Planning the Service Design of a Pop Up Café

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Abstract

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This thesis provides a theory framework and a detailed explanation on how the author was able to plan and curate a pop-up café in Helsinki, Finland. The focus in the theory is on event planning, service design, and strategic marketing. These theories are backed up by the implementation of an actual 'one day only' pop up café by the writer.

The goals for this thesis and the event were to break even financially, get at least 100 customers throughout the five hours that the pop up café was open, get 2+ strangers as customers, receive over 30 replies to the post-event feedback form, and receive a satisfaction rating of 4 out of 5 on all aspects of the pop up café.

As this thesis work led up to a one day only pop up café, much of the theory was implemented with regard to the short term. Financially, this project was backed solely by the writer, with some supplies sponsored by two local companies. This entire project was also planned and implemented within the span of a little over a month, which affected some aspects of the planning and execution.

Through online feedback forms and the writers experience in café work, the writer will gain the knowledge and direction to create the service design of the café despite it being open for only one day. The writer executed the pop up café alone, but had four volunteers helping on the day of the event.

The project was an overall success, with the writer reaching the goals, and receiving a lot of positive feedback from customers. Every goal that was set for the event day was successfully reached and the overall execution of the event went very smoothly.

Keywords

Event management, Service design, service blueprint, experience design, digital marketing, social media marketing engagement, reach,

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1 Introduction

In this chapter we will introduce the writer and the motivations behind creating a one day only pop up café, called 'This is Coffee – Pop Up'. The goal of this thesis is to share the basic elements that go into event planning and management, show how to incorporate experience design, create a marketing plan for a one day only event, and how all of this can be created concerning the coffee industry. The plans will be built and described in detail throughout this thesis, then a post-event reflection will be included at the end of the thesis to support the theory and plans. Within this chapter we will learn about the writer's background, the project objectives (PO), project tasks (PT), key concepts that will be discussed within the report, and finally the benefits that this thesis can provide to parties involved as well as future readers.

1.1 Background

Planning and managing an event can be a long and multi-step process with varying results when it comes to success. The process can, in many ways, be similar to starting your own business. On a very superficial level, event management begins when a theme or topic is chosen. Then from there you build the concrete elements around it; where is the event, what parts of that theme are highlighted in the program, when is the event, how many participants you can have. Needless to say, these four steps are only the tip of the iceberg when it comes to the 'To-Do' list of creating a successful event.

The end goal however is always the same: create a successful event. Many event organizers measure that success in terms of how many participants show up or the income created during the event, which can be very concrete indicators. But how is that revenue and customer flow created? What is that driver that brings customers to the event and motivates them to spend money on it? This is where 'experience design' comes into play. If we look at event management from an experience design perspective, then the event begins to build itself around the people it is created for, and puts a focus on the customer's enjoyment and comfort. In an article titled 'Experience Design: When Innovation isn't Enough' written by Patrick Newbery **(**Newbery, P), he states that "great customer experience is both a necessity and an advantage as competition for customers intensifies.". When a customer is happy, they are more inclined to spend money or participate in something they otherwise wouldn't. This is especially vital in the café and restaurant industry, as there will always be a plethora of alternatives to choose from.

Now when creating this event plan and incorporating the experience aspect, one must remember that the customer's experience doesn't begin at the event. It begins the first moment that the event makes contact with its customers, and that's usually through its marketing efforts before the event. Marketing as a whole has changed a lot in recent years, today's market is more visually oriented than ever, so marketing managers have a high bar to reach for when creating a marketing plan and designing a brand for an event or company. To quote Avery Phillips, a blogger for Marketing & Growth Hacking (Phillips, 2018), "whether you hire a graphic designer or obtain a degree online yourself, investing in visual marketing is important to increase your brand awareness effectively". Unlike with businesses, who have many opportunities to test different tactics and can be virtually low risk if a campaign doesn't succeed as well as anticipated, a failed marketing campaign for an event could run the risk of low attendance at the event and even potentially the inability to host the event again. This is why marketing remains a huge factor in event management and experience design.

Modern marketing as a whole has surpassed what it used to be in the way that it is currently far more than just posters, commercials, and attending expos. Marketing has developed so much that currently, many companies dedicate most of their marketing budget to what is referred to as digital marketing, rather than splitting it evenly between traditional marketing and social media marketing. This is because social media marketing, the main part of digital marketing has been proven to yield a higher reach and offer way more engagement to customers and that is why companies have begun to favor it over other forms of marketing. Additionally, social media marketing is way more cost-effective as it's "free to create accounts on all ... platforms and free to make postings to followers, who will hopefully share the message with other members of the social media community and spread the word.". (The Balance, 2018.) With events having more on the line financially, especially one time only events, cutting pre-costs where you can have the potential to create a massive difference in the final budget.

The writer of this thesis has many years of semi-professional experience in event management as well as marketing, and has a deep interest in coffee and the culture built around it, after working with coffee for four years. Intending to open up a café of her own, it was almost a must for the writer to find a topic that included coffee. This experience and motivation paired with the necessity to write this thesis will allow the writer to plan and

manage the event with success and confidence. All steps of this process will be documented and elaborated on throughout this thesis.

1.2 Project Objective

The objective of this project (PO) is to plan and execute a successful one-day pop-up café. The theory and action taken in this thesis will aid the writer in the creation of her own café one way. The learnings also have the potential to benefit readers who are interested in event management or project planning. To achieve this project objective, it's imperative to complete the following project tasks (PT).

PT1: Creating a theoretical framework for the event with a specific focus on experience design and marketing.

PT2: Creating a market survey to align the experience design with the target market

PT3: Create the service design concept and marketing plan based on the results of PT2

PT4: Organizing pre-event practicalities (budget, location, logistics, etc.)

PT5: Executing the event

PT6: Reflection on the event and the organization

The following table (table 1.) will show an overlay matrix of each PT, the framework behind them, the methods of completion, and then the outcomes of each PT.

Table 1. Overlay matrix

Project Task	Theoretical Framework	Project Management Methods	Outcomes
PT 1.	Event management, service design, marketing plan creation, and general marketing theories and practices through various printed and virtual material.	Desktop research	Well researched and organized theory framework

PT 2.	Customer's experience and values in relation to the café industry.	Online survey	Concrete analysis of the market segment as well as data on how to design the experience and concept.
PT 3.	Found in PT 1&2	Combination of desktop and analysis of survey results. Concept to include a timeline of events.	Detailed plan reflecting the information in PT1&2 organized into a timeline format as well as a heavy focus on the customers experience
PT 4.	Elements of PT1-3, event overview and timelines, marketing plan, budget,	Written timeline of events, goal setting, and constant communication with sponsors and speakers	Detailed organization of all pre-event practicalities and how they will be handled.
PT 5.	PT1-4	Clear instructions for volunteers, checklist of pre-event practicalities and their completion, feedback form provided on the day of.	A successful coffee event
PT6.	PT 1-5	Compilation of all data gathered from previous PT's as well as data from the feedback form.	A clear analysis of what works and doesn't when planning and executing an event in the coffee industry

1.3 Demarcation or Project Scope

This thesis focuses on the execution of a one day only event. All the efforts done in creating the event plan, marketing plan, and concept will be done with the knowledge that there are no long term goals. The event will also be created with absolutely 0 prior budget, so the only financial goal is for the writer to break even, rather than generate revenue. Generally, small scale events such as this are done with a workforce of 2-3 people but the writer alone is planning everything so the product will be planned with that work balance in mind.

The event will run for five hours on a Sunday, so estimating the participant amount is difficult and ultimately only an estimate until the event is complete. Given statistics from local cafes, the writer anticipates an average of 20 customers an hour, resulting in a minimum goal of 100 customers served.

The marketing plan included in this thesis will have a targeted focus on social media marketing and a brief mention of traditional marketing tactics. The social media side of the marketing plan will cover Facebook and Instagram. As this will be a one day only event, the writer did not see a big enough benefit in creating a YouTube, LinkedIn, or Snapchat channel for the business. The traditional side of the marketing plan will include solely poster sharing.

1.4 International Aspect

'This is Coffee' will be a pop-up café held in English. The organizer and workers are all from international backgrounds and will maintain the English language throughout the day. All menus and marketing will also be done in English, with no Finnish translations provided.

Coffee, as an industry, is very international with the top coffee producers being in South America and Asia. Specialty coffee is a thriving industry in North and South America, Europe, as well as Asia. But specifically here in Helsinki, specialty coffee is an industry where most cafes and roasteries, although run by Finnish people, are held in English and have workers with international backgrounds.

1.5 Benefits

For the students of Haaga-Helia, this pop up will provide the opportunity for international students to get familiar with the coffee industry as a whole, as well as its activities in Helsinki, which could provide more job options. This event will create further connections for students and coffee professionals as the event has been shared through many coffee circles.

For the sponsors involved in the project, this event gives them more exposure to a new audience, if students were not part of their original target market.

Finally, this topic will benefit the writer because it not only gives her a general idea of the tasks that go into creating a café, but it will create an idea of what goes into managing a day in a café. These skills and knowledge will be of huge benefit when it comes time to open up her café.

1.6 Key Concepts

Event Management: Event management is the creation and development of an event. This process is to involve "identifying the target audience, formulating the event concept, planning the overall logistics of the event, budgeting, overseeing the execution, and conducting project management as a whole. (Woodward, 2018.)

Service Design: "Service design is the activity of planning and organizing a business's resources (people, props, and processes) in order to (1) directly improve the employee's experience, and (2) indirectly, the customer's experience." (Gibbons, B, 2017.)

Service Blueprint: A visual representation of the touchpoints during a customer journey, and the relationships between people, props, and processes at each of these specific touchpoints. (Gibbons, A, 2017.)

Experience Design: The idea that a business should be built on engaged customers, meeting the expectations of those engaged customers through relevance and value, and remembering that growing value for current customers is more affordable than reaching new customers. It's a way of thinking that focuses on increasing the value at every step of the customer journey. (Newbery, P.)

Social Media Marketing: Social media marketing fulfills all the goals of traditional marketing while providing more benefits and using fewer platforms. Social media marketing allows for higher reach, increased sales, and smoother information flow. (The Balance – Small Business 2018.)

Engagement: active communication and interaction between companies and consumers. This can mean likes and share on social media marketing or active attendees at an expo. (Digiday UK 2018.)

Reach: The estimated number of customers that will see your marketing campaign. (The Balance – Small Business 2018.)

1.7 Project Management Methods and Report Structure

Information will be collected from various sources during the thesis creation process. It is imperative that the sources vary and the information comes from several different outlets, this way the writer can create the experience to appeal to many people that exist within the same market. Because this thesis tackles lots of different theories and topics, the excess of information needs to be organized accordingly. Figure 1 shows a visual representation of the information collection and its organization.

Many of the sources needed in PT1 and PT2 will be from printed or online material as primary sources. This will allow for a basis of knowledge and will also allow the writer to organize all findings appropriately. For the rest of the PT's, the information will be collected from the representatives of the Helsinki coffee community, from surveys sent online, and from reflections on the event itself. All of the information collected and organized will be presented as the final thesis.

Process	Details
PT1: Create theory framework based on Experience Design	• Study printed/online material • Information collection in Word
PT2: Create market survey	• Online Survey 　• Shared via social media and messaging
PT3: Create Service Design and marketing concepts	• Analysis of information from PT2 and PT1
PT4: Organize pre-event practicalities	• All of the above • Organized into Word using figures and clear structure
PT5: Execute the event	
PT6: Reflection on learnings	

Figure 1. Data collection and organization

2 Theory Behind Creating a Pop-Up Café

In this chapter we will go over the theoretical framework behind creating 'This Is Coffee'. The main focus of the theory will be event management, experience design, and basic ideas of digital marketing.

2.1 Basic Theory Framework

The theoretical framework is all created based on the preliminary efforts made by the writer before the event itself takes place. This framework and its creation is shown in the above theory figure (figure 2). The theory will be collected from the internet, articles, academic writings, and survey material. The first goal in theory research is to develop the concept of the pop up café. This will be done in two steps of theory research, the first being a desktop research, and the second being a market survey that is created based on the theory found in the first step. The data collected throughout this theoretical framework will be a mix of qualitative and quantitative data.

| Developing Theory	Creating Market Survey	Developing the Service Concept	Executing the event
Becoming familiar with service and experience design	Survey questions based on theory	Concept based off of research and survey material	Implimenting service concept
Social media marketing	Survey to be sent to consumers in and out of the coffee industry	Compilation of all data into concrete figures	Managing social media marketing during the day
Implimentation of the above in a strategic sense	Quantitative Data	Quantitative + Qualitative Data	
Qualitative Data			

Figure 2. Theory Framework

2.2 Conceptual Framework

The final event and thesis will be a large collection of theories, concepts, and a detailed plan on how to create a one-day pop-up café with experience design in mind. Because there will be so much content, the writer must organize the data collected and the data presented accordingly to avoid repetition and presenting too much information unnecessarily. The format is displayed in the figure below (figure 3).

Data Collected

Theory and concepts learned through research

Theories and concept based on the market research survey

Combining theory and normal practices of running a cafe to deliver an experience.

Data Presented

Relevant theories and concepts

The implimentation and combination of all theories and concepts to create the pop up cafe

Using the above to create the event and reflecting on what worked and what didn't

Figure 3. Conceptual Framework

2.3 Service Design

Business has evolved over many years, partially due to the increased internationality of customers but mostly because the world is growing so quickly and that has created a plethora of new business opportunities. Some of these opportunities are in entirely new industries, but many are in already existing industries where 10+ companies are competing to provide the same service. Because of this, businesses have had to look at how they provide their services from different perspectives to make them as unique as possible.

This is where service design has got its start and why it has become such a strong strategy for successful businesses. Customers have access to more companies and more services than ever before because of the internet, which means they are more informed consumers. For this reason, as well as how vocal social media allows consumers to be, consumers begin to form very high expectations before even using the product or service. "As expectations rise, the need to understand customer needs and expectations develops in parallel." (Flu, Gates, Lai, Leeuvan, Lvlie & Reason 2015, 11).

In the service industry, one way to help define and specify how your service is provided is to create a service blueprint. The service blueprint maps out the

- customer journey: from start to finish what processes your customer is experiencing during their journey with your service
- the front stage channels: which parts of the journey your company is directly effecting that the customer can see changing
- back stage channels: the parts of the process happening beyond the customers site but that are still changing as the process progresses

Along with these three tracks, the service blueprint contains a 'line of visibility', found between the customer journey and the front stage channels. This reminds us that what is mapped out on the front stage channel includes those actions that customers can still see. Then there is the line of 'internal interaction', in between the front stage channels and the backstage channels. This is to remind that all actions taken in the backstage are still important actions, but are ones that the customer cannot see. A key part of the blueprint is timestamping each action. This can help the business identify which actions or parts of the customer journey are potentially taking too long, or need to be relocated to a different part of the customer journey. Creating this blueprint helps the company visualize the process as a whole and identify which parts of the process can be improved upon or which areas just aren't working or needed. (Flu & al. 2015, 11). An example of this blueprint can be seen in figure 4.
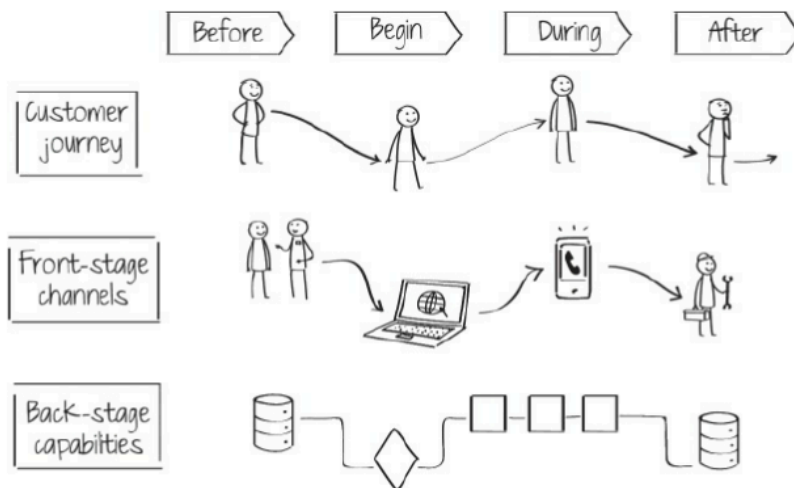
Figure 4. Service Blueprint example (Flu & al. 2015, 11).

2.4 Marketing

Creating an event has many of the same elements as creating a business, although when creating an event, you only have one 'in person' opportunity to meet people's expectations. Because of this, having a well-built brand and marketing plan is imperative. Through appropriately planned marketing beforehand, you have the opportunity to introduce your customers to your brand but also to create expectations of the event and display what kind of services or experiences you plan to provide.

We all know that event creation begins with the concept, what you are going to do, or what the point of the event is, but the next important task is to create the brand. The brand is built by creating a set of visual traits that define the brand's ideals and pre-define how it will be viewed by consumers. According to Ohio State University, building a good brand that catches your consumer's eyes is important because "consumers relate to brands that have traits similar to their own." (Ohio University.)

2.4.1 Brand Identity

To begin creating the brand, it helps to look at Kapferer's Brand Identity Prism (Woven Agency, 2020). Kapferer created this prism to help companies better define the six key aspects of their brands and then build upon them to create a well-rounded brand personality that channels the company's' values in every aspect. These six key aspects are as follows:

- Physique: "The physical characteristics and iconography of your brand" (Woven Agency, 2020). This is where the company must think about what services or products they're trying to provide, and then create a physical representation of that. This often refers to the logo, the icons, or the mascot that companies adopt. But this aspect is one that needs to be thought through carefully, as today's culture is becoming increasingly visual and consumers often remember brands that have created a visually appealing brand identity.

- Personality: This becomes the extension of physique, which brings forward a visual and textual focus on the brand. Although physique captures the companies key visuals, personality then brings light to the visuals built around those logos and icons. Personality can be shown through the colour choices, the fonts, and how it builds those visuals throughout the brand. Personality is also reflected in the companies tone when communicating with its customers. Emails, websites, and social media updates are all examples of situations in which the personality can come through. (Woven Agency, 2020).

- Culture: Brand culture dives deeper into the company's core and what it believes. The culture is also something that should be visible to customers, as it is like the 'heart' behind the visuals. So the culture should be the 'why' behind the 'what' your company is creating. (Woven Agency, 2020).

- Relationship: Here is where companies build the bond between customers and exceed their expectations. The relationship encompasses what the company is giving its customers beyond their products or services. It's the extra value your company provides as it goes 'above and beyond' the expectations. (Ohio University).

- Reflection: This is where the company must ask 'Who is our customer?' and create a profile based on this question. In general, most companies and services provide for a wide range of consumers but there is always a target group in which a good brand builds their base.

- Self-Image: Here the company takes the reflection and turns it to the consumer's perspective. How does the customer see themselves when using your product or

service and how can you cater to that image while sticking to your own core values? This aspect is important as this is a direct reflection of how the customer then feels while using your product and service. The goal is to keep that feeling in the positive side of the spectrum.

2.4.2 Social Media Channels (Facebook + Instagram)

Facebook is a social media channel created in 2004 by Mark Zuckerberg. The original intention was to create a social networking platform but has grown into a social media channel and search engine of sorts (Moriuchi, 2015). Facebook allows the creation of business pages and events, and the goal of both is to collect 'followers' or 'attendees' who will then react to your posts or photos. These are forms of engagement, and the higher the engagement, the more you know that your customers are paying attention to your brand. One of the best reasons for businesses to use Facebook is because it "enables you to expose your business or brand to a larger audience by connecting you with current and potential customers in new and different ways." (Kilroy, 2017).

Instagram was created as a photo-sharing platform in 2010, but Facebook bought the platform in 2012 (BBC News, 2020) and in terms of business, this was a smart move as it became easier for businesses to connect their Facebook and Instagram pages to better cater to their audiences. Instagram follows the same format of posts, and then collecting likes and comments from followers, but Instagram allows the opportunity for only photo and video posts. So no 'text only' posts. For businesses and companies that offer products or experiences, this is a very important channel to harness as images and videos create a much more successful campaign in selling those things. "Images and videos are proven to be the most engaging forms of media to post in a status update. Think of what attracts your attention when you scroll through your personal news feed, and translate that into a great photo or video for your business." (Kilroy, 2017).

There are currently many different social media platforms for businesses to use, meaning there is also an excess of information and platforms for your customers. Because of this, it is important to create some kind of filter for your specific content. This 'filter' is also called a hashtag, something first discovered by Twitter user and consultant Chris Messina in 2007. A hashtag is made by starting a word with a #, or a hash-mark. The word that follows this hash-mark then becomes a virtual folder and all posts that have this hash-mark can then be found in this folder (Langmia, Tyree, O'Brien & Sturgis 2013, 98). This

'hashtagging' of posts not only helps users filter information, but it can also become an extension of a brand. Hashtags are a form of filing now used on almost all social media channels.

Given this information, the writer has decided that creating a Facebook page and Instagram page for the pop-up café will be the best choice in social media channels for this project. As both are free, it will also cut the costs of marketing. For the event, one or more event-specific hashtags will also need to be created.

3 Market Survey

To gain insight on the market that this café will be catered to, a market survey was created with contents based on the learnings in the theory search as well as the writer's history in café work.

3.1 Market Research Methods and Respondents

The survey was shared via social media channels to receive answers quickly and effectively. Through Facebook, the survey was shared on personal accounts as well as into various coffee and student groups. The survey was also shared via WhatsApp and email into student groups and directly to personal connections. The goal was to receive respondents from a wide variety of demographics. In the end, the survey received 108 responses from a very international demographic. The specific results are as follows.

3.2 Contents of Survey

Using Webropolsurveys, the author created a marketing survey in order to receive feedback from the target market that will be used to create the service design of This Is Coffee. When designing the survey, it was split into five parts:

- Participants Background
- Marketing
- Coffee
- Atmosphere
- General opinions

These five pages were split into pages with 5-10 questions each, creating a total of 26 questions. The total survey taking time is around seven minutes, as the writer wanted to ensure that respondents wouldn't get bored or not finish the survey because it took too long.

A direct list of the survey questions and answers can be found in the attachments portion of the thesis as attachment 1-6. Throughout the next few subchapters we will dive into the results of the survey.

3.2 Demographic of Responders

The results of the survey presented a very wide range in terms of respondent demographic. Below is a brief summary of the data, but as said above, the full recap of the survey and answers can be found at the end of this thesis in the attachments portion under attachment 1-6.

When asked about gender, 66% answered female, 33% answered male and 1% opted out of answering. When asked about age group, the largest percentage of answers were within the age range of 18 to 24 years old. This age group made up 56% of the answers. The second largest group was aged 25-34 which had 33% of respondents. The rest of the age categories were spread quite evenly with respondent percentages from 0 to 3 percent. The most varied part of the demographics section was the question about nationality. Although 55% of respondents answered to being born in Finland, the other 45% were made up of answers from 27 other countries spanning from European countries all the way to south American countries. The following question then asked about where the respondents are currently living, and the survey results showed 79% living in Finland while the remaining 21% lived in 10 other countries. The writer was very happy with this range of data.

The final question in the demographic section didn't refer to the respondents demographic, but was more so to get an idea of the respondent's familiarity with the coffee industry and if they themselves worked with in it. The question simply asked if the respondent worked in the coffee industry and allowed them to choose a title that fit their position or a final option which was 'I don't work in the coffee industry'. This question allowed respondents to check multiple answers, as many people in the coffee industry work in a variety of positions. For example, some people are working in a café as a barista but also spend some of their time roasting coffee. Both positions are in the coffee industry but provide different outlooks when it comes to coffee and how to provide a service around it. In the end, 86% of respondents were not working in the coffee industry, and of those who were, 11 respondents were baristas, 4 were in administrative work, and the rest were either trainers, roasters or worked within coffee event organization. These results proved to be very beneficial as the writer has had years of experience in the coffee industry, so getting opinions from outside of the industry will help create a well-rounded experience in the end.

Given the demographic of the respondents, it seems imperative that the café appeals to an international market. As most respondents were between the ages of 18 to 24 that will most likely be a reflection of the audience demographic to come.

3.3 Survey Results

After the demographic section, the rest of the survey was split into sections on marketing, coffee, atmosphere, and general opinions. In this section we will briefly go over the survey results, as the more in-depth reflection will come later when designing the service design and marketing of the event.

3.3.1 Marketing

The first two questions regarding marketing asked about the respondent's social media habits and where they spent most of their time. Facebook and Instagram had the highest percentage of users, with 92% of respondents saying they used both. The other channels with the highest percentages were Snapchat and LinkedIn. Although this information is useful for the long term, the writer still believes that Facebook and Instagram will be the best channels to use to market this project. This being said, a particular focus on Instagram should be taken because when respondents were asked to pick one channel that they use most frequently, 59% answered that they used Instagram the most.

To get an idea of what kind of content to create, a question was made for the survey asking respondents what kind of content they usually respond to on social media channels. A response could be for example liking, commenting, or sharing a photo or post. Respondents were able to choose all of the answers that were relevant to them, thus the data is very spread out but there were a few answers that had a higher percentage than the rest. The highest voted content types were posts that include people, animals, travel, or something educational. The following section then allowed respondents to add additional options or suggestions. In this section, posts containing food and music were both brought up several times.

3.3.2 Coffee

This section asked customers to elaborate on their opinions regarding the coffee that they order and look for when visiting cafes. The first question pertained to quality and how the participants define what makes a quality cup of coffee. Participants were able to select multiple answers that they believed went into creating quality coffee. The highest scoring answers showed that 89% valued good flavored coffee and 50% valued fair trade and organic coffee. This will be very important information to consider when selecting the coffee served at This Is Coffee. When asked about the variety of the coffee menu, only 49% deemed it somewhat important. This leads the writer to believe that a small coffee menu will suffice for the event. Finally, when asked about something to eat alongside coffee, 35% of participants said it was necessary while 50% responded that their need for food with coffee varies.

3.3.3 Atmosphere

To get an idea of how to create an appropriate atmosphere, a big part of service design, this section asked respondents to tell about their experiences in cafes and what aspects created a good atmosphere in their minds. Because the atmosphere of a café can only be truly taken in when sitting in and drinking your drink, the first question asked how often respondents take their coffee to go rather than sitting in. Of the 108 respondents 39 responded that they 'usually' take coffee to go and 38 responded that they 'sometimes' take coffee to go. Given this information, the rest of the responses in this section may not be as useful as intended.

The next question asks respondents to select all of the aspects that they believe can positively impact the atmosphere in a café. Interior design and employee attitude got the highest ratings with having an over 85% response rate. The next highest rating answer was the location in the city, with 69% of respondents selecting it. Finally, 'Level of busyness' and 'music' were two aspects that also had high ratings with 48% and 49%. Given this information, there are only a few things that the writer will have the ability to impact. Interior design, location, and level of busyness for example, are things that the writer can consider and create goals towards, but may not have the ability to impact. Employee attitude and music however, are very easily manipulated things so the writer will save these for consideration when finding volunteers and music playlists for the event day. After this question, respondents were able to add additional comments regarding the atmosphere and one

that stuck out to the writer was a respondent who said "TABLE SERVICE – A good cafeteria lets you sit down and wait for your order while enjoying the moment." This is a good point that the writer will need to consider once finding a location.

3.3.4 General Opinions

This final portion asked respondents to rank their feelings on general aspects of the café experience as a whole. Each question allowed respondents to answer on a scale of 1-5, one being the least important and five being the most important. For the importance of the coffee served, the average response rate was about 4. The average answer for the importance of atmosphere was 4.11 out of five. This average was only slightly higher than the average answer to the importance of employees, which was 3.91. This average conflicts the previous information that 89% of respondents value the employee attitude. Either way, the writer will be very particular when finding volunteers. The final average found was for the importance of marketing and social media presence. Although the average was 1.84, with most respondents answering 1 out 5 for importance, there will be a definite marketing plan and efforts made through social media.

4 Service Design of This Is Coffee

The first step when defining the service design of This Is Coffee was to create the service blueprint mentioned in chapter 2.3. The blueprint was made to include all the customer journey as well as how each volunteer takes part in that journey. This blueprint is shown in Figure 5.
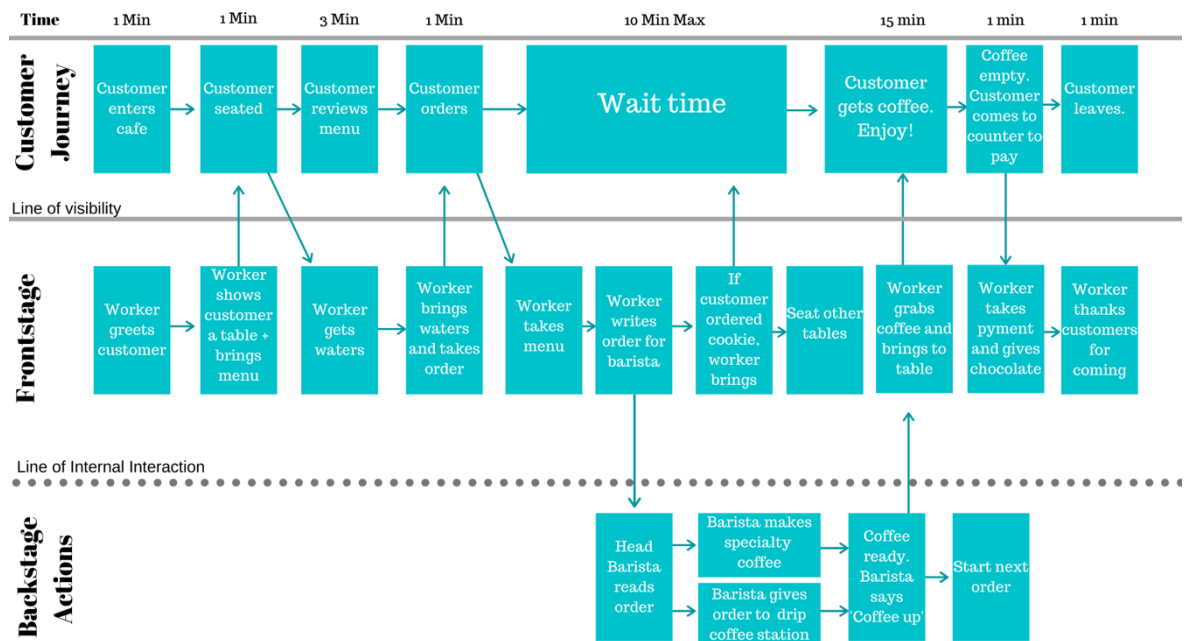
Figure 5. Service Blueprint for This Is Coffee

The restaurant tables and chairs were left as is, so as not to stray from the restaurant's original concept and design. For this reason, the writer also decided to provide table service as that is what the original restaurant does. The setup of the restaurant and the serving system is shown in Figure 6. The tables were split into two groups so that the server volunteers would have their sections. Each table had a 'name' or label, T1 or W2 as examples. This was made to help the servers remember where each ordered coffee would be going after it was made.
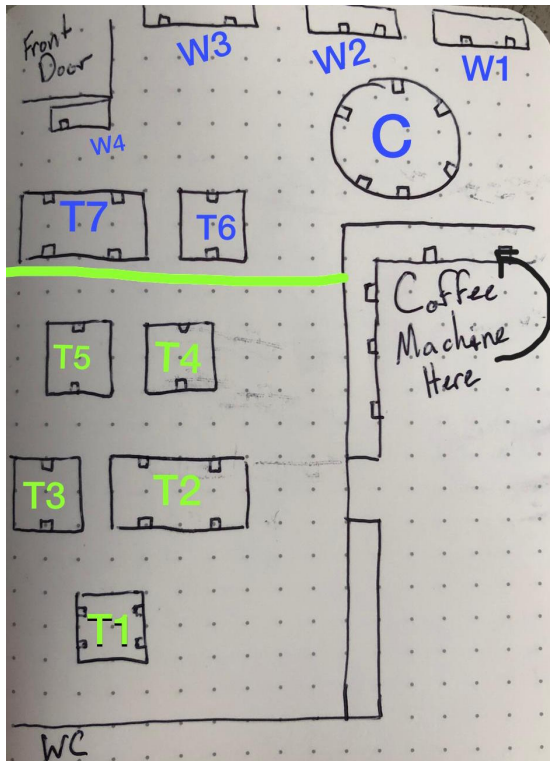
Figure 6. Café Layout

The server's main jobs were to greet customers as they enter, seat them and give them a menu, grab water and when they drop water at the table they would also take the customers' orders. After orders were taken, the servers would take the menus and bring the orders to the baristas behind the counter, that would be the writer plus the volunteer doing drip coffee. A system was created, figure 7, on writing down the orders for better memory but also so that servers could see what goes where and how many coffees were in line. The system was writing the coffee code in the box and then in the corner write what table it was for. The codes for coffee were cappuccino (C), flat white (FW), Americano (USA), filter coffee (Drip), green tea (GT), or black tea (BT). Once one of the coffees was ready to be taken to the customer, the barista behind the bar would say 'coffee up', the server would come to pick up the coffee, and then cross it off the list to show that that coffee has been made and taken to the customer.

Figure 7. Ordering System

5 Pre-Event Practicalities

Before event day, there are many things that need to be planned and organized. Some of these aspects are time sensitive and will directly impact the progression of another event. Details about each aspect will be found within their own sub chapter.

5.1 Location

Location is one of the first things that needs to be decided because a Facebook event and Instagram page cannot be made without this information. When looking for a proper location for this kind of event, there are a few very important things to keep in mind. These things include:

-Geographic location: where in the city is the location? Is it easily accessible? If the location is somewhere outside of the center this could drastically affect the number of customers received. So the ideal location would be in the center of Helsinki, with high traffic, and easy access via public transportation. Ideally, an area with a high tourist amount.

-Amenities: Given the fact that the event is to include a fully functioning café, amenities needed include a fridge, running water, access to a dishwasher, and a drainage system. Espresso machines generally need access to water pipes that allow the flow of clean drinkable water. The drinks made from the machine will be served into porcelain cups so there is a need for a dishwasher to clean the cups. The drainage system is also necessary to use the espresso machine, as the excess water from the machine needs to go somewhere. Milk jugs used for milk frothing will also need to be rinsed after every drink made, so a sink within close range to the coffee making station is necessary. Milk cartons will need to be stored in a cool area, so a fridge, after being opened.

-Pet friendly: Based on the writer's experience in cafes, there is a high demand for dog-friendly places as many customers like to bring their pets along during their daily activities.

-Bar set up: The location needs to have a reasonable set up that would allow the placement of an espresso machine, grinder, automatic tamper, drip station, and a cash register point. In terms of electricity, this set up would require at least four electrical sockets in close range. A sink/washing station would also be a necessity, and ideally in close range

to the coffee station. The countertops would also need to be the proper size to fit an entire espresso machine comfortably.

-Size: A location that can fit up to 20 people with tables and chairs is good. An important thing to consider is the size and how it can force people to perceive the level of activity. If a location is quite small and there are lots of people, then customers on the outside can perceive the location as quite busy and popular. On the other hand, if the location is large and the same amount of people are there, the location may not seem as full due to the increase in open and unused space.

-Price: As the writer will be paying for all of the materials out of her pocket, price is a very big factor in finding a location. Many locations are available for rental either by the hour or for the long term, so finding a location that fits the writers budget is very important.

Final Location: Restaurant Chapter (Aleksanterinkatu 22)

Restaurant Chapter is a lunch and dinner place that has a cocktail bar. They are open most days of the week besides Sunday, which made for easy organization. The owner is a friend of the writer and offered the location free of charge. Because the location is a restaurant and bar, it came fully equipped with fridges, a dishwasher, a small sink in the bar for rinsing milk jugs, and a full assortment of tables and chairs. The restaurant is also located on Aleksanterinkatu so it is right in the center of Helsinki, as well as on a busy street where most tourists walk along. The owners have agreed that the location is dog friendly.

5.2 Materials

The materials list can be seen in Figure 8. This material list is a collection of everything needed for event day, split into three categories. Kaffecentralen is the main sponsor for all coffee materials, but as Kaffecentralen has their shop as well as their main office, the supplies are scattered between two places. Everything that Kaffecentralen is not sponsoring will be gathered by the writer, though most supplies she already owns.

Regarding the coffee served, both beans chosen (one for filter coffee and the other for espresso) are fair trade and organic coffees. This choice was made as it has become a large trend in the coffee industry to serve ethical coffees that are properly sourced. Another trend is to not only serve cows milk, but also have oat milk as an alternative. For this reason, the writer will be serving coffee with either Arla full-fat milk or Oatly iKaffe oat drink.

Get from Lauttasaari		Get from Kaffecentralen		From Home
La Marzocco G3		v60 pour overs x2		Scissors
Espresso Grinder		Scales x2		Cashbox
v60 pour over stand		v60 filters (2 x100)		Scale
PuQ Press		Pyhkeet		Tape
Filter coffee grinder		Chocolates		Milk jugs x7
Rost Peru (3x 1kg)		Napkin Boxes		Muumi tin
Rost Honduras (1x 1kg)		Milk (1x12)		Notebooks
La Marzocco aprons (x4)		Oat Milk (1x6)		
IZettle + iPad		Sugar		
Rinza		Kettle		
Cafizza		Carita Liina		
Pesuharja		Knock box		
Pesukahva		Sencha Senpai (100g)		
		English Breakfast (100g)		
		Tea Filters		
		Cookies (x16)		
		Wilfa Mylly		

Figure 8. Materials List

5.3 Budget

Figure 9 shows the budgeting sheet for the event. It includes the initial estimated costs as well as the real costs calculated after the event. This project was 100% financed by the writer and most of the supplies that were purchased were from Kaffecentralen. The supplies that were purchased were perishables such as coffee, tea, milk, and food. The rest of the supplies were sponsored by Kaffecentralen and the location was sponsored by Chapter so there were no additional rental costs.

The financial goals, decided by the writer of this thesis, are to sell a minimum of 100 coffees throughout the day, to break even. Based on the writer's previous experience in a café, selling 20 coffees an hour is a very normal day for a café. As the cafe will be open

from 12-17, 100 coffees are the goal for the day. The supplies collected for this will exceed the goals set, in the chance that the customer number is more than anticipated. But with the estimated supply list shown above has been calculated to be able to make 300+ coffees during the day. To break even given the previous math, the writer calculated that selling the coffees for 3.00€ would mean that 153 coffees need to be sold. This math is made assuming that all of the perishable supplies are used.

EXPENSES

Supplies		VAT	Quant. Estimate	Price Estimate	Real Quant.	Real Cost	Paid to
1 kg Peru	€25.08	14%	4	€100.32	3	€75.24	KC bill
1 kg Honduras	€19.15	14%	4	€76.60	1	€19.15	KC bill
1 box milk (12)	€20.01	14%	4	€80.04	1	€20.01	KC cafe
1 box oat milk (6)	€15.39	14%	4	€61.56	2	€30.78	KC cafe
Chocolates (250)	€19.55	14%	1	€19.55	1	€19.55	KC cafe
v60 filters (100)	€4.74	14%	2	€9.48	1	€4.74	KC cafe
English Breakfast (100g)	€4.74	14%	1	€4.74	1	€4.74	KC cafe
Sencha Senpai (100g)	€7.04	14%	1	€7.04	1	€7.04	KC cafe
Cookies	€1.20	14%	20	€24.00	16	€19.20	KC cafe
Volunteer lunches	€10.00	14%	4	€40.00	1	€37.60	Own pocket
Volunteer thank you gifts	€18.00	0	2	€36.00	2	€36.00	Own pocket
	Total costs			€459.33		€274.05	

Minimum coffee price for profit if all materials are used	€2.30		Possible drinks per quantity	
Coffees sold at 2.50 to break even	184		Milk Jug	4
Coffeee sold at 3.00 to break even	153		Milk box (12x)	48
Coffee sold at 3.50 to break even	131		Oat milk jug	4
			Oat milk box (6x)	24
Estimated # of coffee sold			1kg Honduras	67
25 coffees per hour			1kg Peru	50
Open from 12-17			v60 filters	100
125				

Figure 9. Budget

In the end the decided menu would be as follows:

Cappuccino – 3.50€

Flat White – 3.50€

Americano – 3.00€

Pour Over – 3.00€

Tea – 3.00€

Chocolate Chip Cookie – 2.00€

5.4 Timeline of Events

Creating a timeline of events was necessary as the event was planned and set into motion in a little over a month. This timeline of events can be seen in figure 10. The first step in the timeline of events was to confirm the location. After that, the marketing and planning of all the pre-event practicalities were truly able to begin. Instagram and the Facebook event were soon after create to post and share the logo and event information. Leading up to the event, it was important to keep Kaffecentralen and Chapter up to date on important information and communicate the plan and the needs for the event day.

JANUARY													
Mon		Tue		Wed		Thur		Fri		Sat		Sun	
				1		2		3		4		5	
6		7		8		9		10		11		12	
13		14		15		16	Location Finalized: Chapter	17		18		19	Logo finalized
20	Facebook and Instagram posted	21		22	Announce 'What is Coffee Wednesday'	23	Supplies from Kaffecentralen Finalized	24		25		26	
27		28		29	#WICW 1	30		31					
FEBRUARY													
Mon		Tue		Wed		Thur		Fri		Sat		Sun	
										1		2	
3		4		5	#WICW 2	6	Market Survey Sent out	7		8		9	
10		11		12	#WICW 3	13		14		15		16	Reminder 'Two Weeks Away'
17		18		19	#WICW 4	20		21	Remind work about milks and cookies	22		23	Event space run through
24	Event day logistics finalized	25	Feedback form finalized	26	#WICW 5	27	Confirm with driver on logistics for sunday	28		29	Event space check up		
MARCH													
Mon		Tue		Wed		Thur		Fri		Sat		Sun	
												1	EVENT DAY
2	Reminder about Feedback	3		4	Pay for all supplies used. Return rest	5		6		7		8	

Figure 10. Timeline of Events

5.5 Marketing

The theory in chapter 2 showed us that the marketing would be key in the success of this event, as it was a one-time only event so the writer had only one opportunity to create the experience. In the following subchapters the writer explains how the brand and the marketing plan behind it was created.

5.5.1   Branding

The event creation was put into play before the thesis process began, as the writer wanted to open up a café anyways. However, the café created for this project was not a reflection of the writer's original unique plans, so she needed to create a new idea specifically for this.

The name was the first big decision to be made for marketing. The idea to create the café began with a thesis project, so the writer would often refer to it as a 'Thesis Café', and with repetition the discovery was made that it sounds like 'This is Café', and that then became 'This Is Coffee'. This is clear when looking at the logo in figure 11, there is a 'ghost E' under the I in 'This' so the logo still says 'Thesis coffee' but the main focal point is on the name of 'This Is Coffee'.

Figure 11. This Is Coffee Logo
Fonts: This is: Cabin regular

                    Coffee: Aileron Heavy + Bold

Given the café name being a good size and not too long, the writer decided to make the official hashtags
- #thisiscoffee
- #thisiscoffeepopup

When it came time to create the colors behind the brand, there was a focus on incorporating brown into the logo, as coffee is brown, but there also needed to be some brighter complimentary colors as brown is not always the most appealing visually. With this idea, the writer began researching different color combinations on paint sites as many sites have pre-created color combinations created by interior designers and paint specialists. The writer ended up finding the following color scheme in figure 12 on a site called

schemecolor.com. The colors schemes name was 'Coffee Kiss' so it seemed appropriate while also bringing forth some fun colors that complimented the brown.

Figure 12. This Is Coffee Colour Scheme (SchemeColor.com)

Colours: Coffee Kiss Colour Scheme
              Background: 5F323B

Shown in figure 13 is the final event poster that was put out around Haaga-Helia and local cafes. The poster has the logo as the focus point towards the middle top. Then underneath the text of 'One Day Only Pop Up Café' is meant to inspire a feeling of 'fear of missing out' as in if they're unable to make it, then customers may be missing out on something great. What follows is just some key points to encompass the event and what it's all about. Then finally towards the bottom, the writer opted to put a QR code that would bring customers right to the events Instagram page, where most of the communication was happening.

Figure 13. Event Poster

After the visual brand was created, it was time to create the heart and soul of the brand. Based on Kapferer's Brand Identity Prism, the writer created the following ideals for the café:

- Physique: The physique of 'This is Coffee' was explained in previous pages, but it was important for the writer to create a theme of coffee in all of the elements.
- Personality: The personality will be translated through the warm colors in the logo and marketing. Communication with customers will also be done mainly through Facebook and Instagram and the writer will ensure that all posts and text content are created with positive, friendly, and educational tones.
- Culture: The values behind 'This is Coffee' were created with a focus on the culture around coffee. It is international, it is vast, and it is for everyone. The original point behind this pop up was to share the writer's love of coffee and introduce coffee as an industry to all of the customers. Additionally, an environmental and ethical stance will be taken by serving fair trade and organic coffees paired with either normal or oat milk.
- Relationship: Customers who follow the social media channels will receive all kinds of additional information and knowledge about coffee and the industry as a whole. The tone will of course be from an educational perspective and will simplify concepts for easier understanding.
- Reflection: This Is Coffee was created assuming that the customer base will be students or members of the startup community aged 18-30. The typical customer

would be one that comes to cafes to enjoy coffee but also the atmosphere and the other customers in the café.

- Self-image: As stated above, customers would come to enjoy the atmosphere and the other customers, but relating to coffee these customers will also feel a sense of pride and 'good doing' knowing that they're drinking fair trade and organic coffees.

After the event name and brand were created, the actual marketing could begin. The writer created a marketing plan (figure 14) with a focus on Instagram because according to the survey results in chapter 3.3.1, the target market uses Instagram more than Facebook. This being said, a Facebook event is also being created because Facebook algorithms also remind people of events that they have clicked interested in. All of the normal posts put onto Instagram were also posted on the Facebook event, but the action taken in the Instagram story was done solely on Instagram. No action was taken on the Facebook story.

JANUARY							
Mon	Tue	Wed *	Thur	Fri	Sat	Sun	
		1	2	3	4	5	
6	7	8	9	10	11	12	
13	14	15	16	17	18	19	
20	21	22 What is Coffee Wednesday	23	24 Introduce myself	25	26 Introduce Space	
27 What's inside your cup?	28	29 #WhatIsCoffee Wednesday	30 Coffee swag / how do you show your coffee obsession?	31 Coffee Books 'Weekend reads'			

FEBRUARY							
Mon	Tue	Wed *	Thur	Fri	Sat	Sun	
					1 Coffee Events around Helsinki	2 Songs about coffee	
3 Dogs allowed	4 Runebergin päivä	5 #WICW	6 Facts about finnish coffee culture	7	8 Sponsor-Kaffec entralen	9 What do you want to know about coffee?	
10 Tell us your best coffee fact!	11 Sponsor - Chapter	12 Where are the followers from? + #WICW	13	14 Who would you take on a coffee date?	15	16 Two weeks to go!	
17 Helsinki Coffee Festival	18	19 Introduce myself + #WICW	20 International coffees	21 Team photo	22 Coffees served	23 Remind all important updates	
24 Food!	25 Tea!	26 #WICW	27 Remind about speakers	28 Oat milk!	29 Remind about space / photos outside		

MARCH							
Mon	Tue	Wed	Thur	Fri	Sat	Sun	
						1 Event Day	
2	3	4 Remind about feedback	5	6	7	8	

Figure 14. Marketing Plan for This Is Coffee

The posts in the marketing plan were separated into five types of content. These were

- *Personality posts:* fun posts that were coffee focused, had people or animals in them, and that had a general 'positive' kind of influence

- *Important information*: things that customers would need or want to know about event day

- *Sponsor mention:* telling people about sponsors and what they're doing for the event

- *Interaction based*: posts that end with questions or call to actions to promote responses from the followers

- *#WICW*: This was an event that took place in the Instagram stories. It stands for 'What is Coffee Wednesday' and it was a weekly coffee trivia game created by the writer of this thesis. This will be elaborated on below.

5.5.2 Facebook

The Facebook event was created at the same time as the Instagram page, which was Monday January 20th. The event banner created can be seen in figure 15. The posts that went on the Facebook page were the same that can be found on the Instagram page. As of March 1st, event day, the Facebook event had gained the following reach:

- 71 marked going
- 145 marked interested
- 10 event shares
- Average of 17 likes per post

Figure 15. Facebook Event Banner

5.5.3 Instagram

The Instagram page for This is Coffee was created and the handle was @thisiscof-fee.popup. As mentioned previously in this report, the writer decided to take a larger focus on Instagram rather than Facebook because the market survey results showed that was the preferred channel for customers. An overview of the Instagram channel can be seen in Figure 16.
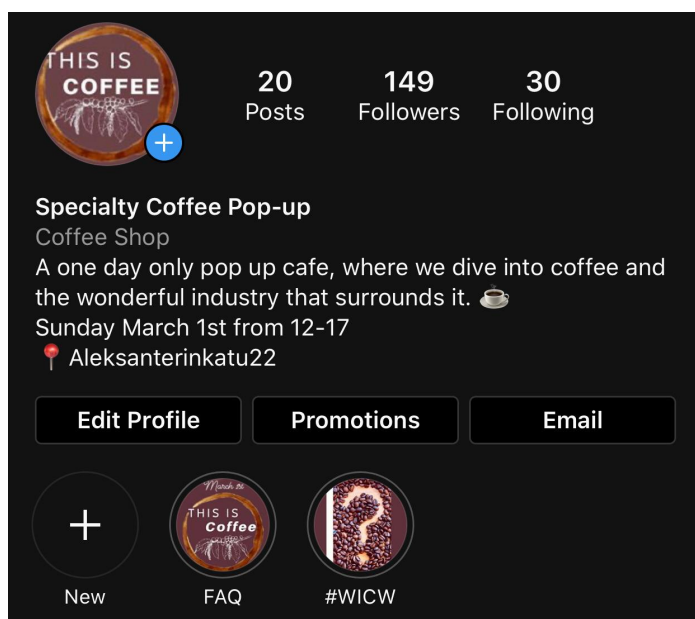
Figure 16. This Is Coffee official Instagram page

Another reason the writer wanted to focus on Instagram was because of the opportunity to share info via the Instagram story. One marketing campaign the writer created was #WICW: What Is Coffee Wednesday. Each week, on Wednesday the writer chose a cof-fee-related topic and did a coffee trivia in the Instagram stories section of the profile. Each week had five questions that supplied four answers, one correct and the rest incorrect. Af-ter the trivia story, an explanation story was posted right after, which elaborated on that trivia question. All of these questions and the level of engagement and reactions received can be seen in table 2.

Table 2. What is Coffee Wednesday Question List

WEEK 1: Consumption	Answer	Engagements	Reactions
Where was coffee first discovered?	Ethiopia	98	46

What is the most popular coffee drink in the world?	Espresso	94	43
How much coffee is consumed daily globally?	2.25 billion cups	88	42
Which country has the highest coffee consumption per capita?	Finland	83	46
People in which profession drink more coffee on average?	Journalists	84	42
WEEK 2: Coffee Origins			
Which of the following countries it NOT a top coffee producer?	Kenya	88	46
What is the area where coffee is grown called?	The Coffee Bean Belt	86	42
What are the only two US states that produce coffee beans?	California and Hawaii	82	40
When did coffee reach Europe for the first time?	17th century	79	35
Coffee from this continent is generally sweet and fruity	Africa	73	37
WEEK 3: Coffee Beans			
How many species of coffee beans are there?	Over 100	93	39
What are the two main species?	Arabica and Robusta	92	40
Coffee beans are a seed from what fruit?	Cherry	89	34
What colour are coffee beans before being roasted?	Green	82	33
Where should coffee beans be stored at home?	On the kitchen counter out of sunlight	76	29
WEEK 4: Around the world			
Where does this small metal coffee maker come from?	Vietnam	88	31

Where does this clay pot coffee come from?	Mexico	86	31
Where does this metal pot coffee come from?	Turkey	83	39
In which country was cold brew created?	Japan	81	33
In what area of the world do people drink cheese coffee?	Scandinavia	79	36
WEEK 5: Coffee in Finland			
In 2016 which kind of coffee was most popular for Finns?	Light Roast	98	36
In 2017 how much of Finnish coffee con-sumption was done at home?	70%	93	38
From where does Finland import most of their coffee?	Brazil, Colombia, and Honduras	88	37
The Finnish lan-guage was a specific word for coffee drank after an election.	True	83	36
In what year did the first café in Finland open?	1773	82	37

6 Event Execution

The event itself took place on March 1st, 2020 at the restaurant Chapter (Aleksanterinkatu 22) with the café being open to the public from 12.00-17.00. Below the writer has documented how the day was organized, what tasks were accomplished and when, and finally what the goals were for the day. The whole day was executed by the writer and four volunteers, one driving the car and the other three helping during opening hours.

6.1 Timeline of Event Day

9.00 – Pick up first load of materials with car from Kaffecentralen Office (Särkiniementie 5)
9:30 – Pick up second load with car from Kaffecentralen shop (Fredrikinkatu 59)
10:00 – Materials dropped off at event location, volunteers arrive (Aleksanterinkatu 22)
10:00 – 11:30 set up bar and café area
11:30 – 12:00 Pre-opening meeting with volunteers
12:00-17:00 – Café open for business
17:00 - Clean and return restaurant to normal set up
18:00 - Volunteers done, return supplies to Kaffecentralen shop (Fredrikinkatu 59)
18:30 - Return supplies to Kaffecentralen Office (Särkiniementie 5)
19:00 -Day over

Along with the writer, four volunteers were assisting during the day. All volunteers were friends of the writer from school, and all were from international backgrounds. One volunteer was in charge of driving the car, two volunteers were responsible for helping take orders and serve during the day, the third volunteer was responsible for doing pour-over (filter) coffees. During the day, the writer of this thesis was behind the espresso machine making coffees.

As the espresso machine used was sponsored by the café the writer works at, one agreement in the 'rental' was that it was only used by a professional barista, which the writer is. Given this agreement, the writer was behind the espresso machine all day making the coffees.

Volunteers received lunches paid for by the writer and were given 30-minute lunch breaks during the day. Unlimited coffee was also provided for the volunteers. After the event, the writer also bought each volunteer two free movie passes as an added thank you.

6.2 Targets for Event Day

In order to truly measure the success of the event, it was key to create some measurable goals or targets for the day. Below are the original goals created pre-event by the writer.

- *Financial Target:* Break even.
    - The goal is not to make a profit, but to break even with how much money is earned compared to how much supplies are used. These calculations will be done post-event.
- *Customer Amount Target:* 100 customers
    - This goal can be measured by the amount of coffees sold, although the data may not be 100% accurate as it is possible for customers to buy multiple coffees. But counting the coffees will be the easiest and most accurate way to measure this without counting every customer that walks through the door.
- *Stranger Target*: 2 strangers as customers
    - Because most of the marketing is done directly to the writer's friends and family, there is a good chance that most of the customers will be known by the writer. However, if the marketing is done correctly and the outdoor signage is done well, then chances are some unrelated customers will stumble into the café.
- *Feedback Target*: 30+ feedback forms filled
    - Customers will be given a link to the feedback form upon paying, the form will also be posted on the social media channels. If the goal is to have 100 customers, then a 30% response rate on feedback forms seems like a likely goal.
- *Customer Satisfaction*: 4/5
    - all of the ratings on the feedback form are out of five, the writer hopes to keep all of the aspects in which customers can rate at least a 4 out of 5. As this is a one day only thing, there is more time and resources to really put pressure on the service points.

6.3 Post-Event Feedback form

A post-event feedback form was created using webropolsurveys and was distributed during and after the event. The form did not take particular interest in the demographic of responders but focused more on their experiences during the pop-up café. The feedback form ended up receiving 40 respondents. The results are below.

6.3.1 Method and respondents

The feedback form was shared during the event via QR codes the writer had printed onto chocolates. These chocolates were given to customers as they were paying and leaving. Customers were told about the QR code and for those that didn't know how to use them, the volunteers took a moment to show them. The link to the feedback form was also posted onto the Facebook and Instagram pages the following day to remind people in case they didn't use the QR code. The actual questions and answers can be found at the end of this thesis in the attachments section under attachments 7-9. The answers were gathered anonymously.

6.3.2 Results

To report the results, this section will be split into three categories. This will be done to present the data better and not confuse the reader with all of the data.

- Marketing: Of the 40 respondents, 60% had heard about the café through word of mouth. This was a shock to the writer, but a pleasant surprise as word of mouth is always a really good marketing tool. In terms of social media marketing, 67.5% of respondents followed the Instagram and they all rated the content quality with an average of 4.45 out of 5.
- *Service*: Customers were satisfied with the coffee and the customer service as the quality for coffee received an average of 4.6 out of 5 and the customer service was rated 4.7 out of 5. The atmosphere was also rated quite high with 4.83 out of 5. Overall, the final rating for how well the event was organized was 4.75 out of 5.
- *Free form feedback*: there was a section after marketing and at the end where customers were able to insert free form feedback. Here were some of favourites from the writer.

- "Posts timing was great. Overall look of the posts was great. They were also involving."
- "Nice location, great coffee and superb atmosphere!"
- "Nice event, as it was about coffee I would have liked to get a little more information about the coffees used."
- "I like very much how well us customers were noticed by the Pop-up organisers every time when they passed us by. For someone it might feel a bit pushing though as they should either make another purchase or continue their journey elsewhere. Lovely atmosphere, loved the interior, wasn't too loud or didn't feel too busy even if there were many customers."

7 Reflection on Event

In this final section, there will be a reflection on the pop up café and the writer's ability to organize it. Some of the opinions will be a direct reflection from the feedback, while others will be from the writer herself.

7.1 Key Outcomes

Referring back to chapter 6.2, there were five targets that were set by the writer before the event. Those outcomes were as follows:

- *Financial Target:* Break even.
    o Achieved
    o After doing the financials based off chapter 5.3 and the following information in figure 15, the writer was able to break even and make a profit of around 100€. A detailed financial statement can be found in the attachments section under '*Attachment 10*'
- *Customer Amount Target:* 100 customers
    o Achieved
    o Throughout the day there were 128 drinks sold, which exceeds the original goal. This can be seen in *Attachment 10.*
- *Stranger Target*: 2 strangers as customers
    o Achieved
    o As predicted, most of the customers were friends or family of the writer. But during the end of the day there were many customers who were just tourists walking in the area.
- *Feedback Target*: 30+ feedback forms filled
    o Achieved
    o The Feedback form received 40 respondents
- *Customer Satisfaction*: 4/5
    o Achieved
    o Every category received a rating of 4 out of 5 or higher, except for drink prices, which received a 3. This however still attributes a success as the drink price was the only question where the answer was formatted so that 1 out of 5 was 'too low' and 5 out of 5 was 'too high'.

7.2 Project evaluation

Based on the feedback as well as the writer's personal beliefs, this pop-up café was a complete success. There were no issues during the event day, the volunteers expressed having a good time, and lots of vocal feedback was given to the writer even weeks after the event. The entirety of this thesis project went surprisingly well, although what was originally supposed to be a very strong focus on marketing ended up being only half of the original effort intended. There were, unfortunately, some days where the writer had intended to put out content but was either caught up with school or was unable to create that content.

7.3 Suggestions for Further Research and Projects

For what the writer had time to create, the event did turn out very well. However, the writer was attempting to create this event and this thesis while also balancing a handful of other school, work, and professional life things. As this was all done by one person, this limited her time to really do this project with all of the effort and the work force she would have wanted to.

Some of the biggest improvements to be made are as follows:
- *More time for organizing*: this entire event was organized by one person within the span of a month and one week. More time for planning would have allowed better and more content on the social media side of things.
- *More sponsors*: Had the writer had more time to organize sponsors, an event like this could have really benefit from it. Some of the sponsors that would have definitely been able to provide supplies and money (this confidence is based on the writer's experience in the coffee industry) would have been Oatly or Arla for milks, and potentially Kanniston Leipomo as the cookies sold at the event were from there.
- *More organizers*: If this had not been a project for a thesis, the organization would have benefit from a larger team of organizers. That way one person would not be in charge of all the tasks.
- *More time for marketing*: Many of the original hopes for marketing were forgotten as the writer simply did not have time to accomplish all of the content she had intended to create.

For readers that are considering a similar topic or event, the writer does suggest that readers do make more use of their resources and networks to make organization easier and less stressful.

7.4 Reflection on learning

The event day progressed at lightning speed so the writer herself was unable to reflect on it the same day. This reflection is written a few weeks after. The biggest reflection is that the writer remains confident in her abilities to organize and market an event. Even more so there is a newly found confidence in planning and organizing a café, as this was the writer's original goal.

From a reader's perspective, the most important reflections should be taken from the theory and pre-event practicalities chapters. These chapters encompass the most important takeaways for readers who are interested in either attempting the same kind of event or are interested in the events industry. There is lots of work to be done in event organization and it can be very difficult for one person to do it all by themselves, but it is possible.

The final and most important reflection though, is that these kinds of events should not be a 'one-person job'. Although successful, events such as this one could easily gain way more success when organized by a larger group and with the appropriate amount of time.

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Attachment 1-6. Market Survey Questions

Basic report
Pop Up Cafe- Market Research

Total number of respondents: 108

1. What is your gender?
Number of respondents: 108

	n	Percent
Female	71	65.74%
Male	36	33.33%
Prefer not to say	1	0.93%

2. What is your age?
Number of respondents: 108

	n	Percent
Under 18	1	0.93%
18 to 24	60	55.56%
25 to 34	36	33.33%
35 to 44	4	3.7%
45 to 54	3	2.78%
55 to 64	2	1.85%
65+	2	1.85%

3. In what country were you born? Please use correct spelling and capitalization.
Number of respondents: 108

	n	Percent
Albania	1	0.92%
Australia	1	0.92%
Bangladesh	1	0.92%
Cambodia	1	0.92%
Czech Republic	2	1.85%
England	1	0.92%
Finland	59	54.62%
Germany	3	2.77%
Greece	1	0.92%
Guatemala	1	0.92%
Hungary	1	0.92%
Indonesia	1	0.92%
Italy	1	0.92%
Latvia	1	0.92%
Malaysia	1	0.92%
Mexico	1	0.92%
The Netherlands	2	1.85%
Philippines	1	0.92%
Poland	1	0.92%
Portugal	1	0.92%
Romania	1	0.92%
Russia	1	0.92%
Scotland	3	2.77%
Spain	2	1.85%
Sweden	2	1.85%
Turkey	1	0.92%
U.A.E.	1	0.92%
U.S.A.	15	13.88%

4. In what country do you live? Please use correct spelling and capitalization.
Number of respondents: 108

	n	Percent
Austria	1	0.92%
Canada	1	0.92%
England	2	1.85%
Finland	85	78.7%
France	1	0.92%
Germany	1	0.92%
Netherlands	1	0.92%
Scotland	5	4.62%
Spain	2	1.85%
Sweden	3	2.77%
United States	8	7.40%

5. Do you work in the coffee industry?
Number of respondents: 108, selected answers: 112

Attachment 1. Market Survey Questions 1-5

	n	Percent
Barista	11	10.19%
Roaster	1	0.93%
Importer/Exporter	0	0%
Administrative	4	3.7%
Event Organization	1	0.93%
Trainer	2	1.85%
I don't work in the coffee industry	93	86.11%

6. Which of the following social media channels do you use? (Check all that apply)
Number of respondents: 108, selected answers: 369

	n	Percent
Facebook	100	92.59%
Instagram	100	92.59%
Twitter	30	27.78%
LinkedIn	60	55.56%
Snapchat	53	49.07%
Tik Tok	14	12.96%
Other	12	11.11%

7. If you answered 'other' to the previous question, please elaborate here.
Number of respondents: 12

Responses
Jodel
Jodel
Jodel, Twitch, Youtube
Pinterest
Reddit
Reddit
Reddit
What'sUp
WhatsApp
Youtube

YouTube
Youtube (I'm a content creator)

8. In a typical day, which social media site do you use most?
Number of respondents: 108

	n	Percent
Facebook	27	25%
Instagram	63	58.33%
Twitter	5	4.63%
LinkedIn	1	0.93%
Snapchat	12	11.11%
Tik Tok	0	0%

9. How many cafe's do you follow on your social media channels?
Number of respondents: 108

	n	Percent
1	35	32.41%
2	14	12.96%
3	12	11.11%
4	5	4.63%
5	2	1.85%
6+	15	13.89%
None	25	23.15%

10. What kind of content on social media channels generally influences your interaction? (i.e. like, comment, share) Check all that apply.
Number of respondents: 108, selected answers: 348

	n	Percent
Posts related to coffee	36	33.33%
Posts containing people	55	50.93%
Posts containing animals	52	48.15%
Posts that are educational	56	51.85%
Posts related to travel	55	50.93%
Posts containing nature	39	36.11%

Attachment 2. Market Survey Questions 5-10

Posts related to products	35	32.41%
Other	20	18.52%

11. If you answered 'other' in the previous question, please elaborate here.
Number of respondents: 20

Responses
Art
Competitions! There are many Instagram raffles to win free cafe gift cards etc
Family related posts
Fashion content
Food
Food, fitness and movies
Food, resepies
I don't actually follow any cafes.
I don't interact with posts on social media.
Interesting, not forced stuff.
LGBT
Post containing workouts / nutrition
Post related to music and politics
Posts related in sports
Posts related to food
Posts related to music
Posts related to sports
Recipe inspiration and photos of food
Shitposting and music related posts.
Union roofers

12. How often do you participate in surveys / raffles on social media?
Number of respondents: 108

	n	Percent
Never	12	11.11%
Occasionally	66	61.11%
Sometimes	24	22.22%
Often	6	5.56%
Always	0	0%

13. How do you define 'quality' in terms of the coffee you are served? (select all that apply)
Number of respondents: 108, selected answers: 271

	n	Percent
Fair trade & Organic	54	50%
Origin of the beans	37	34.26%
Flavor	97	89.81%
Presentation	43	39.81%
Price	36	33.33%
Not relevant	4	3.7%

14. How often do you ask what kind of coffee beans are being used?
Number of respondents: 108

	n	Percent
Never	60	55.56%
Occasionally	19	17.59%
Sometimes	14	12.96%
Often	9	8.33%
Always	6	5.56%

15. How important is the variety in the coffee menu?
Number of respondents: 108

	n	Percent
Not important at all	9	8.33%
Not so important	18	16.67%
Somewhat important	53	49.07%
Very important	23	21.3%
Extremely important	5	4.63%

16. Do you prefer to have something to eat with your coffee?
Number of respondents: 108

	n	Percent

Attachment 3. Market Survey Questions 11-16

Yes	37	34.26%
No	17	15.74%
It varies	54	50%

17. What is the most you would pay for a 'quality' cappuccino?
Number of respondents: 108

	n	Percent
3€	9	8.34%
4€	32	29.63%
5€	51	47.22%
6€	14	12.96%
7€ +	2	1.85%

18. When getting coffee, how often do you take yours to go?
Number of respondents: 108

	n	Percent
Never	11	10.18%
Rarely	20	18.52%
Sometimes	38	35.19%
Usually	39	36.11%
Always	0	0%

19. What characteristics of a cafe do you look for when it comes to atmosphere? (Select all that apply)
Number of respondents: 108, selected answers: 417

	n	Percent
Interior design	94	87.04%
Music	53	49.07%
Bar set up	36	33.33%
Employee attitude	92	85.19%
Level of busyness	52	48.15%
Regulars / Other customers	15	13.89%
Location in the city	75	69.44%

20. Additional comments on atmosphere?
Number of respondents: 26

Responses
I mostly look for the vibe that pleases me. I like calm dark cafes but with a warm feeling.
Quality and test of coffee. And not so noisy probably.
Buzzing spot with great and knowledgeable staff who clearly enjoy their jobs makes every kind of environment cozy and appealing. Of course good seating arrangements and comfortable lightning makes the experience more wholesome. I want to feel cozy and relaxed in a cafe!
How loud the music is
Cleanliness
TABLE SERVICE - my favorite place here in Scotland does it. I very much dislike walking there with a heavy uni-bag, only be told to carry a tray myself. In a worst case scenario, another person's sleeve/hair/strap from their bag ends up on my plate. Not cool. A good cafeteria lets you sit down and wait for your order while you enjoy the moment. Kilau coffee ❤☐❤☐❤☐
If music is too loud, I can't be there, too distracting and noisy. Also if the place is super busy, I find it stressful, but then again a certain amount of busyness can be nice, since it's also interesting to watch people do their work and customers come and go. It's also rather a downside, if the area where they make coffee is dirty. I think it's important for the barista also to take care of the cleanliness of the working environment. Cleanliness is next to godliness (and in the end also a question about hygiene. ;)
Shared Bookshelves
I choose usually coffee place by occasion, studying peaceful and motivating working environment, talking to friends in cozy environment...
I personally really like Espresso House because of their excellent branding and the nice and cozy atmosphere their cafes have
Not too loud, cozy atmosphere

Attachment 4. Market Survey Questions 17-20

Low level of music, comfortable chairs and roomy.		
Clear line of sight to the register when I walk in is important.		
Welcoming and comfortable interior		
I love coffee shops that are "chill" or relaxed in atmosphere		
General tidiness, lights.		
Temperature. If it's too hot or too cold. I like it warm. The next is smell. If it smells like coffee great, but I have been to places that try to use a deodorizer to change the smell to like citrus. Ewx.		
I'm generally looking for a calm and quiet atmosphere. I avoid coffee shops that are very busy or very loud		
Books, local art, community event fliers		
I love quirky features like nice decorations, games or sofas		
Level of busyness - if somewhat quiet, busy is ok. If talking is very loud I will leave.		
Tidiness of the cafe		
Comfy sofas		
Nowadays I'm getting too milky coffee & I'm missing the flavor and aroma		
I really enjoy a nice, quiet cafe decorated with neutral colors and low lighting.		
I appreciate uniqueness, never 'chain' cafes. Varying selection of pastries and salty stuff, happy familiar baristas and a semi quiet, hipster "hidden gems". Only problem is these are always (OFC) somewhere bit further down from the city center. And usually coffee moments are had after work, in the city center. :(Weekends are different then!		

1	4	3.7%
2	5	4.63%
3	19	17.59%
4	43	39.82%
5	37	34.26%

22. Importance of the atmosphere.
Number of respondents: 108

Min value	Max value	Average	Median	Sum	Standard Deviation
1	5	4.11	4	444	0.88

Slider value quantity	n	Percent
0	0	0%
1	2	1.85%
2	3	2.78%
3	15	13.89%
4	49	45.37%
5	39	36.11%

23. Importance of the employees.
Number of respondents: 108

Min value	Max value	Average	Median	Sum	Standard Deviation
1	5	3.91	4	422	1.07

Slider value quantity	n	Percent
0	0	0%
1	3	2.78%
2	11	10.19%
3	16	14.81%
4	41	37.96%
5	37	34.26%

21. Importance of coffee served.
Number of respondents: 108

Min value	Max value	Average	Median	Sum	Stan Devi
1	5	3.96	4	428	1.02

Slider value quantity	n	Percent
0	0	0%

24. Importance of the cafe location.
Number of respondents: 108

Attachment 5. Market Survey Questions 21-24

Min value	Max value	Average	Median	Sum	Standard Deviation
1	5	3.44	4	372	1.18

Slider value quantity	n	Percent
0	0	0%
1	8	7.41%
2	15	13.89%
3	28	25.92%
4	35	32.41%
5	22	20.37%

1	5	4.63%
2	19	17.59%
3	39	36.11%
4	31	28.71%
5	14	12.96%

25. Importance of pricing.
Number of respondents: 108

Min value	Max value	Average	Median	Sum	Standard Deviation
1	5	3.28	3	354	1.05

Slider value quantity	n	Percent
0	0	0%

26. Importance of marketing / social media presence.
Number of respondents: 108

Min value	Max value	Average	Median	Sum	Standard Deviation
0	5	1.84	2	199	1.24

Slider value quantity	n	Percent
0	13	12.04%
1	36	33.33%
2	27	25%
3	23	21.3%
4	5	4.63%
5	4	3.7%

Attachments 6. Market Survey Questions 25-26

Attachments 7-9. Feedback Survey Questions

Basic report
This Is Coffee: Feedback

Total number of respondents: 40

1. How did you first hear about 'This Is Coffee'?
Number of respondents: 40

	n	Percent
Instagram	4	10%
Facebook	9	22.5%
Word of mouth	24	60%
Poster	0	0%
I was just walking by	0	0%
Other	3	7.5%

2. If you answered 'other', please specify....
Number of respondents: 3

Responses
Girlfriend
Wesley Moses
Kaffecentralen

3. Please rate the quality of the drinks served
Number of respondents: 40

Min value	Max value	Average	Median	Sum	Stand Devi
2	5	4.6	5	184	0.67

Slider value quantity	n	Percent
1	0	0%
2	1	2.5%
3	1	2.5%
4	11	27.5%
5	27	67.5%

4. Were the drinks fairly priced?
Number of respondents: 40

Min value	Max value	Average	Median	Sum	Standard Deviation
2	5	3.15	3	126	0.77

Slider value quantity	n	Percent
1	0	0%
2	5	12.5%
3	28	70%
4	3	7.5%
5	4	10%

5. Please rate the quality of the customer service provided.
Number of respondents: 40

Min value	Max value	Average	Median	Sum	Standard Deviation
2	5	4.7	5	188	0.69

Slider value quantity	n	Percent
1	0	0%
2	1	2.5%
3	2	5%
4	5	12.5%
5	32	80%

6. Do you follow @thisiscoffee.popup on instagram?
Number of respondents: 40

	n	Percent
Yes	27	67.5%
No	13	32.5%

Attachment 7. Feedback Survey Questions 1-6

7. If you follow the official instagram, please rate the content.
Number of respondents: 29

Min value	Max value	Average	Median	Sum	Standard Deviat
1	5	4.45	5	129	0.95

Slider value quantity	n	Percent
1	1	3.45%
2	0	0%
3	3	10.34%
4	6	20.69%
5	19	65.52%

8. Any additional comments on the marketing of this event?
Number of respondents: 14

Responses
Really informative and nice content!
Posts timing was great. Overall look of the posts w great. They were also involving.
Very consistent!
Love it! The instruction video how to find the place good :)
The space is so nice, a photo of it could've been o flyer.
Video was nice. Dogs and music made the atmosp great.
Very well done!
Everything was perfect
I'm not sure if it was mentioned or something but i sure if we can pay with card
I thought the pictures were nice, and well thoughtc just the same content about coming to the event. I think that the video about how to find the place wa touch for people who might have never been to Ch
The content was visually nice, and it was a good a
The marketing was very succesful as a broad spec customers was reached.
It was ok, but I would have liked to know more abc

coffee that you are using.
I loved the stories on Instagram! Super engaging and informative.

9. Please rate the atmosphere created during the event
Number of respondents: 40

Min value	Max value	Average	Median	Sum	Standard Deviation
3	5	4.83	5	193	0.45

Slider value quantity	n	Percent
1	0	0%
2	0	0%
3	1	2.5%
4	5	12.5%
5	34	85%

10. How well was this event organized?
Number of respondents: 40

Min value	Max value	Average	Median	Sum	Standard Deviation
2	5	4.75	5	190	0.63

Slider value quantity	n	Percent
1	0	0%
2	1	2.5%
3	1	2.5%
4	5	12.5%
5	33	82.5%

Attachment 8. Feedback Survey Questions 7-10

11. Free form feedback to the organizer

Number of respondents: 40

Responses
Well done.
A very nice event overall
You guys rock!
Very nice
.
Nice event!
Nice location, great coffee and superb atmosphere
Kimia you're the best
Excellent work!
Thanks for the experience
Thanks for the coffee with a smile! :)
<3
For tea, it would be helpful to advise the customer on the brewing time. Otherwise, everything was awesome!!!
Good work. Nice place. Good location.
I had a very nice time, coffee was delicious. Customer service was perfect, the atmosphere wa very chill and friendly. I especially loved the doggo in there! □□
More cookies :D
Nice event, as it was about coffee I would have liked to get a little more information about the coffees used.
Loved the pop-up! People seemed very happy and the atmosphere was very comfortable
Great job from the organisers, the location was gorgeous and loved everything
Place was great!
I loved the coffee, the place and the people. Best way to spend a Sunday.
Thank you for the great coffee!
Super awsome!
Great atmospehere and clientele! The quality of th coffee was excellent, but what was the best part o the whole experience was hands down the whole staff and their kindness! Would highly recommend
Nice job, I really enjoyed my time there! :) the drinks were really good and the atmosphere very nice!
The coffee was delicious
Awesome pop-up coffee.
Lovely concept for a cafe. Kimia truly brightened u this gloomy and rainy Sunday with her personality!
Spent some really nice hours at the coffee today.
The tea I've ordered was delicious!
Next time, organize more dogs.
Way to go Gimia! :D
Refreshing atmosphere for a coffee shop, I look forward for the opening of your first coffee shop to visit more often
I like very much how well us customers were noticed by the Pop-up organisers every time when they passed us by. For someone it might feel a bit pushing though as they should either make another purchase or continue their journey elsewhere. Lovely atmosphere, loved the interior, wasn't too loud or didn't feel too busy even if there were many customers.
Many happy faces and people, well done!
great event, location and coffee, thank you so much for this awesome sunday.
The cookies were also delicious :)
If you name your event "this is coffee" you should tell more about the coffee that you are using.
well organised event. glad to see people so enthusiastic about something and following their passion. (coffee this time)
More cookies next time! I was looking forward to a choc chip cookie and was a little sad. Also, more dogs.
You did a great job guys! Could have been more snacks but overall experience was lovely

Attachment 9. Feedback Survey Question 11

Attachment 10. Post-Event Financial Statement

Myyntiraportti

Aikaväli: 1.3.2020

Nifty Tree Games
28423881

	#	Ilm. ALV	ALV	Inc. VAT
Myynnit				
+ Kortti	59	354,71 €	49,79 €	404,50 €
+ Käteinen	8	46,92 €	6,58 €	53,50 €
Kokonaismyynti	67	401,63 €	56,37 €	458,00 €
Hyvitykset				
Hyvitykset yhteensä	0	0,00 €	0,00 €	0,00 €
Yhteensä		**401,63 €**	**56,37 €**	**458,00 €**

	#	Ilm. ALV	ALV	Inc. VAT
Myynti per arvonlisäverokanta				
ALV 14 %		401,63 €	56,37 €	458,00 €
Yhteensä		**401,63 €**	**56,37 €**	**458,00 €**

Korttimaksujen erittely				
Kortti				404,50 €
Korttimaksuista				0,00 €
Korttikulut				-8,02 €
Yhteensä				**396,48 €**

		Ilm. ALV	ALV	Inc. VAT
iZettlen maksupalkkiot				
Korttikulut		-8,02 €	0,00 €	-8,02 €
Yhteensä		**-8,02 €**	**0,00 €**	**-8,02 €**

	#	Ilm. ALV	ALV	Inc. VAT
Myydyt tuotteet				
Cappuccino	45	138,15 €	19,35 €	157,50 €
Flat White	44	135,08 €	18,92 €	154,00 €
Pour Over	19	49,97 €	7,03 €	57,00 €
Tea	15	39,45 €	5,55 €	45,00 €
Chocolate Chip Cookie	16	28,03 €	3,97 €	32,00 €
Americano	5	10,95 €	1,55 €	12,50 €
Kokonaismyynti		401,63 €	56,37 €	458,00 €
Hyvitetyt tuotteet				
Hyvitykset yhteensä		0,00 €	0,00 €	0,00 €
Yhteensä		**401,63 €**	**56,37 €**	**458,00 €**

created by **iZettle**