

Q2. What are your expectations of a coffee shop?

IN1

Natural Unit	Central theme	Requirements
That it's got comfortable surroundings, that it offers a range of good quality coffees. Certainly don't mind the fact that you're going to pay more for a good quality coffee as opposed to something from a vending machine that just tastes disgusting. That it's even got things like a nice selection of little treats available, it's very rare that I buy them but it's nice that they're there.	importance of surroundings, comfort, quality and variety	Quality requirements for environment, coffee. Product range.
Good ambience, friendly staff and you're not waiting too long for service and certainly not walking in and seeing loads of empty cups and untidiness when you walk in a place. That sort of thing.	S looks for ambience fast service and clean environment	Intangible requirement "ambience". efficiency of service. Cleanliness
Well as long as they're reasonably polite that's ok, especially if most the time they're busy so they got to efficiently move on but when they can go that extra thing like remembering what your order is, thanking you when walking out, it makes you feel more welcome it makes you feel like they want your custom rather than just doing their job so it's nice when you... As long as you get an efficient service that's fine but it adds value when you feel like they're making you welcome.	S emphasises the importance of a personal services as well as an efficient one	Personable, friendly staff. Quality and efficiency of service.

IN2

Natural Unit	Central theme	Requirements
As it's a coffee shop it would be somewhere where you could stay and somewhere you could spend a bit of time and not feel awkward if you there hugging coffee mug. Even if it's just you because I quite like I know it seems a bit odd a bit sad taking marking to a coffee shop on my own. Somewhere we've got coffee and tea in that case and you're not made to feel awkward by spending an hour or so there. Somewhere that's nice and relaxing and not horrible.	S describes the need not to feel uncomfortable in a coffee shop. It must be relaxing	Have a relaxing environment. Coffee mugs. Quality of the environment.
suppose from my point of view somewhere that's quite friendly as well because you get to know people who serve you, I quite like that well certainly these days they are all getting really complicated thrall different versions of it it's quite nice just to go in and they'll say "the usual" and I will go "that'll do". And you get to know them a bit that's because I am used to the community coffee shops, its not a small community. It's not necessarily a small community is just as you say more of an experience.	S explains the importance of friendly staff and the personable approach. S notes the idea of an experience.	Friendly staff that get to know their customers. Provide an experience to the customer.
yes certainly that approach. And the opportunity knocks to have the T's movies and other sorts of things, maybe a biscuit and yes you feel it's more than just shopping for something	The personable approach.	
(JAMES I often go to coffee shops alone, and I'm with you. You get the ones where	The importance of feeling comfortable and knowing the staff in the coffee shop.	Relaxation through environment and through personal relationships with

<p>you feel slightly uneasy being on your) yes and you can get that quite a bit and I certainly one that feels like that quite a lot and there are places I feel more comfortable with some because you don't feel on your own, the people there recognising you they build up your confidence. You don't feel as though you're being looked at like that you've got your own little space which I feel is quite nice I don't like it when it's more you have your tea you have your coffee you've got be with someone in that space. It's nice to have somewhere to sit and relax.</p>	<p>Relaxation is a key desirable</p>	<p>staff.</p>
<p>(JAMES in your opinion is it the staff or the friendliness of staff or the environment is most important or combination of both?) I think it's a combination of both I think the staff weren't friendly I wouldn't particularly like the coffee shop where as if the staff are friendly you can sort of look over the environment it doesn't matter quite as much but it is a combination it tends to be a combination of both its a nice environment and you find the staff are more friendly anyway. Why do I keep thinking of starbucks. Well it is a local one, Starbucks I mean that one in a way has the environment it does seem hectic but it does have that thing about places to sit down places to relax but it doesn't feel that friendly they're very behind the screen there are always lots of different ones you don't get to know people I suppose it's where you see the same</p>	<p>S describes how they can overlook the environment of a coffee shop in some way if the staff are friendly and S feels like they have a bond. S dislikes coffee shops that are too busy. There is a preference to being served.</p>	<p>Services, to the table if that is possible.</p>

<p>person every time you go in, eventually they recognise you they may not know your name but they'll know your face. You get the sort of well the usual and you have the sense of knowing someone they will take you though it, bring stuff to you, whereas places like Starbucks and costa coffee they don't do that whereas in the local ones I tend to go to or in coffee one bill bring stuff to you you know if they are not too busy I do prefer those I don't know what it is not quite self-service I suppose some would call it a bit old-fashioned</p>		
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IN3

Natural Unit	Central theme	Requirements
<p>Ideally somewhere you can sit down and that's the only problem with the Waterloo Teagarden it's so popular especially by the time you finish work it is quite difficult to get a seat in there. Tends to be a lot of mothers in that area with their kids as well. So yes it is somewhat of a luxury when you're able to sit down to bit more relaxed than taking it out.</p>	<p>S dislikes not being able to sit down.</p>	<p>Have ample space for people to relax.</p>
<p>I think having a nice clean spacious feel as well is good, I think it's the mixture of the smell of coffee and I sort of clean feel i don't particularly like the greasy spoon style coffee shop does not particularly work with the atmosphere in there.</p>	<p>S emphasizes the need for the right sort of atmosphere</p>	<p>Ground coffee smell</p>
<p>Price wise I think it depends on what you're getting I don't</p>	<p>Quality and price are important to S</p>	<p>Have a reasonable balance between quality and price</p>

<p>mind paying a bit more if you getting something a bit rarer, or more unusual in a bit interesting. I think if it's just standard there anyone wanted to be too expensive just makes it is harder to relax in there then.</p>		
<p>You'd hope relatively friendly service they are normally quite personable spaces coffee shops I think it is sort of place you go to relax so you'd like staff to be quite accommodating and sort of easy going. The rest is just... I don't really have too many expectations it's just that feel when you go in to a place. You either like it or you don't to as long as you get that feeling when you going to a place that's sort of enough to make you want to go back there.</p>	<p>S values friendly staff and an intangible requirement of the "feel" of a coffee shop</p>	<p>Friendly staff, relaxing environment, a place that "feels" right to the customer.</p>
<p>(JAMES what are the basics that would achieve that feel for you?) I suppose good coffee or decent cakes, the products there have got to be good enough because however nice it looks and friendly it is if the drink aren't good especially at the moment where everybody's money is tight and you have to just by drinking coffee out it harder than are never probably say drinks are at the top. Then it would be how comfortable with feels, because I think it's just simple things like how to seating is arranged, because I know in some places they get it wrong and you end up feeling like you're really far away from each other. If it's a</p>	<p>A range of Quality produces is a draw factor for S. Comfort is very important to S when in a coffee shop.</p>	<p>A range of quality produces. A comfortable environment</p>

relaxed enough place your mind that feeling, people aren't put out by the fact that you have to chat sort of felly loud. So think it's just the overall setup where you can feel like you can relax and chat to whoever is there with you in a quite easy going way.		
Probably depends on the times well you know probably certain coffee shops aren't into having kids there because its the hecticness of having kids screaming you know I don't normally mined noise in there but if you combined noise with roughness I would not like that. You know if they were combine a coffee coffee shop that sells cells cheap alcohol and don't think that would work very well you get two different group's of people in there for different reasons. As long as there's a relaxing atmosphere in there and a place to sit down and good coffee that's about it really the rest is down to taste.	Noise levels affect the impression S gets of coffee shops. S tends to go to coffee shops that have a similar demographic to S	Know the demographic and work to draw them in.

IN4

Natural Unit	Central theme	Requirements
So I've probably answered all this in my first answer. I mean it's nice to obviously first of all staff to be polite and engaging when you go in there.	S values polite and engaging staff	Polite and engaging staff
I think a nice range of coffee and with that then other	A good range of coffee and food is important	Good range of coffee, good grange of food. quality

things to go with it other sort of stuff you want if you were going for lunch or a snack, bits and pieces. Reasonably priced because no one really likes going along and paying too much for anything.		produces. Reasonable prices.
I think the biggest one is clean and homely. If you're not comfortable in someway you're not just going to chill out and have a coffee. I think that anywhere you expect really clean and hygienic, nice environment to sit. I think with coffee shops particularly it's more this sort of almost settee brigade type thing. Just sort of kick back and have a coffee. Rather than formal tables and chairs and the other bits and pieces.	S values cleanliness, a comfortable and relaxing environment.	Have a level of cleanliness. provide a comfortable and relaxing environment. Sofas.

IN5

Natural Unit	Central theme	Requirements
Nice, good service. Nice cakes again. Homemade if possible. Victoria sponge something like that would be nice. Nice coffee. Tea, like Earl Grey.	S values quality produces	Quality produces
(What would put you off if you went into a coffee shop?) Well I also like my tea in a china tea cup and teapot. Rather than polystyrene. If I was going I like it to be nice and a social thing. Nice surroundings. I like it to be oldie worldie. There's a nice coffee shop in Bath. The Jane Austen one is my ideal one. That's what I like, nice service and nice cakes with a pretty	S enjoys a high level of service. quality environment.	Coffee and tea in mugs/cups. Quality environment.

environment.		
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IN6

Natural Unit	Central theme	Requirements
Decent cup of coffee. Somewhere to sit. Not too cramped, bit more space around. Reasonably priced. Not ridiculously priced. Range of drinks maybe. Good to have the old smoothies and stuff in the summer.	Quality and range of produces /environment. Fair price.	Quality and range of produces. Quality of environment. Fair price for the produces.

Q3. What was your first experience of a University coffee shop and what were your first impressions of it?

IN1

Natural Unit	Central theme	Requirements
It's sort of what I expected at the time functional, they're reasonable service there. I mean I think most of the places I have had coffee from the university have actually tended to be refectories rather than coffee shop as such. So that's been designed for a slightly different purpose to get masses of people served so you know loads of food so I suppose in terms of it being more of a coffee shop not really used a proper university facility that's been more designed for people just to relax in terms of coffee. Probably because there isn't that many facilities locally as a coffee shop you've got the	The coffee shops don't really exist in the university. They are not there for relaxation	Have an Identity as a coffee shop

refectory.		
(JAMES How did you feel when you were in the environment of the university coffee shop?) I think it was more the convenience than anything else certainly I go to coffee #1 across town first thing in the morning when I want coffee well it's open first thing in the morning but even so if I say for example I ask someone for a coffee I'm more likely going to take them over there because the atmosphere is a lot nicer. You feel like you're taking someone out for a treat rather than just buying them a coffee.	S describes the coffee shops in the university as a convenience store. S would not take some for coffee in the coffee shop in the university	Opening times, open earlier in the morning. Provide an atmosphere that people will be drawn to.

IN2

Natural Unit	Central theme	Requirements
Oh dear that's a long time ago I didn't win the match and I was first working here because it's canteen and I suppose being a member of staff, all of the students are in there I wanted a piece. So it was more we'll use the common room up here. The first time when there properly was when a number of staff decided to go down there for breakfast that was probably the first time I really went Properly I wouldn't go in there to sit-down on my own	It was a long time ago when S first went to a university coffee shop. S avoided it due to all the students	
(JAMES if you take the coffee shop in the junior common even if it's not your first	S has seen the coffee shop shrink over time. S feels that the room is claustrophobic	The coffee shop should be planned out to make the most of the space available.

<p>impression of it, what's your continuing impression of it?) It's got smaller before it was the whole bottom floor, and when I go in there now it's far smaller and it's a little bit claustrophobic. I thought this would be good to students can do meetings in here and because it's so small now and its so packed it looks a bit claustrophobic with all the tables and chairs.</p>		
<p>I still go in there now but it's not somewhere where you stay, your going in there get your coffee and you leave. It's not somewhere you want to spend time, other than that really there isn't the space moreover you feel with the number of students that we've got it gets quite busy quite quickly doesn't it by 11 o'clock it's absolutely packed. It's not good especially if you're on your own.</p>	<p>S would not say and sit in the coffee shop. It is very busy at times and can be intimidating</p>	<p>Provide a level of service that can meet peak demands.</p>
<p>The shop I think it's good as a lot of options there. we use the catering services in our departments and I'm quite familiar with this stuff, use the shop quite a lot and use it more than the canteen, I don't go in there to sit down but I do use the shop often.</p>	<p>The “shop” is meeting S needs and is used alot by S. S never sits down in the Coffee shop</p>	<p>Make the coffee shop a place where people want to sit down and spend time.</p>
<p>(JAMES do you see the coffee shop downstairs as a coffee shop?) Probably not because it is a machine it's a coffee machine and that isn't whether it's as good as coffee as it made by someone but the experiences I have had their it hasn't been great, the last time I had coffee there was a mixture</p>	<p>S does not see the coffee shop as being a coffee shop. The quality is not good enuf. It is seen as a convenience store.</p>	<p>Provide quality coffee. Provide coffee that is made by a barista.</p>

between hot chocolate and coffee because the coffee machine had broken. It was interesting all chocolatiers you got done, I see it more as a convenience snack place where you go and come back not really a coffee shop.		
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IN3

Natural Unit	Central theme	Requirements
They just look like talking to standard corporate coffee shops there is nothing bad about them as such I think they have got that slightly generic corporate look about them. Which I suppose the fact that they have to keep level of consistency over different departments I can understand that it would get confusing you'd question as to whether it's internal catering or down to the department, or university coffee shop or if it was financed by someone els	S sees the coffee shops as being generic and corporate. The same across the institution	
At least you know where you are with them. They're nice enough I like the fact they're always quite airy and light I think with coffee shop you either want it nice and bright or dark and cosy bus I don't think there's much in between the Cardiff ones need to be nice and bright because they're mainly sort of day time things, where is shot in the dark can get away with cosy and dark feel with the candle light approach. Yeah they are decent enough didn't stand	S like the bright and airy feel of the university coffee shops. They are cheap and cheerful	

out particularly they're cheap and cheerful you don't expect much more really.		
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IN4

Natural Unit	Central theme	Requirements
I guess it would be Trevithick. I guess my first impression would be what it says on the tin. I mean this is going back 8-10 years. Back in those days they were subsidised a little bit coffee shops weren't run as profit making enterprises and they were seen as a service for the university. So there wasn't a huge grand expectation as there is now because it was so cheap you forgave a lot of stuff on the basis you weren't paying so much so you were less likely to complain about it.	S first impressions of the coffee shops where average. It has changed over time due to the price and cresses and lack of subsidies.	
The price has gone up a lot. I use it for certain things now, we used to go every morning for breakfast as a group of staff. 4 or 5 of us would sort of go down every morning and pop in for some breakfast but the price has gone up so much now that we just don't bother anymore. Because it's so you know you can literally go out and buy cheaper and better quality things externally so it's this thing of choice. Given the choice now I'd prefer to go elsewhere. Certainly at the time, again not offensive and did what it said on the tin.	S does not see the services provided as value for money and prefers to go elsewhere.	Offer value for money

IN5

Natural Unit	Central theme	Requirements
Generally only use it, well I wouldn't buy coffee from there I'd buy a sandwich or chocolate bar or bits and pieces like that. If i needed something. But I generally wouldn't get a coffee from there. Purely because I have the coffee facilities upstairs so if I'm going to spend my money the surroundings aren't really, it's quick isn't it. It serves it's purpose but it isn't for me.	S does not buy coffee from the coffee shop. She views it as a convenience store.	
I wouldn't choose to sit there and have a coffee i'd rather go back up to my office or sit in the common room. It's quick, accessible, more of a convenience of somewhere to get a sandwich or chocolate bar or whatever but not necessarily sit. But I suppose it's probably a lot more, I don't like to say cheap but it's not as expensive as I normally do.	S does not see it somewhere nice to sit.	Convenience, Make the sitting area more appealing to sit in.
But it's feeling a different need isn't it. It's great for students but it wouldn't be what I do because I'm older. (Would you call it a coffee shop?) Well it is a coffee shop because it sells coffee but it's a different type of coffee shop.	S does not view the coffee shop as being for them (a staff member).	

IN6

Natural Unit	Central theme	Requirements
It's a long time ago now, I can't really remember really. I	S views the coffee shops being basic. The coffee shop	

guess it was the Trevithick one. A bog standard tuck shop. They've done a lot to them since to be fair. Like the psychology one has been updated and the Julian Hodge one has been updated. Ours is pretty much the same. It was basically racks of sweets and one coffee machine which is pretty basic.	has not changed much.	
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Q4. In your opinion what are the major differences of the University coffee shops and the coffee shops elsewhere?

IN1

Natural Unit	Central theme	Requirements
I think Cardiff University shops are selling services of delivering coffee to their customers in the most convenient way possible. I think coffee shops elsewhere are selling more of a brand image in a more comfortable that you'd like to go , to be with friends and mingle and you don't feel like you've got to rush off or anything else. Somewhere you want to go rather than somewhere you just get a drink.	Other coffee shops are selling a brand, they attract people in with their comfort. People want to go to them.	Have a comfortable environment.
(JAMES So in regards to the provision of food and products what are the differences between Cardiff university coffee shops in your mind and coffee shops elsewhere?) Things are very	S does not see the coffee shop in the university as a nice meeting their needs. They don't provide what S would call a nice experience for drinking coffee.	Understand what is a "coffee" experience in the eyes of the customers. Provided a "coffee" experience

functional, you know you get your coffee from a vending machine which you serve yourself with the range of goods is quite limited especially in terms of the little treats that you can buy there but of course I am referring more to the refectories where coffee isn't the main thing they're selling I have been a couple of times to some of the other places and they seem to be an extension of a refectory rather than what you really think of as being a nice experience for drinking with coffee.		
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IN2

Natural Unit	Central theme	Requirements
I think the coffee shops you get in other places... it's separated out,(Univeristy coffee shop) to me the shop is a separate thing you don't feel like you get a cup of coffee and then go sit down. whereas in other ones you do, the whole point going there is to get a coffee and I'll sit down and I know they have takeouts in the plastic cups but you've gone into that coffee shop any way, you know how long does it take to drink coffee and meet up with friends.	S feels like there is a separation of the university coffee shop and the seating area.	Make to coffee shops feel well "placed" in the environment liking the seating with the coffee shop.
But it wounded be somewhere where I would necessarily want to meet colleagues or friends that sort of thing, being your know the	S feels that the layout of the coffee shop is odd and not comfortable. This is way she would not use it to meet with colleagues.	Comfortable seating.

<p>chars arrant all that comfortable it doesn't really have that feel about it. Yer its odd isn't it, setup like ow here are some chairs and I'm not really sure what those computers are doing on the side. if they get used I have seen them used but it is bait odd.</p>		
<p>however the one in maths, this may seem a bit odd it seems like more of a coffee shop the way it set out however the shop there is dreadful. And I think if you took the seating area for maths and put it with our shop then its getting closer to what I want. Ages ago I went into the coffee shop in main building and it looked appalling I don't know whether that has changed.</p>	<p>S likes the seating area in the cyber cafe, but does not like the shop. S dislikes the coffee shop in main building</p>	<p>Comfortable seating.</p>
<p>(JAMES anything else can you specify any other major differences) I suppose the choice of stuff that is again I suppose the fact that it's all prepackaged isn't it nothing is fresh. There isn't really the case that's one big things that I've got issues with the cakes and things on their I suppose that is a pain. (JAMES would you often going to a coffee shop and get a sweet with your drink?) Yeah especially if ***** with me she's very good with the cakes yeah I think so I tend to do that more than I used to. (JAMES is that an attribute that would draw you in?) The lack of cakes would demotivate me. We suppose I would be more likely to choose one that had cakes.</p>	<p>S feels that there is a lack of choice in the university coffee shop. This fact d-motivates S from going to the coffee shop.</p>	<p>Provide a similar level of choice to other coffee shops in the city.</p>

IN3

Natural Unit	Central theme	Requirements
<p>I suppose there's that generic look rather than making them look slightly more characteristic and distinct. They look fairly generic, they're not as comfortable as the other coffee shops we can have the sort of nicely worn in sofas. I don't think the Cardiff University ones are designed for people to stay in quite as long as into seats are a little bit harder think everything is a bit more stiff and uncomfortable.</p>	<p>S feels that the university coffee shops are generic and lack character. S also feels that they are not as comfortable as other coffee shops</p>	<p>Provide a comfortable environment. Add character to the coffee shops.</p>
<p>The actual coffee they serve I think it's more geared towards the ok ish products more cheap prices rather than doing anything more gourmet which is fair enough I suppose. It's very rare that I have to drink in the coffee shop when I was student the I would go to the coffee shops all the time I didn't have any way to make myself if you're having four a day and you're spending three quid on each one could be way too expensive I think they're priced about right I think it's more modest so the quality is more modest. And the price reflects.</p>	<p>S feels the coffee is of modest standard at a modest price. S thinks that this is good.</p>	<p>Offer value for money.</p>
<p>(JAMES how often would you say use the coffee shop currently?) Last year I was using it a couple of times a</p>	<p>S no longer buys coffee from the coffee shop. S has other means of making coffee. S does use the shop to buy food.</p>	

<p>week, I drink a lot of coffee and if I had to meet up with course mates to do good work would always meet in the coffee shop. Only now go once every week or two. Main reason I'll go there for the food rather the coffee because we have our own coffee machine up here which agin they are similar to the coffee they aren't modestly priced and the quality is modest.</p>		
<p>It's definitely for the convenience I wouldn't really sit down in there particularly. I'd used to sit there a couple years back when I'd read more Id sit in there with a book. I fill my lunch hour with different stuff. I don't realy relax on my lunch break and I wouldn't really going there to sit down and relax.</p>	<p>S use to but no longer sits in the coffee shop. Its not relaxing.</p>	<p>Make the coffee shop somewhere to relax in.</p>

IN4

Natural Unit	Central theme	Requirements
<p>I think the biggest difference in my mind is that external coffee shops put together what they sell and what they do for the customer whereas in the university it's not a customer base relationship it's seen as again it's almost got stuck as a service delivery but they haven't really sort of changed that when the prices had gone up.</p>	<p>Coffee shops elsewhere offer a higher level of service.</p>	<p>Provide a level of service that the customers expect.</p>
<p>So they are providing a</p>	<p>S feels that the coffee shop</p>	<p>Provide a level of service that</p>

<p>service but it's nowhere near a good a service outside because I don't think that you know if the coffee shop outside served a bad meal or not so good service or a bad lunch people wouldn't come. There's this sort of captive audience approach to the coffee shops that being the sort of campus that Cardiff University is it can be quite difficult to get into town. They don't strike me as proactive as external companies has got to be if they want to be competitive and retain a good customer base.</p>	<p>has gotten stuck in a "service" base approach to customer services.</p>	<p>the customers expect for there money.</p>
<p>(Are there anything on the base of provision that majorly differ?) I think in terms of provision they seem to have that fairly right. There's a breakfast meal, there's a lunch meal at lunchtime, there's an evening meal you know you got your coffee and other bits and pieces. I mean you talk of the coffee it's really expensive. They've got to remember who their audience is. I think while the like of Costa and Starbucks you know they know their audiences you know professional people passing by to work popping in for Frappa but that's not what we are. I think in a way they're trying to keep up with them but they're not taking account</p>	<p>S feels that to some degree the coffee shops have been keeping up with external one but not focusing on their target audience.</p>	<p>Understand the customer base.</p>

of their target audience. So they missed the requirements of what their users need.		
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IN5

Natural Unit	Central theme	Requirements
So basically they're set up for students aren't they? Because it's probably what students want more than what I want. Well they wouldn't serve you coffee in a proper cup and it's self service but then a lot of other coffee shops are. Like costa they're self service aren't they.	S believes that the coffee shop is there for the students.	
They're a bit more comfortable and little areas to sit. But then you're paying more I'd assume. My daughter likes Costa and she used it a lot but found it expensive. In the University they wouldn't want the ones that I want. I suppose you wouldn't have the choice or range of cakes and sandwiches. I don't think they're as nice. It's a bit more canteeny.	S thinks that external coffee shops are more comfortable than the ones in university. There is less choice in them. They are not as nice.	Make the coffee shop environment closer to what is seen in external coffee shops. Comfortable environment. Less like a canteen.

IN6

Natural Unit	Central theme	Requirements
Price. Coffee shops elsewhere are more expensive and coffee shops in university are much cheaper. Other than that there really isn't that much difference. I think some	S thinks the university coffee shops are cheaper.	Offer value for money

people will argue that the coffee is better than other coffee shops which maybe it is. But it's the price for me. It's the reason why I use the university coffee shops it's £1.50 for a coffee here or £3.50/£4 for the same size cup elsewhere.		
I guess the university shops aren't particularly fussed on creating the environment, you could argue some of them are going that way. But they're still quite sterile environments. Everything has to be wiped down with the turnover of customers I guess I don't know. They're very white and solid chairs that are easily wipeable. Other coffee shops tend to kind of go for the sofa more nicer tables, older type furniture decor I suppose.	S feels that there is a sterile environment in the university coffee shops	Create an environment that is appealing to the customer base.
The only other thing is they're a bit more obvious I mean main coffee shops they're externally facing, they have massive signs, they have big colourful entrances and stuff. University coffee shops are usually hidden.	S feel that the university coffee shops has less of a percent that external ones	Make the coffee shops stand out. Singe them up. Provide a brand image.

Q5. What you enjoy most about the University coffee shop?

IN1

Natural Unit	Central theme	Requirements
Convenience really. They're easy to get to so if you do	S thinks that the coffee shop is convenient	provided a convenient exsperance

need to coffee is not an obstacle you can pick one up quite quickly.		
(JAMES Is there anything else?) Honestly probably that's the most it's convenience. Prices aren't too bad.	S thinks the pieces are fare	Offer value for money

IN2

Natural Unit	Central theme	Requirements
I suppose with the coffee shop it's the amount of stuff they offer I think it's really good considering the size of that there's an awful lot of choice I don't tend to go down not knowing what I want I'll get something and is usually something, that, and the fact as well because some healthy stuff on offer, though I often go to the chocolate but they do have the option.	There is a lot of choice in the shop according to S	Offer a variety of produces
I like the fact that they do the charity stuff you know the sort of free-trade type things. Out of interest when they have promotions and things like when walkers crisps had them weird flavours they had that there are suppose it's not a big thing its just the choice.	S likes the charity side of the coffee shop.	Offer fair trade produces. Offer a variety of produces
And the location of it I mean from here it's not much difference to me to go to somewhere local rather than going to the coffee shop but its often raining or horrible weather outside so supposed its the convenience of it more than anything.	Conveniences is the biggest draw for S	

IN3

Natural Unit	Central theme	Requirements
It's just convenience I suppose I don't think I've ever gone in there and thought to myself this is a nice place. I think on the rare occasions when I've been down there to chat with friends or whatever it don't really notice the coffee shop it's just saw the place to hang out. Aside from that is just practicalities you never really go in there and have a feeling that ow this is a nice place. Or even coffee one on Albert the road that has that sort of nice relaxed feel. But yer I don't think I ever really have that with the uni ones. It's just practicality	S sees conveniences as the best thing about the coffee shops. S does not think that the coffee shops are nice paces.	Make the coffee shop a place where people want to go.

IN4

Natural Unit	Central theme	Requirements
I mean convenience it's the number one thing. It's there it's very close so if you do fancy a coffee or you sort of want to catch up with somebody and you haven't got much times it's there. It's location and convenience.	The number one most enjoyable thing about the coffee shop for s is convenience.	Make the coffee shop a place where people want to go.

IN5

Natural Unit	Central theme	Requirements
Convenience. So I can nip down and buy whatever I need. I use it for like I said if I want to buy a snack or forgot to make a sandwich. It's	The number one most enjoyable thing about the coffee shop for s is convenience.	Make the coffee shop a place where people want to go.

handy having it so close and quite reasonable.		
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IN6

Natural Unit	Central theme	Requirements
Price. Other than that I don't sit in university coffee shops. I rarely sit down I just get coffee and come out. Sometimes it's quite useful because they have plug sockets in a lot of them that's one good thing. I can plug my laptop in if I need to do something do a quick Skype from there. I don't normally hang around in them to be honest.	S does not say and sit in the university coffee shops. There are pugs S thinks that's good. Price is the biggest draw for S	Make the coffee shop a place where people want to go. Offer value for money.

Q6. What are the least enjoyable aspects of the Cardiff University coffee shops?

IN1

Natural Unit	Central theme	Requirements
That they don't really have any ambience about them, that they're very functional. But they do the job and you know in that case they meet the requirements that way but it's not somewhere that you're sort of wanting to go it's sort of you know I need a coffee I need somewhere quickly I can get it from here.	S thinks that the coffee shop has no ambience	provided coffee shops that have "ambience"

IN2

Natural Unit	Central theme	Requirements
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I look at it more of a convenes store, With i suppose is why I don't tend to stay and sit down there. But I do get annoyed that it's not open half the time. (JAMES Is that a big issue?) It's certainly annoying when it isn't, have you been around out of term time it's close. So over the summer its not open at all it feels like our university doesn't want us here, its weird.	The fact that the coffee shop is not open over the summer is not appealing to S. Opening times are a problem to S.	Stay open for when the majority of students and staff are in university.
I don't think the vending machines are great they seem pretty reliable compare to what vending machines used to be, but there just isn't a choice. they do tend to be empty and they don't change you don't always have change these days so that's a major downside of it.	S believes the vending machines are not reliable	Offer vending machines that are reliable and stocked.

IN3

Natural Unit	Central theme	Requirements
It just doesn't feel as relaxed and it doesn't feel like you're having a treat two. You know whatever you have there it doesn't really feel like a treat, but as I say it's not really a problem because it's reflected in the price.	S done not believe that the coffee shops are as relaxed, they don't feel like a treat.	Provide a relaxed atmosphere.
I think it is to have coffee shops with that indulgent feel when you go to coffee shops outside of university to get the feeling of indulgence you don't really get that in University. There's nothing above standard level.	S feels that there is a standard level of produces sold in the coffee shop.	Offer a large variety of products.

<p>And choice of course you don't have the choice. Is pretty much no choice there anything you can either of decaf or normal. Of course I almost forgot about that you'd never go there and think of what coffee shall I have what tea shall I have? But I generally just think that sort of have a standard coffee to wake you up.</p>	<p>There is a lack of choice in the coffee shop</p>	<p>Offer a variety of coffee and tea.</p>
<p>(JAMES in your opinion do you think it would be beneficial to coffeeshop to become more like the ones you've describe?) I think there's a little bit of dangerous territory in that, whether or not they would be willing to invest the money into it and people would still not feel like it's a decent enough place. I do think it would definitely work, its just whether they're willing to put the money into it.</p>	<p>S believes that there is an argument to have the university coffeeshops be more like coffee shops elsewhere</p>	<p>Have a closer alignment to coffee shops elsewhere</p>
<p>Theres huge room for improvement I suppose its budget wise whether they feel that they can justify that expenditure. It would probably come under student experience because in theory the university could justify it as it improving student experience. So if a department becomes a nice place for prospective students and current students the university could</p>	<p>S believes that there is huge room for improvement. Money spent could be justified to improve student experience</p>	

justify spending that money.		
<p>You'd have to have someone there with good business knowledge to do the market research but I think it could work you could justify spending on it especially when you consider things like open days it's the simple things that matter. For example if it's bad weather when you visit university that can have a serious impact on a persons view of that institution as opposed to it being a sunny and relaxed day. You only need simple things that can make a difference between somebody deciding whether or not to come to the University. So with things like the coffee shop if it looked like it was really relax there and it was a good place they could meet friends and talk to people, that can have a big influence on whether or not the prospective student decides to study here. I think it could even help with student intake, but it's risky. I think there's definitely big score for improvement.</p>	<p>S sees links improvement to the coffee shop to improvement student intake. S suggest that the simple soft things like have a nice relaxed coffee shop where students can sociales will improve student intake.</p>	<p>Have a relaxed comfortable atmosphere.</p>

IN4

Natural Unit	Central theme	Requirements
Price is one of the biggest	S identifies prices,	

<p>ones as we've discussed I think again there is a big variation in quality of food. Sometimes they get it spot on and you can get a lovely tremendous meal. Other times you think have I just paid that for that? I mean the environment isn't offensive but I think again if you're going to run it as a profit making concern they need to reinvest more of their profit into making the customers environment better so I think those are the 3 things.</p>	<p>environment and quality of produces as his main dislikes of the coffee shop.</p>	
<p>(Specifically on the coffee shops and the Junior Common room what are the least enjoyable aspects?) Well I suppose the only thing in relation to that is going to be the peaks and troughs of waiting times to be served you have certain times where students are piling out of lecture at points and you catch it at a difficult thing.</p>	<p>S dislikes the variation in waiting time during peak demand</p>	<p>Provide a level of service that can meet peak demands.</p>
<p>I think there's that and potentially then to not being able to pay anything but cash and that can be a certain nuisance as well you know when you come in and forget to get cash at a cash point and you got nothing.</p>	<p>S would like to have more than one payment method in the coffee shop</p>	<p>Have a card payment option in the coffee shop</p>
<p>It's always well stocked the sandwiches are probably not the best that's perhaps the other thing. You know you see the prices of them go up and up and up but the quality of them hasn't followed. So you're still paying a fair bit of money for something that is effectively cardboard.</p>	<p>The link between quality and price is not good</p>	<p>Offer quality products. Offer value for money.</p>

<p>(Would you say that the JCR is a coffee shop?) I don't think of it as a coffee shop no no. I sort of class it as a convenience store if that makes sense. Because they do a lot more than coffee and no typically in my mind it's not the classification I have given it. It doesn't seem or feel like a coffee shop in anyway shape or form whereas you go to some of the other buildings here feels like a coffee shop just the sort of layout the way it's structured so I wouldn't no.</p>	<p>S dose not think the JCR is a coffee shop. S sees it as a convenience store.</p>	<p>Lay out the coffee shops so that the customers feel like they are coffee shops.</p>
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IN5

Natural Unit	Central theme	Requirements
<p>It's only open when the students are here. So that can be annoying. The environment isn't as nice as it could be. The sitting areas and that are a bit, they could be nicer. I went to the engineering forum and it's quite nice in there. Have it a bit more like that. More seats, soft furnishings. It's very utilitarian. Basic. It doesn't make you want to sit and chat to people in there.</p>	<p>S dose not like the fact that the coffee shops are closed when the students are not in. The environment is not applying to S</p>	<p>Have soft furnishings. attractive decor</p>
<p>You probably get more in there going for meetings if it was nicer and nicer surroundings. It would be nice to have somewhere a bit more posh. My daughter went to Swansea University and in</p>	<p>S does not like the environment of the coffee shops.</p>	<p>Look at other locations for coffee shops. Have an attractive environment.</p>

the library there they had a costa coffee and it would be nice to have something like that here.		
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IN6

Natural Unit	Central theme	Requirements
It's not particularly a nice and welcoming environment. It's sterile with hard chairs, you may as well go back to the office and sit in a comfy chair than sit in the coffee shop.	S thinks the environment is not nice. The office beats the coffee shop.	Make the environment attractive to people.
Some are a little bit different. The Julian Hodge building school has got sofas, T.V and stuff with the news on. It's quite good but on the whole that's a bit of an exception to the rule. On the whole they're quite boring places and not particularly nice to gather in.	On the hole S does not like the coffee shops in the university. They should be more like the one in Julian Hodge	Align all of the coffee shops to the one in Julian Hodge. Have TV's in the coffee shops.

Q7. What are the least enjoyable aspects of the Cardiff University coffee shops?

IN1

Natural Unit	Central theme	Requirements
I think I'd make them a nicer place to go so that you can feel comfortable sitting there. I do appreciate that you do have to be really careful you don't want to charge too much especially for students more than anything else but if you can change it so that more people wanted to go	S would make it a nicer place to be in. S also thinks that there should not be a dramatic increase in price.	Improve the environment

and you can charge a little bit more as well for the extras that are needed to make it a nicer place to be. Make it a place where you want to go with friends or with colleagues as a real nice place to go and chat and socialize.		
(JAMES In the previous you mentioned ambience how would you create an ambience in the University coffee shops?) I would get rid of the functional wooden tables and the wipe down surfaces and move more to sort of really comfortable seating little bit more atmosphere look and feel about the place. I appreciate as well I wouldn't expect that to a refectory but definitely if you want to develop a coffee shop that it needs to something more otherwise you get what's happening now where big coffee chains like Costa are moving in and making things their way. When I think the university can do a similar job if they had the right services.	S would get rid of the "functional" furnisher for soft furnishings. S would provided a similar service to that of Costa Coffee.	Align the coffee shops to those seen on the high street. Have soft furnishings.

IN2

Natural Unit	Central theme	Requirements
I think the shop itself is good but it's the facilities around it lets it down, it needs more space, I know why they have them tables down there	S thinks that there is a confusion in the coffee shop between a work space and a relaxation space.	Make the environment relaxing.

<p>because they want people to be able to work in there but there's just not the space. It's whether they wanted to be a workspace, and its too noisy to do that really. or if they want to make it more comfy seats which I think would be much better. Because one thing I tend to notice is that it does echo as well, because there's no carpeted area and it does get quite noisy in that it would be quite nice to have somewhere to relax.</p>		
<p>it's not the coffee shop. You got the fast food coffee machine in there, another thing to me is that I'm not a big coffee drinker and I've never had tea in there I don't know what would be like out of the machine I suppose it's a teabag and you make yourself which is a bit odd. Especially when I have the facilities here to make my own tea.</p>	<p>S does not feel that the coffee shop is a coffee shop. This is because of the “self service” nature of them.</p>	<p>Provide I higher level of service to the customers</p>
<p>(JAMES because itself coffeeshop do you feel that it would be beneficial to align it to become more of the coffee shop that you've described?) I think so I think I'd probably go there more than what is now specially in the mornings we tend to go somewhere else or coffee before we come into work and perhaps if they had that there we would go. Also in the evening I tend to go and get coffee after work and I feel if it was like a coffee shop and was open in the evenings then I would go there. It's still very much a work environment it's not relaxation in any sort of way.</p>	<p>S thinks that if the coffee shop was more like ones S attends outside university then she would attend the coffee shop more. S feels that currently the coffee shop is a work environment not a relax one</p>	<p>Provide an environment that is more like what is seen in popular coffee shops. Provide a environment that is focused on relaxation.</p>

(JAMES what would be the main thing is to make it more of a relaxation area?) I think it's foremost seating that would be the main one make more comfortable I'm not quite sure how they do that from the number of people but I think so.	S thinks that improving the seating would make the most differences	Provide comfortable seating
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IN3

Natural Unit	Central theme	Requirements
I think thinking of refreshment definitely have an impact, or if they have an improved range and I don't know about it then there should be more publicity around it. So basically if they have a good choice and I'm not worried that then they need to do more publicity. But they haven't got a choice so I think that would be the first thing, so for the people whose tastes are a bit more specific they have products of them.	S would like an improved range of refreshments. also a greater range of food.	Provided a range of drinks that appeal to the customers.
Decor and comfort just make it feel a bit more luxurious because you haven't necessarily got to spend lots of money to make it feel luxurious I think a lot of it is just in how you set out a room. You can have cheap furniture that which would still make it more relax and how to it feels now.	S thinks that with little effort the coffee shops could have a much more relaxed feel.	Make the environment of the coffee shop more relaxing
Possibly lighting lighting always makes a difference. I	S thinks that there can be a balance of work and relaxation in the coffee shop.	Make the environment relaxing.

<p>don't know whether it's suitable for university building to be to relax? I suppose the idea of having somewhere we can go and relax in your lunch hour I don't think you can do that with the current situation. I think it definitely would add value to both the staff and students, it's just getting that balance right between spending money and making a difference. I think it could be achieved with a little amount of investment.</p>	<p>This would have a number of positive impacts on staff and students.</p>	
<p>(JAMES is there anything else you can think of that they could improve?) I think it's easy enough to throw around ideas but realistically it's basically make it more comfortable so people can relax and quiet enough so people can work as well. Offering good enuf drinks.</p>	<p>Offer comfort and a good range of produces</p>	

IN4

Natural Unit	Central theme	Requirements
<p>In terms of perhaps the JCR one I mean I suppose they got it pretty good for what they're having to work with . You know they can't effectively do anything with the building or the structures, they're stuck with what they've got I mean I think the vending machines are next to useless. They never work properly the new ones have</p>	<p>S thinks the vending machines are useless. S also feels that considering the space, the coffee shop uses it well.</p>	<p>Fill up the vending machines so they do not stand empty.</p>

gone in they've passed that service out to a third party to come in and do it so by the time the weekend comes nothing is in them. So I think it's a case of being on top of things. Making sure if you're providing a service you're providing the best service that you can.		
Certainly in terms of sandwiches I think a lot more could be done if you compare them to Sainsburys and other places. I can buy a certain set of sandwiches from there for perhaps even half the price of what I'm paying in there. You know they got a fair amount of buying power if they link all these coffee shops together to be getting decent set of sandwiches in on a daily basis.	The sandwiches are of poor quality. S can get cheaper sandwiches in Cardiff at a higher quality.	Improve the quality of the sandwiches. Offer value for money.
I think the few number of things that they tried to do, I think there is ice cream in there now which perhaps come the summer will do really well and it's nice trying those things I mean I don't know in terms of coffee takings whether they've sort of stayed the same or gone down. The coffee that they serve now is lovely but it is obviously more expensive so I won't buy it as often but I will go and have a cup of coffee. I think they just sort of just remember that who their user bases is predominantly students obviously there's staff in there as well they've probably got the same in some instances but very different requirements of what they need obviously from the	S likes that the coffee shops are trying new produces. S likes the new coffee machines. S thinks that they could do more to understand the customer base	Understand the need of the customer base.

coffee shops.		
<p>I think if they could sort some of those out plus as well they always stock exactly the same thing and they do not deviate from that. So if a new bar of chocolate comes out they just still got the same. It's almost as if someone has the same list ticking off the same thing to order every week. You've got to innovate a little bit, try things, promotional stuff they miss out on so many stuff. They did do something for St. Davids day I think, Welsh Cakes or something like that. But they could do a lot more. Always an excuse to do this or do that. I've noticed that in central University they have a Ben and Jerrys truck in and you get free ice cream. I mean companies are crying out to come in and connect. You could just make it far more interesting. Companies that are out there doing this on a competitive basis are having to innovate to survive. think that the fact they cocooned here in the University it's easy to forget that.</p>	<p>S thinks coffee shops should have a mixed range of stock that change over the year and to follow new produces.</p>	<p>Innovate with new products. Provide promotions inline cultural events.</p>
<p>I think that obviously there's a need, they see it as a revenue making thing. If they make that decision then you got to follow up on the quality haven't you. (In terms of the favourite coffee shop you described do you feel there is any need to align the JCR with that description?) It's a difficult one because I</p>	<p>S Thinks that the coffee shops should improve quality along with price. With little investment, S believes that big improvements could be made to make the coffee shops more comfortable and attractive. S feel that innovation is stifled in the coffee shops.</p>	<p>Have a balance of price/quality. There should be room to innovate and provide different produces.</p>

<p>suppose when it comes down to it whatever you put there is subject to a fair amount of wear and tear. I mean you're not going to lavish it with plush new sofas, probably won't last two minutes, probably cost a lot of money and you would see it would be a stupid decision to make. I think if you take for example the engineering forum it's a far nicer environment done on a far tighter budget than what I just described which produces something that is lovely so why can't they follow that model. Why can't they try something new. There just doesn't seem to be any sort of thing to want to do that. It's almost like lets stick to the knitting and everything works fine.</p>		
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IN5

Natural Unit	Central theme	Requirements
I think a bit of nicer furniture and a bit of decorations making it a bit nicer.	Improve the environment	Improve the environment
Improving the cakes all they do is a couple of muffiny things. It would be nice if they had some nice cakes or toasted sandwiches. You	S would like a greater variety of produces. S would like to see an improvement of quality across the board. S bilives that this would improve staff and students	Provide a rage of products that are popular with customers. Have quality cakes. Provide toasted sandwiches. Service real coffee. have a barista serving

<p>can't have toasted sandwiches, not even in the canteen. Proper coffee would be nicer with people doing it making it behind the bar, I don't really know what the coffee is like. It's nothing special. It's not like a proper latte or frappuccino or something. I think I would probably be more likely to go if they had nicer coffees and things. I think it would add to my experience and the students. If I was a student I'd think yes as long as it wasn't too expensive. It all costs money though doesn't it? Students do pay a lot so you'd expect more. I think if it looks nicer people are more likely to sit there.</p>	<p>exsperance overall.</p>	<p>coffee. Make the environment more appealing to the customers.</p>
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IN6

Natural Unit	Central theme	Requirements
<p>The services provided well goodness me, the service itself is fine. You go there get a cup of coffee there's people around to ensure the machines are working and stuff. They have a selection of sandwiches and sweets and whatever else you want there.</p>	<p>S is staisfied with the prodces sold in the coffee shops</p>	
<p>The provisions are fine, in terms of service if you want to look at it service which is somewhere where you can gather, chill out and have a chat or whatever then probably want to update the</p>	<p>S feels that the enivormonet needs improving. alinging the coffee shops in university to the big highstreet chains</p>	<p>Provided a realxing enviroment. Art on the walls. Sofas. Low coffee tables. Comftable chairs.</p>

<p>decor or you know put some decent stuff on the walls instead of having it bland and painted. Put some sofas in. Put some lower level tables in they're always like desks and chairs. Not really conducive for sitting around and relaxing. You want to be able to have chairs you can sit on and have low level coffee table to put you're cup on, or something like that. Take a leaf out of the like I said the major difference between coffee shops in the university and the major ones is the price but also the decor. Maybe take a leaf out of their books.</p>		
<p>(Do you think you would go to the coffee shops more if they were alligned like that?) I use them a lot now anyway because like I said the service they provide in terms of given you a cup of coffee is good. I'd stay in them more I don't think It would make me buy more, I only drink one bit of coffee at a time. I would sit in them more you could argue if people sat in them more then it attracts more people. No evidence for that but maybe. I don't think I'd go in terms of getting my custom if all they want to do is sell me coffee then they got me already so. That's good.</p>	<p>S thinks that they would stay longer in the coffee shops if the enviroment was more like other coffee shops</p>	<p>Provied an envrioment that is on a par with coffee shops in the City of Cardiff</p>

<p>Opening longer that would be good. They always shut like 3/4pm. It sucks if you want a cup of coffee at like 5pm because you're meetings dragging on a bit it would be nice to able to do that but they always shut. Other coffee shops don't at 3/4pm. Putting things like additional guest coffees wouldn't really do anything for me, I probably wouldn't bother. Just a simple latte.</p>	<p>S does not like the fact that the coffee shops close before they finished work.</p>	<p>Keep the coffee shop open for the time students are staff are in working.</p>
<p>(If they had a patisserie section would you use that?) I still don't think I'd use that I try and reduce the amount of money I spend in a week, I already spend money on lunch and if I get a coffee it can add up to like £4 or £5 a day. If you chuck a cake on top of that which I'd love to it would be another £1 or £1.50. Trying to reduce the amount I spend I probably wouldn't do that really. If they add a thing like buy ten cups of coffee and get two free cakes I might. I do tend to buy more cups of coffee over the summer when they produce these cards and you get a little stamp. I will buy more coffee as a result of that. I think I'll get this back in the end so if I buy this coffee now I can get a free one at the end of the week so that works. In terms of more or less food</p>	<p>S is incentivised by the loyalty schemes in summer that are in the canteen.</p>	<p>Prove offers to incentives buying produces. Loyalty Cards.</p>

that won't make any difference to me.		
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Q.8 Of all the needs discussed which ones would you identify as being the most important to you?

IN1

Natural Unit	Central theme	Requirements
Making coffee shops somewhere you want to go rather than somewhere that is just convenient to go. (JAMES What would rank below that?) It all relates to that really, the look and feel of where they are comfortable places that you want to socialize not just somewhere to get a coffee from. Even a bad range of the products and services that they do so you feel you're going in for a treat not just going in for a drink.	Make coffee shop a place you want to go is S's most important thing. Make it a bit more indulgent.	Make the coffee shops attractive places to be in. Provide a range of products and service that make the customer feel like they are going for a treat

IN2

Natural Unit	Central theme	Requirements
In terms of downstairs and the importance of it definitely avoid it when it's very busy so somehow making it seems calmer not necessarily less busy but calmer. I think it's the seating and the fact that it is very much less noise coming from it, if they had soft furnishings it wouldn't	S thinks that it's too noisy in the coffee shops and having soft furnishing would mitigate that. S also thinks that there should be better quality and range of coffee and tea	Provide soft furnishings. Quality coffee and tea. A range of hot drinks that is expected by the customers.

<p>seem so noisy. (JAMES other than the comfort factor what would be the second right thing to do would improve?) I think for me it would be the drinks because I mean at the moment it is just rubbish coffee in plastic cups, so it would be more having the mugs having a coffee service to you. It's very much the machine thing I'd rather have it done on the spot especially if they served tea.</p>		
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IN3

Natural Unit	Central theme	Requirements
<p>I am a bit of a awkward case because we already pay for coffee in coffee club so unless it had a really nice coffee down there and I wouldn't really matter. Sometimes some of the professors bringing some imported coffee, if it was something like that then that would draw me in stuff which I couldn't get in the coffee club stuff which is a bit more interesting.</p>	<p>S thinks that a selection of imported coffee would make them go to the coffee shop.</p>	<p>Provide a range of coffee that is interesting to the customers.</p>
<p>Aside from that if it was a place where I can generally wind down because I'm often running around in my lunch hour maybe I'd use it then. So probably quality of coffee and relax space be the most important. There would have to be a change in what they</p>	<p>S thinks that given the competition in the city, the coffee shops would have to have an environment on a par with them to compete.</p>	<p>Provide an environment that is enjoyable to be in. Provide an environment that people can relax.</p>

<p>offer and quite a big change in the decor you wanted stand out because there's so much competition with coffee shops these days you can go into ones and they look what really nice places. Would have to have that fact as soon as you walking and that's the kind of place you Wanna relax for half-hour. Especially giving that were so close to city Road and have all them interesting coffeeshop. The decor of cheap and cheerful places are so impressive that you'd have to have something to equal that. Which isn't necessarily expensive to achieve you just have to have somebody to do something with it think about it.</p>		
<p>(JAMES if you could rank a third most important thing what would it be?) I think coffee shops these days are quite wide in their remit. A lot of coffee shops sell luxury options like hot chocolate, winter cinnamon and apple drinks it just gives that warm winter is feeling. High-quality cakes so think a lot of it is just the other stuff you do as well. I think it's the extras as well the more you have under one roof a wider range of people you going to please. Convenience as well you have a really nice place to get</p>	<p>S make the point that Coffee shops have a wide remit and sell luxury products that change over the seasons. S thinks that given the cultural diversity in the university it would be nice to have products that represent this diversity.</p>	<p>The coffee shops should sell luxury options. The coffee shops should have a range of products that change with the seasons. The coffee shops should have products that reflect the cultural diversity of the university.</p>

<p>a sandwich forgotten one. Maybe even ethnic coffees some of the Ph.D. students bring strange Cardamon tea, stuff which is nothing at all like anything I've tried its not to everyone's tastes you could only drink a small amount but it's interesting to try new things. It would be nice to sort represent the range of cultures got in University. stuff like jasmine tea some more easy-going ones stuff that can culturally represent some of the people in the university.</p>		
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IN4

Natural Unit	Central theme	Requirements
<p>The price quality thing I don't mind paying the price if the qualities there. If the qualities not there then drop the price so I'm happy. But at the moment it's not happening. You're sort of paying over the odds for stuff that I mean again with meals you just head out turn left and go to Weatherspoons. You can get two meals for £6 and I mean the quality is lovely. So you know why can't we. We're not even getting anywhere near that. Things are just going up all the time. I think it's that price/quality thing that I'd like to see change.</p>	<p>S feels that the price/quality ratio is not being balanced fairly</p>	<p>Sell quality products that match their price tag.</p>
<p>(If you could rank something below that, what would it be?) I mean environment to me is</p>	<p>S does not like the environment</p>	

<p>not a massive thing typically if I want to use the services I put up with the environment. So I think it's what's getting me in there that's the key rather than the sort of where I'm going to sit and such. I think in terms of the coffee shop thing is the sandwiches.</p>		
<p>(Do you think on the basis of student experience would it be worth them restructuring it and making it slightly more nicer?) It would make a huge difference, it's got a one off cost to it. They'd reap the reward from that. There is a space there that could be used a lot lot better. But again i suppose what it comes down to is somebodies got to make that happen. I think it could be done then a lot more could be done with the space to provide a much much much nicer environment. It is used a lot by students particularly when they first join. Perhaps make it more open planned. (Out of interest do you ever use that space?) Sometimes for meetings, I've obviously used it for student meetings in the past where group projects are running and it's really busy it's the only place that you can find. Other than that no.</p>	<p>S believes that providing an improved coffee shop environment would improve student experience</p>	<p>Focuses on enrichment of the student experience of the university. Provide an environment that is applying to the students and staff</p>

IN5

Natural Unit	Central theme	Requirements
I think just making it all look a little bit nicer. Updating everything making it all look a bit more posh, I don't really mean that I mean nicer so people want to sit in there. Make it look less studenty or canteen. Then having more choice of sandwiches and cakes and being able to have toasted sandwiches. More fresher so that they're nicer. Just nicer stuff really.	S would like to see an improvement of the environment and a greater selection of produces	Provide a nice environment. Provide a distinct environment.

IN6

Natural Unit	Central theme	Requirements
I think if they changed the price that would be a blow. It used to be a lot cheaper but you would get less in you're cup. One thing they did recently was they made it more expensive but you'd get a decent cup. You used to get like a half a small cup of coffee and you'd think what's the point, it's useless. Now they got bigger cups it's much better. But they need to be careful of the pricing. I think if they put it much higher then I'd probably just get one on the way in because I pass like 5 on the way into work. But I wait till i get in cause I know I can get it a lot cheaper. I probably would say be careful of the pricing.	S thinks that the coffee shops should not out overprice it produces because it will drive away custome	have competitive prices.
I'm not really that fussed on the decor to be honest there are occassions and they're quite rare maybe once every	S does not mined the environment but thinks there is room for improvement. Improvement should not be at	have competitive prices.

<p>two months some colleagues will say shall we just get a cup of coffee and we'll go out of the university rather than in. Like I said get a low level table or sit on a sofa or whatever. I don't know if other people think differently about that. You know if everyone did that once every two months then maybe that would create a bit more revenue for them. But it would cost a lot as an outlay to do that so I don't know whether I would suggest doing that I think if they keep the cost down on the coffee by not doing that then I would prioritise that one.</p>	<p>the cost of higher prices</p>	
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