

Date: 9/18/23

Time: 5:21 - 6:21 pm

Name: Michelle

Setting: Starbucks

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.

Observation:

- Poc Customer interacting with workers, conversing over a drink.
- One worker is preparing the drinks, while the other is taking orders.
- At the beginning only 5 people are inside of the establishment, 2 are working/meeting - (video call)
- Both of the workers are white.
- The store in general is fairly clean
- There are two entrances, the front is mainly for people who walked to the store. The back entrance has parking for those who drove.
- The store is standard with multiple seating areas and with outlets making it convenient for customers who want to sit down.
- Starbucks strives to advertise their products, merchandise specifically such as cups with many designs and colors.
- Both of the workers conversate over their least favorite product such as drink additives for example syrups and drizzles.
- Many of the pastries are on display, which helps as a Visual aid.
- There is a map as indigenous landmarks, located by the counter.
- The music playing in the restaurant is very diverse, including music in spanish
- There's a black board with flyers with community events.
- This location has mugs with the twin cities design.
- Many of the whole coffee bean bags for sale are from different countries.

- The location of the store is placed on the corner of Snelling and Stanford. Which is right on the corner of a highly transited street.
- There is a drive-thru that has no functional purpose since it is blocked by a tree and is right next to a sidewalk.
- Customers who buy coffee beans may ask for them to be grinded.
- About 50 minutes later two of the people sitting down left.
- The Store in general feels calm and quiet. Even though there is music playing in the background.
- - Towards the end of the hour there were less people in the store, remaining only a single worker and two consumers.