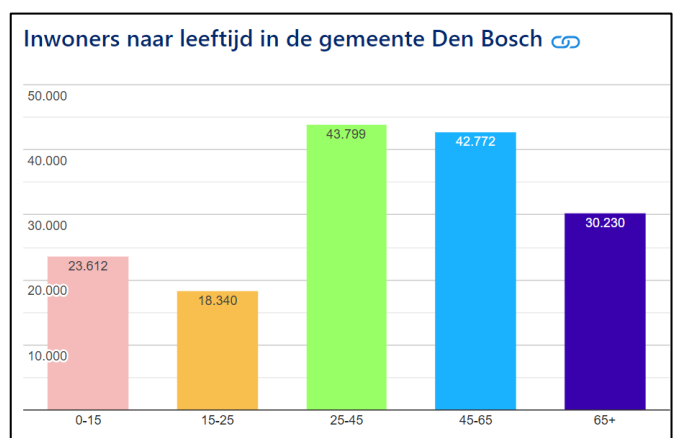# Project X research

Table of contents

1. Target group analysis

The target group for this project is people between their mid-twenties to early thirties who are interested in (experiencing) Korean café and bar culture. This target group has been chosen since Henry (the person who came up with this business idea) himself is Korean and wants to introduce the Korean café and bar cultures in Europe, although he is not completely sure where in Europe yet. Furthermore he did not want to focus on a target group of people in their early twenties since that group tends to follow popular trends and he does not want his business to be just another popular trend amongst young people, but rather have a completely unique and different feeling that can last for a long time.

1.1 Demographics

Like mentioned earlier the age of the target group for this project is people between mid-twenties to early thirties. Henry is not entirely sure where in Europe he wants his business to be, however he has mentioned that he wants to promote the Korean culture more in a place where there is interest but not much representation yet. He specifically mentioned he would like his business to be in a smaller city since those are often the places that do not have much representation for the Korean culture yet. So as a sample for this project I chose people living in and near to Den Bosch since this is a city in which there is not much representation for Korean culture yet however I know many people living in or around this city who would like it a lot if a concept like this would open near them.

In the image on the right the amount of inhabitants of Den Bosch divided per age group is visible. This graphic already does include people living in the municipality of Den Bosch and not just the city itself (AlleCijfers.nl, 2024). However in this graphic they took the age groups in categories of 20 years, the category most applicable for this project would be part of the 25-45 age range which consists of about 43.500 people. However since a part of this age group is far above the age of the target group a short calculation is made to determine how big the actual target group might be. The age group for this project will be about 35% of this age category (25 until 32), which is about 15.300 people.

Inwoners naar leeftijd in de gemeente Den Bosch

1.2 psychographic characteristics

For this project it is important to know the habits from the target group in terms of going to café's and cocktail bars to make sure the right audience is targeted in the website.

As for the café research has showed that women go to café's for coffee more often than men even though men on average drink more coffee than women (Jeavons, 2015). Men prefer to make their coffee at home and do not want to spent too much money on their coffee, however women who do drink coffee prefer to get their coffee from a barista or at a café. Women often

also chose more sweeter types of coffee such as latte's while men prefer their coffee's to be more dark and bitter (Jeavons, 2015).

This is further supported by Mintel (2023) who found that men do indeed drink more coffee than women, however women tend to go to café's more often to get their coffee than men. They further also did research in what consumers found important when visiting a café and a common trend is sustainability and knowing where products used to make their coffee came from, yet almost half of the researched group still did not want to use a reusable cup (Mintel, 2023). Another point researched here is whether more people stay in the café to drink their beverage there or whether they would use take out, and the result showed that staying in the café is more popular with 83% of people staying in the café to drink their beverage (Mintel, 2023).

For the bars the gender distribution is quite different per type of bar, women usually go more to cocktail lounges while men go to bars for a beer more. It mainly comes down to the type of drink, women often prefer more sweet and fruity drinks while men often go for stronger drinks such as bourbon, scotch and beers are also popular amongst men (deBary, 2018).

So overall it would be better to focus the design and tone of voice based on the age group, for the café part it could be catered slightly more towards women but not too much since there is still also a significant amount of men who go to café's to get their coffee.

1.3 persona

Emma Janssen
Marketing Specialist

Age: 28 years	Location: Den Bosch, Netherlands
Sex: Female	Education: Bachelors degree business
Marital status: Single	Occupation: Marketing Manager

BIOGRAPHY

Emma Janssen, a 28-year-old marketing manager in Den Bosch, loves visiting local art galleries, attending live music events, and exploring new cafés and bars with friends. Health-conscious and eco-friendly, she prefers organic and fair-trade products. With an active social life, Emma enjoys catching up with friends over coffee during the day and cocktails in the evening. Tech-savvy, she discovers new places on social media and values aesthetically pleasing, Instagram-worthy spots. Balancing work and leisure, she cherishes relaxing in cozy, ambient environments after a busy day.

PERSONALITY

Creative — Methodical

Sentimental — Thoughtful

Extrovert — Introvert

TASTES AND HOBBIES

ART   PHOTOGRAPHY   TRAVEL   BUSINESS

CAFÉ AND BAR PREFERENCES

During the day, she savors lattes, cappuccinos, and sweet, flavored coffees, always eager to try seasonal specialties and unique brews. She is drawn to cozy, warm cafés with comfortable seating, welcoming vibes, and well-designed interiors that add a touch of uniqueness. Sustainability is important to her, so she appreciates cafés that use eco-friendly practices like offering reusable cups and sourcing fair-trade coffee.

In the evenings, Emma's preferences shift to bars where she enjoys sweet and fruity cocktails, often exploring new and signature drinks. She favors bars with a relaxed, lounge-like atmosphere where she can unwind with friends, appreciate a good playlist, and occasionally enjoy live music. Emma values bars that facilitate socializing and mingling, creating spaces conducive to conversation and connection.

GOALS AND MOTIVATIONS

- Cultural enrichment
- Discover new places
- Authenticity
- Supporting local businesses

PAIN POINTS

- Limited options for different cultural experiences in and around Den Bosch.
- Sustainability concerns

2. Competitor analysis

The competitor analysis has been conducted to see what competitors in this same field are doing and what seems to be working for them and what does not seem to be working well for them. Based on the findings we can then implement good things from these competitors in the website for café and bar Naru as well and avoid putting in things that have proven to not work well for competitors.

2.1 Lotus bar Shanghai

Lotus Bar Shanghai does not have much information displayed on their website, they only have a short description of the bar and an image galary of what the café and bar looks like. The café and bar have quite a lot of elegance to them, which is also what was aimed for according to the small about us section on the website. The building has a bar section where guest can sit as well as a long hallway that then connects to more private seating area's.

Since this website only consists of basic information about the café and bar and an image gallery there is not too much to learn from this website. However the image gallery is a nice touch to give possible guests an idea of what they can expect when they walk into Naru.

2.2 Hummings UK

Hummings in UK does have a website with some more information both about the establishment itself as what they have to offer. They start the home screen with a split screen which is also an idea that I wanted to implement for Naru.

Hummings does use the same color palette for both the café part and the bar part, this would be fine however the colors chosen do seem to fit well with the café part but the bar part of the website does not really feel like you are looking at a website for a bar. The colors are all very light and pastel like, this would go well for the more relaxing feeling for the café. But for a bar I would expect more darker and deeper colors to represent the night better, possibly combined with very bright colors if the bar is supposed to be a very vibrant spot to come to in the evening/night. Or they could have also gone for more elegant colors if that was the feeling they were going for with the bar, however judging from the pictures and video's on the website it is supposed to be a more vibrant place.

On the website you can both view the menu and make reservations/bookings as well as view events. For Naru I was also planning on showing the menu on the website and having an option to make reservations. The difference however is that on the Hummings website you have to click through to a new page to view the menu and make a reservation, while I am going to have those two things immediately visible on the page for the café and bar respectively. That way there is a clearer overview in one page and you can go back and forth between viewing the menu items and making a reservation easier for those who are doubting about going.

One thing I will implement from hummings after viewing their site is having the separate opening and closing hours for both the café and the bar in the footer. I did not previously have a good

place to display those, but they will be visible on every page in the footer making it easier for potential guests to find the opening and closing hours for both the café and the bar.

3. User testing

After making a wireframe and design for the site I did a user testing with a 24 year old girl called Susan who lives about 20 minutes away from Den Bosch. For this user testing I let her go through the designs of the website on Figma and have her say her thoughts out loud.

The first thing she mentioned is that the split screen as a landing page for the home screen is a nice idea, however the two images chosen for this are not really complementing each other and they do not fit well together. Also the text in the header could be a bit hard to read, this goes for the text in the home page as well for the texts in the headers of the café and bar pages.

Furthermore she did like the rotating image gallery in the home page. In the design it did not move yet as I did not have a lot of time to actually prototype in Figma, however I had already coded parts of the website at this point including the gallery. She liked how you could both press next and previous buttons to switch between pictures as well as being able to click on the small images underneath to make that the main picture. She would also like it if an auto rotator was added so that even if she stays still for multiple seconds that she would get a new picture to view. I have tried doing this, however it was not working correctly so I took it out for a while but I will try implementing it again if I have enough time to do this after finishing the rest of the website.

She does like that the about us page header has 4 fields, 3 of which are pictures while one is the name of the café and bar again. However she would like a bit more white space (or breathing room as she called it) around the entirety of the header in this page, but immediately also said that for consistency it would be better to keep it big like the ones on the other pages where breathing room would feel more weird.

When comparing the design and what was already coded for the about us page so far she did mention that in the design the text was outlined way better and that she would like me to try to outline it better in the actual coded website as well.

For the café and bar pages she does like that the menu items are immediately visible without having to go through selecting products that she specifically wants to see like you would have to on the Starbucks site for example. She also likes that it is still organized in categories so you do not have to waste time scrolling through many menu items until you find things in the category you want to have something from, for example tea's. however she did note that it would be a good idea to be able to expand the categories to show more than three products when more menu items are added. Now there are only 6 items per category so it is easy to do a horizontal scroll through them, but if all the categories start having a lot more items than 6 it would be quite difficult to find what you are looking for by scrolling through sets of 3 items. So it would be beneficial to be able to expand the categories downwards to immediately show all items of that category vertically. Also adding a search bar to see if certain items are available in this café or bar.

Time wise I was not able to add this for this project, however it is a good thing to keep in mind if I ever make a project similar to this again.

She does like being able to make a reservation directly for the café on the café part for the site and likewise for the bar, however I did not add a confirmation pop up yet, which I did do now.

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