



WORKING FROM THE CAFÉ

THE FUTURE OF THIRD PLACES

THE RISE OF FLEXIBLE WORKERS



26%

of flexible workers in the UK population (McKinsey 2016)



86%

of people think that remote work is the future of work (Statista 2021)



66%

of people find it hard to work from home (Statista 2021)

WHO ARE THE CUSTOMER-WORKERS?

JOB TYPE



White-collar workers engaging in cognitive or creative tasks

ACTIVITIES



Laptop and paper-based work

MOTIVATIONS



Focused work and social needs

WHY DO CAFÉS NEED THEM?



OFF-PEAK HOUR FILLER



BRANDING BENEFITS



HIGH LOYALTY

WHAT KIND OF CAFÉ ARE YOU?



ARE CUSTOMERS WORKING IN YOUR CAFÉ?



DO YOU LIKE IT?



DO YOU LIKE IT?

YES

NO

NO

YES

WHERE ARE YOU SITUATED?



BUSY STREET

QUIET NEIGHBOURHOOD

TOURISTY AREA

THINK ABOUT BANNING LAPTOPS
ORGANIZE COMMUNITY EVENTS

DESIGN DAILY DEALS
JOIN A PLATFORM LIKE OTHERSHIP

TURN LIGHTS DOWN AND MUSIC UP AT LUNCH AND AFTER 5 PM
USE LONG TABLES & BOOTHS