

Q2. What are your expectations of a coffee shop?

FG1

Natural Unit	Central theme	Requirements
That they sell coffee is probably that is the main one, And that they have variations of coffee because I know that so many people like, and you know today people can go to Starbucks and costa coffee and places like that and you know you've got latte, Americanos, cappuccinos, fat Pacino's, you know all of the different variations. Not saying that every coffee shop should for all of those but they should at least you know I have a latte, espresso and cappuccino or something like that some variation.	G wants a coffee shop that sells variations of coffee.	Sell a variety of coffee that customers want.
Also that they catoure for different people sort of you know dietary needs, because obversely some people can't have milk so have soy or something else that is suitable.	G values that coffee shops sell food that cater for people dietary needs	Sell produces that are suitable to customers dietary needs
And to be friendly and comfy because if you're having a coffee and tea you would drink you're having a break from your day so you want something like I said before a comfortable and clean environment so that it feels welcoming staff are welcome and that you have a choice there. And not just coffee because obviously usually when people are getting drinks there not just getting a drink they want something to	G thinks coffee shops should have be comfortable, with friendly staff and with a variety of food.	Provide a comfortable environment. Sell a variety of pastries. Have a clean environment. Have friendly and welcoming staff.

eat or something like that. There should be nice variations of pastries and sweets something like that to tempt you, you know to eat with your coffee. Rather than just drinking coffee.		
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FG2

Natural Unit	Central theme	Requirements
they have to have a good coffee but so many places sell really shit coffee. It has to be good	Coffee shops should sell quality coffee.	Sell coffee that is quality.
have decent prices	have decent prices	Offer value for money
I'd say like a pleasant social environment so no loud music or things to distract you see you can chat and read and do whatever you Wanna do.	G Thinks coffee shops should have a social environment	Provide an environment that is social.
warm and it smells of coffee and it's comfy that's all I need.	G values coffee shops that smell of coffee	Allow the smell of coffee to fill the coffee shop.

FG3

Natural Unit	Central theme	Requirements
I expect them to have coffee. Expect them to have a wide range of drinks, can be customised to my tastes although I tend to have a particular drink that I a drink in a coffee shop. It varies depending on the weather to paint on the mood, the time of day. So a variety of choice then and a comfortable setting you tend to go to a coffee shop when you want a break. So you Wanna use that as a break, if you Wanna do some work then brilliant	G expects that coffee shops have a wide range of drinks that can be customised and a comfortable environment. Some where that is seen to be a break to relax.	Provide I wide range of drinks that customers expect. Offer ways to modify the dinks. Provide an environment that is comfortable. Provide a relaxing environment.

you can get a laptop or some work out. But some where you can sit and relax to a certain extent.		
But some where you can sit and relax to a certain extent. yes somewhere have to chill, get a cup of coffee. You sort of expected the offer of coffee to vary with the seasons, so in the summer you get your fappacino's and your frozen stuff and in the winter you get the stuff in the red cups.	G expects that coffee shops offer a relaxing environment. G thinks that coffee should should change what they offer over the year.	Provide a relaxing environment. Change some produced to match the seasons.
I expected to be fairly clean, tidy fairly? Very clean. well cleaner than say my house. You know go in there and grab a seat you don't always expect to get a settee but if your lucky. And Wi-Fi is a good one.	G thinks coffee shops should be clean. With soft furnishings and free WiFi.	Provide a clean environment. Have soft furnishings. Offer free Wi-Fi.

FG4

Natural Unit	Central theme	Requirements
Nice cosy chairs nice atmosphere quite not necessarily modern interior but it feels quite new it doesn't feel old and yucky. A decent range of food and drinks and a decent prices. yes it's got to be warm as well. yeah nice atmosphere coaches always good I don't like it when it's all chairs a good mix of like chairs and sofas but more sofas.	G expects a cosy environment through providing soft furnishings and being warm. G thinks coffee shops should sell a range of drinks.	Provide a cosy environment. Have soft furnishings. Sell a variety of drinkks that customers want.
yes it can be a good mix of cakes and savoury and sandwiches.	Sell a mix of food that is quality.	Sell a mix of food that is quality.
if it's a bit busy so bait buzzing. (H) and that its not	G values a coffee shop that is a little busy. G likes soft background music. G thinks	Have soft background music. Provide an environment that is appealing to the

<p>dead ether. That's not a very nice. ® maybe it's so nice to have some music on in the background as well then even if it is a bit quiet you don't even notice. (H) yeah (M) I think colours make a difference as well you would not want to go into one if its bright yellow or something. ® yeah (H) yeah ® decor definitely and also like the people working they have to be friendly.</p>	<p>coffee shops should be well decorated. G thinks the staff should be friendly.</p>	<p>customers. Staff should be friendly.</p>
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Q.3 What was your first experience of university coffee shop and what were your first impressions of it?

FG1

Natural Unit	Central theme	Requirements
<p>I wouldn't call it a coffee shop I'd call it a shop. Like a little corner shop, because I mean okay they do sell coffee, But most of the stuff there, you got your meal deals, there's loads of drinks and chocolate bars and stuff it doesn't really come across as a coffee shop. Especially because of the way it's placed in relation to the room, it does feel very much like it's a shop and you've got a seating area that happens to be next to it. If someone wanted to get a coffee and have a sit down and chat to a few people is</p>	<p>G would not call the university coffee shops coffee shops.</p>	<p>Make the coffee shops feel like coffee shops to the customers.</p>

more of common room feel there.		
I have been to a couple of other coffee shops in the uni, the one in Julian Hogde is really good actually I like the fact that the minicamp space, they've got their restaurant area and all of their chocolate vending machines and whatever downstairs. And again it has all the comfy chairs, it all comes down to the chairs really. But you know they have the seating area that's more of a break area where you sit down and have a chat rather than sitting down and doing work.	G put the face that they don't feel like coffee shops down to the lack of comfy chairs.	Provide soft furnishings.
(James: Its like a brake from university?) Yeah I was find it on sat on hard chairs is more of a lets get on with work you know it's kind of in your head. Whereas if you had an area in Trevithick, or any of the other coffee shops where you could actually have a physical sort of environmental break, okay, not all of the JCR but some of the JCR if you had so sofas and low tables and stuff, psychologically I think it would be better for people.	G would like to see low tables and sofas so that it seems like G is not in university when they are in the coffee shop.	Provide a mixture of low tables and sofas.

FG2

Natural Unit	Central theme	Requirements
Trevithick and boring. yeah Trevithick it's probably the first one I've been to, didn't seem like a coffeeshop to me at all it was JCR and I wasn't really sure whether it was a	G did not get the impression that the coffee shop in university was a coffee shop.	

coffee shop or not or whether it's just a common room or what it was meant to be to be honest.		
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FG3

Natural Unit	Central theme	Requirements
I think the use of coffee shops in the university is quite different different to those of Starbucks or Costa as we have mention. So I personally use university coffee shops if I'm in a rush if I need to go somewhere and I want to grab a quick coffee to take elsewhere. we should treat it as a full blown coffeeshop. So my first experience, and ongoing experience of university coffee shops is somewhere you can grab a quick snack flapjack or muffin and a coffee and take it elsewhere.	G does not use the coffee shop in university like any other coffee shop. It is more a convenience store.	
yes I think the first time I ever used them was on my open day I think I went to use the one in the psychology building. That was to grab a sandwich, it's not something that you going to sit down and have a relax, it's just something that you grant on the away from A to B.	G see them as pit stops. not for relaxing	Provide a relaxing environment.
I'd call them all the tuck shop that has a coffee Machine in it. It's like in terms of service like a motorway service station. You don't go there to stay you go there when you're on your way from A to B and is always a coffee machine there you put your cup under and you take your coffee on your way.	G thinks of the coffee shops as tuck shops.	

FG4

Natural Unit	Central theme	Requirements
my first experience is probably the humanities cafe walking through it I think in its not a particularly nice area, just looks like a study area it doesn't feel like a coffee shop. on the tables like plastic things, it's not very nice. It has a really lovely sort of 70s 80s is about it. And also the tiny coffee place in the main building it's absolutely revolting.	G does not think the coffee shops are nice places.	Provide nice tables.
I've been to the one in psychology I think I mean I wouldn't even call them coffee shops I don't think. (H) the just like sitting area and food (JAMES so overall what were your impressions then if you could sum it up?) not good. the shops not that bad	G would not call them coffee shops. The shops are not that bad its the environment	

Q4. In the groups opinion, what are the major differences between Cardiff university coffee shop and coffee shops elsewhere?

FG1

Natural Unit	Central theme	Requirements
I think the two major points I picked up our opening times I know that the coffee shops in the city are different because that is their primary business like Starbucks or costa coffee open late into the night I don't know exactly the time it at least 8 9 at night because it's	G does not like the fact that the coffee shops are not open a lot of the time	Coffee shops should be open when student are in university.

convenient for shoppers.		
The other major thing is the environment they have the comfy sofas as they have the nice tables they have decorations that make it real just more homey and sort of relaxing. I mean Cardiff (university) coffee shops the ones I've come across don't have that feel there more shops that sell coffee rather than coffee shops. I mean if you want to make a Cornershop then fine but don't call it a coffee shop.	G does not think that the coffee shops in univeristy feel like coffee shop. Coffee is an afterthought to them.	Provided coffee shops that have the "coffee shop experience"

FG2

Natural Unit	Central theme	Requirements
coffee shops elsewhere are individual whereas Cardiff University coffee shops which ever you go in to are exactly the same tables chairs and rubbish coffee. It's just the same as no character to it.	G does not think that there is any variety in the coffee shops in university	Provide coffee shops that have their own identity.
one good thing about it is that its light, although I don't think you'd need music in the coffee shops like Trev where everyone talks but at least have like a TV or something and the seats are really uncomfortable, they are so uncomfortable	G like that the university coffee shops are light. G thinks that the seats are really uncomfortable	Provide comfortable seating.
and the service because that bitch is really angry.	G dislikes angry staff	Have friendly staff

FG3

Natural Unit	Central theme	Requirements
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a more limited range of drinks, and I see that in my experience coffee shops in the university seem to be more self-serving. So they need a simple interface simple machines so people can use. Which is understandable. So I think that would be the main difference. Along with a lack of speciality in the environment. So we have crisps and cakes and things a coffee machine seems to be more of an afterthought.	G thinks the coffee shops in university are more self serving. They lack speciality in the environment. Coffee is an afterthought.	
perhaps on that comfort as well you go to Starbucks and there is nice comfy chairs, tables, you get your coffee and a mug. Where is here there are cheap plastic tables, but you don't really go there to sit around.	G thinks university coffee shops lack comfort.	Provide comfortable environment. Coffee in a mug option.

FG4

Natural Unit	Central theme	Requirements
I wouldn't call them coffee shop.	G would not call them coffee shops	
there is nicer decor in other coffee shops compared to Cardiff University ones. coffee shops out of the university are generally more comfortable. are they have a generally cleaner feel. And probably a bigger range of food in other coffee shops.	G thinks that other coffee shops are nicer and more comfortable.	Provide an environment that people like. Provide a comfortable environment. Provide a range of food that people expect. Provide a clean environment.
they sell coffee, but that's they don't sell any kind of variation. yes they don't sell any cold drinks either like frappanchenose or anything. I think in normal coffee shops	G does not think that the coffee shops offer variation. Also the opening hours in the coffee shops are poor.	Sell a variety of products that the customers want. Open when students are in university.

other coffee shops you go in and you definitely get something wearers in humanities there's lots of people that haven't got anything and just working or whatever. yeah the hours are cracking there as well, it closes at like three. ® yeah it's really bad		
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Q.5 what you enjoy most about the University coffeeshop?

FG1

Natural Unit	Central theme	Requirements
If I use the coffee shop in the JCR is purely to buy a sandwich or drink I use it very much like a Corner shop or newsagents rather than a coffee shop. I think there's nothing particularly positive about this one (JCR) basically Julian Hodge I can't fault other than the opening times it's really nice there.	G uses the coffee shops like corner shops. G enjoys the Julian Hodge coffee shop.	Open when students are in university.

FG2

Natural Unit	Central theme	Requirements
the easy of it to get the coffee from the machine entrance is really easy and quick. It's really easy to use there's no complications with it, you don't have to wait ages and ages in a massive queue for it to be made.	G enjoys the ease at which they can get their coffee from the machine	Provide conveniences

because I don't like coffee I quite like the fact that it sells other things, I think if it's going to call itself coffeeshop it should have coffee things there but the fact that it does offer other choices is good. there's a really good range of chocolates and stuff.	G likes that there is a variety of produces.	offer a variety of produces.
I agree with ***** I also think like it's a different environment to being between lectures. yeah it's a good place to go to sit down and have a chat, it's on premises. the fact that it has food as well not that I like the food but if you need lunch fast it's kind of another option.	G Likes that its a different environment between leachures. G also likes that it sells food	

FG3

Natural Unit	Central theme	Requirements
convenience, and a fair price I just had a muffin and a coffee for £1.80 if I went to Starbucks that would've been like £5. yes convenience. proximity to lectures.	G thinks that the coffee shops offer a fair price.	Offer value for money.

FG4

Natural Unit	Central theme	Requirements
I guess it provides a place to meet if you have got group work and things like that, and you can't do it in the library because of the noise restrictions.	G thinks the coffee shops are a good place to meet people.	

From other questions

Natural Unit	Central theme	Requirements
food is okay I buy food. not massive but it's okay, the sandwiches and stuff.	G thinks the food is ok.	
they have upgraded to them new coffee machines, which do a few new things which is good.	G likes the new coffee machines.	
I think the students make the environment I think if you're going in there with your friends environment is absolutely fine. I've never gone in and thought woo its abit weird in here I think you do go in there with your friends. So I think it's a space where you make your own environment.	G thinks that the students make their own environment within the coffee shops.	

Q.6 what are the least enjoyable aspect of the coffee shop?

FG1

Natural Unit	Central theme	Requirements
I like the fact that they do have all of the other stuff that they can sell, I think they did have maybe like I mentioned earlier with Costa's or Starbucks they have pastries they have cakes and stuff like that I think if they want to market it more as a coffee shop I think they should to have a selection of other foods available and more of that afternoon tea brunch styled feel some people like to have a pastry and a coffee	G thinks that in order to improve the coffee shop they should be more like coffee shops and lss like convenience stores. Striking a balance between the to	The coffee shops should have a aspects of both a convenience store and a coffee shop

<p>and be able to sit somewhere nice and eat that.</p> <p>I think that would be a really good thing to do. I think they've got to make a balance between making a coffee shop and not losing stuff like selling the sandwiches because I know that's a big Side of it and I would get a bit upset if I can buy sandwiches is any more. Yeah I think we should have it more half and half or is now it's a bit more like 90% 10%. 90% Cornershop tiny 10% ow we sell coffee. So no if they are going to market as a coffee shop they should make it more 50-50.</p>		
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FG2

Natural Unit	Central theme	Requirements
it's so expensive	G thinks the coffee shop is expensive.	Offer value for money.
<p>yeah the seating is a bit rubbish I think yes it is a bit rubbish, when you actually get loads of people around a table there's not much room. downstairs is a bit awkward because the tables are so large so you're like sat there on your own and a big group of people come and they don't want to sit next to you but you're taking up the whole table. and they don't have anywhere to move to, it's not like theres small tables and then big tables or anything.</p>	G does not like the seating that there is no room when its busy	Plan out the seating to maximise space. Provide comfortable seating.

FG3

Natural Unit	Central theme	Requirements
if were talking in terms of coffee and hot drinks and lack of choice. Unless you want your bog standard coffee, cappuccino, latte. If you want something special then your pretty stuffed.	G thinks theres a lack of choice when it comes to coffee.	Off a range of coffee that people expect.
yeah that's about it really. It could be a little more well appointed it's a bit basic and bland isn't it. it's more the tuck shop as you say.	G thinks the coffee shop could be more like a coffee shop.	Provide a coffee shop experience to the customers.
yeah. a tuck shop with a coffee machine. so in terms of the chairs and the tables they are just cheap, hard, nasty. A bit fue as well I find especially around lunchtime it gets pretty busy in there.	G thinks the coffee shop is like a tuck shop. There is often nowhere to sit	Off a range of setting so you can sit on your own and in big groups.
if I was going to somewhere like costs I'd be there for a lot longer so I would expect it to be little comfier so you can sit there, do little bit of work on the laptop chill out. in terms of the JCR I'm only there for 45 minutes tops chatting to people so yes it's a bit of a different feel. It's not so much comforted its more function.	G spends less time in the coffee shop in university than in others. Its more of a funchale feel to the coffee shops.	Make the coffee shop somewhere people want to spend time in.

FG4

Natural Unit	Central theme	Requirements
The women there are not that nice. yeah they're really moody not that pleasant either because there. yeah there like "90p please" they don't even say please sometimes. yeah the just get	G thinks that the staff could be nicer. G does not like the layout of the shops its frustrating.	Plan out the coffee shop so there is no confusion as to where customers go to pay for items. Have friendly staff.

<p>annoyed I never get annoyed with the like the queueing system. the thing is it's really stupid because they have got to tills in the middle like it doesn't make any sense as to which side you have to queue on. And half the time the other one isn't working or whatever it's not very well planned out.</p>		
<p>I don't think it's too much choice there like food wise its not very appetising it's not particularly amazing. (M) yeah there is nothing there to tempt you really are basically you go then think do I have enough time to go to Costa? yeah and it is expensive for what the food is. I wouldn't even call in a coffee shop because it's not like cosy or anything. I think the seating area is the worst it's not comfortable or anything.</p>	<p>G Thinks there should be more food on offer</p>	<p>Have a good selection of food (treats). Provide a comfortable environment. Have comfortable seating.</p>

From other questions (FOQ)

Natural Unit	Central theme	Requirements
<p>And upstairs they have a coffee shop which isn't open as long as the other hours I think it's a bit of a down side, the fact that it's not open that long.</p>	<p>G dose thinks that the coffee shops should be open longer.</p>	<p>Coffee shops should be open when students are in university</p>
<p>no the hot chocolate are like disgusting.</p>	<p>G does not like the quality of the hot chocolate.</p>	<p>Provide hot drinks that are of quality</p>
<p>it sells really shit coffee tho.</p>	<p>G does not like the quality of the coffee.</p>	<p>G does not like the quality of the hot chocolate</p>
<p>it's expensive though and it doesn't have a big variety</p>	<p>G thinks that the coffee shops does not offer value for money. There is not a variety of products.</p>	<p>Offer value for money. Offer a variety of drinks that appeal to the customers.</p>
<p>yeah the seats are really</p>	<p>G done not like the quality of</p>	<p>Provide comfortable seating.</p>

uncomfortable.	the seats.	
I mean I thought closed at four and then I came out the other day and it wasn't open.	G thinks that the coffee shops should be open longer.	Coffee shops should be open when customers are in university
I don't know how good the coffee is I think if it was that break I don't see the JCR is being a break it's the same as the library really.	G thinks that the coffee shops are no different from other parts of the university.	Provide coffee shops that offer a different environment to the rest of the university.
I think the sandwiches really overpriced, and there not that nice. I wouldn't pay £2.20 there sandwiches. they're really boring (the sandwiches).	G does not like the quality of the sandwiches and thinks they're overpriced.	Offer value for money. Sell quality sandwiches that are reflected in the price.
it's not really a place you go to get a drink it's a place you go to meet people. mean people do talk in the JCR but it's sort of always a bit hard you have half the people talking and half the people not its people aren't really sure what they're doing in there. I never studied out there whenever I try it's always too noisy and I don't feel like I can tell people to be quiet because it's not that kind of an area and yet it set up as a study area.	G thinks that the coffee shops should not set up as a study area.	Provide an area where people can relax where people can study and relax.
I would never say I'm going to meet someone and have a chat in there. I'd only going there if I have to do work I was meeting the friends I would go to Costa because it's just more of a coffee	G thinks that the coffee shop is a pace to do work not to meet people.	Provide an area where people can relax where people can study and relax and socialise.

shop.		
but they're closing earlier than five these days because we try and get down there and it's closed. I mean the actual place is open 24 hours, if you go down there and the shops closed you have to use the vending machines. the vending machines are also half the time empty because people been using them throughout the day.	G would have the coffee shops open longer.	Coffee shops should be open when customers are in university

Q.7 How would you improve the service provided by the coffee shop?

FG1

Natural Unit	Central theme	Requirements
I would designate a specific area in suspect, any of the areas that don't have it available somewhere like Julian Hodge already has it but some of the other ones have coffee shops should have an area that designated for coffee. so if they don't have a machine that makes fairly decent coffee I think we should have them installed like the ones we have downstairs I think they're pretty good. I think they should have pastries with a greater selection, have it sources half and half one side this is dedicated to your coffee area all the stuff you'd usually find a coffee shop and then have sandwiches and	G would separate the coffee shops in to specific areas. G believes that this would satisfy the shops need to be a convenience store and coffee shop.	Provide dedicated coffee area and a convenience section.

drinks and things. That way the layout would lead to a more kind of okay this is what you'd have in a coffee shop and this is what you In a shop I think it would clarify for people that this is the coffee shop.		
Yeah I think that could work but I do think that not everywhere will have the space I think it would be a bit hard downstairs (JCR) because it's not that big of a shop and obviously even though we have a lot of space in the seating area you don't want to lose all of that because I understand that people still want to work in it. Yes a deli bar would be a nice compromise between Cornershop, coffeeshop, it's sort of the in between area you just need to work with the space and see if it's feasible or not.	G understands that there are special limitations to the coffee shops.	

FG2

Natural Unit	Central theme	Requirements
Get some competitor in to take them over	G would like to see a coffee chain to take over the univeristy coffee shops.	
yeah it's just the prices you go in there out of necessity not because you want to or you like the products they sell its just because it's convenient. Anywhere else I wouldn't pay the price.	G thinks that coffee shop prices are inflated	Offer value for money
They could get an external coffeeshop company into taken them over like costa or something, I guess they probably don't because the	G would like to see a coffee chain to take over the univeristy coffee shops.	

university runs it but if you got Costa todo it would be easier.		
if it's supposed to be a coffee shop then it needs good coffee. more coffee options there is loads of tea now but they do need more coffee.	G would like to see more coffee options	Sell a variety of coffee that have quality.
I think it would be nice to have like a radio on something in the background. I think it would be good to have BBC News on something like that yeah, because then you could just have subtitles on as well so it wouldn't matter about the noise. like most pubs do. I would like to have a jukebox that would be sick. I'm not even joking I full on want to jukebox.	It would be good to have some background music or a TV on	Provided some light background entertainment.
just make it more of a relaxing area, I think it needs more options food wise drink wise and decor wise. yeah the art on the walls has been up there at least 10 years so make it more modern. If the forum had the coffee shop in it then that would be awesome. well money constraint obviously I don't know much about but nicer chairs and things would be quite nice obviously a TV	G would like to see more options when it comes to food. G thinks that they would benefit from a nice environment.	Provide a variety of food that people want. Have comfortable modern environment.

FG3

Natural Unit	Central theme	Requirements
in terms of environment I think there should be a better more comfortable environment as we've been saying. Somewhere more appealing with a more mand service more of a cafe or coffee shop as opposed to a	G believes that the coffee shops should look more like the ones in the high street.	Provide a level of service that is similar to want customers get outside of university. Offer a coffee shop environment that is similar to coffee shops outside the university.

<p>shop. I'm not saying that it would be financially unviable to turn every coffeeshop into this model in the university. But the busier ones I think it'll be good to see. Kind of what you do see in Starbucks and Costa, that sort of environment with that sort of services as well. I think people would be prepared to pay that that little bit more you know I pay £1.50 for a coffee or whatever. I might pay £1.70, £1.80 if your getting that extra experience almost.</p>		
<p>yeah and as you say a bit more comfortable people are going to stay there longer. You know maybe have a couple more drinks. That would make it a much better alternative than going out into Cardiff in the cold. with working facilities like power points stick your laptop into obviously there's Wi-Fi coverage in the University.</p>	<p>G would like to see a more comfortable environment with facilities for people to pug devices and surf the net</p>	<p>Have a comfortable environment. Provide free wifi. Provide power points.</p>
<p>he's always just rushed off his feet. I think again coming back down to the business model if they had more facilities more services did end up making more money so they can afford more staff and then it just be a positive circle. Then they would intern be able to serve more customers.</p>	<p>G thinks that the coffee shops are understaffed</p>	<p>Provide a level of service that meets peak demands.</p>
<p>I think there's too much light they're really, it's not like a coffee shop. A coffee shop is a place to relax, you don't want that much brightness in a coffee shop. It's not like a coffee shop it looks like a</p>	<p>G thinks that there is too much light in the environment. They do not feel like coffee shops</p>	<p>Provide ambient lighting.</p>

shop. It's nothing like a coffee shop environment like you would see in Starbuck's it's not like that. It is shop small shop it's not exactly a coffee shop.		
I think definitely one more staff one more member of staff. And probably better seating better chairs. yes woodenly plastic ones, they're not great.yes better chairs.(JAMES you'd all agree that it's to do with comfort then even if the service wasn't improved if it was more comfortable it would be much better?) yes, definitely, yes	G would like to have better chairs and more staff.	Provide a level of service that meets peak demands. Have comfortable seating.

FG4

Natural Unit	Central theme	Requirements
nicer people working there yeah more cheerful people better range of food quality of food	G Likes happy staff.	Provide good customer service.
longer opening hours because it doesn't seem to be open at all except lunch	G would like longer opening hours	open when customers are in university
yeah put some sofas in there	G would like sofas	Provide comfortable soft seating
if I was to list the priorities the first thing I would change is the decor. it doesn't add anything to it its just table and chairs, it's not in a comfy environment at all the has a cosy inviting feel it's just a horrible room. It doesn't	G would put importing the environment of the coffee shop as the most important change.	Provide an environment people want to stay in. Provide a comfortable environment. Have deco that applies to customers.

particularly invite sitting down having a chat. they could make it so much nicer they really could. Just some coaches, different tables.		
well sandwiches okay I'm not really expecting much I suppose for the price they could be better. maybe they could do with having some healthier things in there as well. yes but I mean like savoury foods sandwiches aren't that healthy they could do with salad something. everything is in wrappers as well all of the bakery things. no of it is that fresh.yes sweets and things are crap I mean they have muffins and cupcakes but nothings fresh	G would like fresh food sold in the coffee shop. Quality food and healthier food.	Have fresh food available. Sell food that is of quality. Sell healthier options.

From other questions

Natural Unit	Central theme	Requirements
I think it could be some way of maybe integrating that if you don't have all of it, because I know a lot of people like to use them tables to revise at. If you had me by the windows some sofas and seats a comfy area so you feel like if you get a coffee, okay some people get their coffees to go up to the lectures you have somewhere nice to sit.	G believes that there should be somewhere nice to site where you can also do work	Provide seating and tables so that people can relax and do work if they wish.
Yer I know the cafe downstairs is open from nine till four, 430. I definitely think those times should be extended until five, 5:30. I mean not everyone has it but I know people have lectures	G believes that the coffee shops should be open from 9 until five and later when students are doing exams.	Open the coffee shops when students are in university.

<p>until five 6:30 and you just want something opening to the five because okay you probably wouldn't do anything after six you'd probably go home but having the coffee shop is an important factor. But if you have a lecture from 5 to 6 and you've got a break from 4 until 5 the fact that it closes on you isn't really that convenient. All coffee shops should be open nine till five, because that's the times students are in. If students have lectures until six at least stay open until a convenient time for them. Especially towards the end of the day that when people get tired and they're going to want a caffeine boost. So to have maybe okay that's open from five onwards at the coffee shop should be open from nine until five. It's a standard day and I can see how that would be hard for the university staffing hours. Even if they provide coffee vending machines they're not as good they've installed these new coffee machine is because they meant to be better but the coffee shops aren't giving students the time to use them</p>		
<p>Give mugs as opposed to cups.</p>	<p>G thinks that the coffee shops should provide mugs</p>	<p>Give the customers the option to have the coffee in a mug.</p>
<p>It should be open for the</p>	<p>G thinks the coffee shops</p>	<p>Open the coffee shops when</p>

majority of time students are there, most people tend to do nine till five even if you're not in uni they'll stay there so I think it should be open longer.	should be open when students are in university	students are in university.
I think you'll be losing out by not adding these extras, like adding comfy sofas, nice tables it wouldn't cost that much and would probably have really good benefits. A lot more people would stay around uni I reckon there's a lot of people will probably go out of university to go to Starbucks for a coffee for an hour if you have an hour break, where as if they had the seating and the comfy sitting they would probably staying uni.	G thinks that have a comfortable environment would be of benefit to the whole university.	Proved a comfortable environment.
It would be nice if they had a coffee shop like the engineering forum. If they could combine the engineering forum with the coffee shop that would be Puker.	G thinks the coffee shops should adopt popular that have happened elsewhere in the university	
I suppose it would be nice to get a Panini or something	G would like a Panini option	Have Paninis on sale where possible
I suppose I would quite like to see a coffee shop/library. yes I remember I went to the University of Liverpool open day and had a lovely library a bit like this one. And in a the corner they had a coffee shop it was just nice I have a coffee and read a book.	G thinks it would be good to have a coffee shop in a library	Look at other locations to place coffee shops.

I am repeating myself all the time here but I think that is a big point as I know psychologically with me I need an environmental change in order to relax		
There could be better seating I think. yeah I think they could have some tables and sofas and comfy chairs. I reckon though from a business point view. If there was more comfort I think people would spend more time in there and spend more money if I have a two hour break I wouldn't even consider sitting in the JCR. I would go into town and go to a coffee shop but if I had that sort of facility at my fingertips literally downstairs then of course I'd stay here I'd save 20 minutes walking times.	G thinks that people would spend more time in uni if there was a comfortable coffee shop.	Provide a comfortable environment
it just needs redoing it needs a whole renovation.	G thinks that coffee shop need renovation	Invest profits into the environment.
yeah I suppose I would, like when you go to Starbucks you can have caramel put in your coffee, you can have it in a big china mug if you're sitting in you can have it in a nice thing to go away. In Trev you just don't get that.	G would like to have the option of customization with hot drinks	Have the option of customization with hot drinks
I think the design of the coffee shop itself so it looks more like a shop. Liked on the walls I'd like to see more woody things on the walls. Make me	G thinks that the lay out of the coffee shops give the impression that its just a shop.	Have an environment that people expect from a coffee shop.

feel more like i am in a coffee shop. Thats how I see coffee shops. When I think Starbucks I think the floor is also wooden and there walls so yer, I would like that.		
and if you think especially around revision times if you're in here all night then you're going to need a cup of coffee. Is there a coffee machine somewhere? Have you been to the top floor of the union and there is that Costa express machine that things not bad actually.	G would like the coffee shop to be open longer around revision time	The coffee shops should open longer around revision time
even extra quarter of an hour in that sense would make all the difference, because of some finishes there lecture a five you're unlikely to get someone to go in there at 5:30. But between 5 and 1/4 past as everyone is walking out that would probably make such a difference to students but not probably to staff it's not like they have to go miles out of their way to open that extra quarter and our.	G thinks the coffee shop should be open longer	The coffee shops should be open to suite the needs of the customers

Q9. Of all the needs discussed which one would you identified as being the most important?

FG1

Natural Unit	Central theme	Requirements
Seating I think having a	G would like to have comfy	Provide a comfortable

<p>dedicated area which has sofas or armchairs and lower tables so it is seen as a this relaxing area and not a study area. I think that's the biggest difference you would see a lot more people possibly staying and people would really love having that area because I mean people do want to just want to chat sometimes and if you've got a dedicated area then you kind of feel that you're allowed to. I think that in each Uni they should have its own dedicated area where their people can talk here and people can study there. Sofas I want sofas.</p>	<p>sofas and a clearly defined relaxation area</p>	<p>environment. Have soft furnishings. Have an environment where people can relax.</p>
<p>(JAMES: from what I gather from what you've told me the crux of your argument is that you want in area that is disjoint from the University. So it's a relaxing area, it is comfortable it has comfortable seating the environment is pleasant the shop is slightly more catered to the needs of a coffee in a modern sense rather than be in a shop that sells coffee. I'm missing anything from that interpretation would you say?)</p> <p>No primarily from me the two big things are the seating area make it friendly relaxing cut it off from this is uni, this is work, this is where you could have a 10 minute break under shop a 50-50 split of the coffee shop so you</p>	<p>G's two most important aspects to change in the coffee shops are to have a relaxing environment and to have a coffee shops that meets its requirements as a coffee shop and a shop.</p>	<p>Provide a comfortable environment. Have an environment where people can relax. Provide coffee shops that can meet these requirements as a coffee shop and a convenience store.</p>

actually feel it's a coffee as opposed to just Cornershop. There are two big points.		
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FG2

Natural Unit	Central theme	Requirements
chairs	G likes chairs	Provide chairs
Comfort	G values comfort	Have a comfortable environment
as someone who doesn't use it I'd say the quality of the coffee because everyone complains about it. for me it's the coffee and drinks, it needs to be a different brand because this company is crap as George said they should get costa's or Starbucks in.	G would like see an improvement in the quality of the coffee. G thinks that the coffee shops should be taken over by a chain	Provide quality coffee. Provide a level of service that is provided by coffee shops in the high street.
because obviously I don't drink coffee that much yes it would be nice to have a greater range of products	G values the range of products that are on offer	Provide a range of products that customers want and are popular.
For example elsewhere I could get a bottle of Lucozade for about 85p wears in here I pay £1.20 for it. Just because it's there and close I feel as if I have to buy it, if I wanted then I have to buy it for that price.	G thinks value for money is important	Offer value for
(JAMES prices are usually inflated in coffee shop because of the environment how do you feel about that?) (NC) I don't think the price of the products justified by the	G does not think there is a justified reason to pay the prices for the produces in the coffee shops give the environment that is provided	There should be a link between the price one pays for the produces and the environment which is provided

environment at all.		
I probably say the coffee because at the end of the day people are always going to go down there even if they sit in the labs or whatever. So people are going to sit in the chairs regardless of what they're like. At the moment there horrible but if you didn't change the chairs then is going to care that much. I don't necessarily agree with you there though *** because I see less people in the JCR now, they actually go to the labs to hang out more just because there's actual spongy comfy chairs in them. Dan they just take their coffee up there, more about the coffee the natural environment.	There is disagreement amongst the group as to where or not the improvements in the environment is imported. The overall feeling was that it does	Provide a comfortable environment.
Yeah they should make the JCR more about chilling out than doing work because there are plenty of workspaces. That people tend to do loads of work in the JCR but they should make it more chill out.	G thinks that there should be a relaxing focus rather than a focus on providing a work space	Provide a relaxing environment.

FG3

Natural Unit	Central theme	Requirements
Comfort then as we said or i'd say generally experience as opposed to just a drink	G would like to see an improvement of comfort. G would like to see a hole	Provide a comfortable environment. Provide a "coffee shop" experience that

and food they serve, it's the experience that you get when you going there.	coffee shop experience.	the customers expect.
looking at quite a short term view I'd say price. I don't really sit around in coffee shop as much compared to what I used to, if I am in there now I'm normally getting a drink and heading off to a lab or to a lecture. So looking at it somewhat selfishly I'd say the price I wanted a bit cheaper.	G would like to see a reduction in price	Offer value for money
(JAMES I know you weren't here for the whole discussion but I think you've kindest caught the crux of it, in your view what would you say would be the most important things?) (JAMES so I gathered from you guys its 100% the comfort factor you have to have the environment. As you say the experience could you define the coffee shop experience for me?) (EH) the ideal experience? (JAMES yes) A maned counter as opposed to a till. They give you the drink that you asked for, or the food to a certain extent. If were talking about food as well. And as you say well decorated area with appropriate ambient lighting and comfy seats, access to the Internet, power points and tables for you to relax or do some work around. (JAMES would you all agree with that definition? would you add	G thinks the most important thing to change is the environment so that the atmosphere of the coffee shops are relaxed. G would like to see coffee served over a counter as opposed to the self service machines. Food to be served over a counter. Comfortable and relaxing environment, with access to the internet and power points.	Provide a comfortable and relaxing environment. Provide a level of services that customers expect (coffee served over a counter, made by a barista, food made fresh, free internet access, power points)

<p>anything?) (DH) yes that's quite spot on maybe friendly staff so like in Starbucks you go in and they know your name. (JAMES is that important to you to have a rapor friendly relationship with the staff?) (LS) yes because it's only one person didn't have time to talk, he is just rushing everything. So I think it's probably better than for me if they had two people would probably have more time on my hands, theres just like one till in shops it's not like that, you give them your order and you don't have to worry about it. (LS) I think the idea of the loyalty scheme is good and again he said that you buy at every single day so it's good for you.</p>		
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FG4

Natural Unit	Central theme	Requirements
<p>® deco (JAMES would you all agree?) (JAMES so from I'd gathered the most important thing is the atmosphere) ® yes that's linked to the decor. (JAMES I right in saying that today call in the most important thing is intrinsic to the atmosphere? And by improving the decor and the provision of food and drinks that would add to the atmosphere?) (H) yeah ® we should make it a place where you would want to go in</p>	<p>G thinks the most important aspect that could be improved in the coffee shops is the environment. G would like there to be a well decorated relaxing environment so people would want to spend time in the coffee shops.</p>	<p>Provide an environment that encourages people to spend time in. Provide an environment that is well decorated.</p>

<p>between lectures to do a bit of work or to have a chat with some friends and have a snack and relax. (H) and if they improve the decor then the atmosphere it would feel more like a coffee shop ® yes it make it so people would sit and chat there for longer and people would spend more time in there. (JAMES to just make it more like a coffee shop essentially?) (H) yeah (M) yeah ® yeah.</p>		
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