

GOALS

To learn what makes people go to a cafe and how they decide where to go. To learn about how people encounter animals and pets.

Total Participant: 6 (2 x Taiwan, 3 x Turkey, 1 x England)

FINDS

Four participants have regular café visit habits, between every day to two times a month. Most of the cafés they visit are close to their locations, wherever their home, office or location during a trip. The key elements that make a good café, participants mentioned **friendly service, nice decorations, nice music, a peaceful atmosphere, clean hygiene, tasty food, quality coffee and reasonable pricing.**

1. Socializing and connecting to society.

Four participants mentioned the main reason they visited a café is meeting friends, colleagues or family. One participant said that she loves watching people in cafes, and checking what cafes are selling even without buying. Obviously, cafés provide a platform for socializing and feeling connected to society.

2. Change environment and enjoy private time

Two participants said they love enjoying private time in a café, reading books, and swiping her smartphone. Sometimes, it could be just killing time and being relaxed. One participant said she visits different café every day.

3. A short break during a trip

Three participants said they would pick a café to have a short break during a trip.

About pets,

- 4 participants used to have pets, all pets were from adoptions. (an adoption activity held by a shelter, street, friends, adoption post on social media)
- 4 participants mentioned they would take their pets outside and to a café.
- 4 participants worry about the health condition of their pets.
- 1 participant worries about toilet training.
- 3 participants worry about no one taking care of the pet if they need to travel far.

About a pet café,

- 1 participant used to go to a pet café before. She saw dogs barking at each other. And one dog wanted her foot.
- 6 participants said they would love to visit a café with animals around.
- 1 participant worries about cleanliness and hygiene before visiting a pet café.
- 1 participant worries about his pet may run away or get lost in a pet café.
- 1 participant worries about his pet involve fighting with other dogs.

About pet adoption,

- Among 3 participants, a total of 5 pets (3 dogs, 1 rabbit, 1 cat) were adopted from an adoption activity held by a shelter (1 dog), from the street (1 dog), from friends (1 dog, 1 rabbit) and from the adoption post at animal care society on Facebook (1 cat).
- 2 participants worry about the unknown sickness before adoption.
- 2 participant worry about unsocialized pets or the pets want to go back to the street for freedom.
- 1 participant worries about abundant after an adoption.
- 1 participant worries about owners do not have enough time for their pet, not just giving food, but also providing love and care.

About helping animals,

- 5 of them used to help or are currently helping street animals. By donating to related organizations or direct helping by providing them with food and help.
- 1 participant mention the best way is by creating a system to manage street animal problems.

INSIGHTS

After interviews, below insights for building up the platform and cafe.

1. Clear location on the website.
(People tend to pick a cafe by where they are)
2. Providing a clean and hygienic environment is basic. Then, provide a comfort atmosphere, friendly service and quality food to customers.
3. Try to attract customers who slightly like animals, influencing them can turn more people aware of street animal problems.
4. If the condition allows, separate the area for dining and pet adoption.
5. If the condition allows, provide a private area for certain customers.
(Avoid pet fighting, or sensitive pets)
6. Pet adoption areas should have enough space to ensure human-animal encounters.
7. Work with shelters or foster families. Information of pets in shelters and fosters could be shared in cafe and website.
8. Provide information about ready-for-adoption pets, basic information, personality, socializing status and health condition. (in-store and online)
9. Prevent abundant after adoption, an interview process for adoption is needed. Provide information about the pains and gains of having a pet. How to take care of pets? How much it would cost to be a pet owner? (in-store and online)