THE FUTURE OF THIRD PLACES

WORKING FROM THE CAFÉ

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?

<table>
<thead>
<tr>
<th>JOB TYPE</th>
<th>ACTIVITIES</th>
<th>MOTIVATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>White-collar workers engaging in cognitive or creative tasks</td>
<td>Laptop and paper-based work</td>
<td>Focused work and social needs</td>
</tr>
</tbody>
</table>

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?

YES

NO

WHERE ARE YOU Situated?

Busy street

Quaint neighborhood

Use long tables & booths

Think about banning laptops

Organize community events

Turn lights down and music up at lunch and after 5 PM

Design daily deals

Join a platform like Othership

Design daily deals

Join a platform like Othership

DO YOU LIKE IT?

YES

NO

MIMOUN AND GRUEN (2021) / JOURNAL OF SERVICE RESEARCH