Coffee Shop Customer Variables

- Caffeine "hit"
  - Very different from a "great cup of coffee"
- Wifi
  - Yes or No - your choice
- Meeting place for friends
- Community
  - Event space
- Food
  - Breakfast
  - Mid-morning
  - Lunch
  - Afternoon
  - Post work
- Toilets
- Power outlets to charge devices
- Engagement/Significance
  - Smile
  - Name remembering
  - Drink remembering
  - Holidays
  - Work stories
  - Food preferences
  - Family
    - Kids
    - Relationships
      - Good
      - Bad
    - Spouse/partner
  - CARING!
- Smells
- Alignment with season
  - Reinforcing and relecting the season you're in
    - Summer
      - Cold drinks
    - Autumn
    - Winter
    - Christmas
      - Full department in Starbucks
    - Spring
- Workspace
- Comfortable seating
- Warmth/Cool
- Music
  - Aligned with...
    - Food offer
    - Time of day