

Changed coffee shop from Dobre Tea to 61C Cafe because Dobre Tea was full when I visited.

Part 1 for 61Cafe

1. Logistics:

- a. Names of Coffee Shops:** 61C Cafe
- b. Locations of shops:** 1839 Murray Ave, Pittsburgh, PA 15217
- c. Dates of Observation:** 3/13/2022
- d. Time of Day:** 4pm

2. Pre-Observation Research

a. Why did you choose the particular shop for your observation? I chose this particular shop because it was convenient for me to observe

b. How did you find where the shop is location/how you will get there?

I was walking to Dobre Tea and walked across it, so when I saw that Dobre Tea was full I decided to go to 61C Cafe instead. I got there by bus because it is in Squirrel Hill and walked from the bus stop to the shop.

c. What other information can you easily find out about the shop before your arrival? What sources did you consult and why?

i. Social Media Accounts

The shop has some small pop-up performances that they will announce on their facebook, but their last post was in 2017.

ii. Shop Website

This cafe does not have a shop website.

iii. Newspaper Write-ups

Warm cozy environment

<https://pittnews.com/article/170884/arts-and-entertainment/staff-picks-pittsburgh-winter-hangouts/>

It seems that this coffee shop is not independent as there is also a 61B. I assume these names are after the buses that go by the area but the shops is still local to the Pittsburgh area.

<https://patch.com/pennsylvania/foresthills-regentsquare/katerbean-closes-saturday-61c-cafe-will-open-new-shop-in-space>

iv. Customer Reviews

The cafe has small treats and smoothies as well. Apparently the cafe is not well stocked though. There seems to be a decent amount of seating and there is a nice vibe

d. What assumptions do you have about the shop prior to your observation?

i. Through personal experience of coffee shops in Pittsburgh (or elsewhere)

I assume that the shops will let the customers enjoy the experience themselves and the servers will just make the drinks

ii. Through word of mouth about the shop

I've heard good things about La Prima and Dobra Tea was recommended to a friend so I assume that the food will be good.

iii. Through information you've learned in this class

There will be a sense of community

iv. Through pre-observation research

I assume that the experience will be very enjoyable

3. Describe: (notes)

a. Sights (colors, artwork, customers, etc.)

Brown, yellow, small coffee artwork, college students, working people, splatter paint chairs, hand painted art, soft lighting, scratched wallpaper

b. Smells (coffee, food, bathrooms, something else(?))...

Smells like coffee, bathroom had a little bit of fragrance

c. Sounds (music, volume (of music or other patrons), ambient sounds, etc.)

d. Tastes (if you buy a beverage, describe what kind of beverage you bought, how it tastes, etc.)

Sounds like chatter, low music, jazz music.

Green tea latte is not that good, not sweet, foamy

e. Feel (Furniture (tables, chairs, flooring coffee bar), temperature, etc.)

Wood furniture, no cushion. Warm feel.

f. Sellable items (coffee, t-shirts, other food items, kinds of coffee available, coffee items et al.)

Sells coffee bean bags, small treats, water and bottled beverages, and coffee

4. Question: (Complete sentences)

a. Is this a third-wave coffee shop, a specialty coffee shop, a local shop, shop featuring fair trade/organic, etc.? How do you know?

This is a local shop because there are no shops outside of this one called Cafe 61C, but there are sister shops in the local area.

b. How does the placement of materials in the coffee shop direct the way that you move around the coffee shop (how you get in line, get your lid, order your drink, find a table, find the bathroom, etc.)? How are other customers maneuvering the space of the coffee shop?

When entering the shop there are coffee bags around you so that your eyes will see them first and then there is seating to the right and a display of treats to the left. When ordering the menu is on the right wall about 10 feet away from the cashier and was written in chalk. You can find a seat first and then order a drink and then you wait for the drink to be made and get it at the counter once the barista calls the order. The cafe was a pretty full so customers tried getting a seat before ordering

c. What is the effect of this layout? Speculate about why you believe the coffee shop owners decided to set up the coffee shop in the way that they did?

First they put the products as you first enter the shop to get you to spend money. And there are a lot of small tables to maximize space when most people come into coffee shops by themselves or as pairs.

d. How are customers using the coffee shop (for studying, socializing, working, eating, break from work)?

A lot of people are on their computers. Some people come for coffee and socialize here while others are working on their computers.

e. What is the demographic of the customers in this shop? Based upon your observations, what seems to be the main motivation for people visiting this coffee shop? Are these customers regulars, interacting with one another or are the customers here to be nameless?

I think people are here to do work in a casual environment while being able to grab a cup of coffee at the same time. There are mostly college students with some working age people and a couple of elderly people just chatting. The people here may be regulars but are just talking among themselves and not interacting with other customers.

f. What might be some advantages or disadvantages of your particular observation of this coffee shop? In other words, how might your personal experience in this shop, with the barista, with coffee in general, etc. effect the observations that you are making?

There is only one barista working right now so everyone is interacting with the same person when ordering so the experience is more personal. A disadvantage would be that there may be a line that starts to form in the busy hours of the day because there is only one person working. He can't clean the tables and make coffees the same time so if a customer leaves coffee at one of the seating tables when they're supposed to bring it up to the counter, another customer will have to clean it(which I saw happen)

g. Interrogate your initial assumptions about the coffee shop. How accurate were your pre-observation assumptions? What was different? The same? What surprised you?

My assumptions were decently accurate about the overall vibe about the place but I was surprised at how full the place was and that there was only one barista. The drink was also not very good which was quite surprising based on the reviews online.

La Prima in Wean

3. Describe: (notes)

a. Sights (colors, artwork, customers, etc.)

Grey and tan colors, there is no artwork, the customers are all CMU students getting coffee between class.

b. Smells (coffee, food, bathrooms, something else(?))...

Smells like coffee, could not smell any other scents. Could smell from a decent distance because the shop is in an open space.

c. Sounds (music, volume (of music or other patrons), ambient sounds, etc.)

Sounded like a lot of chatter because there was a lot of CMU students and typically they may see someone in line that they know

d. Tastes (if you buy a beverage, describe what kind of beverage you bought, how it tastes, etc.)

Did not buy a beverage

e. Feel (Furniture (tables, chairs, flooring coffee bar), temperature, etc.)

The chairs were typical wooden chairs that you could buy anywhere. The temperature was room temperature. There was a bar area with high chairs that people could sit in. Floors are tiled.

f. Sellable items (coffee, t-shirts, other food items, kinds of coffee available, coffee items et al.)

I did not notice that they sell their own beans while I'm pretty sure that La Prima does sell their own beans. Just typical coffee and beverages were sold with some treats

4. Question: (Complete sentences)

a. Is this a third-wave coffee shop, a specialty coffee shop, a local shop, shop featuring fair trade/organic, etc.? How do you know?

La Prima is a third-wave coffee shop because on their website they emphasize the quality of their coffee.

b. How does the placement of materials in the coffee shop direct the way that you move around the coffee shop (how you get in line, get your lid, order your drink, find a table, find the bathroom, etc.)? How are other customers maneuvering the space of the coffee shop?

Typically when you first enter the shop from the outside the line is the nearest thing near you. So you would order your coffee and when you go to find a seat, you could also see them making coffee. The menu is on a screen to the cashier and there are treats right next to the cashier. Other customers are typically standing after they order their coffee because they need to leave for their next class right after they get their coffee.

c. What is the effect of this layout? Speculate about why you believe the coffee shop owners decided to set up the coffee shop in the way that they did?

d. How are customers using the coffee shop (for studying, socializing, working, eating, break from work)?

The effect of this layout is that it may get really crowded when the shop is really busy. The coffee shop is set up this way because I feel like it is the typical coffee shop layout and the line is near the entrance to the building because it is convenient for the student to order something. There are also some tables so that you could study by yourself or in a group setting.

e. What is the demographic of the customers in this shop? Based upon your observations, what seems to be the main motivation for people visiting this coffee shop? Are these customers regulars, interacting with one another or are the customers here to be nameless?

The demographic of the customers are CMU students. The main motivation would be to get coffee so that they have energy to go to their classes. These customers seem to be regulars as they will recognize their friends in the line as they often get coffee around the same time.

f. What might be some advantages or disadvantages of your particular observation of this coffee shop? In other words, how might your personal experience in this shop, with the barista, with coffee in general, etc. effect the observations that you are making?

Some advantages are that the line is very obvious. Some disadvantages are that it may get crowded when waiting for the coffee. In my personal opinion there were too many people, so I didn't want to grab a seat and do my observations in the shop.

g. Interrogate your initial assumptions about the coffee shop. How accurate where your pre-observation assumptions? What was different? The same? What surprised you?

My initial assumptions were not accurate with La Prima because they do not need to create an experience for the students to keep coming back. They are focused with practicality because the students just want to get their coffee and go. Nothing really surprised me because I walk by Wean quite often to go to my classes.

