

Appendix 2

During a typical month how often do you visit a university coffee shop?

- The reason for gathering this information is to get some idea of the customers behaviour, how often they returned to the coffee shop. This could have bearings on promotions etc.

What do you do when you're spending time in the coffee shops?

- The reason behind this question is to understand the general use of the coffee shops environment by the customers. If for example there is an overwhelming amount of subjects who use the coffee shops to do work on a portable device. It then would be a sound to assume that one of the requirements would be to have a power point available to the customers.

On a scale of 1 to 5 how comfortable do you feel when you're in the coffee shop?

- The reason for asking this question is to gauge how feel over multiple coffee shops within the University all with different environments. These could have different levels of perceive comfort to the customer. Also of interested to the research is the effects of a customers proceed comfort within the coffee shop and how that may relate to other perceptions such as value for money of the products. This intern would arguably have a big effect on the users requirements of the coffee shops, giving ammunition to the requirements of the factors within the coffee shop that affect comfort.

How satisfied are you with the seating that is provided within the coffee shops?

- The participants are sampled from a number of different coffee shops. all of which have vastly different seating, it would be necessary to gauge this to get an understanding of the disparities between the coffee shops. and how the users feel about them.

If you're unsatisfied with the environment of the coffee shop. What would you suggest is needed to improve the situation?

- This is an open ended question that quizzes the participantes last answer. If they are dissatisfied with the environment of coffee shops, they can give some suggestions as to how they would improve the situation. Aspects such as seating is a critical part of any coffee shop and it is of interest to the research to see if the customers come up with any requirements in this area.

Would you enjoy having background music in the coffee shops?

- The reason for asking this question is to gauge whether or not the customers of the coffee shops would like to have background music playing.

Would you enjoy having TVs in the coffee shops?

- The reason for asking is questions to gauge whether or not the customers of the coffee shops would like to have TV's, particularly interesting in the coffee shops that already have televisions.

The coffee shops are open at a convenient time that suits me

- The reason for asking this question is to gauge whether the opening times of the coffee shops are perceived to be convenient by the participants.

If you're extremely dissatisfied or dissatisfied at the opening times of coffee shops, what times would suit you?

- This is an open ended questions allows good participants to state what times would be suitable if they are dissatisfied or extremely dissatisfied with the current opening times.

How would you rate the quality of the signs are used within the universities coffee shops?

- The reason for asking this question is to gauge the participants view on quality of the signage used in the coffee shops. Also of interested to the project is to find out the participants views as to whether more should be done to make the coffee shops within the university have more of a branded feel. Knitting them together with common signage that is perceived to have quality by the customers.

"it is easy to recognise from the street that a university building contains a coffee shop?"

- This question is there to gauge from the participants the effectiveness of the signage that is used up by the coffee shops. And to see whether there is a requirement to have more clear signage on the outside the University buildings to inform the customers and potential that there is a coffee shop inside.

"there is a need for the coffee shops to have outdoor seating areas"

- This question is asking the participants whether or not they agree or disagree with this statement. In the context of questionnaire it's arguable as to whether there should be binary answers to questions. Therefore there has been a bipolar scale implemented as

to whether the participants agree with that statement. The reason behind this questions to see whether outdoor sitting is a general requirement of the customers.

"Given the choice would you prefer your coffee from a machine or a person making it on a coffee bar?"

Buy coffee/hot drink from the machine

Buy coffee/hot drink from any person making it on a coffee bar.

- This question there to understand if the participants are genuinely dissatisfied with the uses of coffee machines in the coffee shops; and to see whether their requirements are having their coffee being made by a real person on a coffee bar.

"The coffee that is sold in University coffee shop's is value for money"

- The reason for asking this question is because due to the want to gauge whether the coffee is sold is perceived to be value for money. Also this perception will be interesting to see over the coffee shops that I sample. If there is a significant correlation between coffee shops that have not recently been refurbished and those that have. Does this affect the perception of value for money. In comparison to the coffee shops that have been refurbished recently.

"How satisfied are you with the quality of the coffee sold in the university coffee shop?"

- The perceived quality of the coffee will inform a quality requirement. Even if this is just psychological with the coffee being served by person rather than the machine.

When you visit a coffee shop, what drink are you most likely to buy?

- There are several options to this question, all common the drinks served in coffeeshops such as Starbucks Costa etc. are included. It is of to the project to see how many people select drinks there aren't available in the coffee shops currently.

How satisfied are you with the selection of hot for sale in the coffee shop?

- I'm asking this question to see whether customers are generally happy with the hot food that is provided or generally unhappy with the hot food in provided. If they are generally unhappy with the food has been provided they can offer up ways of improvement.

Sandwiches are on sale in the university coffee shops of value for money.

- With a competitive marketplace it is of interested to see whether the customers of the coffee shops perceive the sandwiches to be value for money. This being when one can get a meal deal sandwich from a shop for 3 pounds.

How would you rate the quality of sandwiches provided by the coffee shops?

- It is of interest to see whether the participants think the sandwiches that are on sale in the coffee shops are quality. If they mark the sandwiches as being a low quality the customers can comment on why that is and how they can be improved.

How satisfied are you with the range of pastries in the coffee shop?

- The reason for asking this question is because there are very little amount of pastries for sale in the university coffee shops. This is in stark contrast to the coffee shops around Cardiff that sell a large number of pastry items. It would be interesting to see whether this is a requirement of the university coffee shops as well.

What sweet pastries would you like to see being sold in coffee shops?

- In regards to this question, it can arguably be justified as a basis to set some requirements but I'm not too sure as to whether I will keep this question in.

Do you think there is a need for card payment in the coffee shops?

- This is a simple yes or no question. I was debating as to whether to put the scale on this question, the reason for asking this question is to gauge whether or not the customers of the coffee shops want to have card payment options.

Given the choice would you go to university coffee shop or one outside the University

- This question is quite general, however it comes down to something quite fundamental to the coffee shops and their appeal over coffee shops that they compete with.
- If the customers said that they would go to a shop outside of university they are prompted to give an indication as to what their main reason is for doing so. And similarly if they would prefer to go to university coffee shop.