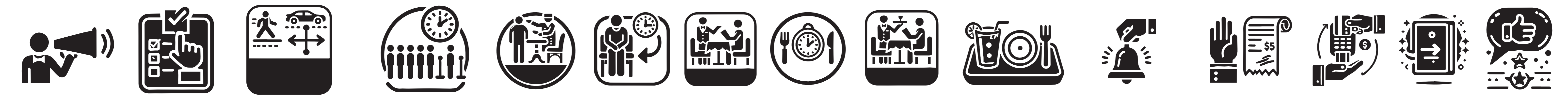
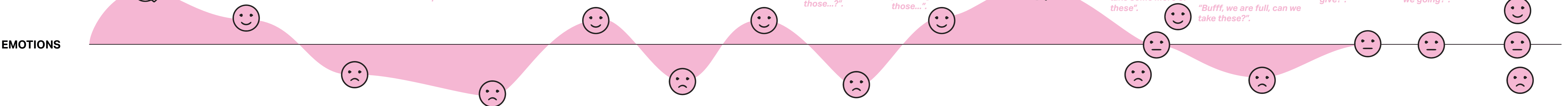


PRE **DURING** **POST**



	1. AWARENESS	2. DECISION	3. DISPLACEMENT	4. WAITING TO ENTER	5. ENTER AND SEAT	6. WAITING TO BE ATTENDED	7. ATTENDED	8. WAITING TO BE SERVED	9. SERVED	10. EATING	11. PUNCTUAL ATTENTION	12. ASK AND WAIT TO PAY	13. PAY	14. LEAVE	15. COMMENT & RECOMMEND
ACTIONS	Search: 1. Instagram. 2. Google Maps. 3. Desktop search "Barcelona Brunches". 4. Facebook.	1. Yes. 2. Later. 3. No. 4. Never.	1. Taxi 2. Underground 3. Bike 4. Car/Moto 5. Walking	1. Queue on front outside (organized). 2. Queue on front outside (random). 3. Waiter to assign a seat.	1. Follow waiter instructions. 2. Seat inside. 3. Seat outside. 4. Seat in working seat.	1. Waiter visually contacts you. 2. Inside there are things sold. Inside you can autofill water. Look around, chat, use phone or work. 3. Waiter comes.	1. Ask for food. 2. Ask for drinks. 3. Intolerances and special notes. 4. Expected time and any random Q.	1. Inside there are things sold. 2. Inside you can autofill water. 3. Look around, chat, use phone or work.	1. Being served. 2. Casual conversation with waiter. 3. Moment to ask something new or forgotten.	1. Eat and drink. 2. Share feelings physically and digitally. 3. Have a conversation.	1. Food inconvenience. 2. Service inconvenience. 3. Other customer inconvenience. 4. More.	1. Waiter visually contacts you. 2. Inside there are things sold. Inside you can autofill water. Look around, chat, use phone or work. 3. Waiter comes. 4. You ask to pack and take the leftover food.	1. Pay by cash. 2. Pay by card or phone. 3. Leave tip (physical or digital).	1. Take things. 2. Walk out.	1. Instagram. 2. Google Maps. 3. Facebook.

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QUOTES	"Look at this... Tasty!" "Nice place, let's go on..." "We have to go here!"	"Why don't we go to..?" "Do you remember that place that... Lets go!" "Have you read the comments in Google?" "What was the name, what was the Instagram..?"	"Where is it? How much from here?" "Lets go by..." "Metro station is Urquinaona" "Lets look for a place nearer". "Its too far away".	"30 min would be my limit waiting time". "In all places with a Brunch in it you have to wait". "I'm losing my time which I could use knowing Barcelona". "We didn't try to reserve, we improvised".	"You are...Ok, come". "Please take a seat" "How hungry, at least!" "Take a look at the menu!"	"They are lasting too much and after so much queue..." "The waiter saw me and ignored us!" "There he/she is, excuse me!"	"We would like to have..." "Sorry but I'm celiac, vegan..." "Can it be with more/ without/ changing..." "Is it seasonal?"	"They are lasting too much!" "Excuse me, we have already been waiting for..." "They are autofilling water, can we?" "Are they selling those...?"	"At last, woow, what an apparence!" "Hahahaha, that was funny". "Do you know where we can..." "Excuse me could you bring us some of those..."	"Come, try this, have you tried the...". "Oh my God, the ... is ...!" "Wait! I'll take a photo!" "I think there is ... in my plate..."	"Sorry, there is ... in my plate...". "Could you please bring us...". "Congrats for the food!" "We would like to take some more of these".	"Sorry, could you charge us please". "Excuse me, we have already been waiting for...". "They are autofilling water, can we?". "Are they selling those...?". "Buff, we are full, can we take these?".	"Credit/Cash". "We wanted to divide it evenly". "Are we obliged to give tip?". "How much tip are we supposed to give?".	"Lets go honey". "Before I have to go to the WC". "I need a nap". "Ufff, I'm full". "Now where are we going?".	"I'm going to positively comment on..." "I'm going to negatively comment on..."



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FEEDBACK	-No web page. -Menu only in instagram. -No ordering. -All in spanish and clients tend to be foregin. -No other platforms.	-Closing hours. -Local holiday. -Weather. -Competence. -Change of idea.	-No bike parking from la Malcriada, inside or outside. -Not easy to park -Taxi expensive -Few public bike parkings.	-No gifts while waiting. No entertainments while waiting. -No chairs to wait. -No vision of the inside or aproximated time and update. -There is a sign that asks you to wait outside for waiters. -The queue is shaped randomly if not told by waiters. -Waiters not always attend all arriving clients and asks them to wait. -Sometimes they give you the menu while you are waiting to start choosing. -Eaven though there are free tables, people wait at the door signal. -They liked that when the arrived the waiter told them to wait at the cue. "being attended sensation"	-If wanted to work and its not working table you have to wait again. -Sometimes you don't get the menu. -If you are 1 and there is only one table for 4 aviable, you will get it. -Customers love the trendy ambiance and cozy decor, which creates a welcoming experience.	-Tables don't have menus and sometime users have to wait for them. -No proactive offers, such as small snacks, art, raw cofee, merchandising, tea, jewellery, wine or magazines. -Wait management depends heavily on the intuition and experience of individual staff, body language cues, such as eye contact or closing menus, to determine readiness. -Staff provide a basic welcome, but interactions lack personalization or consistency. -There's water to autofill (not clear) but if you ask for water you pay it.	-The friendly, accommodating staff adds to the positive dining experience. -Staff prioritize serving drinks first to alleviate customer frustration -Risks due to shared kitchen equipment aren't proactively communicated. -The interaction process is loosely defined. -Staff rarely take advantage of opportunities to recommend additional items, like art, crafts, wine, autofillings... -Tourists often ask for recommendations or directions.	-Occasional delays in service are noted, especially when the place is crowded. -No proactive offers, such as small snacks, art, raw cofee, merchandising, tea, jewellery, wine or magazines. -Wait management depends heavily on the intuition and experience of individual staff, body language cues, such as eye contact or closing menus, to determine readiness. -Staff provide a basic welcome, but interactions lack personalization or consistency. -There's water to autofill (not clear) but if you ask for water you pay it. -Staff prioritize serving drinks first to customer frustration.	-The friendly, accommodating staff adds to the positive dining experience. -Water is cold and they didn't ask the temperature, its rainy day, i'd prefer natural. -The big amount of food on the plate and sauce makes impossible to not have the bread wet of souce, not being able to cut by hand and having too little space to use the fork and knife. -The little aluminium bowl on top of the sauce gives me TOC. -Cofee is served without water. -Coffe is served without napkin, I mess my moustache. -In small round tables x3 seats, when full, plates are so big that there is little space to move, eat, have drinks, mobile, read... -Some costumers feel the price are a bit high for the portio sizes.	-The isn't ash trays in tables or door -While waiting to pay there is nothing to attend the sleepy mood. -No proactive offers, such as small snacks, art, raw cofee, merchandising, tea, jewellery, wine or magazines. -Wait management depends heavily on the intuition and experience of individual staff, body language cues, such as eye contact or closing menus, to determine readiness. -Staff provide a basic welcome, but interactions lack personalization or consistency. -There's water to autofill (not clear) but if you ask for water you pay it.	-Dividing the bill is quite usual and delays the paying process considerably and sometimes its transfered to the counter blocking the space. -Sometimes waiters have to wait for others to bring the tataphone. -Merchandise or takeaway items are not promoted during the payment process. -Staff occasionally offer compensatory gestures (e.g., free drinks) if costumers report significant issues during payment. -Not clear defined guideline of interaction with clients at this stage nor feedback gather.				