they used words like "pumpkin forever and crisp apple fuel." For sandwiches, they used "ready to fuel." Most of the items sold in Starbucks on the coolers were organic and low-fat, which included low-fat milk, organic fruit pouches, and organic evolution drinks. One of the coffee beans promoted in the registers was the "Casi Cielo" Guatemalan coffee bean bag.

When we first started observing customers, a girl was already doing homework. She had her air pods in and bought a fall Grande fall drink. She was there before we arrived and stayed after we left at 6:20. She was listening to her music and mouthing the lyrics while doing her homework. She was near the bathroom, one seat away from a Latina girl.

Two persons who looked like friends ordered a Venti Fall drink and a Venti Pink drink and were the only people who stayed for 30 minutes and just had a conversation. They came at approximately 5:30 p.m. They sat across the store, away from everyone, near the entrance by the street side.

Two people came after a couple of friends at 5:40 who ordered a drink and one sandwich and left once they got their drink. One of them was a guy who was talking on the phone, and he called the drinks, one being a pink drink with whipped cream and two

being a Venti Paradise drink. The other guy ordered a sandwich and an iced coffee. He was carrying a duffle bag and was wearing athletic clothes. They both waited on the other side of the store across from Michelle, Hoaxuan, and me.

We started to observe at exactly 5:20 p.m.. As we sat down with our drink, camouflaging with the environment (by having our computers out and pretending we were doing homework), there was a conversation between a girl and the barista. The girl already had her laptop and material out to do homework and was waiting for her drink (a Grande/Medium Matcha). She was talking to the barista from her table about why she liked her drink, and the barista was just giving her tips on what she could add. You could feel a sense of welcome and comfort because they were talking out loud, and everyone could hear their conversation. The girl wore comfortable clothing, such as cheetah print leggings and a CSUN crew neck sweater. As she finished the conversation, she talked on Facetime with somebody by telling them she was doing homework at Starbucks. Once she started doing homework, she got distracted by looking at the 30% off discounted cups right behind her. She was a Latina woman; you could see that by the stickers on her computer that had "Querida Latina" on them and a California sticker, which led me to assume that she was from there and why she would be wearing a California State University shirt. She stayed the whole hour we were there. She left around 6:20, and as she left, she bought a coffee bean ground at Starbucks (influenced by a customer).

At 5:56 p.m., a mother and daughter came to buy drinks. The daughter, who looked around 12, ordered her and her mom's drink. The little girl ordered a venti matcha, added pumps of different syrups, and called her mom a "regular" venti hot

coffee with no additives. When the barista asked the girl for the little girl's name, the mom interrupted the girl and said her name instead. They were waiting for their drink and proceeded to look at the 30% discounted cups. After getting their beverage, they left, but the little girl carried the drinks. It made me assume that the girl wanted to be seen having the Starbucks drink since most teenagers post it on social media to "show off" their drinks.

Around 6:00 p.m., a woman in scrubs grabbed a coffee bean bag and asked them to grind it. The girl in leggings looked up to the register area and was just thinking about it. It also came as a surprise for both Michelle and me because we all were not aware that Starbucks ground the beans at Starbucks. Hoaxuan commented, "I know they brew coffee in Caribou, but I was unsure if they did it in Starbucks." The woman in scrubs proceeded to order a drink as well with the purchase of the coffee bean bag and said, "Can I order a venti pumpkin spice latte, iced, and could you add oat milk instead of regular milk." She continued to add more and remove additives and asked, "How much would it be if I added oat milk and removed the pumps of pumpkin spice." She left right away when she got her drink.

When we left at 6:20 p.m., the girl who was there when we came in at 5:20 p.m. stayed doing homework and was left alone with the baristas.