

NCUE, - FEEDBACK, CLASS PRESENTATIONS

THE GROUP YOU ARE ASSESSING:		Save your file. Use this format: group being assessed your group.doc So an example would be TIV Voltes5.doc – where TIV is the group being assessed and Voltes5 is your group.	
MO-MOON			
YOUR GROUP NAME:			
INSTRUCTOR			
A	B	C	D
Are ideas presented connected with the aim of the presentation?	Are the ideas presented clearly supported with evidence and logical argument?	Is it easy to follow & to understand? (Are the slides clear and easy to follow e.g. use of new pictures, words, graphs)	Overall impression (is it a group presentation etc.?)
40%	30%	20%	10%

5%	5%	5%	5%
<p>Comments (space will expand as you type)</p> <p>Part of the start covered</p> <p>Listening is the goal - so why even connect dimensions (no basis for this)</p> <p>(Apples and Oranges - "equivelence" is the issue here (see research paper on this)</p> <p>Animate!!</p> <p>Simplify the slides</p> <p>So tiny I cannot see e.g., Method 1</p> <p>Objectives - where are they?</p> <p>Questionnaires - numbers twice? Why</p> <p>Questionnaire - diesng not clear in explanation - e.g., where is importance ranking?</p> <p>Question but not question phrasing</p> <p>Comfortableness makes sense</p> <p>Sincerity - writing on the cup / greeting - which dimension?</p> <p>Suggestion - coffee spill (active?)</p> <p>Pilot test -</p> <p>What about CIT data?</p> <p>Conclusions</p> <p>Issue of SOP - wrong coffee / cleaning</p> <p>Clarify if not sure about questions then ask -</p>			

Report:

This report has a tone of authority and efficiently takes the reader through a storyline that is easy to follow.

- There is a bit of "weird" mapping of SERVQUAL to the 6 dimensions. They are the same (service quality) but constructed differently (5 vs 6 dimensions) for Western and Eastern customers.
- tell the reader about the service touch points -- what happens to a customer in the store?
- add more detail to explain the methods for listening at the beginning. Give me an overview, explain how this aligns with good practice, how it helps address your objectives. Add a little more detail - e.g., how importance emerged
- Bring out areas for improvement in the conclusion (missing)

Grade (%) 20%

Comments from: The Fried Rice Group

Evaluating: Mo Moon Day

Target company: Louisa Coffee

Name	Comments
Hiro	it seems that they might rehearse some times and the oral presentation is good. With IP Matrix, it's easier to understand the result in one page However, some characters are small and hardly too to see
May	Good Points: 1. Attractive presentation show confident in this research. 2. Speed of presentation is make an easy understanding. Question: 1. Chinese perspective dimensions can apply for international interviewees?
Joey	Presentation: cozy, thematic; some fonts a little too small Content: engaging narrative (interviews), interesting use of PI matrix
Tu	Good points: - Presentation file: the template is easy to see, and the font size is perfect. - The speaking speed of presenter is good, it's nice to listen to, and also easy to understand. Recommendation: - Presenter sometimes block the screen on the right side. It's better that you move a little on the right.

Michelle's comments:

- I think it's good when My Lin use the pointer
- I see there's no animation, and pretty much text in one page
- how does your groups link SERVQUAL and 6 dimensions?
- I think it's would better if you try to reflect the survey results with your interview

Jade's comments:

- When taking, you guys do not stand after the podium, it was nice
- Everything comes at once, no animation. It's better if you can make animation to help audience easy to focus
- It's good to communicate with the audience when Kai asked the classmates about SERVQUAL, it's better if you can ask more
- The information is fruitful, but put at once, it's a little difficult to follow
- Question, how to link SERVQUAL to 6-dimensions? Why choose scale 1-4 and 1-6 seperately?
- I like the way you guys moving around during the presentation
- It's nice when your team has logo in each slide with your consulting company name

Jeremy's comments:

- Love the Importance Performance Matrix to let us know the pros and cons clearly, however, the analysis of this matrix may use an extra slides for more information sharing and understand the meaning or story behind.
- Seems spend too much content in first quarter of the matrix, even though these are the cases from interviewees, may share some key concept will be better than too narrative.

Kathy's comments:

- Importance performance matrix: easy to follow and compare
- For the CIT part, I think it will be better to follow the incident sorting process
- questionnaire design is good

Duan's comments:

- I suggest there should be some impressive numbers to prove the success of Louisa
- The importance matrix is a great idea. But beside putting everything in one slide, you guys can have an overall slide and some slides for each of the dimension for easier follow.
- Some text is in low contrast (Ex: "Keep up the good work") it's difficult to read. Others are easy

to read.

Compliment

- Interesting introduction
- Performance matrix give clear explanation

Suggestion

- Some letters are too small to read from the back of the room.
- The analysis didn't cover all 6 SERVQUAL dimensions, so we think it would be better if they can analyze in all perspective.
- In survey, they didn't put the detail explanation for each 6 SERVQUAL dimension in the survey, so the respondent might have the difference perception from what the information they exactly need.
- The interview section is difficult to follow with since we have to read their long response on the screen, so we think they can make more interesting presentation way.
- No analysis of clearly pointing out key success and key failure of Louisa.

National Cheng Kung University

Service Quality of Louisa Coffee

Service Management from Chinese Perspective

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*add
date*

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Waste of space
not useful heading

page no?

tell more

1. Introduction

In recent years, Taiwan has seen a rapid increase in its population of coffee drinkers. In the competitive market of the coffee industry, providing high-quality customer service is essential in order to secure customer loyalty and brand reputation. It took 16 years to expand 50 cups before, but now it only takes 2 years to reach the standard, which shows that the demand for freshly brewed coffee in Taiwan continues to increase (FoodNEXT, 2019).

A

Louisa Coffee, one of Taiwan's most prominent coffeehouse chains that has been deeply involved in the Taiwan market since 2006, allowing more people to immerse in the pleasure of tasting coffee. Louisa Coffee stands as a well-known brand where customers seek not only quality beverages but also a persistent and adequate service experience. This report aims to analyze service management of Louisa Coffee, focusing on how well the brand meets customer expectations and identifying areas for improvement by using mixed-method approach, both qualitative and quantitative data.

B

2. Objective

(SQ, surely?)

tell me about customer experience.

1
2
3

The purpose of this report is to uncover and analyze customer requirements and expectations for service at Louisa Coffee. By detecting what customers expect and value during their visits, this study aims to provide Louisa Coffee with a detailed understanding of the key aspects that contribute to a positive customer experience. Using the Critical Incident Technique (CIT), we aim to capture meaningful customer interactions that highlight both successful and potentially problematic service moments. These qualitative insights, paired with quantitative data from the SERVQUAL survey, will offer a thorough assessment of Louisa Coffee's performance in key service areas, such as reliability, assurance, tangibles, responsiveness, and empathy.

3. SERVQUAL Survey

3.1 Method

for listening to customers. (Main head)

This survey uses a combination of SERVQUAL and an Importance-Performance Matrix to evaluate Louisa Coffee's service quality. The SERVQUAL model assesses service based on gaps between customer expectations and perceptions, focusing on five key dimensions: Tangibles, Reliability, Responsiveness, Assurance, and Empathy. These dimensions align with Louisa Coffee's evaluated attributes like Comfortableness, Active Service, Professionalism, Respect, Sense of Sincerity, and Chin-Chieh as important dimensions in Eastern culture.

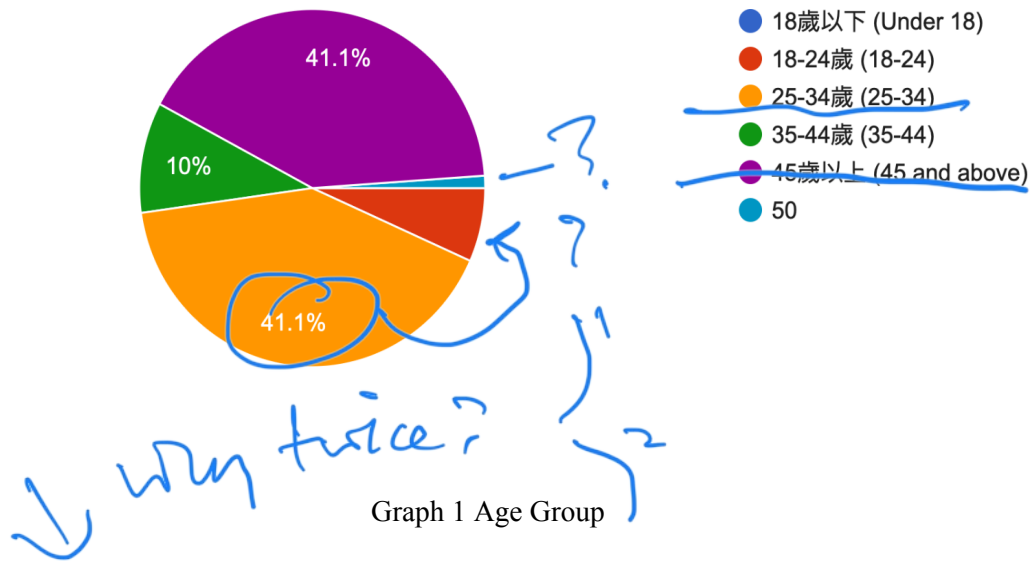
6

No a survey does people do.

nothing service quality model

您的年齡層？ What is your age group?
90 則回應

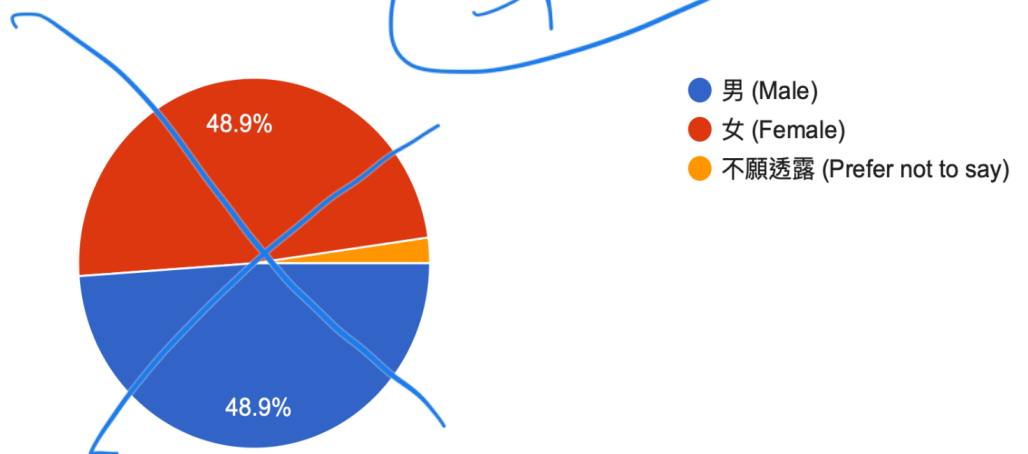
Wasting Space



The majority of our survey respondents fall within the age range of 25 to 34 and 45 above, indicating a strong representation from young adults to the elder generation. This demographic insight is crucial for understanding their preferences, behaviors, and concerns, enabling us to tailor our programs and services to better meet the needs of these two ranges of groups.

您的性別？ What is your gender?
90 則回應

Space



Graph 2 Gender Group

Our survey responses reflect a balanced representation of both genders, ensuring diverse perspectives. This equality in participation enriches our findings, allowing us to

capture a wide range of experiences and opinions. By valuing contributions from all genders, we can develop more inclusive strategies and initiatives that resonate with everyone.

Our research survey reveals that the primary reason for visiting Louisa Coffee is to enjoy coffee and beverages. The second most common reason is to relax in the shop, while the least frequent motivation is to work or study. These insights highlight the café's role as a social and leisurely space.

The reasons behind these findings may include Louisa Coffee's reputation for high-quality beverages, which attracts customers seeking a pleasant coffee experience. The inviting atmosphere likely encourages relaxation, making it a popular spot for socializing or unwinding. Additionally, the café's environment might not be ideal for focusing neither working, studying nor enjoying food, leading to fewer customers prioritizing those activities.

3.2 Finding

The survey results for Louisa Coffee reveal that comfortableness and respect are the most valued attributes, with average importance scores of 5.17 and 5.11, respectively. Professionalism follows closely with a score of 5.09, while Chin-Chieh, a term reflecting kindness and friendliness, has a slightly lower importance score of 4.87. Sense of sincerity and active service rank the lowest in importance, with scores of 4.80 and 4.33. In terms of performance, Louisa Coffee was rated highly for comfortableness and professionalism, achieving scores of 3.5 and 3.4 out of 4. Respect received a similar performance score of 3.4, while Chin-Chieh and active service both scored 3.2.

Dimension	Attribute Importance	Attribute Performance
Comfortableness	5.17	3.5
Respect	5.11	3.4
Professionalism	5.09	3.4
Chin-Chieh	4.87	3.2
Sense of Sincerity	4.8	3.3
Active Service	4.33	3.2
Note	From 1-6, 6 means strongly important	From 1-4, 4 means strongly agree with good performance

Table 1 Results

ugly table

Scale to method

We use the above score to make the below Importance Performance Matrix:

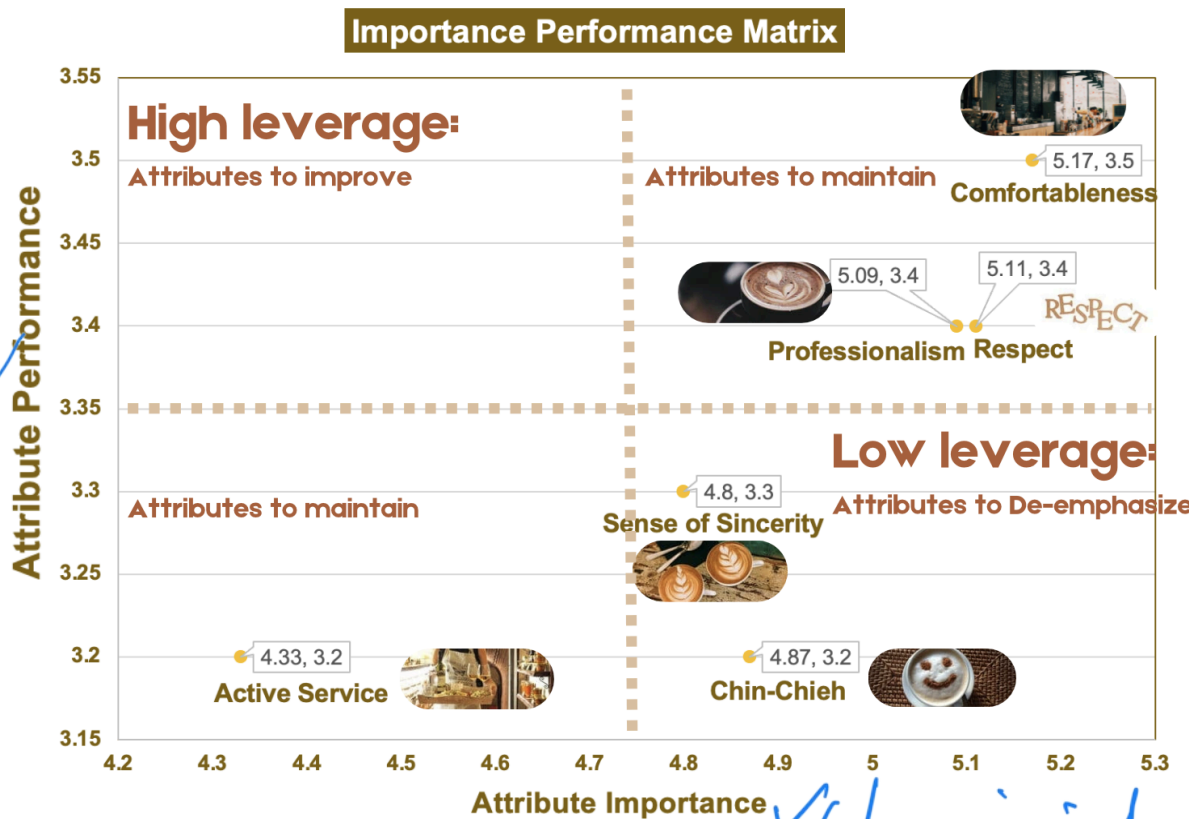


Figure 1 Importance Performance Matrix

The Importance Performance Matrix provides a visual framework to help Louisa Coffee focus on the areas that matter most to their customers and align resources accordingly. In this matrix, customer attributes are categorized based on their perceived importance and current performance.

In the "High Leverage" quadrant, **comfort** emerges as the most critical attribute, with the highest importance score (5.17) and a good performance score (3.5), indicating that an inviting atmosphere plays a critical role in their overall satisfaction. This factor presents the necessity of a welcoming and comfortable atmosphere, and is a top priority for customers who seek a cozy space to relax, connect, or enjoy their coffee. Enhancing comfort can directly impact customer satisfaction and loyalty.

Respect and **Professionalism** fall into the "Attributes to Maintain" section, showing high importance (5.11 and 5.09, respectively) and strong performance (both around 3.4). These attributes should continue to be prioritized, as they play a significant role in shaping

customer perception. Respect signifies treating customers with dignity, fostering a sense of value and loyalty. Professionalism, meanwhile, indicates the need for knowledgeable staff who can provide quality service, reinforcing Louisa Coffee's commitment to excellence. In the “Low Leverage” quadrant, **Sense of Sincerity** and **Chin-Chieh** have moderate importance (4.8 and 4.87) and performance scores (3.3 and 3.2), suggesting that while they add to the overall experience, they are not primary differentiators. However, enhancing these areas with simple gestures—like cheerful greetings or personalized notes—could subtly improve customer satisfaction without requiring significant resource allocation.

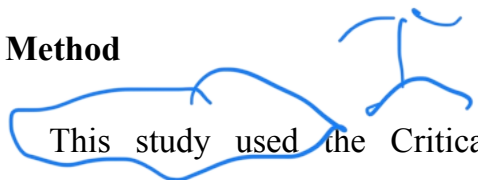
Active Service is categorized as an “Attribute to De-emphasize” due to its lower importance (4.33) and performance (3.2). However, it's worth noting that even though it ranks lower, Louisa Coffee could benefit from small adjustments, such as adding QR codes or call buttons for easy access to assistance. These adjustments may particularly benefit patrons who need extra support, such as elderly or disabled customers.

In summary, Louisa Coffee should prioritize **Comfort**, **Respect**, and **Professionalism** based on their high importance. As a result, we use CIT technique to further dig into these three dimensions in the next section.

✓ good flow

4. Critical Incident Technique (CIT)

4.1 Method



This study used the Critical Incident Technique (CIT) to look at customer experiences at Louisa Coffee on NCKU Shengli Road.

4.1.1 Question Development

footnote

Questions were adapted from *Bitner, M. J., Booms, B. H., & Tetrault, M. S. (1990), The Service Encounter: Diagnosing Favorable and Unfavorable Incidents*

The adapted questions are as follows:

1. Reflect on an occasion when, as a customer, you experienced a particularly satisfying or dissatisfying service encounter at Louisa Coffee on NCKU Shengli Road.
2. When did this incident occur?
3. What specific circumstances contributed to the situation?

4. How did the employees respond or behave during this interaction?
5. What aspects of the interaction contributed to your satisfaction or dissatisfaction?

4.1.2 Interview Scope and Procedures

The study included interviews with 11 participants to get a variety of viewpoints. The interviews were done in different ways, such as face-to-face, online, or by phone, depending on what was most convenient. Each interview was based on the revised questions, lasted about 20–30 minutes, and responses were recorded with the participants' permission.

4.1.3 Data Collection and Analysis

The answers from the interviews were written down and studied to find common themes. Incidents were grouped as dimensions in Eastern culture like Comfortableness, Active Service, Professionalism, Respect, Sense of Sincerity, and Chin-Chieh were analyzed. This helped to find patterns and better understand what made customers satisfied or dissatisfied.

4.2 Findings

Customer experiences at Louisa Coffee are heavily influenced by environmental factors like noise and seating comfort, which often reduce Comfortableness. While Active Service and Professionalism are generally appreciated during routine interactions, they falter in resolving complaints or errors.

4.2.1 Comfortableness

Comfortableness is very important for customers, especially those who want a quiet place to work or study. Many customers felt uncomfortable because of the high noise level and crowded seating in the coffee shop. For example, one customer said, "The noise level quickly made the shop quite noisy, and I found it difficult to concentrate" (Interview 1, Male, 30). Another customer mentioned, "I often need to put on headphones just to block out the noise around me so I can study" (Interview 9, Female, 31). These comments show that customers expect a peaceful and comfortable place, especially if they are trying to work. The noise and lack of space made it hard for them to enjoy their time. If Louisa

Coffee can make the space quieter and more comfortable, it would improve the experience for customers who use it as a workspace.

4.2.2 Professionalism

Professionalism, including order accuracy and fast service, is also very important to customers. The interviews show that mistakes and delays can negatively impact how customers feel about the service. One customer felt unhappy after receiving the wrong drink and no apology, saying, “The barista mistakenly gave me a latte instead of the Americano I ordered. When I pointed out the error, the barista seemed slightly impatient and offered no apology” (Interview 2, Female, 31). Another customer shared, “I noticed that my coffee and food hadn’t arrived yet. After hesitating a bit, I went up to the counter to ask. It was only then that the staff realized my order had been missed” (Interview 3, Male, 25). These examples show that customers want their orders to be correct and timely. They also expect staff to handle any issues politely and professionally. When professionalism is lacking, customers feel undervalued, which affects their overall satisfaction. By focusing on order accuracy and polite responses, Louisa Coffee can build stronger customer trust and loyalty.

5. Conclusions

This report has explored customer service expectations and performances at Louisa Coffee, highlighting critical areas that influence customer satisfaction. Through a mixed-methods approach combining the SERVQUAL survey and the Critical Incident Technique (CIT), we identified key insights into what customers value most during their visits. Our findings reveal that comfortableness, respect, and professionalism are the most significant contributors to a positive experience. Specifically, customers appreciate a quiet and comfortable environment, accurate orders, and courteous interactions from staff.

The Importance-Performance Matrix emphasizes that enhancing comfort should be a priority for Louisa Coffee, as it significantly impacts customer satisfaction. Respect and professionalism should also be maintained at a high level, given their importance and the role they play in shaping customer perceptions. Although attributes like Sense of Sincerity and Chin-Chieh were deemed less critical, small efforts to improve them could subtly enhance the overall customer experience. Meanwhile, active service can be de-emphasized but still refined with minor adjustments to accommodate diverse customer needs.

In conclusion, Louisa Coffee can strengthen its market position by focusing on creating a welcoming and respectful environment and maintaining professional service. By

addressing customer feedback and implementing thoughtful improvements, the brand can further build loyalty and set a higher standard for service excellence in Taiwan's competitive coffee industry.

Stuff

6. References

- Bitner, M. J., & Tetrault, M. S. (1990). The service encounter: diagnosing favorable and unfavourable incidents. *Journal of Marketing*, 54, 71-84.
- Black Gold Business Opportunities Burn! Taiwanese drink 600 million cups of takeaway coffee a year and can circle the earth 1.35 times! (2019, June 5). FoodNext. <https://www.foodnext.net/news/industry/paper/5975326331>.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A Multiple-Item Scale For Measuring Consumer Perceptions. *Journal of Retailing*, 64(1), 12.
- Stanworth, J. O., & Chang, H. T. (2015). Interpersonal service quality of the Chinese: determinants and behavioral drivers. *Service Business*, 9(3), 515-540.
- Zeithaml, V. & (n.d.). *Service Marketing. Integrating customer focus across the firm.* (Third or later edition). Chapter: Understanding customers' expectations and perceptions through marketing research.

7. Appendix

7.1 SERVQUAL Survey Questions

Professionalism

- The knowledge and expertise of our employees is well prepared?
- The employees exhibit a professional attitude during service?
- The employees are able to address customer needs quickly and efficiently?

Comfortableness

- The service from the staff makes you feel at ease?
- The atmosphere in the shop makes you feel comfortable?
- The seating environment is comfortable?

Sense of Sincerity

- There are memorable interactions with our staff that made you feel valued?
- Our team handles any concerns or questions you had?
- Our store genuinely puts effort into providing service?

Respect

- You feel heard and valued in our store?
- Our employees prepare your order according to your personal preferences?
- The employees interact with you in a positive manner?

Active Service

- When employees notice you might need assistance, do they take the initiative to help?
- You feel that the Louisa team understands and meets your needs even before you ask?
- During your experience, employees proactively check to ensure your satisfaction or inquire about your needs?

Chin-Chieh

- The actions or gestures of our employees make you feel a sense of warmth?
- Our employees make you feel warm when taking orders?
- You feel a sense of being welcomed, like a valued guest?

7.2 CIT Interviewee Responses

Interview 1		
Culture Background	Age	Gender
Asian	30	Male
<p>That afternoon, during my busy lunch break, I went to Louisa Coffee and ordered an Americano, hoping to work quietly in the shop. However, the place was crowded, and most seats were occupied. I finally managed to find a small corner to sit down, ready to open my laptop and get to work. But before long, a few nearby customers started talking loudly, and someone even initiated a video call. The noise level quickly made the shop quite noisy, and I found it difficult to concentrate.</p> <p>I observed the staff, hoping they might take the initiative to remind these customers to lower their voices, as many coffee shops aim to maintain a quiet atmosphere. However, the staff seemed entirely unaware of the situation around them, staying focused on their work at the counter without any intention to intervene. Summoning some courage, I approached the counter to express my concerns, hoping they might help by gently reminding the noisy customers. However, the staff simply responded casually, saying, "We don't interfere with customer activities here." The tone was slightly impatient, with no further explanation or suggestion offered.</p> <p>This experience left me feeling that my needs were ignored, and the staff seemed to lack the proper service attitude when addressing customer feedback. This left me with a somewhat diminished impression of this particular Louisa Coffee location.</p>		
Summary		
<ul style="list-style-type: none">● Tried working at Louisa Coffee but found the noise level high due to other customers.● Staff did not address noise complaints and dismissed the request for intervention, making him feel ignored and dissatisfied.		

Interview 2		
Culture Background	Age	Gender
Asian	31	Female
<p>There was a time when I went to pick up my drink at the counter, the barista mistakenly gave me a latte instead of the Americano I ordered. When I pointed out the error, the barista seemed slightly impatient, replying that they would remake it right away without offering any apology or reassurance. After waiting for quite a while, I finally received the Americano I initially ordered. This small incident left me feeling that the service attitude was lacking and that customer experience didn't seem to be a priority.</p>		
<p>Summary</p> <ul style="list-style-type: none"> • Experienced a drink mix-up; she received a latte instead of an Americano. • Staff showed impatience when addressing the issue and offered no apology, leading to a negative impression of the service. 		

Interview 3		
Culture Background	Age	Gender
Asian	25	Male
<p>One morning, I went to Louisa Coffee to get a cup of coffee to boost my energy and grab a quick breakfast. The shop wasn't very crowded, and the atmosphere felt pretty relaxed. I ordered a cappuccino and a ham and cheese sandwich, thinking it wouldn't take long.</p> <p>After waiting for a while, I noticed that my coffee and food hadn't arrived yet. I glanced over at the counter and saw the staff busy with other tasks, seemingly unaware that I was still waiting. After hesitating a bit, I went up to the counter to ask. It was only then that the staff realized my order had been missed, and they quickly started preparing it with a</p>		

somewhat embarrassed look.

A few minutes later, my coffee and sandwich were ready, but the sandwich had already cooled, and the coffee wasn't as hot as I'd expected. Although the staff handed me my order with a slight look of apology, there was no extra explanation or offer to make up for the delay.

This experience left me a bit disappointed, especially since mornings are usually rushed, and a smoother dining experience would have been appreciated. It was probably just a small oversight, but details like these made me slightly reconsider the efficiency and service quality at this location.

Summary

- Ordered a cappuccino and sandwich but experienced delays as his order was initially forgotten.
- Received his order cold and without compensation, which disappointed him, particularly given the morning rush.

Interview 4

Culture Background	Age	Gender
Asian	35	Female

One time, I went to Louisa Coffee during my lunch break and ordered an iced latte, hoping to relax for a bit. The shop was quite busy, and I eventually found a seat near the drink pickup area. Shortly after sitting down, I noticed a coffee spill on the floor by the table next to mine, along with a few used napkins. It seemed like someone had spilled their drink earlier and tried to clean it up, but the area wasn't fully wiped down.

I assumed a staff member would come over to clean it up soon, but several employees

walked by without noticing. With so many people coming and going, I started worrying that someone might slip on the wet floor. I decided to go to the counter and politely informed a staff member about the spill, mentioning that it could be a safety hazard. The staff member nodded and said, "Got it," but no one came over to address it.

After about ten more minutes, the spill was still there. I went to the counter again to remind a different staff member, who simply replied, "Just a moment." Unfortunately, the mess remained on the floor even as I was getting ready to leave, leaving me disappointed with the shop's cleanliness and safety standards. This experience not only disrupted my attempt to relax but also left me with a less favorable impression of the store's attention to its environment.

Summary

- Noted a spill on the floor that remained unaddressed despite informing staff.
- The staff's lack of response to a potential safety hazard diminished her confidence in the shop's cleanliness and safety.

Interview 5

Culture Background	Age	Gender
Asian	30	Female

One afternoon, I met a friend at Louisa Coffee to catch up and do a bit of work together. We ordered our drinks at the counter: I went for an iced Americano, while my friend ordered a matcha latte. After finding a nice, quiet spot, we started chatting and settling in to get some work done. When the drinks arrived, I noticed that my iced Americano had been switched out for an iced caramel macchiato.

Since neither of us had ordered a macchiato, we went back to the counter to let them know. It was quite busy, so we were hoping they would fix the mix-up quickly. However,

when we mentioned the mistake to the barista, she gave a quick “sorry” but didn’t seem particularly concerned. She didn’t give us an estimated time or let us know what the process would be to correct it; she just told us to wait.

After about fifteen minutes, we still hadn’t received the correct drink, and no one checked in with us. By this point, our break was nearly over, and we had to go ask again. The staff then handed me the iced Americano without much explanation or apology, and we quickly returned to our table to finish up.

Although the mistake was eventually resolved, the lack of attentiveness left us feeling a bit undervalued as customers. We had hoped for a relaxing time but left the café with a less-than-pleasant experience, making us reconsider it as a future spot for meeting up.

Summary

- Her iced Americano was mistakenly replaced with an iced caramel macchiato.
- Staff showed minimal concern and delayed correction, leaving her feeling undervalued and disappointed in the experience.

Interview 6

Culture Background	Age	Gender
Asian	30	Male

One weekend, I stopped by Louisa Coffee to get a drink and read a book for a while. I ordered a hot mocha, one of my favorites, especially on a relaxing afternoon. After placing my order, I found a cozy seat and started reading, excited to sip my drink.

When the barista called my number, I went up to the counter and picked up what I thought was my mocha. However, after taking a sip, I realized it was a hot caramel latte instead. I’m not a huge fan of caramel, so I headed back to let the staff know about the

mistake.

The barista looked a bit distracted, quickly said, "Oh, my bad," and took the drink without really acknowledging the mix-up further. I was told to wait again, but there wasn't any indication of how long it might take. I went back to my seat, expecting it would only be a few minutes. However, almost ten minutes later, I still didn't have my mocha, and the café was starting to get busier.

Eventually, I went up to the counter to check on my drink, and they seemed to have forgotten about it entirely. Finally, they made my mocha, but by then, I was no longer feeling as relaxed or eager to enjoy it.

This experience left me feeling like my order wasn't taken seriously, and the lack of communication made the whole situation frustrating. Instead of the relaxing afternoon I had planned, I left with a bit of a sour impression, which made me hesitant about returning soon.

Summary

- Ordered a hot mocha but received a hot caramel latte instead.
- The staff forgot his corrected order, leading to a delayed and frustrating experience, which impacted his enjoyment of the visit.

Interview 7

Culture Background	Age	Gender
Asian	34	Female

1. There were things I was satisfied with and things I was not. Satisfied with the staff's ability to make drinks quickly and correctly; dissatisfied with Louisa's small indoor seating area and the noise.

2. Around September 2024, I went to Louisa with friends to buy a drink. It was the first time the respondent had shopped there, and I just wanted to buy a drink to take away, and I was very satisfied with the staff's ability to make the meal quickly, efficiently, and correctly. The clerk quickly asked what they wanted, ordered a latte, confirmed the sweetness of the drink with ice cubes, paid the cash, and then started to make the meal. The wait time was not very long, and then the respondent left with friends. The wait time was not long, and then I left with my friend. I don't speak Chinese, but the clerk realized this and switched to English automatically, and the clerk completed the service in simple English, which was satisfactory. However, the staff spoke very quickly, which put me under pressure to order quickly or else I would be delayed, and I felt uncomfortable about that.

3. I went into Louisa twice before September 2024 with friends to look for a studying space, but the environment was very noisy and the seating was very small and narrow, so I ended up looking at the space and then left. I was not satisfied with Louisa's indoor space, and I thought the café should be very relaxing, but at that time, I felt that the store was very noisy, and I couldn't relax, so I finally chose to go to another café.

4. Louisa is like a 7-11 convenience store, Louisa's coffee is 80-90 yen on average, which is too expensive because the quality of the coffee is not up to par, nor is the atmosphere in the café, Louisa is just an ordinary coffee shop with no special features.

5. Vietnam has many interesting coffee shops, looking forward to the coffee shop is a coffee shop with characteristics, looking forward to relaxing atmosphere, professional coffee.

6. I don't want to try Louisa again unless necessary.

Summary

- Found the café noisy and cramped, making the experience uncomfortable.
- Considered the café overpriced with average quality and ambiance, unlikely to return.

Interview 8

Culture Background	Age	Gender
Asian	29	Female

1. I am a big fan of Louisa, basically I go there every day.
2. The main reason for going to Louisa is to find a comfortable place to study, Louisa has comfortable chairs, big tables and plugs, which is very suitable for my needs. My favorite place to sit is the big table on the second floor, because it has a plug, and you can put a lot of things on it, and it's near the window. The toilet on the second floor is also very comfortable and clean, which makes guests feel relaxed.
3. The price of coffee and food is acceptable. The coffee and sandwiches are of good quality, and I can save 5 dollars by bringing my own cup. I often order Americano, the price is 50\$, I bring my own cup, so it's 45\$.
4. I don't like to go to Starbucks. I don't like the atmosphere there, it's not cozy, and the food is expensive. I don't like the feeling of Starbucks.
5. There is no time limit at Louisa, I can order a cup of coffee and just sit there for the whole day. Some restaurants limit the meal time to 2 hours.
6. When there are a lot of people, the staff will interact with the customers faster and their expressions will be cold, but this is because there are a lot of people, it's understandable.
7. The staff remember me because I am a loyal customer, they ask me "Is it sugar free?" and "Did you bring your own cup?". There are 3 salesclerks in total, and they all remember me and my needs, which make me feel especially considerate and like I am back home, because only family members remember each other's needs. Among so many customers, they remember me, and I feel a strong emotional connection with them.
8. The staff is very professional, many of the customers don't speak Chinese, so they order in simple English. They prepare the food quickly and correctly, very professional and well trained. Sometimes when I couldn't understand their English, they would take the initiative to hand me the menu and point out which meal they are talking about with their fingers. From the above, it is clear that they are very well trained.
9. The staff would not interact with me after ordering. Even if I sit at my seat for the whole day, they will not bother me to talk to me, I feel very comfortable. I don't want to be disturbed, especially when I'm studying at Louisa.

10. There are some points of dissatisfaction. The first one is that the lock of the toilet sometimes breaks. Secondly, the Wi-Fi is sometimes too slow. Lastly, the space is a bit crowded, and when there are too many customers, the store will be very noisy. I will bring headphones, so I can accept the noise.

11. If Louisa can separate those seats for those who want to chat, or to work and study, it would be great. They can sit in different areas and not disturb each other.

12. There are two main reasons why I keep going to Louisa. The first is that it is very good for studying. The second is that the staff remember me, and I feel that we have an emotional connection, like coming home.

Summary

- Appreciates the friendly staff and comfortable environment, feeling a sense of belonging.
- Suggests improvements like better Wi-Fi and separate areas for studying and socializing.

Interview 9

Culture Background	Age	Gender
Asian	31	Female

1. 1-2 times a month. I go there by myself, to work or to study.

2. I used to order Orange Green Tea, sugar free and slightly iced. I like this store, when I ask for sugar free, they will take the initiative to change it to honey, and there is no extra charge. Other Louisa's coffee shops may charge 10 yen more.

3. I'm used to sitting on the second floor, so if I'm just waiting for a drink, I'll wait and get it on the first floor and then go upstairs. I'm quite comfortable waiting at this Louisa Coffee, while other Louisa Coffee's may drive customers upstairs first.

4. There are a lot of students in this café, and there are very few seats in the café. It's very crowded and noisy, so I would wear my own headphones to block out other noises

<p>outside.</p> <p>5. The staffs at Louisa's are very professional, they make the drinks quickly and correctly. They didn't smile when serving me, but it was a normal expression, which was acceptable. If I had any questions, the staffs were patient and answered me. When I was getting a hot drink, the staff would remind me that “The drink is hot, be careful”.</p> <p>6. I feel pressurized when there are a lot of customers and other people are waiting behind me to order. It's like I have to order quickly or else I'll be in the way of the others.</p> <p>7. This Louisa opens at 7am and closes at 7pm. Compared to other Louisa, it opens earlier and closes earlier, but it is acceptable.</p> <p>8. One thing I am not satisfied with is that the temperature of the air-conditioning is not even, the air vents are very cold and the corners where the air-conditioning does not reach are very hot. If there is a fan to promote air-conditioning circulation, it would be better.</p> <p>9. The main reason for coming to Louisa is to find a place to work and study, also because there are drinks here. The reason why I chose Louisa over other cafe is because I like the drinks here.</p>
Summary
<ul style="list-style-type: none"> • Values the study-friendly environment, affordable drinks, and attentive service. • Finds the noise and air-conditioning manageable but suggests improvements.

Interview 10		
Culture Background	Age	Gender
Asian	38	Male
<p>1. Nov 12, 2024 This is my first time to spend money in Louisa, and I came with my friends.</p> <p>2. Drinks are cheaper at Louisa, Starbucks is more expensive. Luisa has fewer customers.</p> <p>3. The seats in the store are very crowded, so it will affect my work and studying, but not my chatting with friends. The space in the store is crowded, but acceptable.</p>		

<p>4. The staff didn't smile when serving me. This is acceptable because Louisa is not a high level café.</p> <p>5. I was very satisfied with the speed of the staff in making the food and drink. The drink was prepared correctly. I felt that they are very professional.</p> <p>6. When I asked about the sweetness of the drink, the staff replied, “This drink has sugar in it” and some other reminders. I felt that they are very considerate as they have observed the customer's preference.</p> <p>7. When I ordered one drink and spent a small amount of money, the staff did not push other products, which made me feel comfortable and gave me a good impression of the store. I don't like to be pushed.</p> <p>8. The main reason why I chose Louisa is because there are chairs, air-conditioning, and the cost of the meal is not too high, so I think it is good value for money.</p> <p>9. I like the fact that the staff will not interact with me after I get my meal, so I feel comfortable and at ease.</p> <p>10. I look forward to having more seats and space at Louisa.</p>
Summary
<ul style="list-style-type: none"> • Enjoyed the affordable prices and professional service but found the seating crowded. • Appreciates minimal interaction after service and hopes for more spacious seating.

Interview 11		
Culture Background	Age	Gender
Asian	30	Female
<p>1. I am satisfied with Louisa, the room space is a bit crowded and noisy, but still acceptable, if there is a chance to go to Louisa again, I would like to.</p> <p>2. One day in the first half of 2024, because of a power outage in the dormitory, I went to Louisa to study at the suggestion of a friend, and I stayed there for the whole day, from</p>		

7:00 a.m. to 5:00 p.m. I don't really go to coffee shops, so it was the first time I went to Louisa, and before I went to Louisa for the first time, I didn't like it because of the large number of people in the store, and I always felt that the store was distant, and I didn't want to go in.

3. I was seated on the first floor that day, which was a bit noisy. But it was still quite relaxing, except for the fact that there were people walking behind me all the time.

4. I was there alone in the morning, but in the afternoon, I had friends come to join me. I ordered coffee and bagel in the morning and a sandwich for lunch. In the morning, the staff was quite nice, but in the afternoon, when I ordered from the staff, it seemed that there were more customers, so the speed of the staff's talking, and service became faster. Although the staff's service was faster, they were still polite and courteous. They were not particularly friendly, but they did not make people feel unhappy either.

5. In the afternoon, my friend came to Louisa to study together, my friend also needed to order a drink, she did not speak Chinese. The staff realized this and took the initiative to switch to simple English to help my friend order.

6. I don't go to coffee shops very often, but if I have the chance, I wouldn't hesitate to visit Louisa again, because it's close to the dormitory, it opens early, and although it's a bit cramped, the space is quite cozy. Although the location is a bit cramped, the space is quite cozy. Another thing is that the staff is very nice.

Summary

- Appreciated the courteous service and early opening hours, making it a convenient spot.
- Found the space cozy despite being crowded and is willing to return.