

**REDESIGNING OF INTERIORS OF SELECTED CAFÉ IN
VADODARA CITY.**

APRIL, 2020

AVANI J. PANCHAL

**REDESIGNING OF INTERIORS OF SELECTED CAFÉ IN
VADODARA CITY.**

A Dissertation submitted to
The Maharaja Sayajirao University of Baroda, Vadodara
In partial fulfilment for
The Degree of Masters in Family and Community Sciences
(Interior Design)

By

Avani J. Panchal



Department of Family and Community Resource Management
Faculty of Family and Community Sciences
The Maharaja Sayajirao University of Baroda
Vadodara
April, 2020

ACKNOWLEDGEMENT

Completion of this dissertation was not possible without the support of several people. I would like to express my sincere gratitude to all of them. I feel privileged to take this opportunity to express my deep sense of gratitude and obligation to my research guide **Dr. Mona Mehta** for her invaluable guidance and encouragement throughout the research.

I would like to offer my humble gratitude to **Professor. Neerja Jaiswal**, Head of Department of Family and Community Resource Management of Faculty of Family and Community Sciences, The Maharaja Sayajirao University of Baroda, **Dr. Sarjoo Patel, Dr. Urvashi Mishra and Dr. Shilpi Saraswat** for their valuable suggestion and constant encouragement throughout the phase of dissertation and other technical staff for their support.

A thankful appreciation to the Owner of selected Café of Vadodara city. **Mr. Aman** for his great support, invaluable time and all the necessary information given for the present study.

There are no words to articulate my gratitude and regards to my loving family, my parents **Mr. Jayendrabhai Panchal, Mrs. Arunaben Panchal** and my brother **Mr. Darshan Panchal** for being my life support system throughout the period of my dissertation completion.

I am extremely thankful to all the Architects and Interior Designers for their valuable suggestions whenever needed for the completion of the present work undertaken.

I am grateful to my friends Fatema Dahodwala, Aashka Shah, Hridishurti Saikia and Eliza Upadhyaya for their valuable support, co-operations, encouragement and spending their valuable time for my Dissertation.

There might be many more known and unknown names which I must have come across each day throughout my Dissertation work that had influenced it. I express my gratitude for one and all of them for their blessings and just being there.

Avani J. Panchal

CONTENTS

Sr. No.	Contents	Page No.
	ACKNOWLEDGMENT	
	CONTENTS	
	LIST OF TABLES	
	LIST OF FIGURES	
	LIST OF PLATES	
	LIST OF APPENDICES	
I	INTRODUCTION	1-5
	Justification of the study	4
	Statement of problem	5
	Objectives of study	5
	Delimitation of study	5
II	REVIEW OF LITERATURE	6-18
	Theoretical Orientation	6
	History of Café	6
	Definition of Café	7
	Factors influencing Interior Design in the Café	8
	Importance of Attractive Interiors in Cafés	10
	Current trends in Interior design of Cafés	11
	Types of furniture in the Café	13
	Related Research	15
	Researches conducted outside India	15
	Researches conducted in India	16
	Conclusion of Review Of Literature	18
III	METHODOLOGY	19-24
	Research Design	19
	Operational Definitions	19
	Locale of the study	20
	Unit of Inquiry	20
	Sample and Sampling Procedure	20
	Selection and Construction of tool	20
	Description of tool	21
	Establishment of Content Validity	22
	Data collection	22
	Phase I: Assessing the available Interior space of the selected Café	22
	Phase II: Identification of client's Need and Preference	22
	Phase III: Design Development	23
	Phase IIII: Cost Estimation	24
IV	FINDINGS AND DISCUSSION	25-83
	Details of aspects of Interior Design in selected Café as recorded in observation sheet.	26
	Needs and Preferences of Client regard to the Interiors of the selected Café.	30
	Design Development of the selected Café of Vadodara city.	31
	Cost Estimation of the proposed design project.	78

V	SUMMARY, CONCLUSION AND RECOMMENDATIONS	84-89
	Summary	84
	Conclusion	88
	Implication of the study	88
	Recommendations for the future study	89
	BIBLIOGRAPHY	90-93
	APPENDICES	94-101
	ABSTRACT	102-103

LIST OF TABLES

Sr. No.	TITLE	Page No.
1.	Schedule of Existing and Proposed Drawings for the Café.	23
2.	Total Cost Estimation of the all Interior aspects of the Café.	78
3.	Cost Estimation for Flooring, Ceiling and Wall treatment for the selected Café.	79
4.	Cost Estimation for proposed Furniture of the selected Café.	81
5.	Cost Estimation of Lighting fixture for the selected Café.	82
6.	Cost Estimation of Accessories for the selected Café.	82

LIST OF FIGURES

Sr. No.	TITLE	Page No.
1.	Proposed Exterior Design of the Cafe (option 1 and option 2)	32
2.	Existing Flooring details of the Café	34
3.	Proposed Flooring details of the Café option-1	35
4.	Proposed Flooring details of the Café option-2	36
5.	Front Elevation of Four walls of the Café Option- 1	38
6.	Front Elevation of Four walls of the Café Option- 2	39
7.	Existing Electrical Layout of the Café	41
8.	Proposed Electrical Layout of the Café option- 1	42
9.	Proposed Electrical Layout of the Café option- 2	43
10.	Existing Seating Arrangement in the Café	43
11.	Proposed Seating Arrangement in the Café Option-1	46
12.	Proposed Seating Arrangement in the Café Option-2	47
13.	Existing working drawing of the Café	48
14.	Proposed working drawing of the Café option-1	49
15.	Proposed working drawing of the Café option-2	50
16.	Proposed Design of a chair	51
17.	3d view of a chair	52
18.	Proposed Design of one seater sofa	53
19.	3d view of one seater sofa	54
20.	Proposed Design of three seater sofa	55
21.	3d view of three seater sofa	56
22.	Proposed Design of coffee table 1 and 2	57
23.	3d view of coffee table 1 and 2	58
24.	Proposed Design of coffee table 3	59
25.	3d view of coffee table 3	60
26.	Proposed Design of bar stool	61
27.	3d view of bar stool	62
28.	3d view of 2 chairs with coffee table	63
29.	3d view of 4 chairs with coffee table	64
30.	3d view of 2 one seater sofa with coffee table	65
31.	3d view of 2 three seater sofa with coffee table	66
32.	South-East view of the Café option-2	67
33.	North-East view of the Café option-2	68
34.	North-West view of the Café option-2	69

LIST OF PLATES

Sr. No.	TITLE	Page No.
1.	Exterior of the Café	26
2.	Entrance door of the Café	26
3.	Marble and Carpet Flooring in the Café	27
4.	Wall AB	28
5.	Wall DE	28
6.	Wall EF	28
7.	Wall FA	28
8.	Ceiling and Lighting in the Café	28
9.	Chairs and Square Coffee Table	29
10.	Chairs and Round Coffee Table	29
11.	Bar stool	29
12.	Corner Seating	29
13.	Wooden Anchor	71
14.	Wooden Black Board	71
15.	PVC Letter Signage Board of Cafe Logo option 1	71
16.	PVC Letter Signage Board	72
17.	Soft drink Bottle shelf	72
18.	Spider plant with plastic hanging pot	73
19.	Decorative Scrape Plastic Bottle use as Planter	73
20.	Money plant and Glass Bottle use as Planter	73
21.	Decorative Scrape Plastic Bottle use as Planter	73
22.	Wooden Ship Wheel	75
23.	Black Menu Board	75
24.	Decorative Surfing Board	75
25.	Wooden Paddles	75
26.	PVC Letter Signage Board of Cafe logo option 2	76
27.	Terracotta pot	76
28.	Areca palm	76
29.	Fern plant and Shark Shaped Planter	77
30.	Cement pot	77
31.	Soft drink Bottle shelves	77
32.	Terrazzo tile	83
33.	White Brick cladding	83
34.	Indian Juparana Granite	83

LIST OF APPENDICES

Sr. No.	TITLE	Page No.
1.	Observation Schedule	94
2.	Interview Schedule	98
3.	Client's Profile	101

Introduction



CHAPTER-I

INTRODUCTION

In the past years, Cafés and Coffee Culture has grown so rapidly across the world, that the majority of people have adopted going frequently to the Cafés as a part of their daily lives and practices (Huang, 2017). Coffee is a practical substance that fills in a culture with social and symbolic values. Coffee could be easily adapted into different cultural environments, which has affected the formation of Coffee Culture. Coffee Culture flourished through its physical manifestation (Tucker, 2011).

According to Oldenburg (1989), Cafés are claimed as 'Third Place', a place where customers can spend time between Homes (The First Place) and Work (The Second Place). Cafés are common spaces where people can unwind, interact, or just kill time. Parks, Clubhouses, Salons, and Gyms are just a few examples of the Third places. But Cafés seem to be a top favourite because they satisfy almost all the criteria of a perfect 'Third Place' ⁽⁷⁾. Cafés are very familiar among a wide range of population across the world. As a result, various types of Cafés have emerged. The location of the Cafe plays a significant role in this process. Another distinction lies in the desired complexity of the drinks. The potential seasonality of the area where the Café is located plays a role as well, determining whether it can be partially outdoors, as seen in the case of sidewalk Cafés, or entirely indoors (Desai, 2011).

The term "Café" comes from French word "Café", which means "Coffee" or "Coffee house". It originated in the early 19th century. A Café is sometimes called a Coffeehouse or a Coffee Shop or Tea Shop in English, a Café in French and a Bar in Italy ⁽¹⁾. A Café is an establishment that primarily serves Coffee, related Coffee drinks and Alcohol in some Countries. Some Cafés may serve Cold drinks such as Iced Coffee and Iced Tea. A Cafe may also serve some type of food, such as Light Snacks, Sandwiches, Muffins or other Pastries ⁽⁹⁾. It shares some of the Characteristics of a Bar, and some of the Characteristics of a Restaurant, but it is different from a Cafeteria, which is a type of Restaurant where Customers can choose from many Dishes on a Serving Line ⁽¹⁾. Cafés range from Owner-Operated small businesses to large Multinational Corporations ⁽⁹⁾.

Dining out has either become the easily Affordable, quick little escape that releases the tensions of the day or the entertainment desired by those living a Stressful, Monotonous life (Simpson, 2003). Customers go to Cafés not only to enjoy food, but also for Communication, Business Negotiation or they can just sit there, read newspapers and magazines, or chat with other customers, have get together with friends or family, spend some good time there (Yu, 2009). For many people, it is another place to sit and do work. People spend time and word in the Cafés, as the workload doesn't seem so much when it is taken out of its normal surroundings. Often a Café is described as being a third place in a person's life other than work and home ⁽³⁾. It is known as a place where information can be exchanged. Cafés provide the integrated functions of an indoor dining room, sometimes outdoor dining, good coffee and sweets, comfy couches, good music and nice ambience (Yu, 2009).

The development of pleasant Interior eating-places has gained more interests among Cafe owners to attract customers who seek exceptional and extraordinary places for leisure (Scott, et.al, 2009). The goals of Cafés primarily revolve around the customer. The pleasure of going to Cafés normally with family, friends or special friends will increase appetite and pleasure which may be identified through psychological manifestation like eating behaviour and subjective experiences, beside other more physical responses. Wansink (2006) reported that pleasurable moments can be attained when one shares food with family and friends. In fact, gathering with friends or meeting new people becomes a common reason for hangout and eating out. Many types of eating-places like Restaurants, Cafeterias or Cafés among many others have long been developed trying to find the best solution to fit that need, the place where people gather for informal and relaxed socialization. Cafés would not be successful without meeting user needs. Satisfaction surveys found that customers place more emphasis on having a good experience rather than enjoying a good cup of coffee (Agrawal, 2009). “Experience Selling” emerged as a priority in creating Cafés. Many patrons spend considerable amounts of time in the establishment during their visit. Because customers have a range of individual preferences, it is essential to provide a neutral public space, which satisfies a number of needs. Interior designers must account for the fact that some customers hope to gather in groups while others desire personal space. Regardless, customers expect a certain level of privacy. Therefore, another goal of Cafés is to create a sense of both personal space and privacy (Grafe, et al., 2007). The goals of Cafés are centred primarily on the customer. They aim to establish a balance between meeting the universal desires of patrons, such as comfort and privacy, and accounting for individual differences in user needs, such as independent workspaces (Desai, 2011). The experiences that patrons may gain from different aspects in Cafés include the provided services in the Cafés, socialisation with peers and family, or personal experience (Huang, 2017).

Attractive Interior designed Café have become one of the more popular areas of design that users like to “escape” to. Attractive Interior design of the Cafe provides not only another time, space, place, atmosphere or environment, but also a memorable experience for the user to take away with them. All Cafés provide an experience and satisfaction to users and it uses design concepts, along with marketing strategies, to create an “out of the ordinary” environment (Simpson, 2003). Bazdan et, al. (2014) conducted a study on ‘Interior Design in Restaurants as a Factor Influencing Customer Satisfaction,’ This study was conducted to determine the importance of specific Interior design factors in Restaurants and the effect of those factors on customer behaviour.

Café business is not just about good food, it requires great ambience and a lot more. It is very important to have extraordinary ambience for which the Interior decoration should be apt. It is important to have a pleasant Interior in a Café as it affects the minds of the customers. People like visiting places which give them freshness ⁽²⁾. According to a study conducted by Ryu, et. al. (2010) consumers save a large chunk of their time and get a better environment when they eat out nowadays as compared to the last decade. The eating out trend has influenced in Cafés to put great emphasis

on their Interior and create a more soothing environment for customers. Cafés today have become one of the best designed facilities because dining today has become modern and customers expect to have outstanding environments when they visit Cafés (Sabherwal, 2011). The increasing demand of Cafés have led Cafe owners to believe that the environment and ambiance of their Cafe have to be compelling enough in order to retain customers for more visits (Xu, 2007).

Café design always starts with a bright idea. These bright Cafe design ideas come from varied sources. Successful Cafe design ideas are developed with an understanding of the types of experiences the customer is looking for and the type of menu items the consumer craved. The Cafe design ideas create an atmosphere that welcomes the consumer again and again. Everything from entertainment to flavours has sparked Cafe design trends over the years. Café design trends are shifting to consider the visual presentation. Theme Cafés are the Cafés in which the concept of the Cafe takes priority over everything else, influencing the Interior, food, music, and overall feel of the Café. The food usually takes a backseat to the presentation of the theme and the Café attracts customers solely on the premise of the theme itself ⁽²³⁾.

Most successful Cafés are designed around a theme. The design is worked out from Interior design point of view to furniture, to layout, to materials employed, to cutlery and crockery used, to graphic design (like Sign Board, Signage, Interior Graphics, Menu Cards, Visiting Cards, Table Cards and Cash Memo, etc). For successful accomplishment in this direction, colour and light are very significant factors (Kasu, 2005).

Physical environment of the Cafe has a great influence on the image of the Cafe and can act positively or negatively for the customer's perception of the Cafe image. Physical surrounding has to be maintained throughout the time and changed or improved according to the customer's wants and the Cafe image to keep up with the trends on the current market (Ryu, Lee, & Kim, 2010). Today, Café patrons' look beyond the menu, opting to frequent locales with a fun and fresh ambience. A thoughtfully designed Interior can turn a decent meal into an excellent experience, encouraging repeat customers and word of mouth recommendations ⁽¹⁰⁾.

The basic Interior elements like Colour, Lighting, Space and Furniture should be designed well. Colour can reflect the theme of the Café. Customer satisfaction is again reflected with the colour of the Interior of the Cafe. Since colour perception is connected to emotions, colour plays a role in the happiness of the customers. Cafés are often red and yellow because these colours stimulate appetite. While blue is an unappetizing colour, many fine dining establishments use blue because it has a calming effect that leads diners to a feeling of comfort and satisfaction. Blue also has the ability to make people feel like time is passing more quickly, so diners won't feel so frustrated at the long cook time ⁽⁸⁾.

Justification of study

Cafés are increasingly growing in today's world. The current generation go to Cafés to spend some good time with friends and family and to have some delicious food. Some people like to do their work at Café as the atmosphere of Café is light and pleasant. Therefore Cafés have become an integral part of every generation. The Café is the meeting place where people can go for enjoyment, relaxation and refreshment.

The exterior environment in a Café is important because it is the place of first contact that customers have with Cafés and also the last contact when they are leaving, but the more frequent driver is Interior design both in favourable and unfavourable experiences. A well designed and attractive Café having good Interior would be one of the motivating factors for customers. If the Café has enough and well utilized space for sitting, good ventilation, natural and artificial light, good clean outside areas, good location and attractive Interiors, it can attract many customers and also satisfy them. Attractive Interiors of the Café can enhance the quality of Café and its usability. This motivated the researcher to assess the existing Interiors of the selected Café of Vadodara city and to redesign it.

Several studies were found through review of literature focusing on Interiors of Cafés like, Redesigning an American Cafe based on an analysis of its expressionistic and cultural character (Hong, 1991), Sensory study in Restaurant Interior design (Yu, 2009), The Function and Design of Café throughout Time (Desai, 2011), Interior Design in Restaurants as a Factor Influencing Customer Satisfaction (Bazdan, 2014). Very few studies have been conducted in redesigning of Interiors in a Café. The Department of Family and Community Resource Management, Faculty of Family and Community Sciences, The Maharaja Sayajirao University of Baroda, offers course on "Commercial Space Designing", at Bachelor's level and "Interior Space Designing- Residential and Commercial" at Master's level. Hence, the information gathered through the present research will widen the database and will help in strengthening the curriculum.

The study will be helpful for the Owners and customers of Café, Interior designer, Architects and Civil Engineer. The assessment of the selected Café will point out the considerations for Interior Designers and Architects where attention is required within the Interior spaces of Café. The redesigning of the Cafe will be helpful in creating a more conducive atmosphere inside the Café. With this background the present study was undertaken.

Statement of problem

The present study aims to assess the existing Interiors of the selected Café and to redesign it.

Objectives

1. To assess the Needs & Preferences of client with regards to Interiors of selected Cafe.
2. To redesign the Interiors space of selected Café and provide detailed working drawing with cost estimation for the same.

Delimitations

1. The study is limited to the recommended working drawings of various aspects of the Interior of the cafe.
2. The present study is limited to the selected Café in Vadodara city.

Review of Literature



CHAPTER-II

REVIEW OF LITERATURE

This chapter provides the literature related to the present research topic of redesigning a Cafe. An effort has been made to collect the review related to the present research by referring various sources. These references included Books, Articles, Surveys and other Sources relevant to the area of research. In order to make the review clear and understanding the present chapter was divided into following sections.

2.1 Theoretical Orientation

2.1.1 History of Café

2.1.2 Definition of Café

2.1.3 Factors influencing Interior Design in the Café

2.1.4 Importance of Attractive Interiors in Cafés

2.1.5 Current trends in Interior design of Cafés

2.1.6 Types of Furniture in the Café

2.2 Related Research

2.2.1 Researches conducted outside India

2.2.2 Researches conducted in India

2.1 Theoretical Orientation

Theoretical orientation is the section which describes the theoretical content related to the topic of the study.

2.1.1 History of Café

The first Coffeehouses, originally called Qahveh Khaneh in Arabic, appeared in the Islamic world. They first appeared in Mecca, in the Arabian Peninsula, in the 15th century, and then spread to the Ottoman Empire's capital of Istanbul in the 16th century. Coffeehouses became popular meeting places where people gathered to drink Coffee, have conversations, play board games such as Chess and Backgammon, listen to Stories and Music, and discuss News and Politics⁽¹³⁾.

The original English Cafés appeared during the 17th century and were deemed Penny Houses, reflecting the cost of Coffee during this time. Penny Houses developed as an alternative to Pubs, offering a partial solution to the harms of the Pub environment. By the end of the century, any man in London could easily find a Coffeehouse. Coffee shops began as mere improvised Stalls scattered throughout Europe. Over time, they have increasingly become urban Institutions (Grafe et.al. 2007).

From 1670 to 1685, the number of London Coffeehouses began to increase and they also began to gain political importance due to their popularity as places of Debate. English Coffeehouses in the 17th and 18th centuries were significant meeting places, particularly in London. By 1675, there were more than 3,000 Coffeehouses in England (13).

Coffee had been grown in India by native Indians since the 16th century. The concept of Coffeehouses began to gain a little popularity in the 18th century in Chennai and Calcutta. As part of the Racial Discrimination Policy of the English rulers, native Indians were not allowed into these Coffeehouses, which were mainly during the late 1890s, the idea of an "India Coffeehouse" chain was formed (15). The earliest Coffee plantations in Chickmagalur and Coorg were established in the late 19th century (14).

While the spread of Coffee Culture was confined to small pockets in South India, its wider acceptance happened after the Coffee Board of India was established in 1942. The modern phenomenon of Starbucks Cafe culture began only in 1996 the first Cafe Coffee Day outlet was set up in Bangalore. It catered to the youth as a place to hang out and surf the internet, rather than as a Coffee Connoisseur's place (14).

2.1.2 Definition of Café

Cafés typically refer to Coffeehouses and commonly many different varieties of Coffees and Teas at a Café, including specialty Coffees such as Mochas and Lattes. Cafés also have light snacks, such as Pastries. A customer will usually go to the counter and order their drink and if they would like a snack, there is typically an array of already-prepared snacks to choose from. There is a growing tendency for a Café to also refer to an informal Restaurant with an abbreviated menu, commonly Sandwiches and Soups. Cafés tend to have a much larger outdoor seating area to allow customers to enjoy their Coffee and Refreshments at leisure this is especially true when they are located in areas with mild weather (19).

Café is a term used for casual Restaurants, sometimes interchangeable with the word "Bistro". Cafés may be one of the most common types of Restaurant. Cafés are typically not for eating full meals, instead serving foods like Pastries, Cookies, and Cold & Hot Sandwiches. It usually offers food for breakfast and options for Lunch, but would probably not be suitable for Dinner (17).

Cafés tend to be smaller and are a place for informal meetings and getting Coffee. The main highlight of Cafés are usually the drinks that they offer, from Coffee to Soda to specialty drinks that make the Café stand out. A lot of Cafés have outdoor seating as well as indoor seating, and may include free Wi-Fi as some Clients will like to go to Cafés to get some work, meetings or studying done (17).

Examples of Cafés include brands like Starbucks, Café Coffee Day and other Coffee shops, and local Bakeries that have a place to sit down and enjoy a Snack. Any local Bookshop or Library might also have an attached Café (17).

2.1.3 Factors influencing Interior Design in the Café.

i) Natural and Artificial Lighting-

Natural and Artificial lighting can make a big impact on the Interior of any place, whether it is a Café, Restaurant, Office or House. Lighting can affect the mood of the customers, natural lighting affects people psychologically and influences Health. Natural sunlight not only supplies illumination, but benefits humans psychologically and physically, so customers feel better eating in a Cafe. Lighting can also create a feeling of intimacy in smaller spaces. One can use Yellow or Golden lighting to create a warm feeling. Lighting contributes greatly to the Ambiance of the Café. Light is usually applied to provide focus, as illuminating a piece of Artwork, a wall with a specific Theme, or the Table top. In Cafés, table tops need to be well illuminated to stress Plate presentation. Dim lighting is appropriate for Passage, which contrasts table tops and increases focus. Bright spaces with high Ceilings create an illusion of Energy and Vitality, and dim spaces lighted by wall Sconces or Lamps convey a cosier feel. Light not only has the function of illumination but affects people physiologically and psychologically ⁽⁸⁾.

i) Space and Design

Spatial Layout of a Cafe is an important factor to consider. The manner in which the furniture of the Cafe is arranged, their distance and their sizes all comes under the category of Spatial Layout (Karki, 2018).

The elements like Space and Design of the Cafe should function well. Since customers are spending a fair amount of time in the Cafe, they should feel comfortable. If the Cafe has tables, it should not place too close together. There should be maximum space between two tables to move easily ⁽⁸⁾. Customers look for aesthetically beautiful as well as comfortable seating that first includes proper height, like the chair height should be low or moderate, very high can be uncomfortable for some users. The second one is the back support of the chair whether it is straight, bent or curved, how the posture of the body is fitting, the third one is what kind of cushion is mounted and whether it is hard or soft, the chair should not be movable while sitting as it can be annoying and at last a creativity in furniture, as in some Cafés, Seatings are made up of Tyres, Milk Cans or any other Scrap Materials ⁽¹¹⁾.

ii) Heating and Ventilation

Heating and ventilation is one of the more expensive pieces of equipment every Cafe needs, it's one of the most important for a Cafe to attract customers and keep them coming back as they have to dine in a comfortable atmosphere. Kitchens release a great deal of Smoke and Smell. So, it is important to provide proper ventilation in Dining as well as Kitchen. Nothing can turn a customer away more quickly than a Dining room that lacks Air Conditioning, especially during the summer months. Poor Ventilation and Air Conditioning can be a big loss in any Café ⁽¹¹⁾.

iii) Other Factors

The Other Factors that customers look for in Cafés are Music, Staff, Service, Nice Crowd etc. Music and Crowd is dependent on the customer's personal choice, some customers prefer Rock Music and Big Crowds on the other hand some prefer Soft Music and Uncrowded Café ⁽¹⁰⁾. Koyama et, al. (2010) conducted a study on 'Effects of Interior Colours, Lighting and Decors on Perceived Sociability, Emotion and Behaviour Related to Social Dining'.

There are some Café Designs that have become the latest trend nowadays. Some of these are,

- **Plants and Green Spaces**

Indoor plants have been a long-standing trend over the past couple of years, for good reason. Many Cafés have incorporated Green Elements such as Living walls, Hanging Planters, and Potted Plants into their Dining spaces. This trend is also beginning to merge with the popular Farm-to-Table concept; growing produce on site allows Cafés to bring discerning customers even closer to the source of their Meals. Botanical enthusiasts and Health-conscious patrons alike are sure to embrace this trend more than ever in the coming year ⁽¹⁰⁾.

- **Lighting**

While dim lighting has often been associated with High-end cuisine and a Romantic Ambiance, many Restaurants are making the switch towards more practical or statement piece lighting. This trend emphasizes the user experience to create pleasurable and convenient dining environments for patrons. Rather than illuminating other design features, Lighting itself will strive beyond utility to become a key creative element in dining spaces ⁽¹⁰⁾.

- **Social Media**

Creating a photogenic Interior space is an ideal way for Cafés to market themselves amongst a social media clever customer base. Apps like Instagram and Facebook are flooded with photos of well-crafted Cafés and Restaurant Interiors, snapped by customers with an enthusiasm for pleasing Aesthetics. Colourful and Handcrafted place create the perfect backdrop for Foodie photos. Statement Fixtures, such as Vintage Accessories, Neon signs or Edgy Artwork are popular focal points that are often shared via Social Media ⁽¹⁰⁾.

- **Theme of the Café**

Having theme based Cafés and Restaurants has become a very popular trend over the past couple of years. Café Designers creating Cafés over different Themes. Mid-century Modern style is a very popular trend nowadays. Characterised by simple and organic Geometries and Sleek textured materials ⁽¹⁰⁾.

- **Flexible Seating Options**

Furniture and Seating possibilities will be flexible to accommodate small Parties and Meetings. Small and Low seating areas are becoming favourites of Youth. Cafés in particular will see a continued increase of customers seeking to move their workdays out of the office and into a more dynamic atmosphere. Comfortable upholstered chairs or upright bistro chairs with sufficient back support help create an efficient workspace for Café lovers ⁽¹⁰⁾.

- **Designing for Comfort**

People prefer Furniture that provides Comfort and warmth over sharp minimalistic Interiors. To provide Comfort, Designers are striking a balance between Minimalist and Maximalist styles. To create cosy space Designers try design lighting by mixing Lighting Fixtures and Bulbs that is ideal for evening Dining or Drinks. A combination of Textures, Lighting, Colour and Metallic finishes can create a variety in designs that can attract more customers to visit the Cafe ⁽¹⁰⁾.

Specific design choices support Café's ultimate goal of customer satisfaction. Atmosphere of the Cafe is a central concern. Depending on Location and the Target Population, Colour, Lighting, and Music are manipulated (Agrawal, 2009). As customers desire Comfort when settling down in Cafés, the implementation of Lounge Chairs is beneficial. On the other hand, some prefer more rigid seating as they intend to focus on work. Therefore, a mix of furniture that can accommodate for different customers' wants and needs proves most successful. To account for privacy, the Visual accessibility and Acoustics of the space should be considered (Grafe et al., 2007). Finally, Designers can meet the goal of creating a sense of community and belongingness by taking into account the elements of Hominess and Stimulation. The goals of Cafés can most easily be met through detailed Design Layouts. A Cafe, is a place where the product is being bought and consumed and is the one of the most significant features of the total product and is supposed to provide a good atmosphere for the customer satisfaction, as Kotler (1973) cited. The term Atmosphere was used to describe the conscious designing of space that will eventually create certain effects in customers and increase their Satisfaction. (Kotler, 1973).

2.1.4 Importance of Attractive Interior in Cafés

Café business not only requires great Food but also great Ambience and a lot more. It is very important to have extraordinary ambience for which the Interior decoration should be apt. It is important to have a cosy Interior in a Café as it affects the minds of the customers. People like visiting places which give them Freshness. The Interior Decoration is equally important as the Food and Service ⁽¹⁸⁾.

- **Virtual Impact**

Today, people have constant places to visit; they always choose a particular Place and a Café and order the same food because it gives them the feel. A Café should look perfect both from the Outside and the Inside. The Interior decoration of a Café represents it and creates a visual impact on the customer. It becomes a part of the Café's Identity. The ambience creates a virtual impact on the customer's mind which makes them want to visit frequently ⁽¹⁸⁾.

- **Affects Mood**

The Interior decoration will help decide the customer's mood and will also affect the order placed. Interior decoration is also a work of Art, placing furniture at specific places, different arrangements, Lighting, Décor, the wall colours everything has a feel to it. The Interior helps in changing the perception towards Food and Ambience. An expert would help make a difference in the ambience and it would also help in improving the Café's Business and help in receiving proper returns of the money invested ⁽¹⁸⁾.

- **Changes Perception**

There are Interior designers in the market who offer designing Cafés as their Specialty. They understand the Menu, Mood, the expectations and then design according to the Needs and Budget. Everything at the Café affects the perception of the customer. It is important to take help while Interior decorating the Café, as it will give a better idea of the recent trends and customer expectations ⁽¹⁸⁾.

- **Increase in sale**

There are so many new trends and themes that Cafés follow, they add proper décor and food items which go with the theme they offer. It has a very strong reaction to the customers who like such themes. It helps in increase in sales at the Cafés. It builds a competition among the Cafés similar to it. It is very influential to have such themes at the Café; it not only grows the customer and improves the sales but also helps in surviving in the competitive market.

A Café business is more about presentation than the food. It is essential to look perfect first. Interior decoration changes the whole outlook of the Business. It is mostly like if it feels good, it will taste good. A Café business is all about the customer, their demands, New Trends and Perfect Food. It is very important for a Café to have good Ambience with Great Food ⁽¹⁸⁾.

2.1.5 Current Trends in Interior design of Cafés

Café patrons often choose a place that is both Memorable and Delicious. They look beyond the menu, opting to frequent locales with a fun and fresh Ambience. A thoughtfully designed atmosphere can turn a decent meal into an excellent experience. These are some current trends of Interior design of Cafés.

I. Plants and green spaces

Having Indoor plants has been a very popular trend over a couple of years. Numerous studies have their advantages of integrating greenery within Interior spaces, with benefits including Air purification and a heightened sense of Wellness and Relaxation. Many Cafés have already jumped on board with this trend by incorporating green elements such as Green walls, Hanging planters and Potted Plants into their dining spaces. This trend is also beginning to merge with the popular Farm-to-Table concept; growing produce on-site allows Restaurants and Cafés to bring discerning customers even closer to the source of their Meals ⁽¹⁰⁾.

II. Social Media

Having a photogenic Interior space is a very popular marketing strategy to attract a social media customer base. Apps like Instagram and VSCO are flooded with photos of well-crafted Restaurant Interiors, snapped by customers with an enthusiasm for pleasing Aesthetics. Certain elements are particularly popular amongst the photo-friendly crowds. Colourful places create the perfect backdrop for Foodie photos. Natural light lends to higher image quality for daytime photographs. Statement fixtures, such as Vintage accessories, Neon signs and Abstract artwork are popular focal points that are often shared via social media. Camera-friendly design doesn't have to stop at the dining room either, with chic bathrooms and exterior facades frequently making appearances on Instagram as well ⁽¹⁰⁾.

III. Incorporating local art

While it's not uncommon to find the works of local artists hanging around any Coffee shop, this idea is making its way into mainstream foodservice design in 2019. Whether it's paintings, photographs, sculptures, or lighting fixtures, more and more Cafés are looking to connect with their community members by showcasing local talent by arranging Exhibitions, Open Mic, Painting workshops and Comedy shows ⁽¹⁶⁾.

IV. Theme of the Café

The past few years saw a return to a nostalgic Mid-Century Modern style, and this trend continues to grow for the coming year. Characterised by simple and organic Geometries, open floor plans, and sleek textured materials, Mid-Century Modern is an ideal design theme for a Café seeking an Open and Airy vibe. This trend will continue to be reinterpreted in various ways in the coming year. Wood panelling is proving to be a popular design feature, giving a warm effect to many dining establishments. Linoleum floors are also making a comeback. This flooring material is durable and easy to clean, making linoleum ideal for Restaurants and Cafés. An all-natural material, linoleum is readily available in a wide range of colours and patterns, and is a versatile choice for various colour and design schemes. With overdone copper fixtures and accents on their way out, chrome is an emerging trending metal for accents and fixtures ⁽¹⁸⁾.

V. Comfortable Seating

In the coming years, Interior spaces and seating possibilities will be arranged for flexibility to accommodate small intimate parties, as well as large groups. Small and low seating areas are becoming favourites of youth. Cafés in particular will see a continued increase of customers seeking to move their workdays out of the office and into a more dynamic atmosphere. Cafés with well-designed semi-private spaces are becoming the ideal place for small Meetings as well as for Freelance Workers. Comfortable upholstered Chairs or upright bistro Chairs with sufficient back support help create an efficient workspace for Café lovers ⁽¹⁰⁾.

VI. Colours

Nowadays, Colour palettes will drift away from cold Greys and subdued ivories and towards richer Neutral tones. Tan, caramel tinted hues and earthy orange terracotta browns lend warmth to a space without an abundance of chromatic intensity. These tones can be used for accents and Floors, but should be thoughtfully balanced if used in excess to avoid looking too dated. Muted pastels are also increasingly showing up in Interior spaces, on everything from seating upholstery to dinnerware sets. Popular pastel colours that suit a dining space include Mint Green, Blush, and Sky Blue. Again, these colours are ideal as subtle accents, but can be tastefully used to make a statement on Walls and Floors as well ⁽¹⁸⁾.

VII. Designing for Comfort

Today, Café design trends suggest that people are seeking comfort and warmth over sharp minimalistic Interiors. Designers are striking a balance between minimalist and maximalist styles and unique colours for commercial dining space Interiors. Mixing lighting fixtures and bulbs is another way to achieve a cosy space, ideal for evening dining or drinks. A balanced combination of Textures, Lighting, Colour and Metallic finishes can create a variety in designs that will leave customers buzzing about the inspiring Interior ⁽¹⁸⁾.

2.1.6 Types of Furniture in the Café

- **Side Chairs:** A side chair is simply a Chair without arms. This makes it easier to move the chair around and will save space by fitting under tables if necessary when not in use. It might be made from Wood or Metal and be Traditional or Contemporary in style. Chairs should be light weight for easy movement and of average size to accommodate varying sizes of diners. If the Café space is in use for other purposes also, stacking chairs are a very good option for that as it saves space. Stacking chairs are available in a wider range of styles. Stacking chairs are mostly available in Aluminium, Wood and Plastic.
- **Armchairs:** In Café furniture, this does not mean an “Armchair” of the kind found in a domestic living room; it simply means a Chair with arms. These can be Traditional or contemporary in style, in Wood or Metal. Armchairs will take up more space but offer customers greater Comfort.

- **Stools:** These can be High or Low. If the counter is high where customers can sit, high stools with Footrests will be needed, these are often metal with Cushioned seats, though more traditional wooden styles are available. These stools are also known as 'Bar Stool'. Stools can also be low Cubes, Cylinders or in Triangular shapes; these can be useful for more informal environments and for children.
- **Tables:** Café Tables are generally smaller and lighter than Restaurant tables. It might be wise to use a Café space flexibly, rather than sticking to a rigid layout, and lighter, smaller tables will help to achieve this, being easier to move around. As well as conventional four-legged tables, there are Pedestal tables and Pyramid tables, these are supported by a Column, rather than Legs, and with a substantial, solid base. "Poseur" tables are higher and smaller, generally big enough only for single customers or two.
- **Outdoor Furniture:** Furniture for outdoor space needs to be Strong, Weatherproof, and Low in maintenance and great in looks. Metal is a common choice as it is durable and withstand the weather. If the outdoor space is used only in the warmer months, it's probably best to use stackable furniture for this space so that it can be stowed away when not in use ⁽²⁰⁾.

2.2 Related research studies

The reviewed literature of related researches contains studies conducted outside India and in India.

2.2.1 Research studies conducted outside India

Yu (2009) conducted a study on “Sensory study in Restaurant Interior design”. The aim of the study was to impart sensory design strong theory background, physiological and psychological theory about sight, smell, hearing, and haptic. These senses do not act separately, but work as a unit to deliver humans a comprehensive perception of a space. The main purpose of this research was to create a Restaurant sensory design framework, which is applicable for designers to design a Restaurant. A case study is followed to illustrate how to use the framework while designing a Restaurant. King Buffet, a Chinese Restaurant in Ames, Iowa is chosen as the subject of case study. The final redesign showed distinct advances compared to the original design, which revealed the importance of sensory design.

Koyama, et.al. (2010) conducted a study on “Effects of Interior Colour, Lighting and Decors on Perceived Sociability, Emotion and Behaviour Related to Social Dining”. The aim of the study was to find out how colour, lighting and décors have effects on customers’ perceived sociability, emotion and behavioural intention on social dining occasions. Experimental method was used and 162 senior students were involved. The results showed that the Restaurant with monochromatic colours, dim lighting and plain décors yielded a statistically significant difference in the psychological factors with almost any other Interior conditions on romantic dining, as opposed to in case of casual dining.

Bazdan, et.al. (2014) conducted a study on “Interior Design in Restaurants as a Factor Influencing Customer Satisfaction”. This study was conducted to determine the importance of specific Interior design factors in Restaurants and the effect of those factors on customer behaviour. Research was conducted in the Dubrovnik area through face-to-face distribution of questionnaires. Final number of participants involved in this study was 106; half of those people were Dubrovnik residents and the other half were tourists that visited Dubrovnik. There was no significant difference in the importance of attitudes between male and female respondents, but the responses were different between people from Dubrovnik and tourists. The result showed that the participants who were willing to pay more money for one of the Interior design factors considered colour and furniture design more important than those who were not willing to pay more money.

Huang (2017) conducted a study on “Malaysian Café culture: the relationship between customer experience and customer satisfaction towards contemporary Cafés”. This study explored the modernity of Malaysian local coffee culture context. Coffee culture was practiced globally and played an important role in the city landscape, specifically in Klang Valley, Malaysia. The researcher showed that the concept of experiential marketing was used in many hospitality organizations such as contemporary Cafés, in order to create customer experience. Therefore, this paper addressed the importance of customer experience by highlighting both functional and emotional elements in

customer values. This study also emphasized on the concept of “Third place” which appealed to be occurred in the contemporary Cafés. To conduct this study, a quantitative approach by using web survey techniques was applied to 80 respondents. This research determined the effects of customer experience in terms of place attachment and customer value. The conceptual framework of customer experience was taken to examine the association with customer satisfaction. Customer satisfaction is derived in the positive feelings resulting from the patrons such as customer delight and loyalty.

2.2.2 Research studies conducted in India

Mistry (2007) conducted a study on “Designing of Restaurant Based on Kathiyawadi Theme.” The data were collected personally by the designer on pre-validated tools namely interview schedule for consumers and clients and observation sheet for the investigator to assess the existing status of the Restaurant. Most of the respondents preferred the traditional Kathiyawadi style of Interiors with provision of separated family space and combination of lower seating. The respondents also preferred to improve the existing lighting condition. The following components were designed by keeping in mind the preferences of the respondents; installation of light on poles, Ethnic patterns on outer walls, and placement of decorative pots, Ethnic wall treatment and enrichment, designing of waiting areas and provision of ethnic lighting.

Mesaria (2009) undertook a project on designing “A Restaurant with British Colonial Theme.” The study included the identification of famous historical colonial monuments of Kolkata city and also included the detailed information sought by the client regarding the specific needs and performances. The designing of the Restaurant was carried out in one of the leading Restaurants of Vadodara city, Gujarat state. Various elements of Interior design namely, entrances, floors, ceilings, walls furniture and light fixtures were included for designing purpose.

Dasgupta (2012) conducted a study on “Assessing and Redesigning The Interiors of Selected Anganwadis from Vadodara city” with aim to assess the existing status of Interior of selected Anganwadis from Vadodara city, to identify the need and preferences of Anganwadis as perceived by the Anganwadi worker with regard to the various aspects of Interior of selected Anganwadi, to redesign the Interior space of selected Anganwadi and provide detailed working drawing for the same. The data were collected through observation schedule, questionnaire and interview schedule. This research study had two research designs, case study and descriptive survey. The researcher purposely selected twenty Anganwadis from different areas of Vadodara city for conducting descriptive surveys. Out of twenty Anganwadi three Anganwadi were selected by the researcher for redesigning the Interiors. The study revealed that most of the Anganwadis had poor Interiors. They had faded paint chipping off from various places, uneven and dull floors, less walking space, lack of enough sitting arrangements, less storage space, no furnishings and accessories, no proper display boards or blackboard, lack of play material and no place to play materials for outdoor games. The Anganwadi had poor light and ventilations. The researcher redesigned three Anganwadis using specific colour schemes. In existing rooms, display boards

and black boards were added, lighting and storage cabinets were added and seating arrangements were improved. Existing presentation and working drawings, modified presentation and working drawings, electrical layout, tiling layout for modified drawings were developed. Cost estimation for the modification in the selected Anganwadis was also presented.

Parmar (2012) conducted a study on “Meditation Rooms Existing Status and Need Based Designing” with the objective of observe and evaluate the status of our selected meditation rooms from Vadodara city with respect to the specific parameters namely backgrounds of living walls (surface, windows, doors), flooring (surface), ceilings (surface), furniture lighting (artificial and natural) music, symbols. The main purpose of the study was to (a) Analyse the opinion of selected meditators regarding existing meditation rooms and (b) To obtain their suggestion regarding desired modifications in the specific parameters, to prepare the need based working designs and to provide cost estimate for the redesigning of the selected community meditation room. Case study method was adopted. The data were collected from 40 users of four meditation centres of Vadodara city through questionnaire and observation sheet for all the four meditation rooms to obtain details of the existing parameters. The findings of the study revealed that the opinion of the investigator as well as the respondents was found to be more unfavourable for the maximum number of parameters of Case-1: Meditation centre A than the rest of the three cases. The remaining three cases had a lesser number of unfavourable parameters than case 1. So case 1- was selected for redesigning and the parameters which were found to be unfavourable were redesigned with the help of proposed drawings prepared in AutoCAD 2008. Which regard to the colour preferences of the colour of the wall based on the Psychologists colour theory, yellow, green was found to be most preferred by the respondents followed by green blue and yellow respectively.

Pandya (2019) conducted a study on “Design Assessment of selected Gymnasium of Vadodara city in context to Satisfaction of users.” The study was focused on finding out the extent of satisfaction of selected gymnasium users and to assess the existing Interior space of selected gymnasium and redesigning Interior space of selected gymnasium of Vadodara city. The study was limited to five selected gymnasiums in Vadodara city. The sample were randomly selected having gym-membership since past 6 months of the selected gymnasium. The descriptive research design was used to collect data from five gymnasium of Vadodara city viz. Sama, Gotri, Harni, Karelbaug and Subhanpura selected through convenience random sampling. The data were collected through an interview and observation schedule on a sample of 150 who were users of selected gymnasium. The owner of one gymnasium agreed to consider redesigning of the gymnasium thus a redesigning was proposed for the same. Designs were proposed for floor, walls, ceiling, lighting, door, windows, sound and acoustics, indoor environment and functional areas. The cost estimation was also given for the same.

Conclusion:

It was observed from the available literature that studies were conducted on “Sensory study in Restaurant Interior design” Yu (2009), “Effects of Interior Colour, Lighting and Decors on Perceived Sociability, Emotion and Behaviour Related to Social Dining.” Koyama, et, al. (2010). “Interior Design in Restaurants as a Factor Influencing Customer Satisfaction”, Bazdan, et, at. (2014). “A Restaurant with British Colonial Theme” Mesaria (2007). “Assessing and Redesigning the Interiors of Selected Anganwadis from Vadodara city” Dasgupta (2012). However, very few research studies were found on redesigning the Interior of a Café. Thus, The Researcher found it essential to investigate the above problem.

Methodology



CHAPTER-III

METHODOLOGY

The present study aims to redesign the Interiors of selected Café of Vadodara city. To gather information on various aspects related to Interior design in Café, observation sheets have been used as instruments of gathering data. It included the details about the existing Interior features of the Cafe namely; Floor, Wall, Ceiling, Lighting, Doors, Electrical equipment, Sound and Furniture. The interview schedule was used to identify the needs and requirements of the owner of the Café regarding the Interiors of the Cafe.

3.1 Research Design

3.2 Operational Definitions

3.3 Locale of the Study

3.4 Unit of Inquiry

3.5 Sample and Sampling Procedure

3.6 Selection and Construction of Tool

3.7 Description of Tool

3.8 Establishment of Content Validity

3.9 Data Collection

3.10 Phase I: Assessing the Available Interior Space of the Selected Café

3.11 Phase II: Identification of Client's Need and Preference

3.12 Phase III: Design Development

3.13 Phase IIII: Cost Estimation

3.1 Research Design

According to Kothari (2004) "A research design is an arrangement of condition and collection and analysis of data in a manner that aims to combine relevance to the research purpose with scientific procedure". It consists of specification of methods for inquiring the information needed. The research design for the present study was descriptive in nature. Descriptive research design is concerned with the conditions or relationships that exist, opinions that are held, processes that are going on, effects that are evident, or trends that are developing.

3.2 Operational Definition

The terms used in present study were operationally defined as follow:

3.2.1 Café: It is defined as a small Restaurant selling light meals and drinks, having a casual social environment for reading, chatting and working.

3.2.2 Interior space: It is operationally defined as an area in the Interior of a Café which used to achieve a healthier and more aesthetically pleasing environment for the customers who are using the space in the Café through the use of attractive Floor, Wall, Ceiling, Lighting, Doors, Electrical equipment, Sound and Furniture.

3.3 Locale of the study

The present study was conducted in Manjalpur area in Vadodara city, Gujarat, India.

3.4 Unit of Inquiry

The unit of inquiry was the owner of the selected Café of Vadodara city.

3.5 Sample and sampling procedure

A Café from Manjalpur area in Vadodara city was selected for the study by the researcher for redesigning its Interiors.

Purposive sampling technique was adopted for the present research. Observations were made with regards to minute aspects of Interiors like Floor, Wall, Ceiling, Lighting, Doors, Electrical equipment, Sound and Acoustic and Furniture, and the information was gathered on each of the above aspects.

3.6 Selection and Construction of tool

In the light of the objectives framed for the present study, two data collection tools were developed namely Observation sheet and Interview schedule. Observation sheet was developed for assessing various aspects of the existing Interiors of the Café namely, Floor, Wall, Ceiling, Lighting, Door, Furniture Seating Arrangements and overall Ambience. Interview schedule was developed to find out the needs & preferences of the client about the Interior of the selected Café.

3.6.1 Observation Sheet

The observation sheet was used as a tool to collect the information. It was selected because,

- 1) It makes the observer aware of the wholeness of what is observed.
- 2) It brings out the actual information in front.
- 3) The subjective bias is eliminated, if observation is done accurately.
- 4) The observed information can be recorded correctly and systematically on a sheet by the observer.

3.6.2 Interview Schedule

Interview schedule had been thought to be the best suited tool for data collection since it involves oral-verbal responses (Kothari, 2004). The interview schedule has following advantages,

- 1) More information in greater depth can be obtained.
- 2) Samples can be controlled more effectively as there arises no difficulty of the missing returns; non response generally remains very low.
- 3) The interviewer can collect supplementary information about the respondent's personal characteristics and environment which is often to great value in interpreting results.

3.6.3 Construction of the Tool

Based on the information collected through review of related literature interaction, guidance of the experts and personal observation, interview schedule and observation schedule were prepared. A care was taken to include all questions that would elicit the information needed to attain the objective of the study.

3.7 Description of the Tool

3.7.1 Observation Sheet

The observation sheet was used as a tool for assessing the various aspects of the existing Interior of selected Café. The assessment was carried out with regard to Floor, Wall, Ceiling, Lighting, Doors, Electrical equipment, Sound, Furniture, Cleanliness & Hygiene and Ambience. The investigator herself observed and recorded the information in the data sheets.

The observation schedule comprised of two sections which are described as below:

Section 1: Information on Physical space of the Café

The section contained questions regarding information on the physical space of the Café covering details on Location, Size, Year of Establishment, Entry Measurements and Capacity of the Café.

Section 2: Interior aspects of Interior of the Café

This section comprised of twelve aspects which are described as below:

- 1 Floor:** Type of floor, Type of floor covering, Colour of the floor, Texture of the floor, Condition of the floor.
- 2 Wall:** Type of Wall covering, Colour of walls, Texture of Walls.
- 3 Ceiling:** Material used in ceiling, Colour of Ceiling, Texture of ceiling.
- 4 Lighting:** Type of light, Type of glare.
- 5 Door:** Number of doors in the Café, Material of door, Texture of door.
- 6 Window:** Material of Window, Type of window, Type of window Treatment, placement of window.
- 7 Electrical equipment in the Café:** Facility of air conditioner, Ceiling fans and Wall mounted fans.
- 8 Sound and Acoustic:** Material used for soundproofing.
- 9 Furniture:** Type of furniture, Dimension of furniture, placement of furniture.
- 10 Cleanliness and hygiene in the Café:** Overall Cleaning of the Café.
- 11 Ambience:** Music, Temperature, Fragrance, Decoration.

3.7.2 Interview Schedule

The interview schedule was used as a tool to identify the needs and preferences of the client regarding the Interior of the Cafe. The interview schedule includes various aspects of Interior namely: Floor, Wall, Ceiling, Lighting, Doors, Electrical equipment, Sound and Furniture.

3.8 Establishment of Content Validity

On the basis of available existing literature, the observation sheet regarding selected Interior aspects of the Café was prepared and given to a panel of 12 judges composed of experts from the field of Architecture, Interior Designing and Teaching Staff from the Department of Family and Community Resource Management, in the Faculty of Family and Community Sciences. Those items were selected which had 80% agreement among Judges.

3.9 Data Collection

During the search process, the researcher contacted the Owner of the Café “The Offshore Lounge”. The purpose of research was explained so as to get the true responses. On the basis of the Needs & Preferences of the Owner with regards to redesigning of selected Interior aspects namely; Floor, Wall, Ceiling, Lighting, Doors, Electrical equipment, Sound and Furniture. Observation sheet and interview schedule was assessed by the Investigator. The investigator personally interviewed the respondent and the information about the existing status of the Café regarding its Interior feature was sought by the personal visit made by the investigator. The data was gathered by the researcher between November 2019 to December 2019.

3.10 Phase I: Assessing the available Interior space of the selected Café

Various aspects of the existing Interiors of the Café namely, Floor, Wall, Ceiling, Lighting, Doors, Electrical equipment, Sound and Furniture were assessed by the investigator with the help of an observation sheet.

3.11 Phase II: Identification of client’s Need and Preference

The Interview Schedule was used for the identification of the Needs and Preferences of the Client regards to the Interior of the Cafe. Floor, Wall, Ceiling, Lighting, Doors, Electrical equipment, Sound and Furniture were included in Interview schedule.

3.12 Phase III: Design Development

In the present research, the data gathered from the observation schedule reflected the existing Interior of selected Café. Two design options were proposed for the Café; the proposed design includes the following schedule of two dimensional drawings made with the support of AUTOCAD software version 2013.

Table 1: Schedule of Existing and Proposed Drawings for the Café.

Sr.no	Drawing titles	No. of Drawing
1	Proposed Exterior Design of the Café option-1 & option-2	01
2	Existing flooring details of the Café	01
3	Proposed flooring details of the Café option-1	01
4	Proposed flooring details of the Café option-2	01
5	Front Elevation of four walls of the Café Option- 1	01
6	Front Elevation of four walls of the Café Option- 2	01
7	Existing Electrical Layout of the Café	01
8	Proposed Electrical Layout of the Café option- 1	01
9	Proposed Electrical Layout of the Café option- 2	01
10	Existing seating arrangement in the Café	01
11	Proposed seating arrangement in the Café Option-1	01
12	Proposed seating arrangement in the Café Option-2	01
13	Existing working drawing of the Café	01
14	Proposed working drawing of the Café option-1	01
15	Proposed working drawing of the Café option-2	01
	Furniture	
16	Proposed Design of chair	01
17	3d view of chair	01
18	Proposed Design of one seater sofa	01
19	3d view of one seater sofa	01
20	Proposed Design of three seater sofa	01
21	3d view of three seater sofa	01
22	Proposed Design of coffee table 1 and 2	01
23	3d view of coffee table 1 and 2	01
24	Proposed Design of coffee table 3	01
25	3d view of coffee table 3	01
26	Proposed Design of bar stool	01
27	3d view of bar stool	01
28	3d view of 2 Chairs with coffee table	01
29	3d view of 4 Chairs with coffee table	01
30	3d view of 2 one seater sofa with coffee table	01
31	3d view of 2 three seater sofa with coffee table	01
32	South-East view of the Café option-2	01
33	North-East view of the Café option-2	01
34	North-West view of the Café option-2	01

3.14 Phase III: Cost Estimation

In the successful implementation of any design project, Finance plays a vital role. The Cost Estimation was arrived at by calculating the cost of each Proposed Design along with the material used and the Labour Cost involved.

Findings and Discussion



CHAPTER IV

FINDINGS AND DISCUSSION

The Detailed Presentation of the data makes the understating more scientific and specific. An effort has been made by the investigator to present the findings of the design project under four sections in compliance with the set objectives.

Phase I: Details of aspects of Interior Design in selected Café as recorded in observation sheet.

Phase II: Needs and Preferences of Client with regard to the Interiors of the selected Café.

Phase III: Design Development of the selected Café of Vadodara city.

Phase IV: Cost Estimation of the proposed Design Project.

PHASE- I

Details of aspects of Interior design in selected Café as recorded in the Observation Sheet.

The investigator observed the selected Café of Vadodara city for assessment of its Interior spaces. The details of Interior design aspects of selected Café is presented in this phase which include the detailed information of its Interior aspects, as well as the basic information on its location, Size of Café, Year of Establishment and Capacity of people in the Café are also included in this section.



Plate 1: Existing Exterior of the Cafe

The Café is located in Manjalpur area of Vadodara city, it was established in August 2016. The size of the Café is 576sq. ft. The seating capacity of people is 25 persons at a time.

Exterior: The exterior Wall and Stairs of the Café were painted with White and dark Grey colour. The door and glass walls were transparent so that it gives the clear inside view of the Café. There was a Signage Board of the name of the Café above the entrance door and glass wall. Some potted plants were placed in the exterior of the Café.



Plate 2: Existing Entrance Door of the Cafe

Entrance Door: The Entrance Door was a single swing door and made up of glass. The size of the door was 4'-4" X 7'-0".

Floor: Floor was the combination of Hard and Soft flooring. There was a pathway from entrance to the counter made up of Black Stone and there was Artificial Grass in between the gaps of stone. The texture of the stone was Rough and the flooring was uneven that created difficulties in walking as there was a gap of 1" in between two Stones. The rest of the flooring was covered with Vinyl Carpet that was light in colour. The Vinyl Carpet flooring was Non Slippery, Even, Matt in Finish and Rough in texture.



Plate 3: Existing Flooring in the café. (Black Stone and vinyl carpet)

Wall: There were different types of materials used as wall covering materials. Half of the wall AB was covered with a Wood Panel that was White and Grey in colour and Matt in Finish. Other half of wall AB was painted with Light Blue colour with Matt Finish. Wall CD was covered with Natural Bamboo sticks. Wall BC was also covered with Natural Bamboo sticks. The 1/3 part of the wall DE was covered with wall tiles that were Brown in colour and Matt in Finish. The rest of the part of wall DE was painted with Light Blue colour with Matt Finish. The wall EF was made up of glass with 7' of height, and the beam of the wall EF was half covered with Brown Matt Finish wall tiles and the rest of the half covered with Bamboo Sticks. The wall FA was also made up of glass with 7' of height, and the Beam & Column of the wall EA was painted with light Blue colour with Matt Finish.



Plate 4: Existing Wall AB



Plate 5: Existing Wall DE



Plate 6: Existing Wall EF



Plate 7: Existing Wall FA

Ceiling: There was no false ceiling as the main ceiling height was 9'6". The ceiling was painted with dark grey colour with a matt finish.

Lighting: Incandescent bulbs and ceiling lights were used as a general light, and stripe light was used on the counter and shelves as decorative lighting. The light was insufficient at night and it did create shadow.



Plate 8: Existing Ceiling and Lighting in the café

Electrical equipment in the Café: Air conditioner of 1.5 Ton and wall mounted fans were present.

Sound: There was no sound proofing material used in the existing Interior of the Café.

Furniture: The furniture in the Café included chair, coffee table, bar stool and corner seating. Total 17 chairs were present in the Café that were made up of plastic, 4 of them were black in colour and 13 were white. There were four types of coffee table, some of them were made up of wood that was black in colour with matt finish, and the other were made up of black coloured matt finished wood with glass top. There were 3 wooden bar stools which were brown in colour and matt in finish. The height of chairs and tables were appropriate but chairs were not very comfortable in sitting. The corner seating was inbuilt and the mattress was provided for comfort.



Plate 9 Existing Chairs and square Coffee Table



Plate 10 Existing Chairs and round Coffee Table



Plate 11 Existing Bar Stool



Plate 12 Existing Corner Seating

PHASE- II

Needs and Preferences of Client regard to the Interiors of the selected Café.

The client of the undertaken project was Mr. Aman Chawla who was the owner of the Café. In order to design the Interiors of the Café it was thought essential to have a meaningful Client interaction with the designer. The designer first arranged an introductory meeting with the client and thereafter, an interview schedule was developed to assess the Needs and Preferences of the client. The data gathered from the interview schedule revealed that the client wanted even and hard flooring in the Café, as the existing flooring was uneven and has difficulty in walking. The client expressed that the artificial lighting in the Café was very dim and some of the light fixtures were broken. In the existing status, two glass walls were totally transparent that did not provide any kind of privacy, so the client wanted some design in order to take care of privacy. The client gave some specific needs and preferences for the various aspects of Interiors of the selected Café. These included:

- More seating capacity
- Provision of two seater, four seater and more than four seater furniture.
- New logo for the Café
- One Brick cladding wall
- Blue or Turquoise colour wanted on the walls and floor
- Some Sea theme related accessories like, Fish, Anchor, Ship wheel, Surfing board and Paddle etc.

PHASE- III

Design Development

Design development of the present study mainly focuses on the detailing of the designs incorporated in the selected Café. The designing of the Café was based on the client's need and preferences regarding each component of Interior, namely; Floor, Wall, Ceiling, Lighting, Doors and Furniture.

Design concept

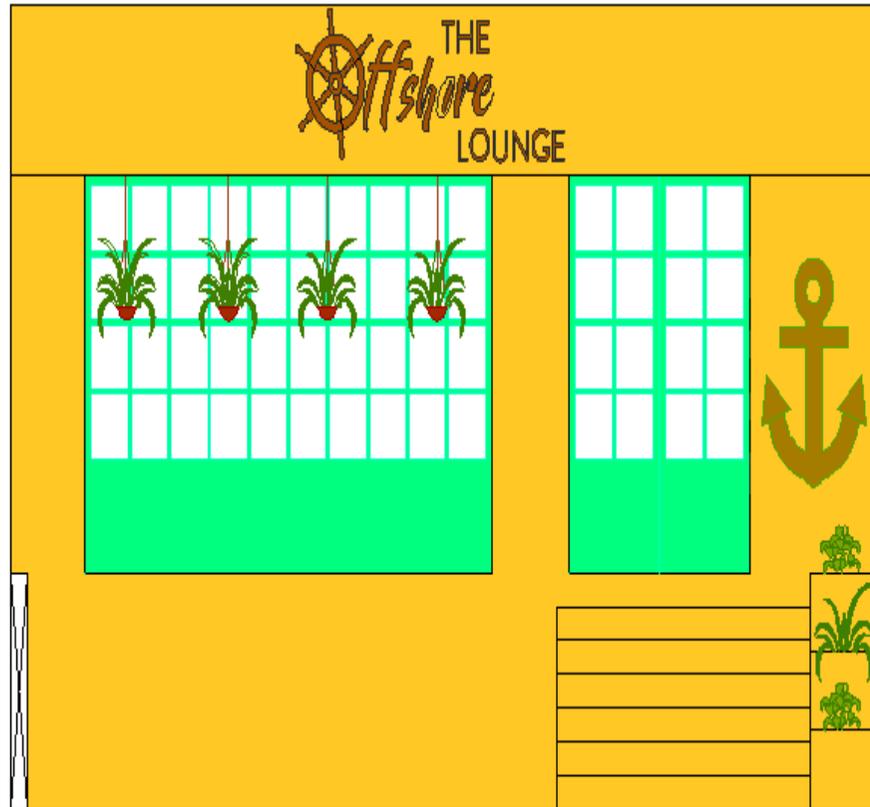
The Design concept of present study was to redesign the Interiors of the Café with some latest Interior design Trends. In order to make the project valuable, planning of Interior was done in a manner that has incorporated latest trendy Colour Combinations, Materials, Designs and Furniture Style. Moreover care had also been taken into consideration the designing principal of the Café including Circulation, Furniture Arrangement and Lighting. Two options were given for the Interior design of the Café in which the second option was selected by the Client. The designing details about the specific areas and the Interior features in the Café are discussed in detail here with.

1. Exterior

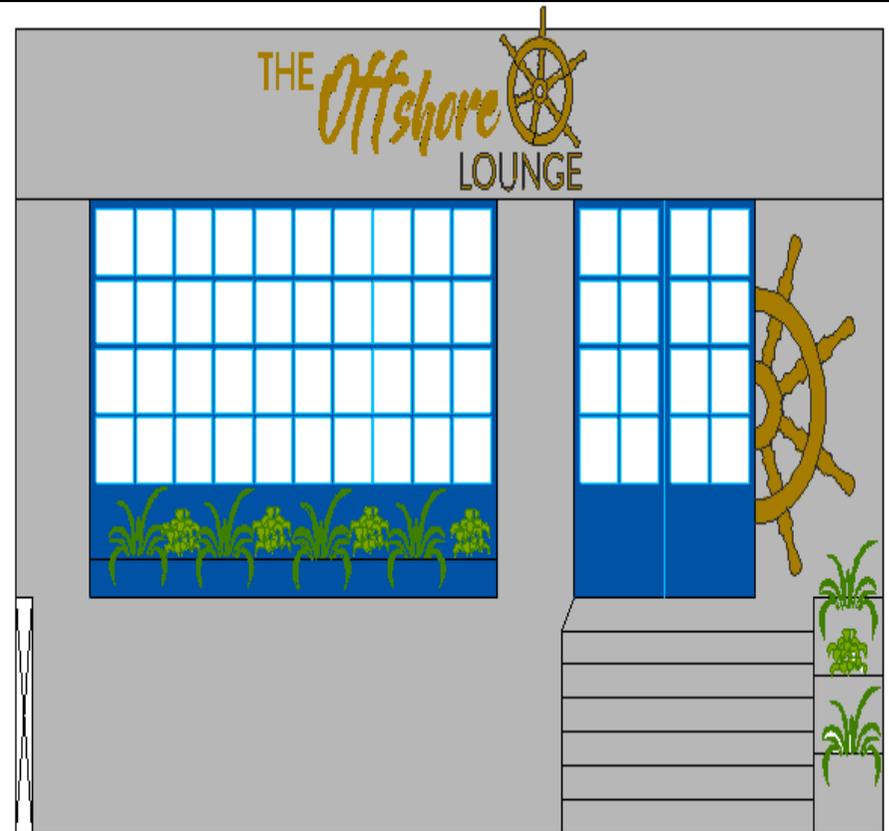
1.1 Existing Exterior of the Café: As shown in (Plate 1). The exterior Wall and Stairs of the Café were painted with White and Dark grey colour. The Door and Glass Wall were transparent. There was a Signage Board of the name of the Café above the entrance door and glass wall. Some potted Plants were placed on the Floor and Stairs.

1.2 Proposed Exterior of the Café (Option 1): The exterior Wall and Stairs of the Café were painted with Yellow colour. Client wanted some privacy through the glass without any kind of window treatment. So the Designer have proposed French glass Wall and Door, in which the glass was transparent and the wood was painted with Turquoise colour. A big Carved Wooden Anchor was proposed in its natural condition without any finish or colour. The Designer proposed the Logo of the Café and the Acrylic Signage Board of the name of the Café to place above the entrance door and glass wall. Some hanging Spider Plants have been proposed.

1.3 Proposed Exterior of the Café (Option 2): The exterior Wall and Stairs of the Café were painted with Light grey colour. As per Client's requirement, the Designer has proposed French glass wall and door, in which the glass was transparent and the wood was painted with Blue colour. A big Carved Wooden Ship Wheel was proposed in its natural condition without any finish or colour. The Designer proposed the logo of the Café and the Acrylic Signage Board of the name of the Café above the entrance door and glass wall. Some spider plants and Snake Plants were proposed in already existing Wooden Container.



Proposed Exterior of the cafe Option 1



Proposed Exterior of the cafe Option 2

Figure 1: Proposed exterior design of the cafe (option 1 and option 2)

2. Entrance

2.1 Existing Entrance of the Café: As shown in (plate 2). The entrance door was a Single Swing door and made up of transparent glass. The door was 4'-4"X 7'-0" in size.

2.2 Proposed Entrance of the Café (Option 1): The proposed entrance door was Double Swing French glass door. The glass was transparent and wood was painted with Turquoise colour. The proposed door was 5'-4"X 7'-0" in size.

2.3 Proposed Entrance of the Café (Option 2): The proposed second option was also a Double Swing French glass door. The glass was transparent and wood was painted with Blue colour. The proposed door was 5'-4"X 7'-0" in size.

3. Floor

3.1 Existing Floor of the Café: As shown in (plate 3). Floor was the combination of Hard and Soft flooring. There was a pathway from entrance to the counter made up of Black Stone and there was artificial grass in between the gaps of Stone. The texture of the stone was Rough and the flooring was uneven that created difficulties in walking as there was a gap of 1" in between two stones. The rest of the flooring was covered with Vinyl Carpet that was light in colour. The Vinyl Carpet flooring was non slippery, even and Matte in Finish.

3.2 Proposed Floor of the Café (Option 1): As the Client wanted Even and Hard Flooring, the Designer proposed Vitrified tiles of size 2'-0"X2'-0". White and Turquoise coloured tiles were proposed in an alternative pattern, which was smooth in texture and Shiny in Finish.

3.3 Proposed Floor of the Café (Option 2): As per Client's requirement the Designer proposed Terrazzo tiles of size 1'-0"X1'-0". It was a combination of White and Blue colour, which was Smooth in Texture and Matt in Finish.

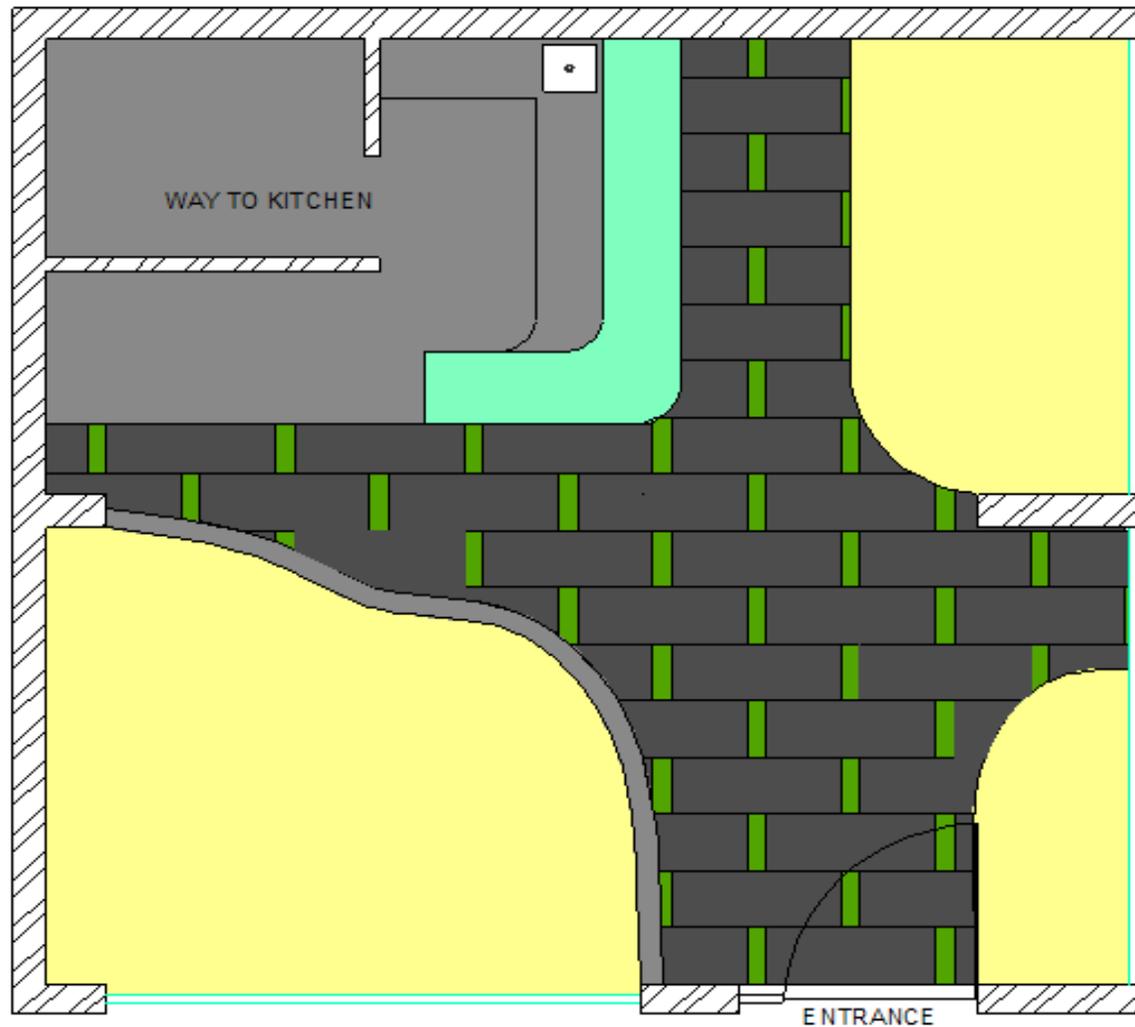


Figure 2: Existing flooring details of the café



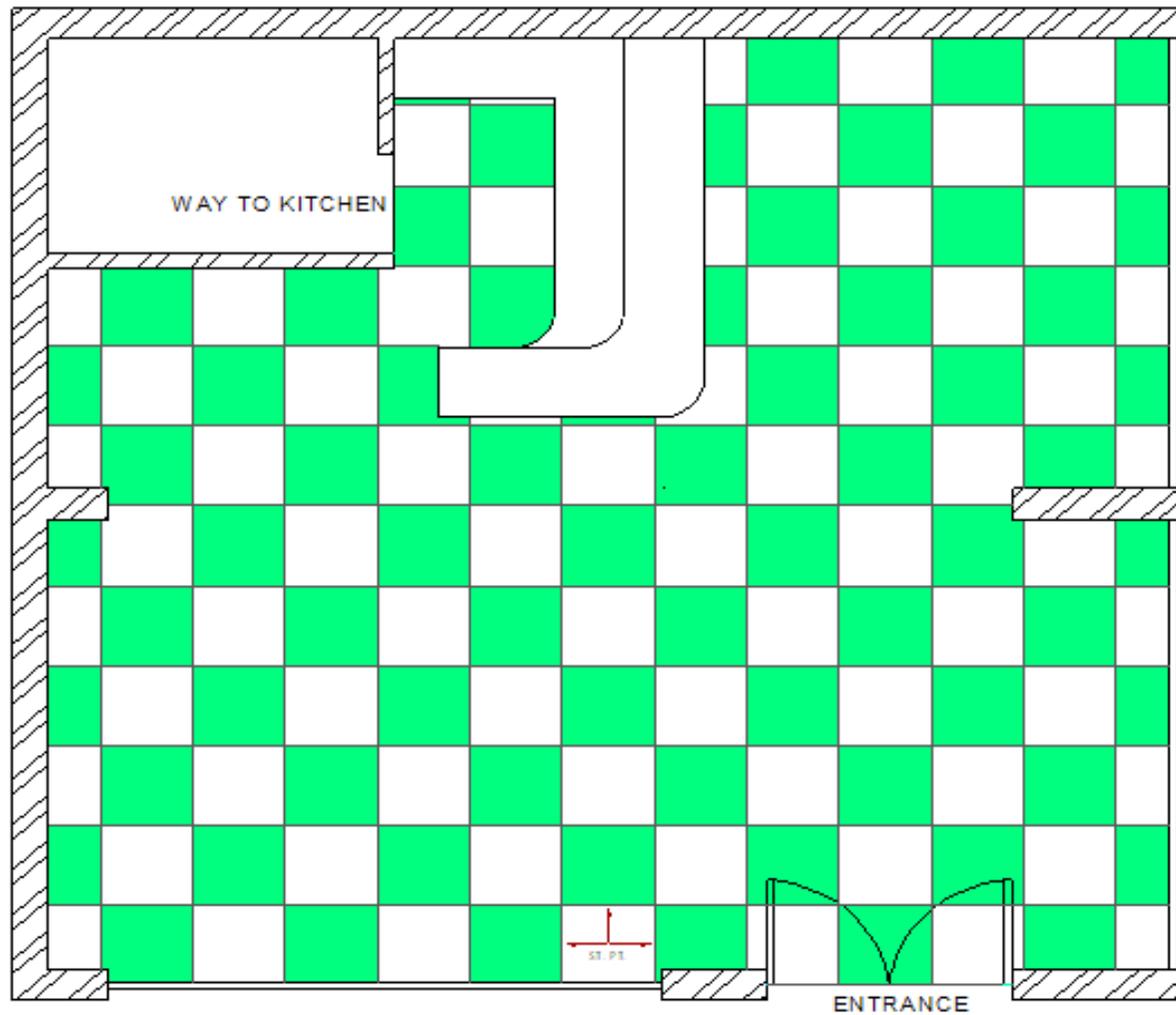


Figure 3: Proposed flooring details of the café option-1



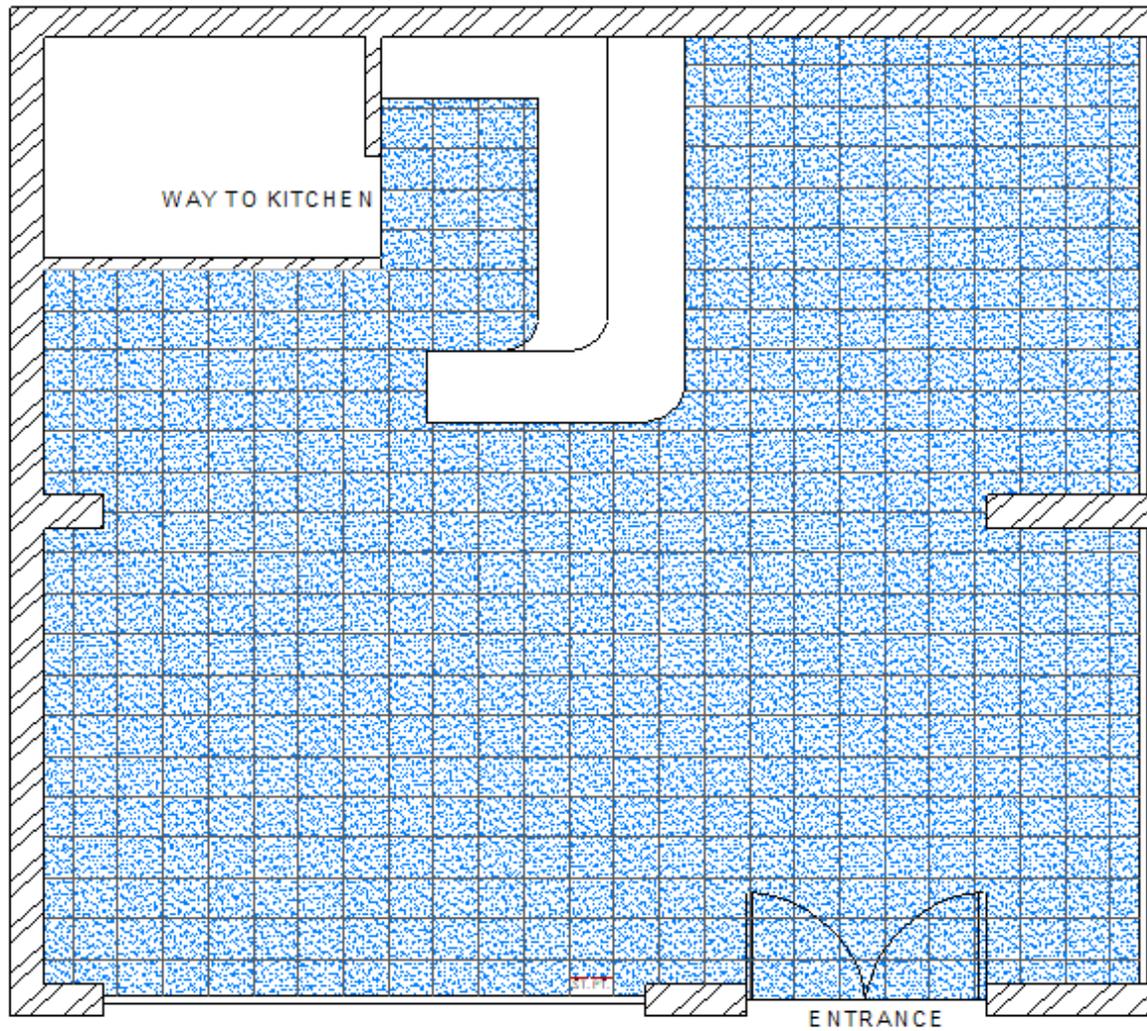


Figure 4: Proposed flooring details of the café option-2



4. Walls

4.1 Existing Walls of the Café: As shown in (plate 4, 5, 6 and 7). Half of the wall AB was covered with a Wood Panel that was White and Grey in colour and Matt in Finish. Other half of wall AB was painted with Light Blue Colour with Matt Finish. Wall CD was covered with Natural Bamboo sticks. Wall BC was also covered with Natural Bamboo sticks. The 1/3 part of the wall DE was covered with wall tiles that were Brown in colour and Matt in Finish. The rest of the part of wall DE was painted with Light Blue colour with Matt Finish. The wall EF was made up of glass with 7' of height, and the beam of the wall EF was half covered with Brown Matt Finish wall tiles and the rest of the half covered with Bamboo Sticks. The wall FA was also made up of glass with 7' of height, and the Beam & Column of the wall EA was painted with Light Blue colour with Matt Finish. The counter wall in the existing Café was covered with Light Grey and Black Colour in Brick Pattern. The counter top was made up of Glass.

4.2 Proposed Walls of the Café (Option 1): On wall AB Brown Brick Cladding was proposed with Rough Texture. Light Grey colour with Matt Finish was proposed for wall CD. For wall BC Turquoise colour and wall DE Yellow colour with Matt Finish was proposed. The wall EF was made up of French glass wall with 7' of height in which the glass was transparent and wood was painted with Turquoise colour and the beam of the wall EF was covered with Light Grey Colour with Matt Finish. The wall FA was also made up of French glass wall with 7' of height, and the Beam & Column of the wall EA was painted with light Grey colour with Matt Finish. Brown Brick Cladding was proposed on the counter wall. For the counter top, Grey coloured Granite was Proposed.

4.3 Proposed Walls of the Café (Option 2): Wood Panelling was proposed on 1/3 part of the wall AB with Rough Texture with different colours like, Red, Green and Yellow. The rest of the part of wall AB was covered With Light Grey Colour that was Matt in Finish. Blue colour with Matt Finish was proposed for wall CD and BC. For wall DE Brick Cladding which was painted with White colour in Matt Finish. The wall EF was made up of French glass wall with 7' of height in which the glass was transparent and wood was painted with Blue colour, and the beam of the wall EF was covered with Blue colour with Matt Finish. The wall FA was also made up of French glass wall with 7' of height, and the Beam & Column of the wall EA was painted with Blue Colour in Matt Finish. White Brick Cladding was proposed for the counter wall. For the counter top, Indian Juparana Granite was proposed that was Brown in colour.

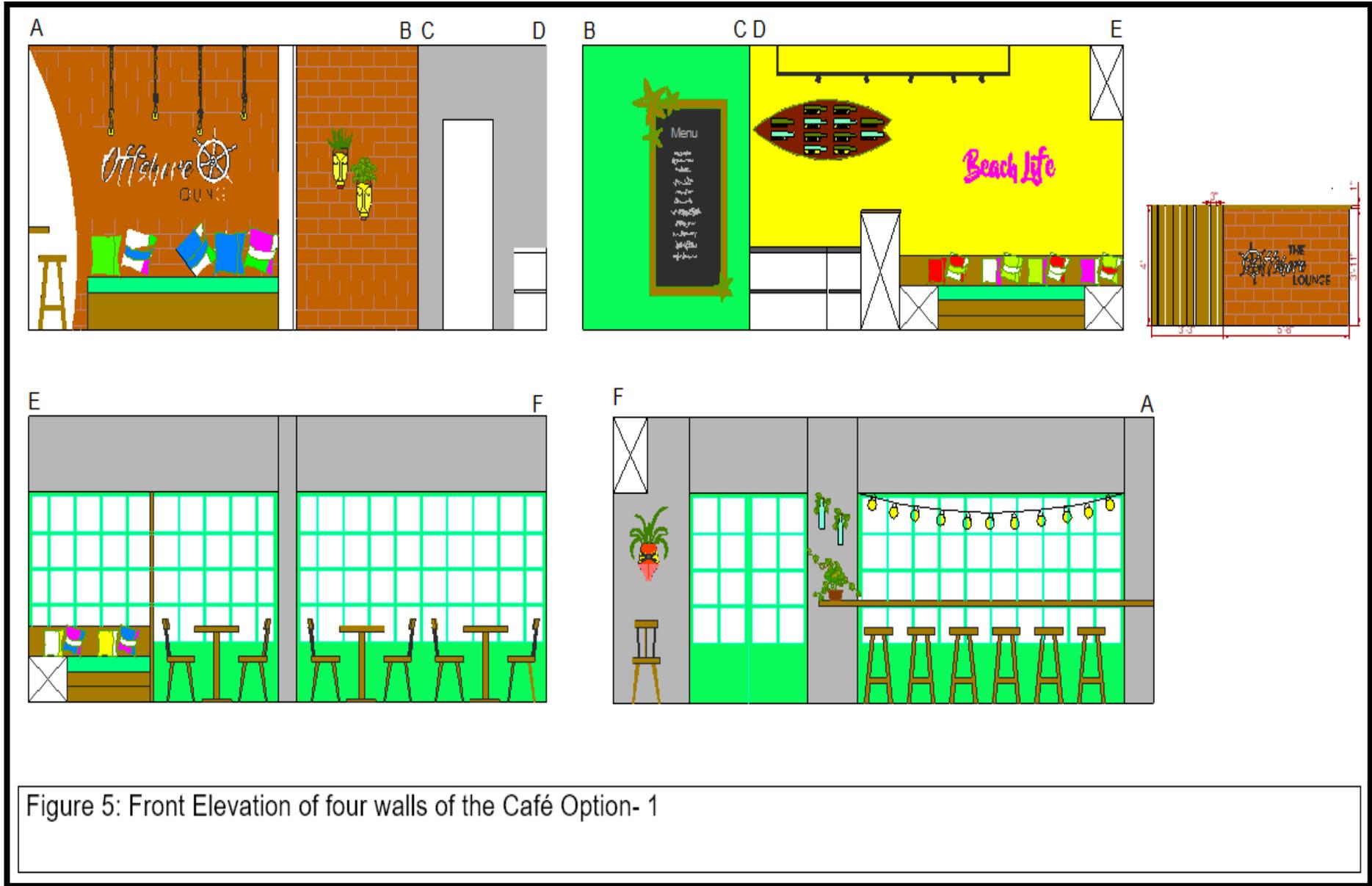
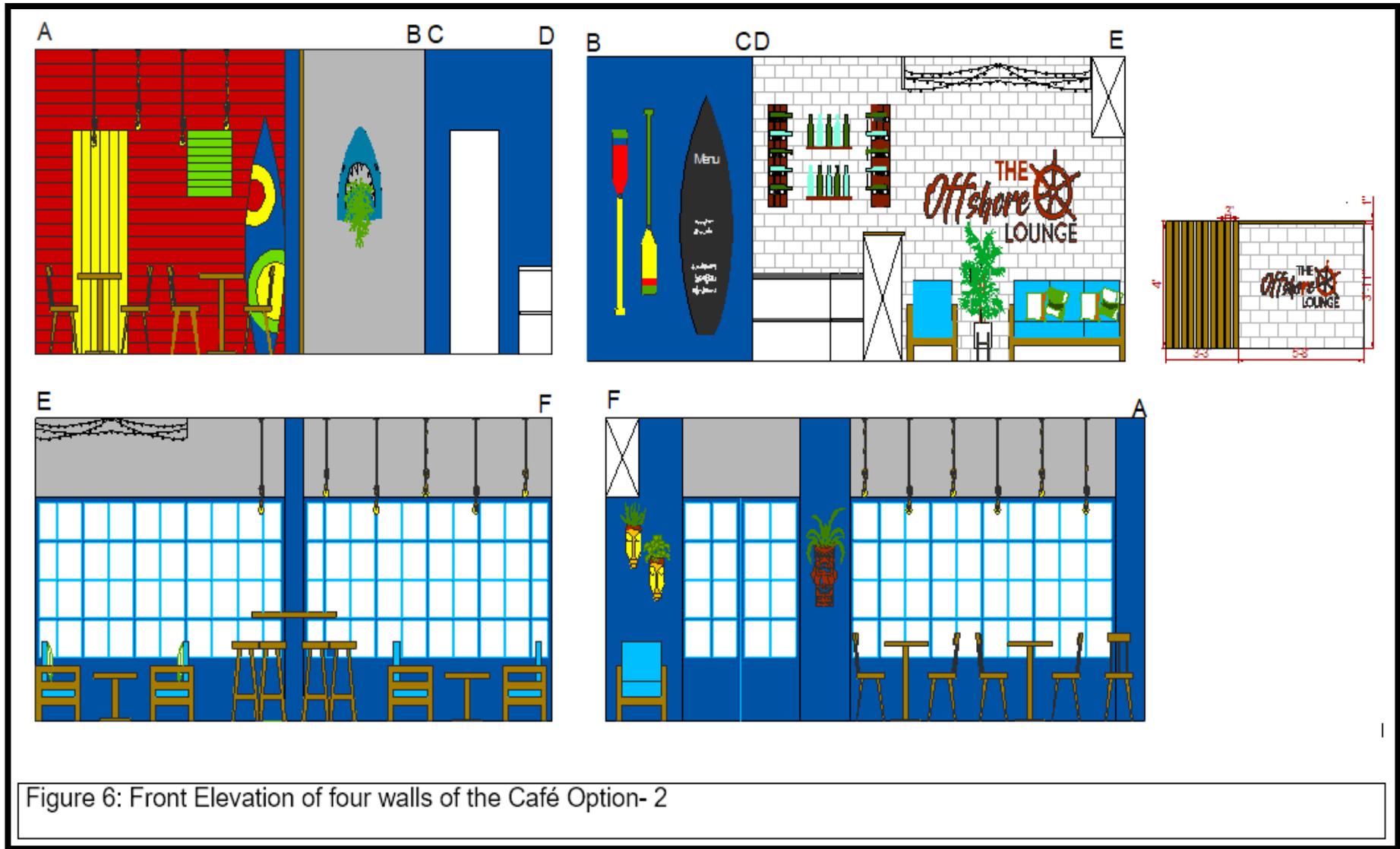


Figure 5: Front Elevation of four walls of the Café Option- 1



5. Ceiling

5.1 Existing Ceiling of the Café: As shown in (plate 7). There was no False Ceiling as the main Ceiling height was 9'-6". The Ceiling was painted with Dark Grey Colour with a Matt Finish.

5.2 Proposed Ceiling of the Café (Option 1): False Ceiling was not needed as the height of the ceiling was 9'-6". A Light Yellow paint with Matt Finish has been proposed for the Ceiling.

5.3 Proposed Ceiling of the Café (Option 2): A Light Grey Paint with Matt Finish has been proposed for the Ceiling.

6. Lighting

6.1 Existing Lighting in the Café: 12 Filament Bulbs of 15 watt each and 6 LED Ceiling lights of 12 watt each were used as a General light, and Stripe light was used on counter and shelves as Decorative lighting. The light was insufficient at night and it does create shadow.

6.2 Proposed Lighting in the Café (Option 1): As the level of illumination was very low in the existing lighting in the Café, some extra light fixtures were added. 12 Filament Bulbs of 30 watt each, 12 Trek Lights of 12 watt each, 4 LED Ceiling lights of 15 watt each and a String light of 40 watt have been proposed. In which the glow of Incandescent Bulbs and String light was Golden Yellow in colour. The glow of Trek light and Ceiling light was light Yellow and White in colour, respectively.

6.3 Proposed Lighting in the Café (Option 2): Total 25 Filament Bulbs of 30 watt each, 5 Trek Lights of 12 watt each, 4 Ceiling lights of 15 watt each and 2 String lights of 20 watt each have been proposed. In which the glow of Incandescent Bulbs and String light was Golden Yellow in colour. The glow of Trek light and Ceiling light will be light Yellow and White in colour, respectively.

7. Electrical Equipment in the Café: Two Air conditioner of 1.5 Ton each and two wall mounted Fans were present. No extra Electrical Equipment was added as these four equipment was sufficient in terms of Air Circulation for the whole Cafe.

8. Sound Proofing Material used in the Cafe: As there was no Sound Proofing material used in the Café, a paint were proposed for the Ceiling which absorbs Sound.

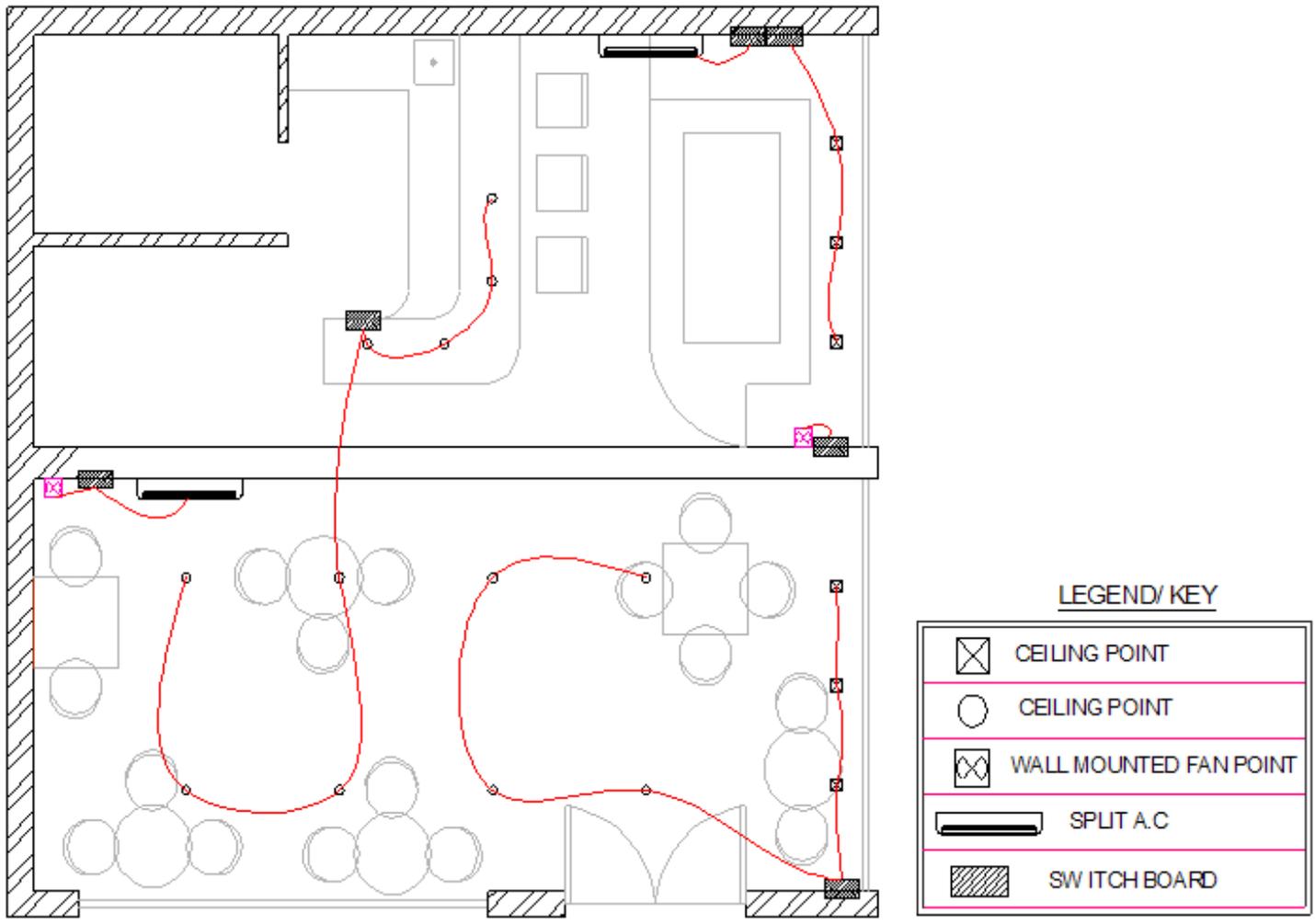


Figure 7: Existing Electrical Layout of the Café



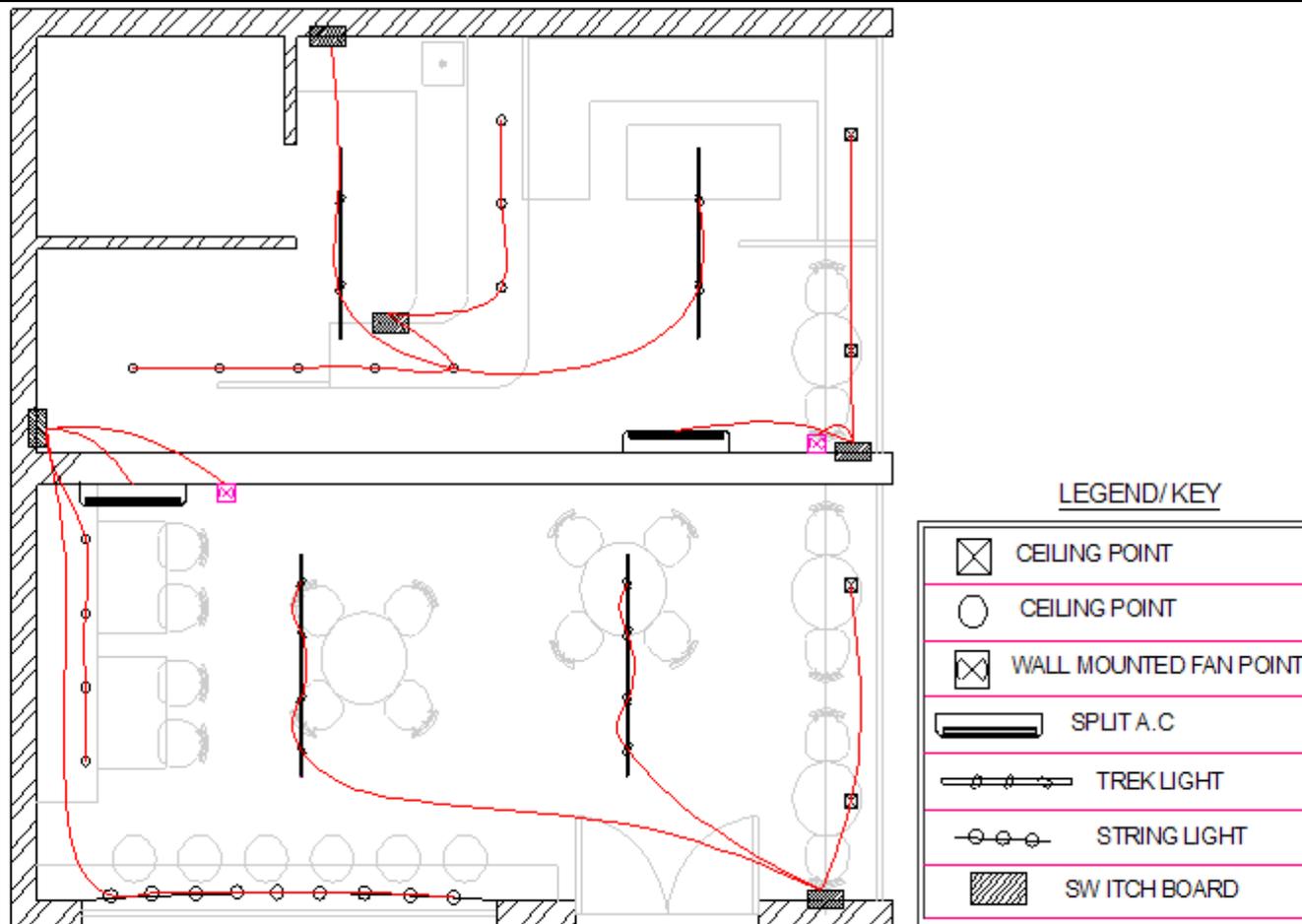
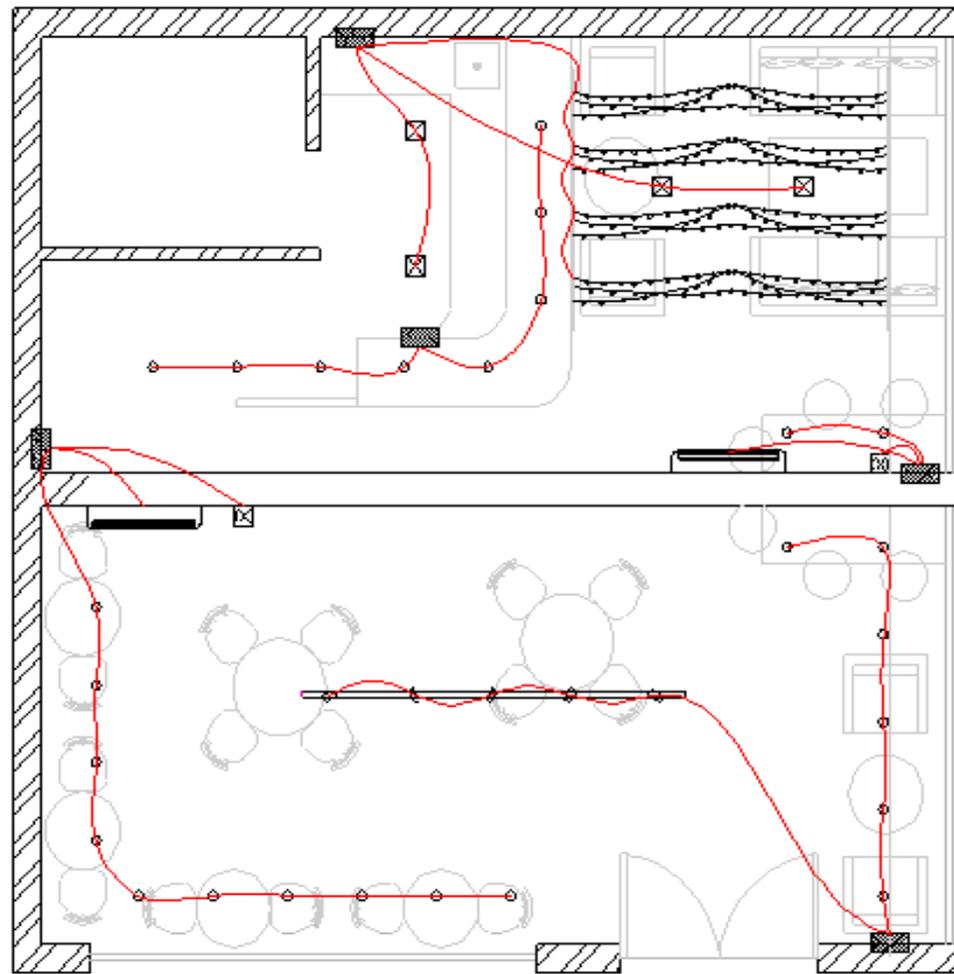


Figure 8: Proposed Electrical Layout of the Café option- 1





LEGEND/KEY

	CEILING POINT
	CEILING POINT
	WALL MOUNTED FAN POINT
	SPLIT AC
	TREK LIGHT
	STRING LIGHT
	SWITCHBOARD

Figure 9: Proposed Electrical Layout of the Café option- 2



9. Furniture

9.1 Existing Furniture in the Café: The furniture in the Café included Chair, Coffee Table, Bar Stool and Corner Seating. Total 17 Chairs were present in the Café that was made up of Plastic, 4 of them were Black in colour and 13 were White, as shown in (plate 9, 10). The overall dimension of the Chair was 1'-6"X1'-6"X3'-6". There were four types of Coffee Table, some of them were made up of Wood that was Black in colour with Matt Finish, and the others were made up of Black coloured Matt Finished wood with glass top. There were 3 wooden Bar Stools that were Brown in colour and Matt in Finish (plate 11). The height of Chairs and Tables were appropriate but the Chair was not very comfortable in sitting. The Corner Seating was inbuilt and Mattress was provided for comfort (plate 12). The existing capacity of people was 25 at a time.

9.2 Proposed Furniture in the Café (Option 1): Client suggested to increase total number of seating. The Designer has designed furniture for the Café. In option 1, the designer has proposed 18 wooden chairs, 6 wooden bar stools, 5 wooden Coffee Tables in Round shape, 3 wooden Coffee Tables in Rectangular shape. 2 Inbuilt Sofas have been proposed in which one was 4 seater and the other was 6 seater. Sofas were made up of wood, and a Mattress was given for comfort. The capacity of people was 34 at a time in this proposed design.

9.3 Proposed Furniture in the Café (Option 2): As Client needed more number of seating. In option 1, the Designer has proposed 16 wooden Chairs of size 1'-3"X1'-3"X2'-9", 6 wooden Bar Stools of size 1'-3"X1'-3"X2'-6". 8 wooden Coffee Tables were proposed of Round shape in which, 6 Tables were of size 2'-0"X2'-0"X2'-6", and the other 2 tables were of size 1'-3"X1'-3"X1'-6". Rectangular wooden Coffee Table in size 3'-9"X2'-0"X1'-6" was proposed. Total 6 numbers of Sofas were proposed in which, 4 numbers of one seater sofa was of size 2'-3"X2'-0"X2'-6, and other was six seater sofa of size 2'-3"X2'-0"X2'-6". The material of Sofas was Pine Wood as Raw Material and Cotton as upholstery material.

10. Material, Finish and other Features of Furniture

The proposed furniture was made of Pine Wood. The furniture was Smooth on the surface and was polished with a clear coat of Varnish for a Natural Rustic Look. Pine is light coloured wood, it can easily fit into both Traditional and Contemporary decorating style.

The Designer chose Pine wood because it's Affordable, Durable, Stylish, and Trendy and Sound insulated as well. While any wood can Shrink and Swell due to differences in Humidity and Temperature, Pine is resistant to the damage. By minimizing that Shrinking and Swelling, Pine retains its original shape there by, Pine wood was chosen.

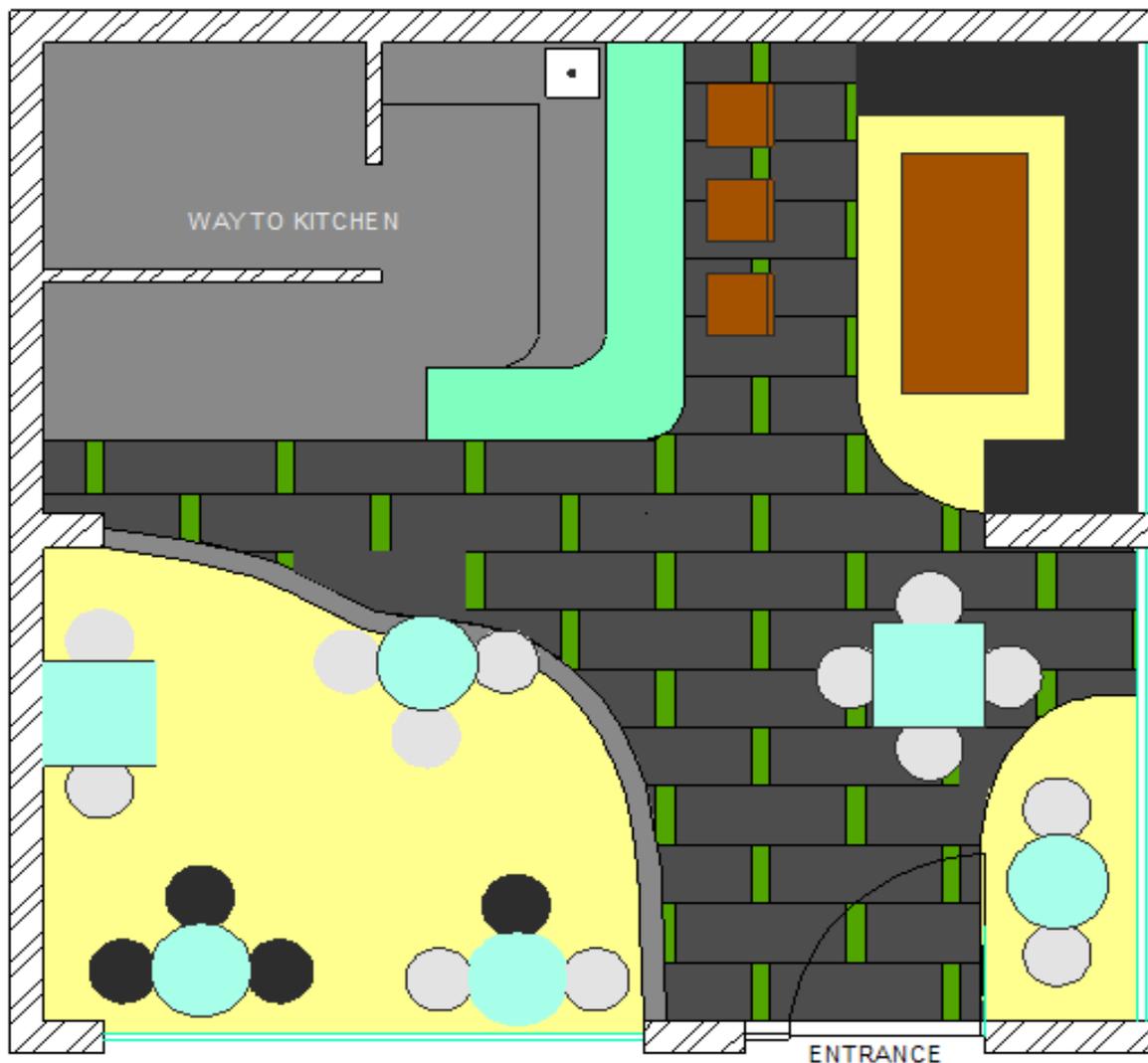


Figure 10: Existing seating arrangement in the café



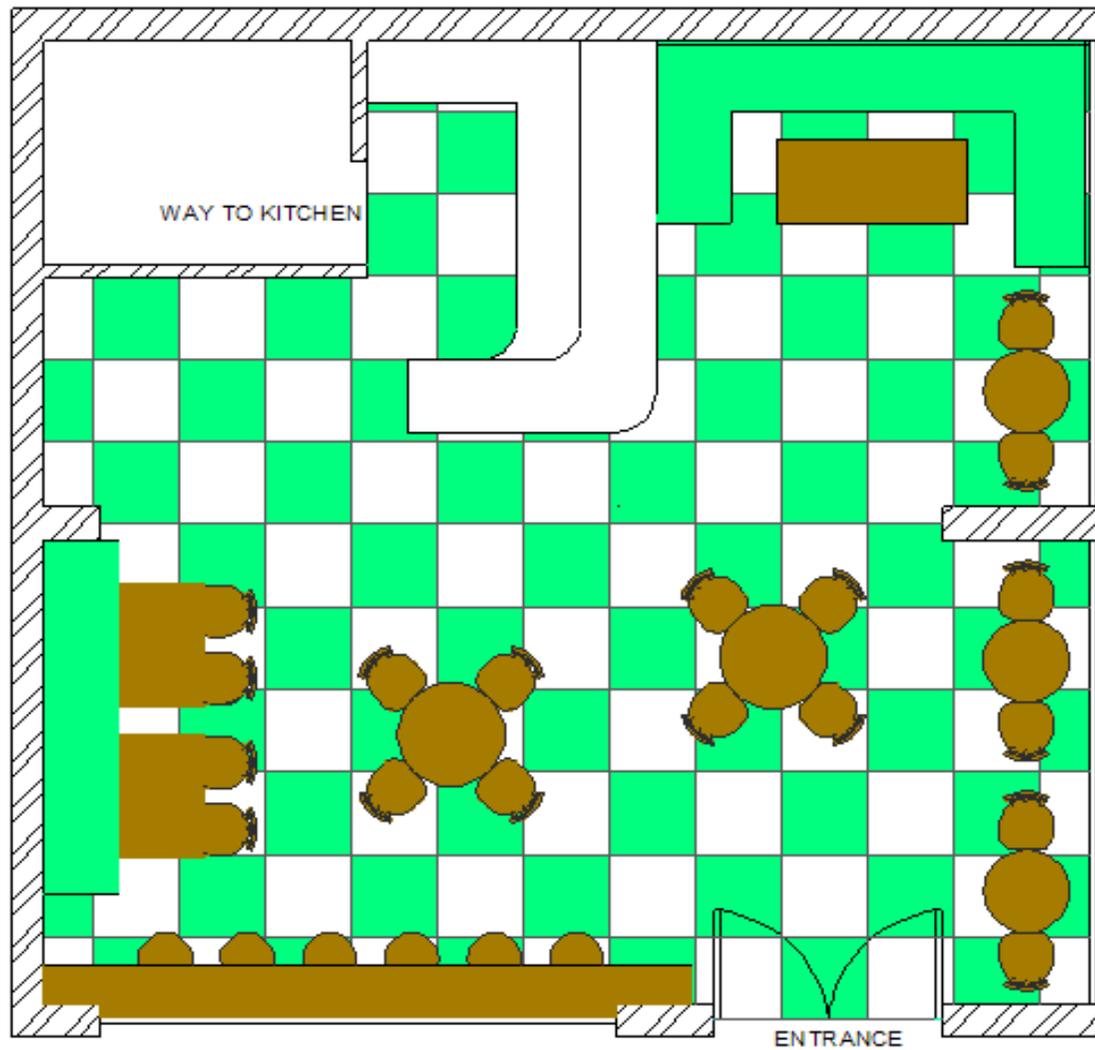


Figure 11: Proposed seating arrangement in the café Option-1



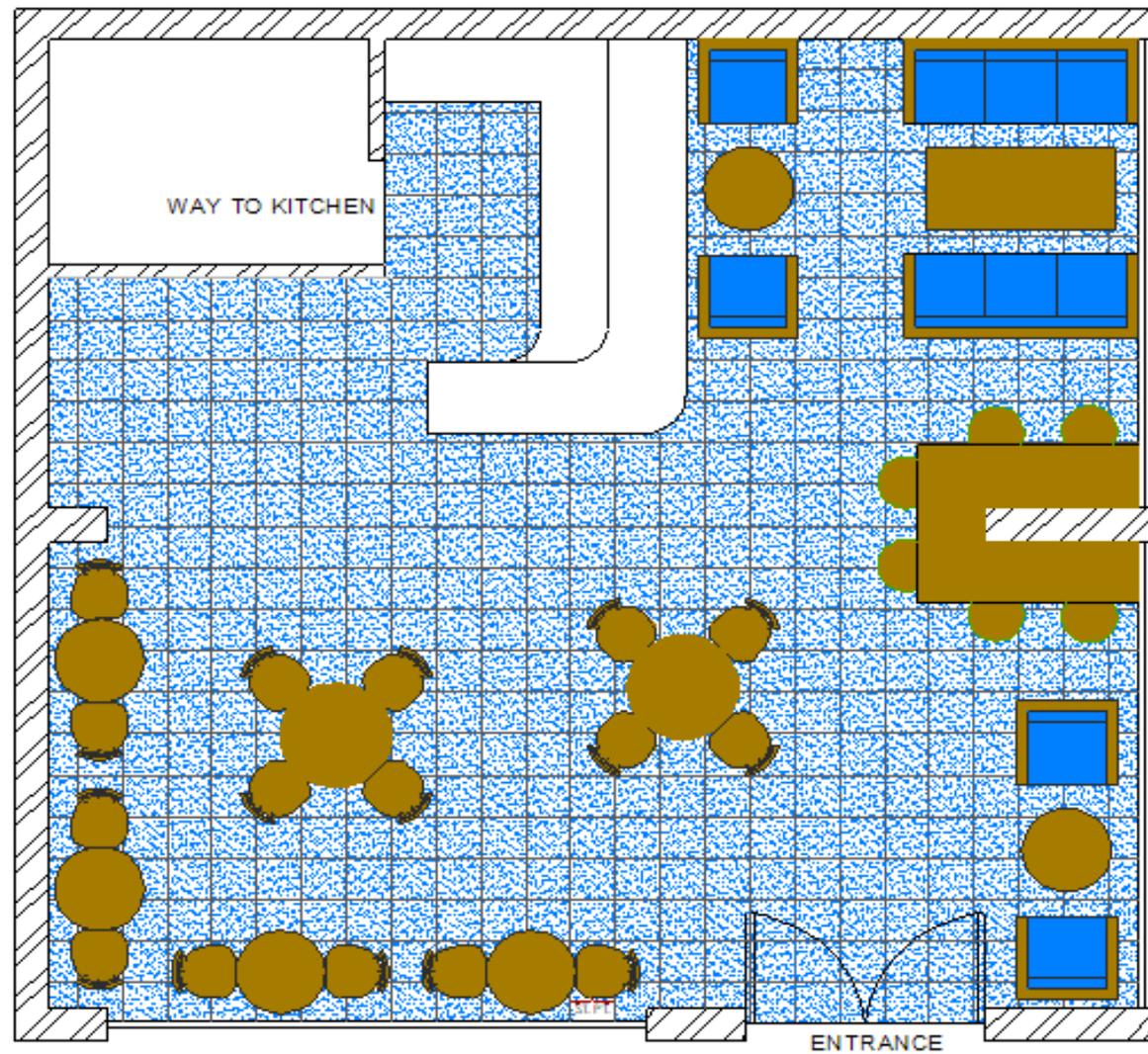


Figure 12: Proposed seating arrangement in the café Option-2



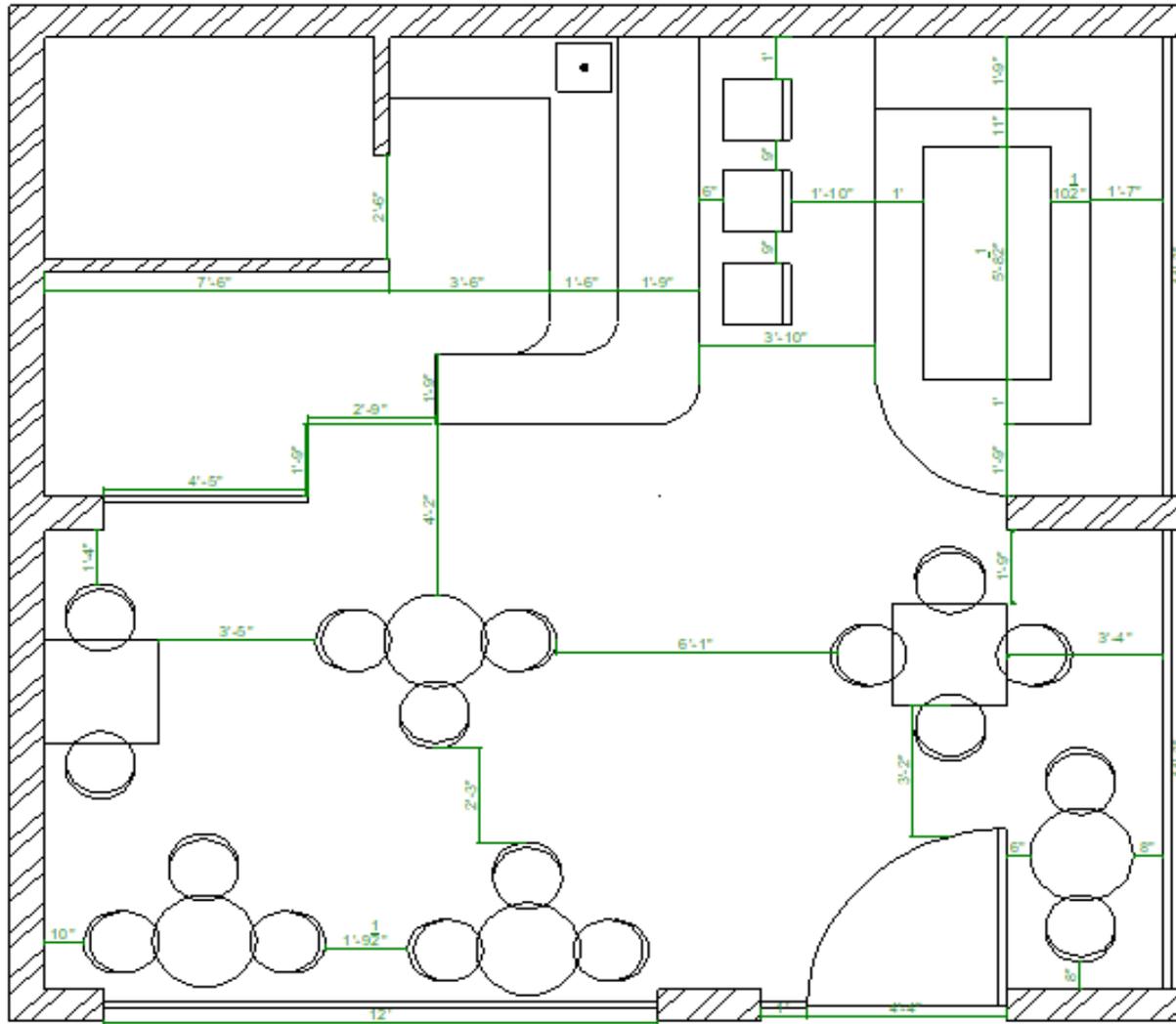


Figure 13: Existing working drawing of the café



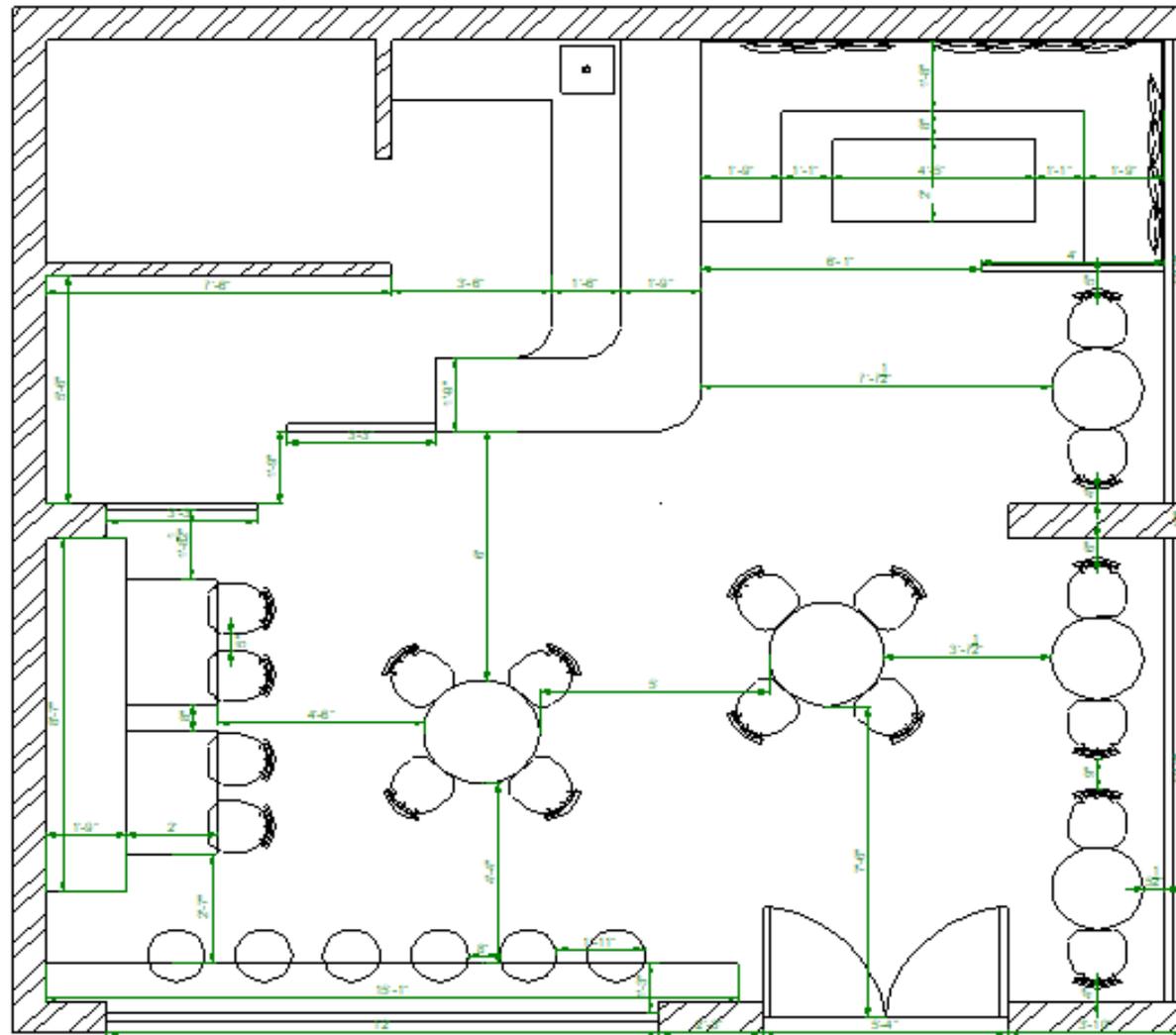


Figure 14: Proposed working drawing of the café option-1



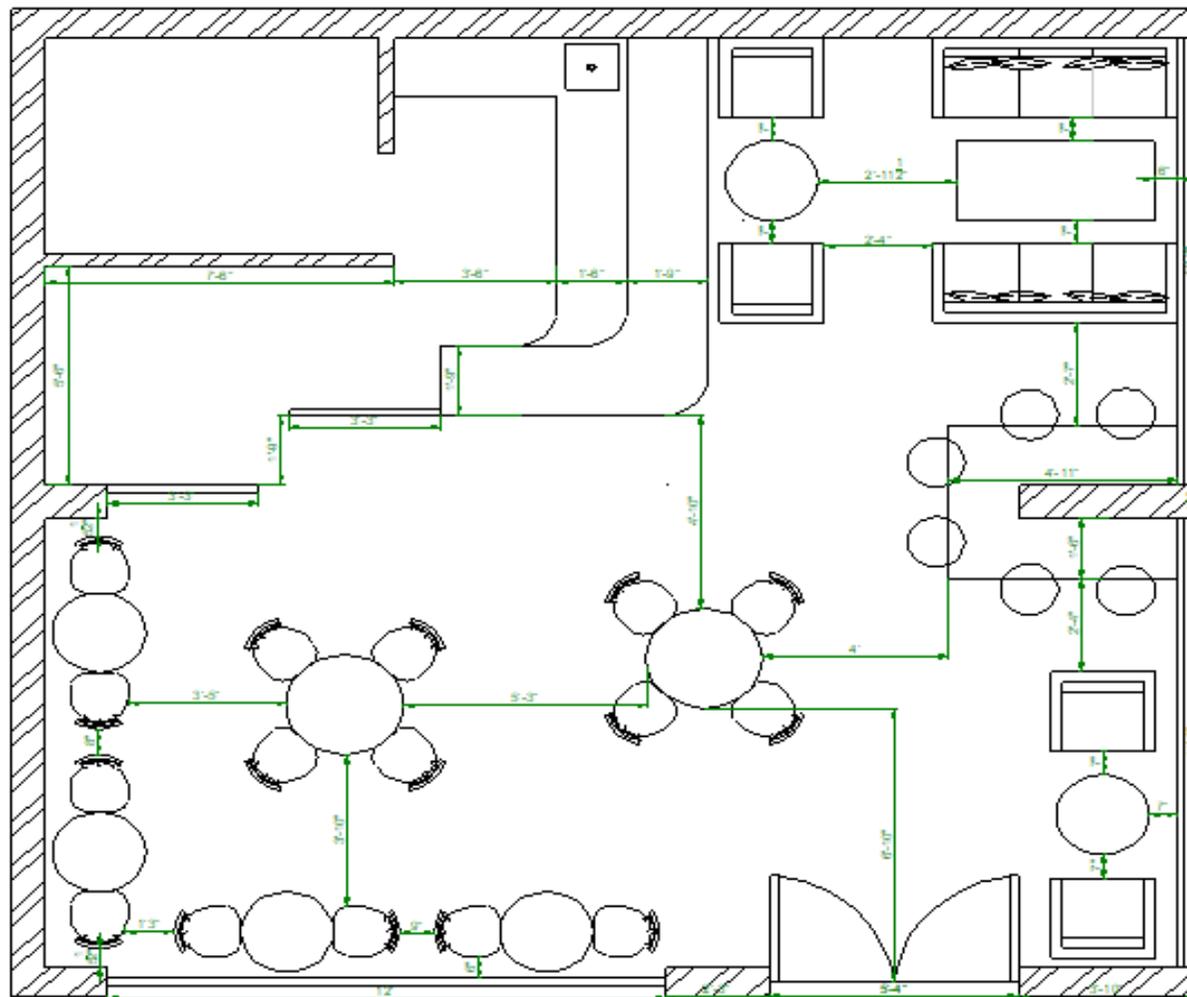
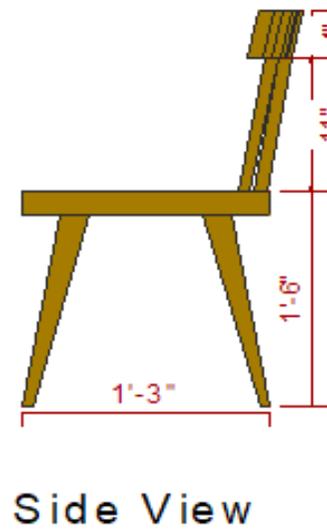
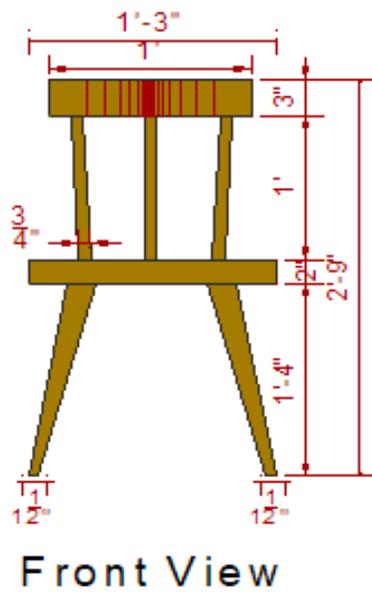
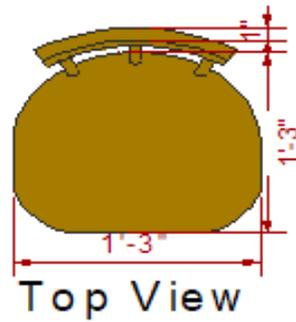


Figure 15: Proposed working drawing of the café option-2



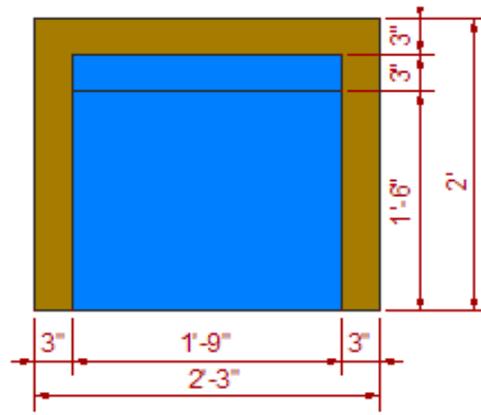


Orthographic Projection of chair

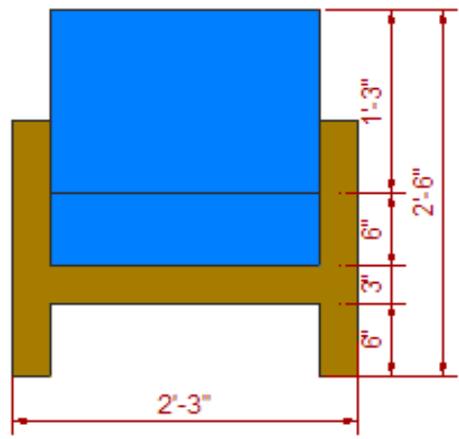
Figure 16: Proposed Design of a chair



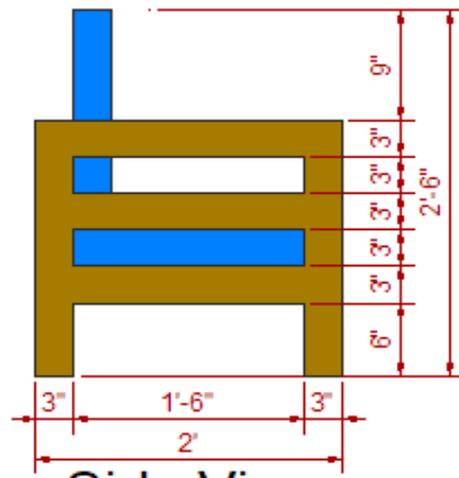
Figure 17: 3d view of a chair



Top View



Front View

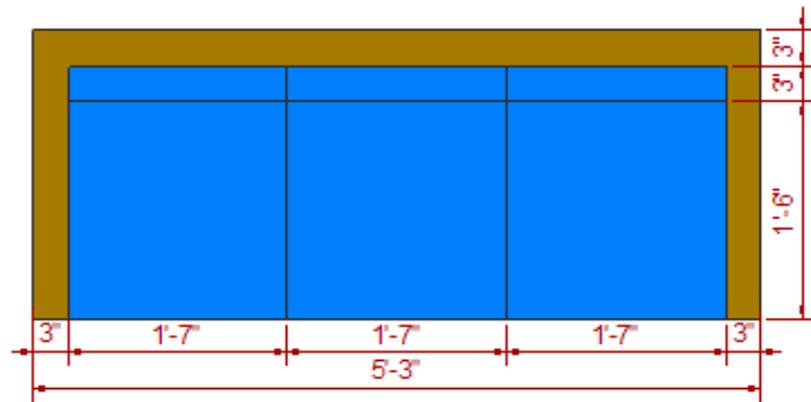


Side View

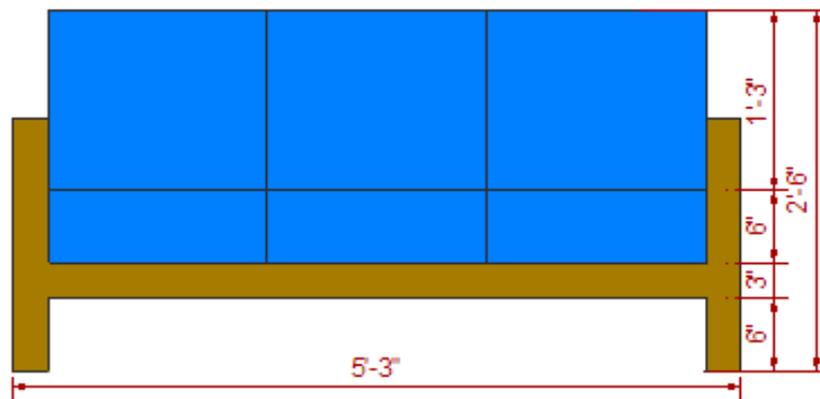
Figure 18: Proposed Design of one seater sofa



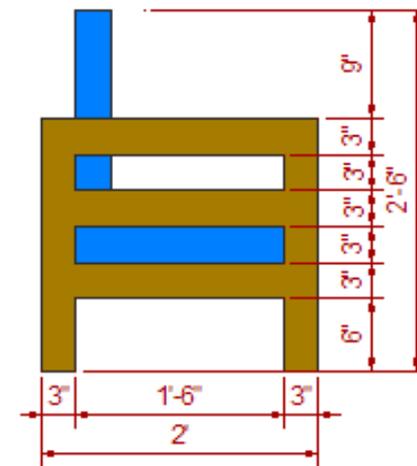
Figure 19: 3d view of one seater sofa



Top View



Front View

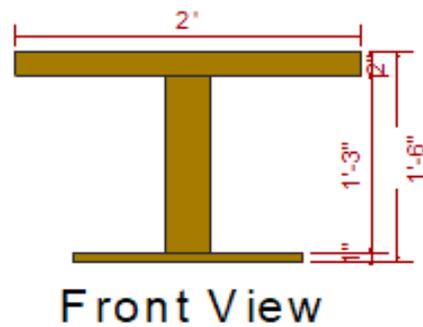
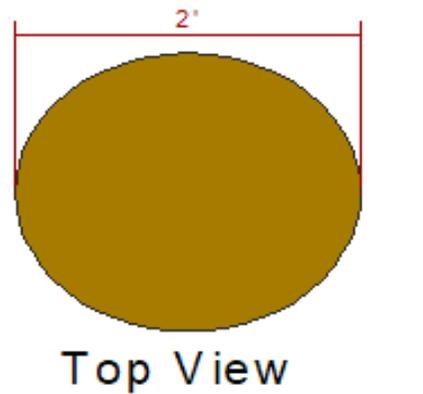


Side View

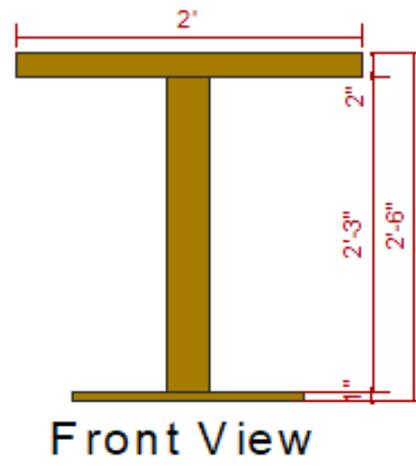
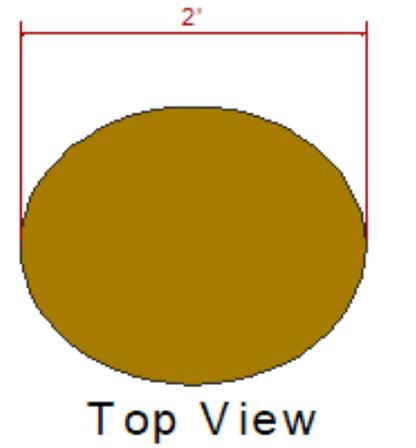
Figure 20: Proposed Design of three seater sofa



Figure 21: 3d view of three seater sofa



(1)



(2)

Figure 22: Proposed Design of coffee table 1 and 2

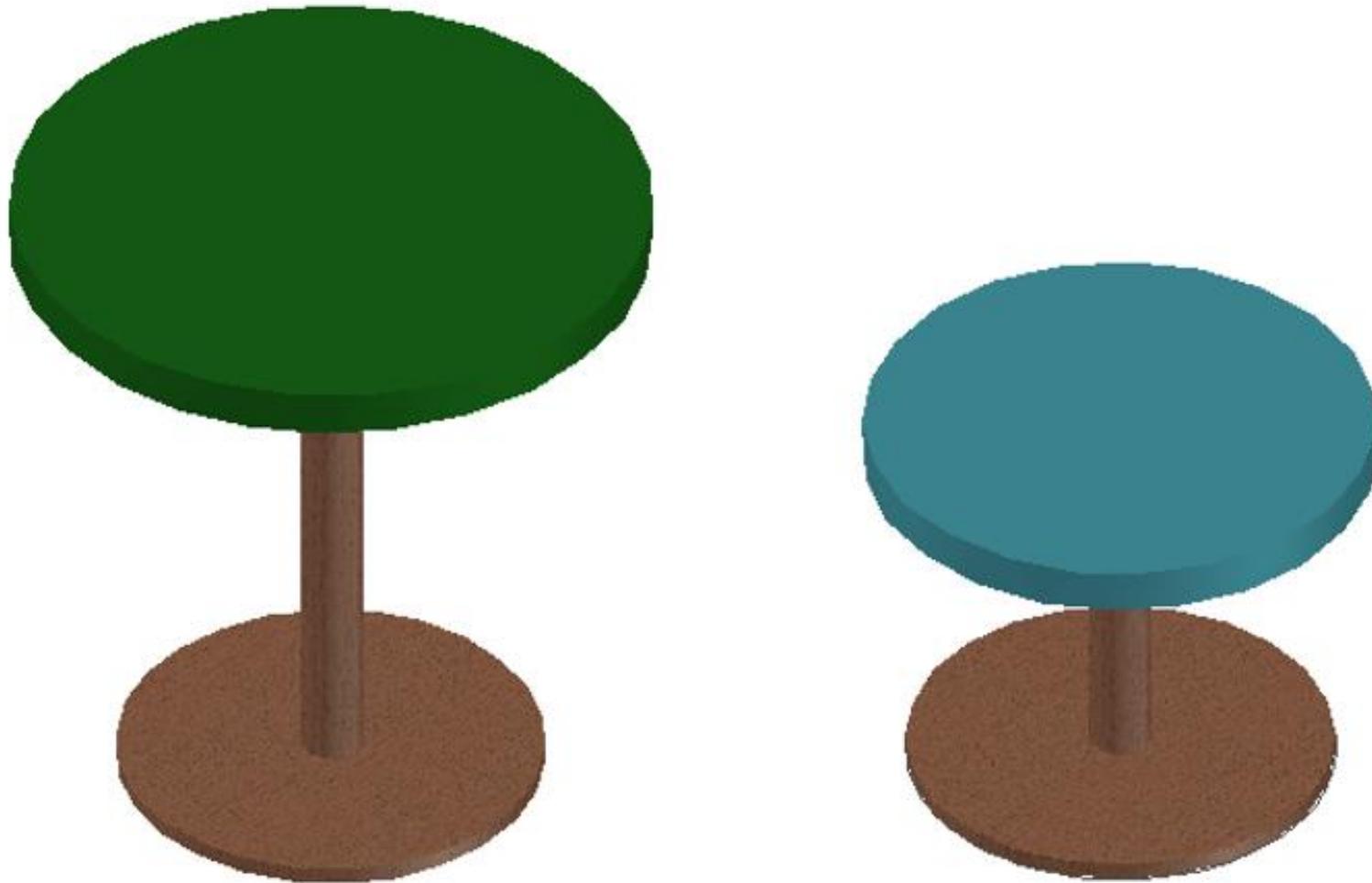
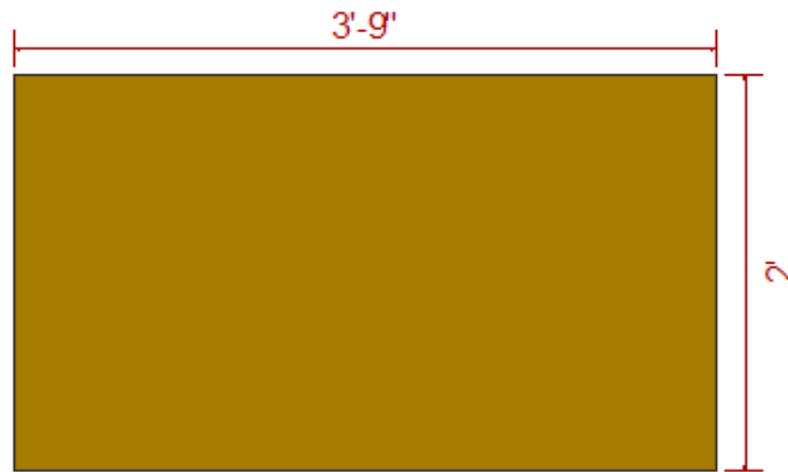
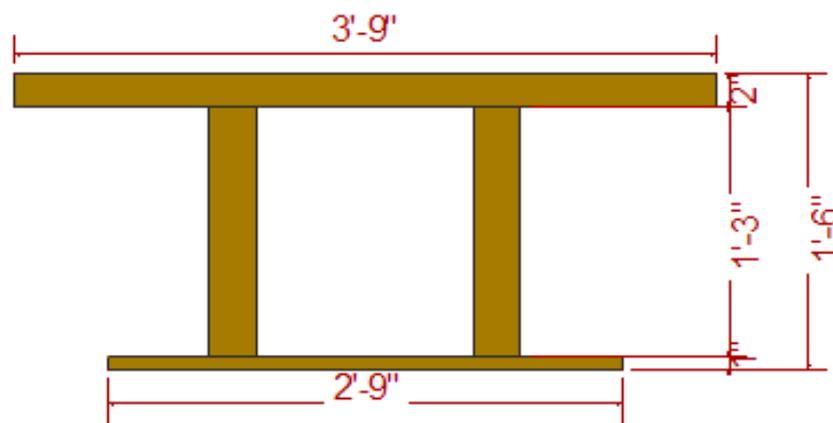


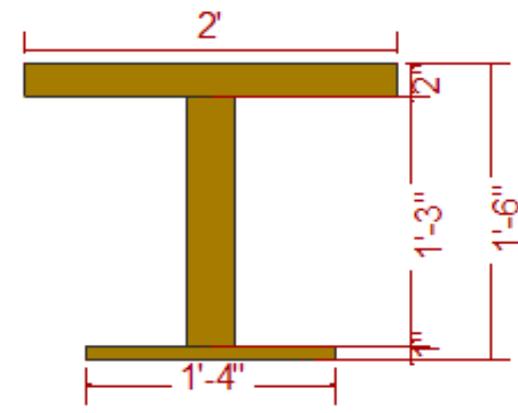
Figure 23: 3d view of coffee table 1 and 2



Top View



Front View



Side View

Figure 24: Proposed Design of coffee table 3

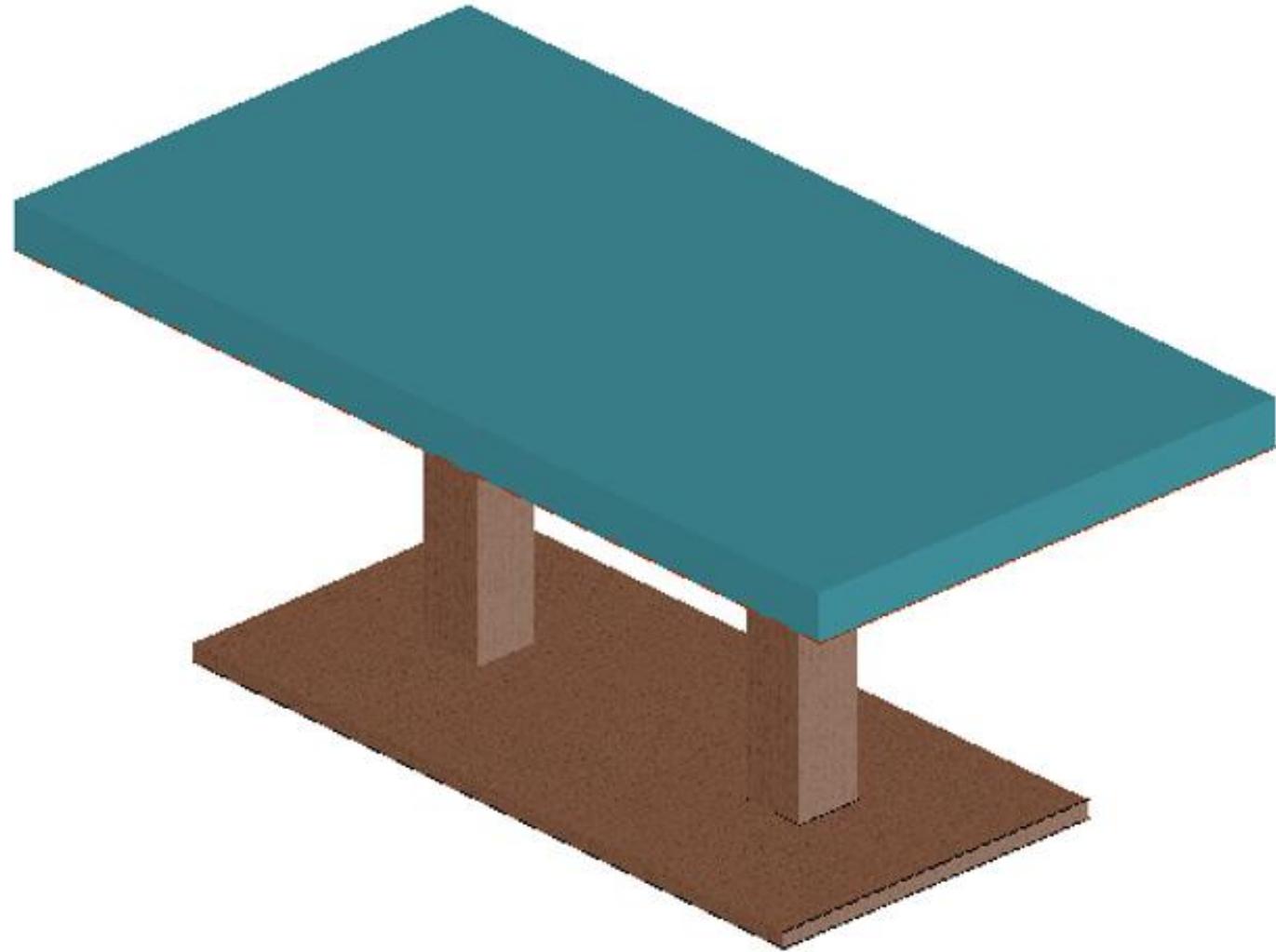
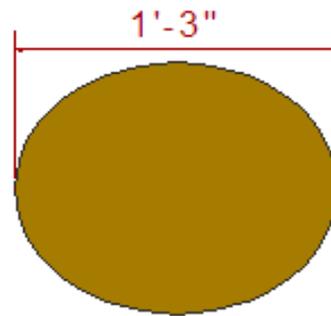
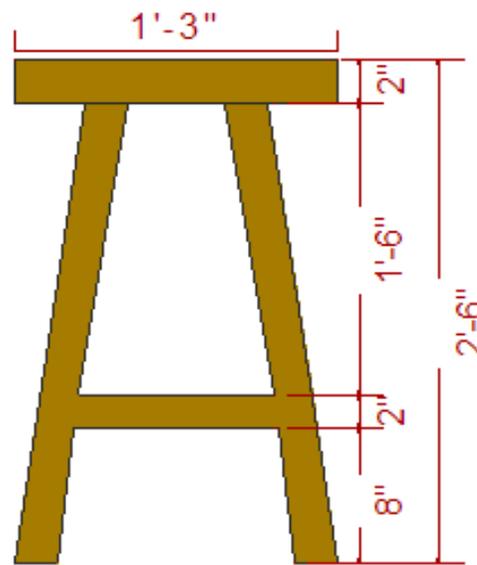


Figure 25: 3d view of coffee table 3



Top View



Front View

Figure 26: Proposed Design of bar stool



Figure 27: 3d view of bar stool



Figure 28: 3d view of 2 chairs with coffee table



Figure 29: 3d view of 4 chairs with coffee table



Figure 30: 3d view of 2 one seater sofa with coffee table

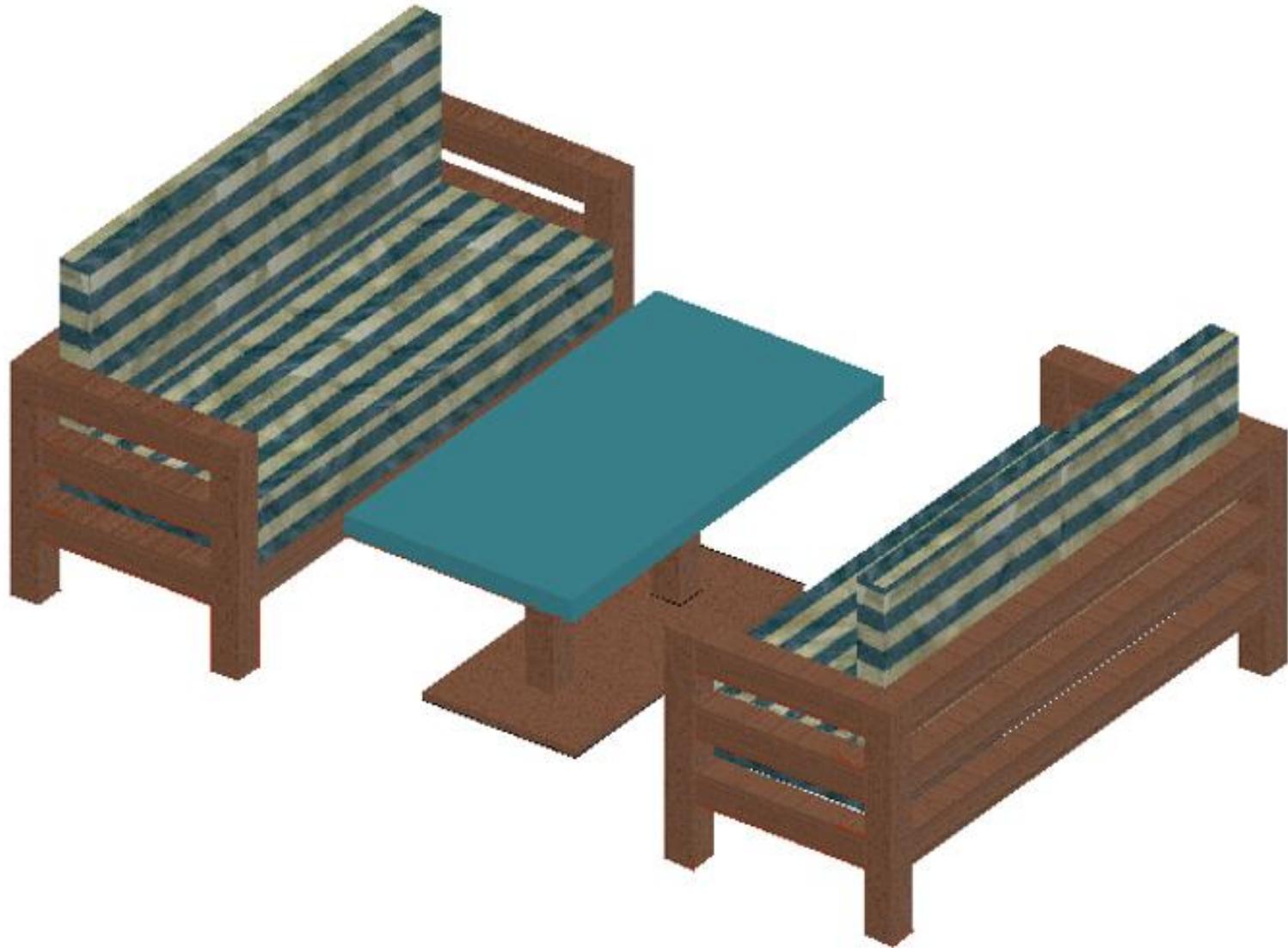


Figure 31: 3d view of 2 three seater sofa with coffee table

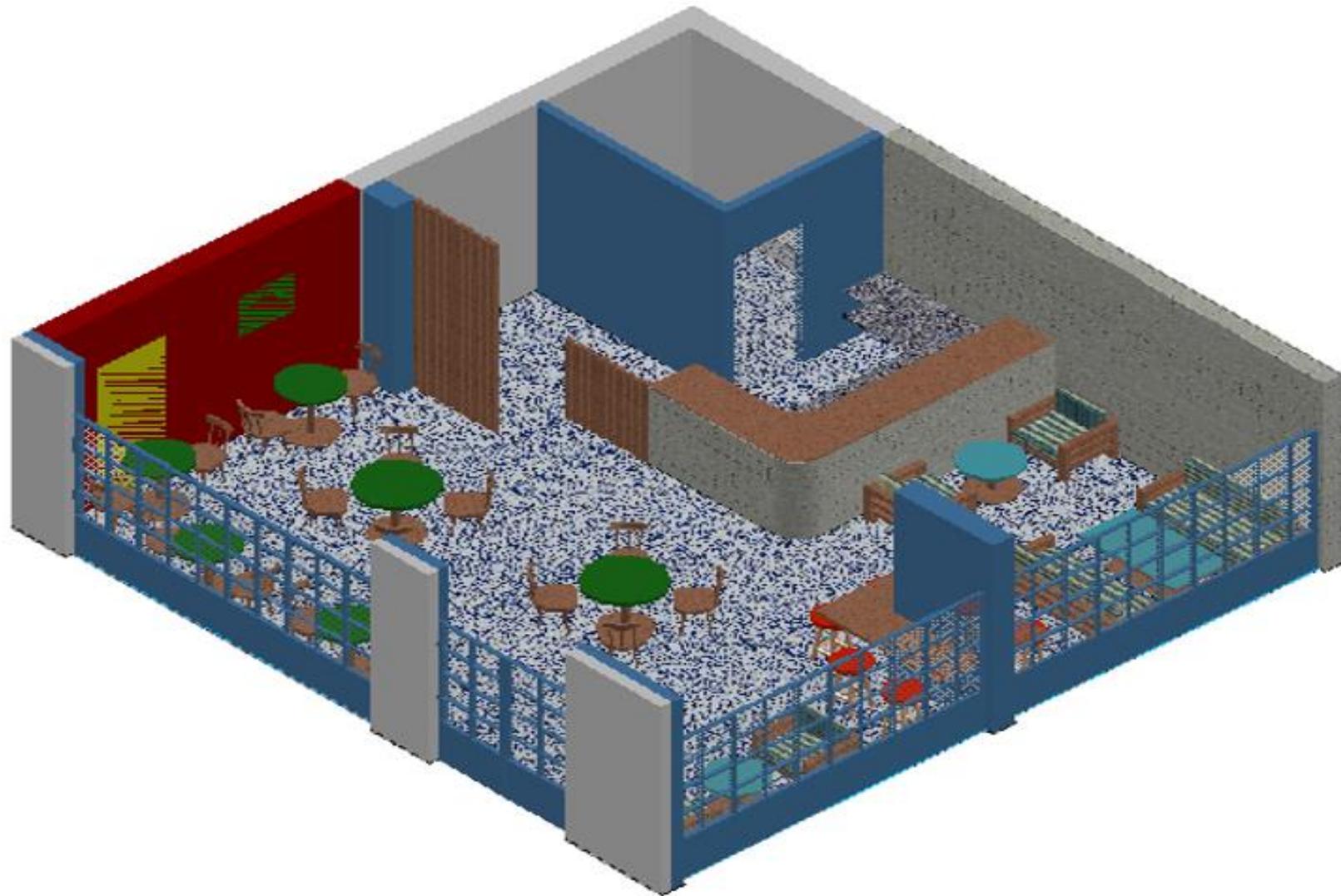


Figure 32: South-East view of the café option-2

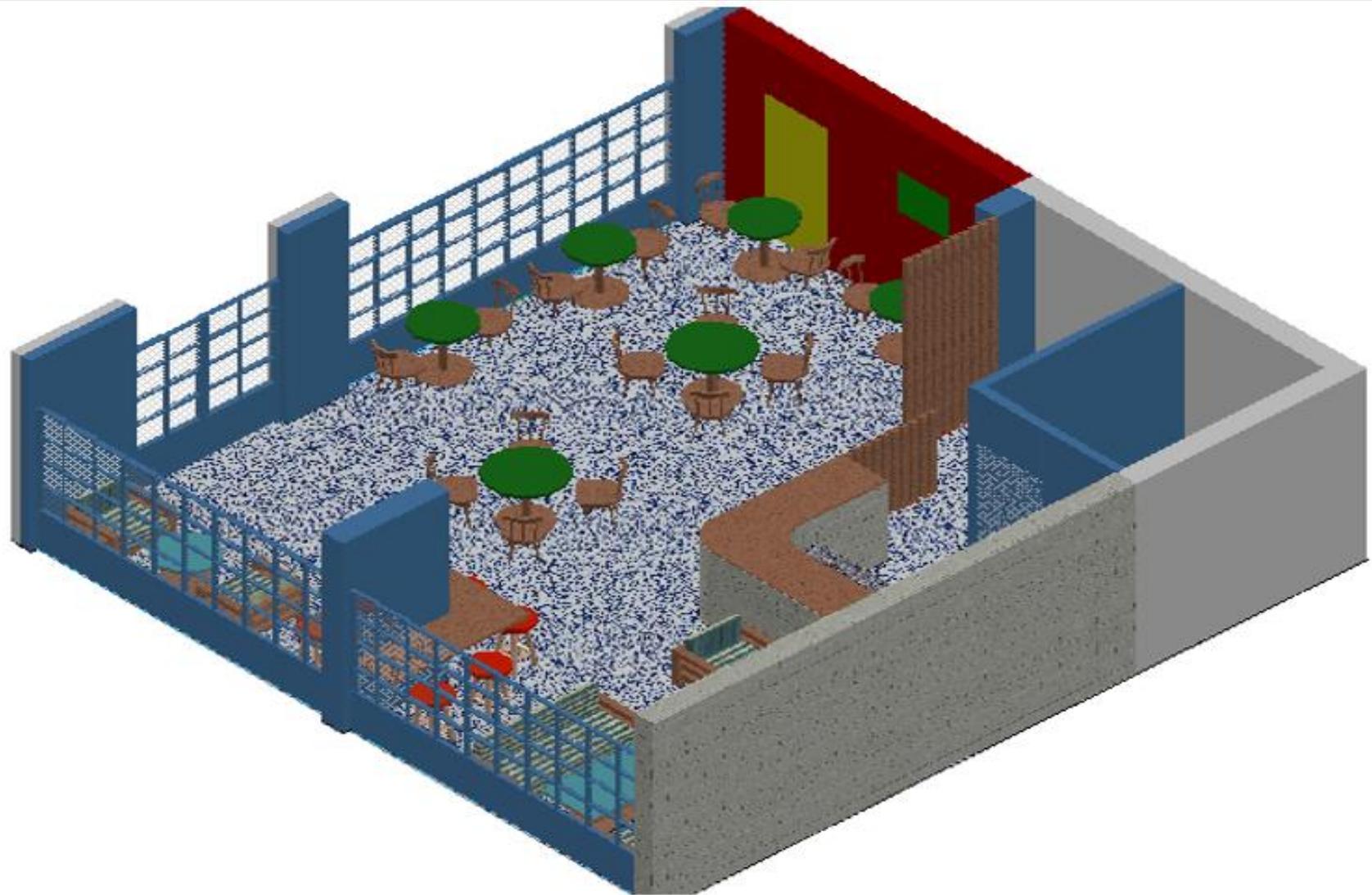


Figure 33: North-East view of the café option-2

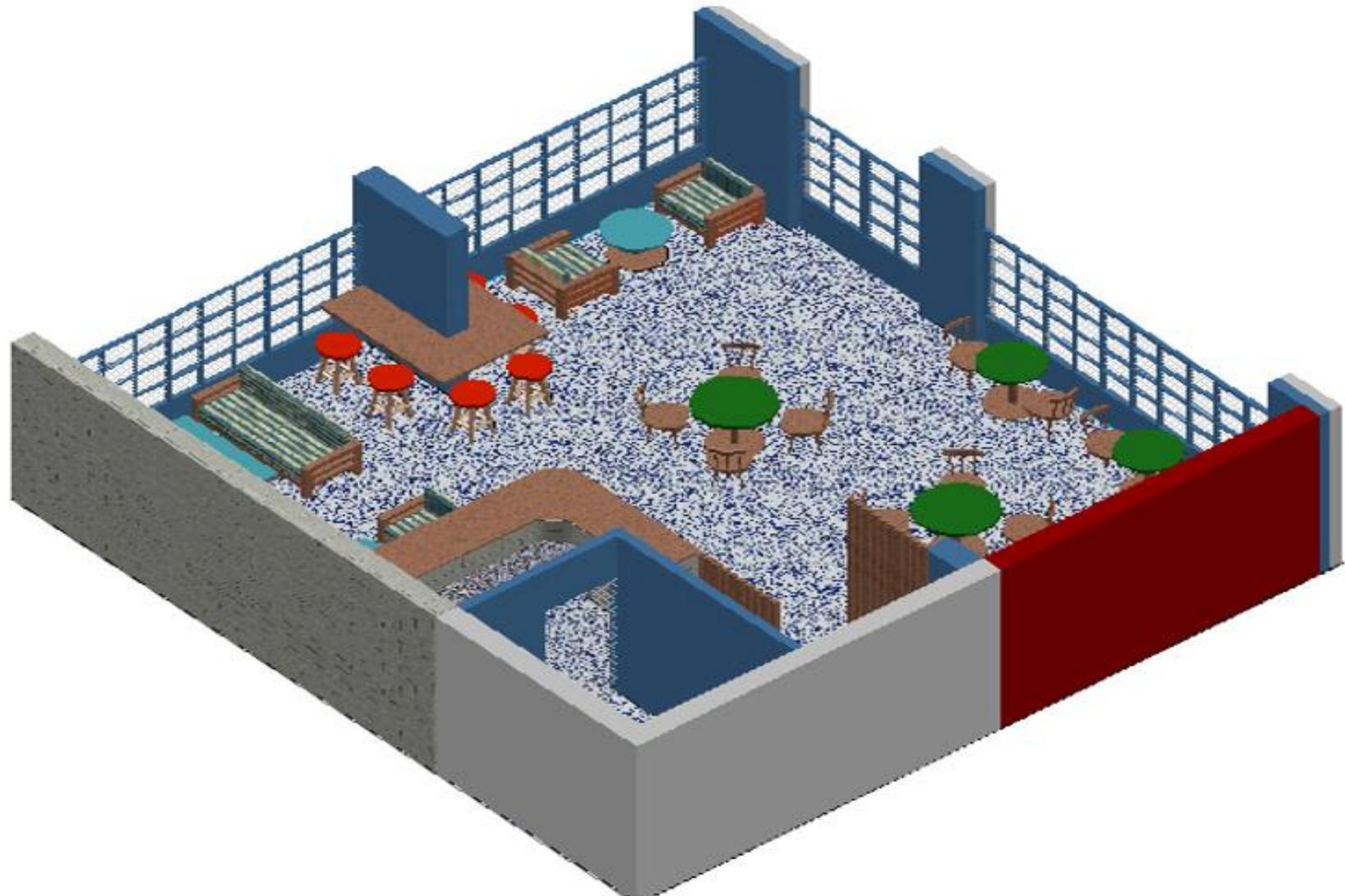


Figure 34: North-West view of the café option-2

11. Proposed Accessories for the Café Design Option 1

The existing Café was having Some Sea theme related accessories like, Fish, Anchor and Ship wheel etc. The Designer have proposed a few accessories as per the client's requirement. The accessories included Wooden Carved Anchor, Menu Board, Signage Boards, Bottle Shelf, Plants and Pots.

11.1 Wooden Anchor

This anchor was carved from Scrape wood and it was used as it is without any colour or Polishing. Which gave a very Natural and Rustic look. This accessory was put on the exterior wall of the Café, beside the entrance door.

11.2 Menu Board

There was a Wooden Board in rectangular shape that was used as Black Coloured Menu Board to write every day's special menu in the Café.

11.3 PVC Letter Signage Boards

There were 3 PVC Signage Boards, two of them were a Logo of the Café in different sizes, one was placed on the wall AB and the other was placed on the counter wall (plate 15). The third one was placed on the wall DE (plate 16).

11.4 Soft Drink Bottle Shelf

Bottle Shelf was proposed to keep various Soft Drinks. That was made up of wood in the shape of a Surfing Board. Total 12 Bottles can easily fit on the Shelf.

11.5 Plants and Pots

Total 6 spider plants were added, 5 of them were used for the exterior in plastic pots as hanging plants (plate 18), and 1 was used on the wall FA in the decorative scrape plastic bottle (plate 21). 3 jade plants were added, 2 of them were used for exterior and 1 was used on the wall AB in decorative scrape plastic bottles (plate 19). On the wall FA, 3 money plants were added, 2 of them were placed in glass bottles (plate 20) and the other one was placed in a terracotta pot. 1 snake plant was planted in a decorative scrape plastic bottle (plate 19).



Plate 13 Wooden Anchor



Plate 14 Wooden Black Board



Plate 15 PVC Letter Signage Board of Cafe logo option 1



Plate 16 PVC Letter Signage Board

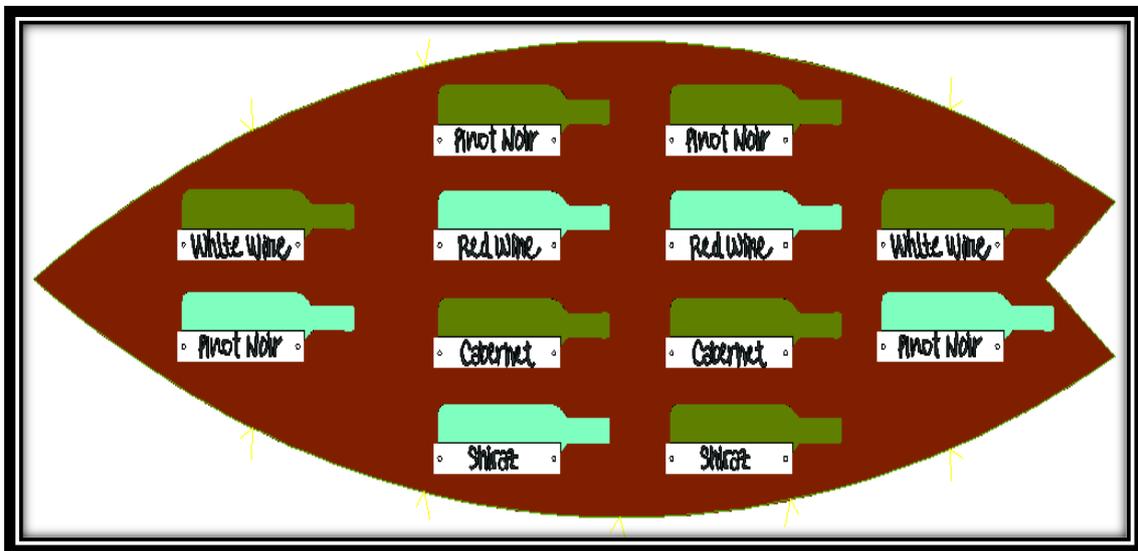


Plate 17 Soft Drink Bottle shelf

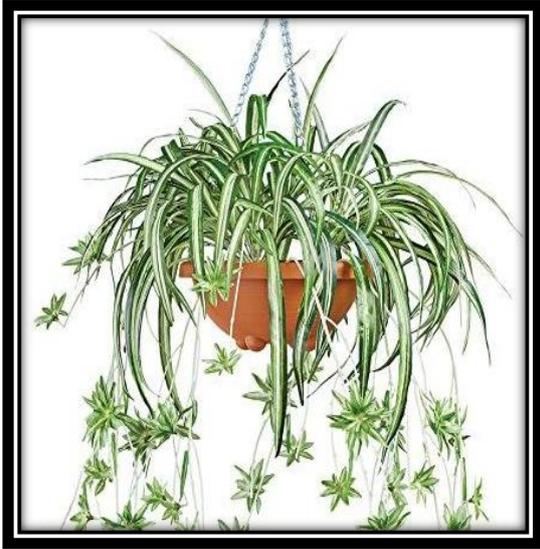


Plate 18 Spider Plant with Plastic Hanging Pot



Plate 19 Decorative Scrape Plastic Bottle use as Planter

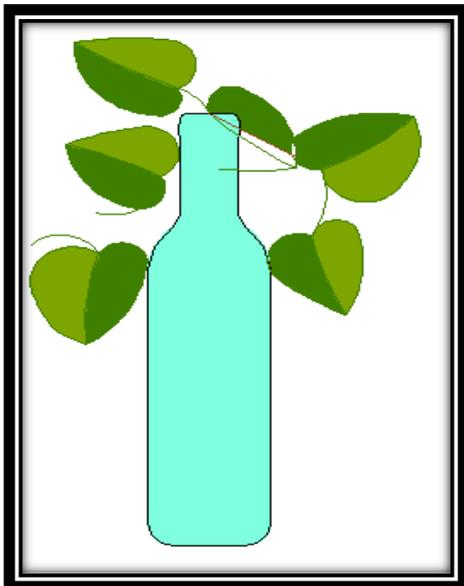


Plate 20 Money plant and Glass Bottle Use as Planter

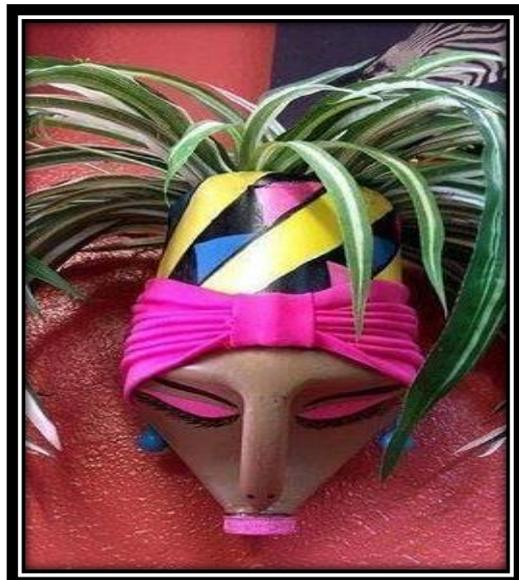


Plate 21 Decorative Scrape Plastic Bottle Use as Planter

12. Proposed Accessories for the Café Design Option 2

The existing Café was having Some Sea theme related accessories like, Fish, Anchor and Ship wheel etc. The Designer have proposed a few accessories as per the client's requirement. The accessories included Wooden Carved Ship Wheel, Menu Board, Signage Boards, Bottle Shelves, Plants and Pots.

12.1 Wooden Ship Wheel

This wheel was carved from scrape wood and it was used as it is without any colour or polishing. Which gave a very Natural and Rustic look. This accessory was put on the exterior wall of the Café, beside the entrance door.

12.2 Wooden Boards

There were Four Wooden Boards, two of them were in Surfing Board Shape, one was used as a Decorative Surfing Board (plate 24) and the other was used as Black Coloured Menu Board (plate 23) to write every day's special menu in the Café. The other two boards were in the shape of Paddle (plate 25), and they were placed on the wall BC.

12.3 PVC Letter Signage Boards

There were 2 PVC signage boards of the Logo of the Café in different sizes, one was placed on the wall DE and the other was placed on the counter wall.

12.4 Bottle Shelves

Bottle Shelves were proposed to keep various Soft Drinks. Those were made up of wood in which two shelves were vertical and two were horizontal in shape. Total 20 Bottles could easily fit in those Shelves.

12.5 Plants and Pots

Total 7 Spider Plants were added, 6 of them were used for the exterior in a wooden container that already exists in the Cafe, and 1 was used on the wall FA in the Terracotta pot (plate 27). 7 Jade Plants were added, 6 of them were used for exterior and 1 was used on the wall FA in decorative Scrape Plastic Bottles (plate 19). The Areca Palm was planted in a Cement Pot (plate 30) and it was placed in front of the DE wall. The Fern was planted in a Shark Shaped Planter, on the wall AB.



Plate 22 Wooden Ship Wheel

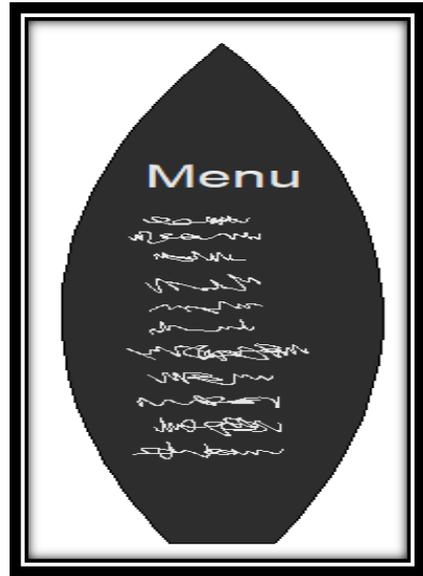


Plate 23 Black Menu Board

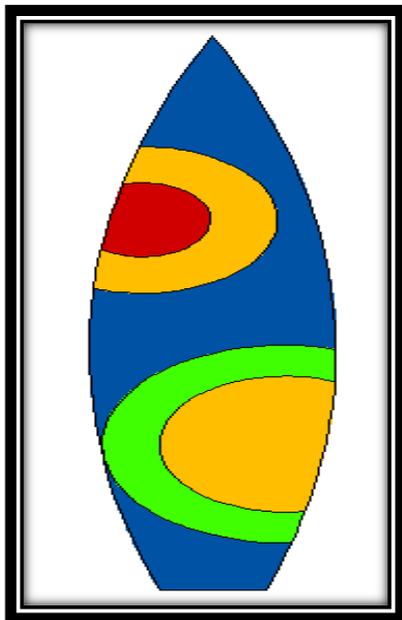


Plate 24 Decorative Surfing Board



Plate 25 Wooden Paddles



Plate 26 PVC Letter Signage Board of Cafe logo option 2



Plate 27 Terracotta pot



Plate 28 Areca Palm

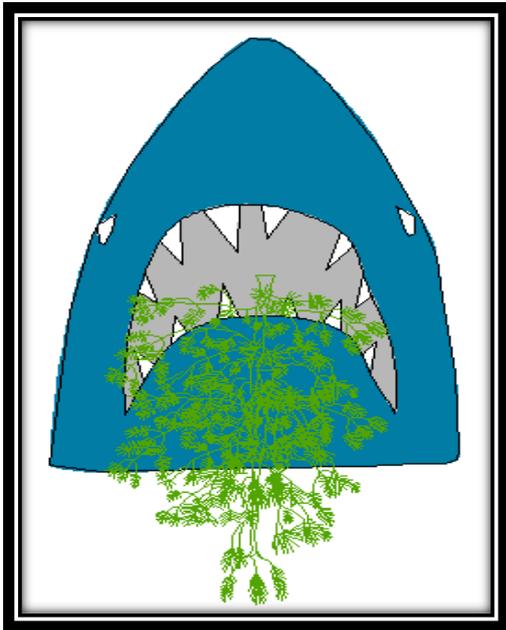


Plate 29 Fern plant and Shark shaped planter



Plate 30 Cement pot

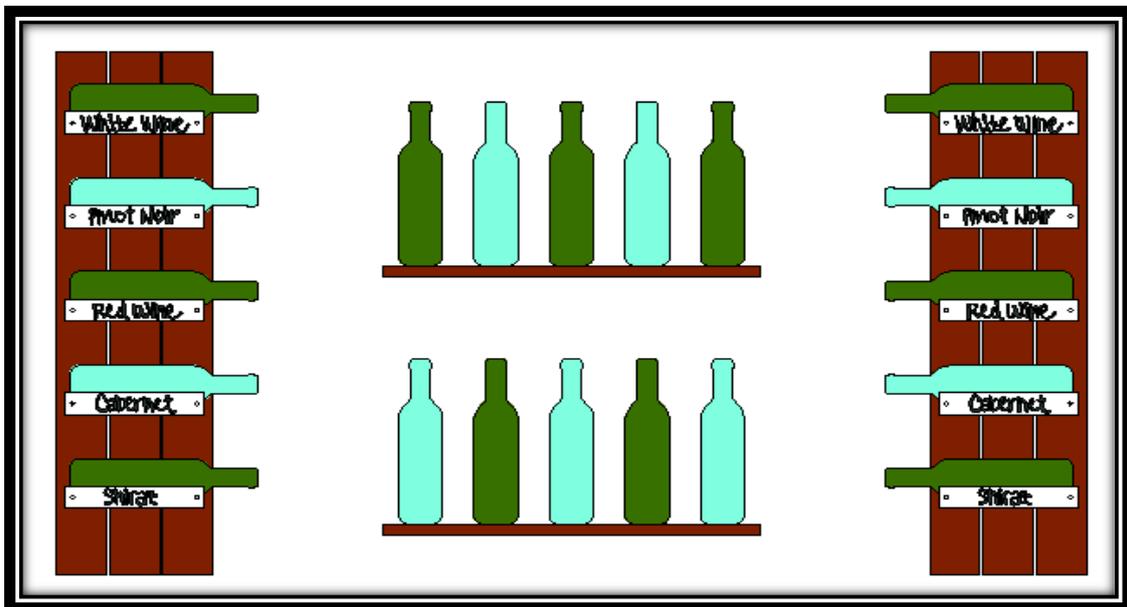


Plate 31 Soft Drink Bottle shelves

PHASE- IV

Cost Estimation of the Proposed Design Project.

Finance plays an important role in the successful execution of any design project of Commercial or Residential Space. The Cost Estimation was done for the present design project. Two options of the design of the Café were given to the Client, and the Client selected the Second option, so the Designer gave the Cost Estimation of the Second option. The Cost Estimation was carried out for the Seating Area and Counter in the Café which included the Floor, Walls, Ceiling, Door, Furniture, Lighting and Accessories. The total cost of the proposed project was estimated to be ₹3,90,037 (Table 2, 3, 4, 5 and 6).

Table: 2 Total cost estimation of the all Interior aspects of the Café.

Sr. no.	Interior Design Aspects	Total cost in ₹
1	Floor, Wall and Ceiling	₹2,16,968
2	Furniture items	₹92,220
3	Lighting fixtures	₹15,400
4	Accessories	₹14,575
5	Total	₹3,39,163
6	Designer's fees (15%)	₹50,874
7	Grand total	₹3,90,037

Note: The Cost Estimation is based on the market price of the Raw Material as in the month of February, 2020.

Table: 3 Cost Estimation for Flooring, Ceiling and Wall Treatment for the Selected Café.

Interior Design Aspects	Total area	Company	Material	Colour	Quantity required	Cost	Labour cost	Total cost in ₹
Flooring	524 sq. ft.	Somany tiles	Terrazzo tiles	Blue and White	535 piece	₹60/sq.ft.	₹15/sq. ft.	₹39,300
Ceiling	470 sq. ft.	Asian paint	Tractor emulsion	Light Grey	5 litre	₹18/sq.ft	₹8/sq. ft.	₹14,100
Wall								
Paint	360 sq. ft.	Asian paint	Tractor emulsion	Blue	4 litre	₹18/sq.ft	₹8/sq. ft.	₹9,360
(Exterior wall)	52 sq. ft.	Asian paint	Tractor emulsion	Light Grey	1 litre	₹18/sq.ft	₹8/sq. ft.	₹1,352
	195 sq. ft.	Asian paint	Tractor emulsion	White	2 litre	₹18/sq.ft	₹8/sq. ft.	₹5,070
	126sq.ft.	Asian paint	Tractor emulsion	Light Grey	2 litre	₹18/sq.ft	₹8/sq. ft.	₹3,276
Wood Panel	106 sq. ft.	-	Pine wood	Brown	-	₹40/ Running ft	₹15/sq. ft.	₹1,590
Brick Cladding	135 sq. ft.	-	Brick	Brown	250 bricks	₹25/sq.ft.	₹18/sq.ft.	₹5,805
Cement	135 sq. ft.	Jk cement	-	-	3 bag/ 50 kg	₹280/ bag	-	₹840

French Glass wall and door	279 sq. ft.	-	Glass (12mm) Pine wood	Transparent glass Blue coloured wood	128 sq. ft. 151.161 sq. ft.	₹420/sqft	₹15/sq.ft.	₹1,21,365
Wood Door Handle	-	-	-	Brown	2 piece	₹70/piece	-	₹140
Counter top								
Granite	23 sq. ft.	-	Indian Juparana	Brown	-	₹150/sq.ft.	₹300/sq.ft.	₹10,350
Brick Cladding	60 sq. ft.	-	Granite Brick	Brown	120 bricks	₹25/sq.ft.	₹18/sq.ft.	₹2,580
Cement	60 sq. ft.	Jk cement	-	-	1 bag/50 kg	₹280/ bag	-	₹280
Paint	60 sq. ft.	Asian paints	Tractor emulsion	White	1 litre	₹18/ sq. ft.	₹8/sq. ft.	₹1,560
Total								₹2,16,968

Table: 4 Cost Estimation for Proposed Furniture of the Selected Café.

Furniture items	No. of furniture piece	LxBxH	Material	Colour	Cost per unit	Cost per piece + polish + Labour cost	Total cost in ₹
Chair	16	1'-3"X1'-3"X2'-9"	Pine Wooden	Brown	₹480/cu.ft	₹1500/piece	₹24,000
One seater sofa	4	2'-3"X2'-0"X2'-6"	Pine Wood and cotton upholstery fabric	Brown and Blue	₹480/cu.ft ₹160/Meter	₹6500/piece	₹26,000
Three Seater Sofa	2	5'-3"X2'-0"X2'-6"	Pine Wood and cotton upholstery fabric	Brown and Blue	₹480/cu.ft ₹160/Meter	₹14000/piece	₹28,000
Bar stool	6	1'-3"X1'-3"X2'-6"	Pine Wood	Brown	₹480/cu.ft	₹1000/piece	₹6,000
Bar counter	1	3'-10"X5'-0"X2"	Pine Wood	Brown	₹480/cu.ft	₹580/piece	₹580
Coffee table for Chair	6	2'-0"X2'-0"X2'-6"	Pine Wood	Brown	₹480/cu.ft	₹750/piece	₹4,500
Coffee Table for One Seater Sofa	2	2'-0"X2'-0"X1'-6"	Pine Wood	Brown	₹480/cu.ft	₹570/piece	₹1,140
Coffee table for Three Seater Sofa	1	3'-9"X2'-0"X1'-6"	Pine Wood	Brown	₹480/cu.ft	₹2000/piece	₹2,000
Total							₹92,220

Table: 5 Cost estimation of lighting fixture for the selected Café.

Light fixtures	No. of items	Cost per piece	Total cost in Rs.
Syska slim LED downlight (18w)	4	₹1,300/piece	₹5,200
Glitz Track light LED (15w)	5	₹1,000/piece	₹5,000
Radiant Filament Bulb (30w)	25	₹200/piece	₹5,000
String light	2	₹100/piece	₹200
Total			₹15,400

Table: 6 Cost Estimation of Accessories for the Selected Café.

Accessories	Material	No. of items	Cost per piece	Total cost in ₹
Menu Board	Plywood(8mm)+black paint	1	-	₹1100(Labour cost included)
Wooden ship wheel	Scrape wood	1	-	₹2500(Labour cost included)
PVC Letter Signage Boards	PVC (Ploy Vinyl Chloride)	2	₹200/sq.ft.	₹5,000
Bottle Shelves	Scrape wood	4	-	₹4,000
Plants				
Spider Plants	-	7	₹35/piece	₹245
Areca Palm	-	1	₹90/piece	₹90
Jade Plants	-	7	₹70/piece	₹490
Pots				
Pot with stand	Cement pot + Metal Stand Terracotta clay	1	₹600/piece	₹600
Terracotta pot (customised)	Scrape wood	1	₹300/piece	₹300
Shark Shaped Planter		1	₹250/piece	₹250
Total				₹14,575

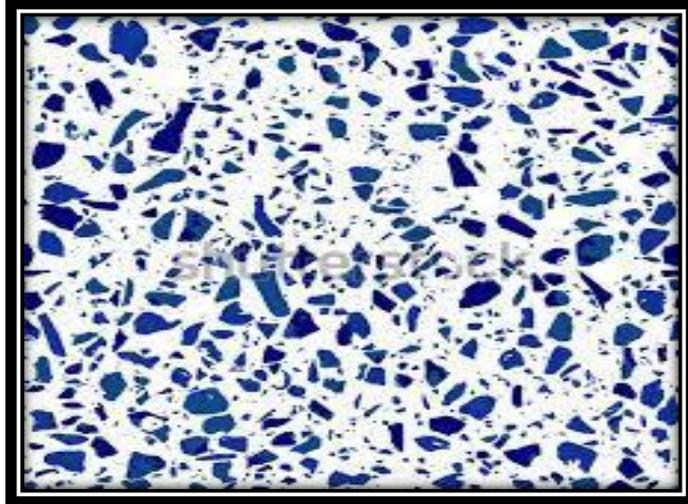


Plate 32 Terrazzo Tile

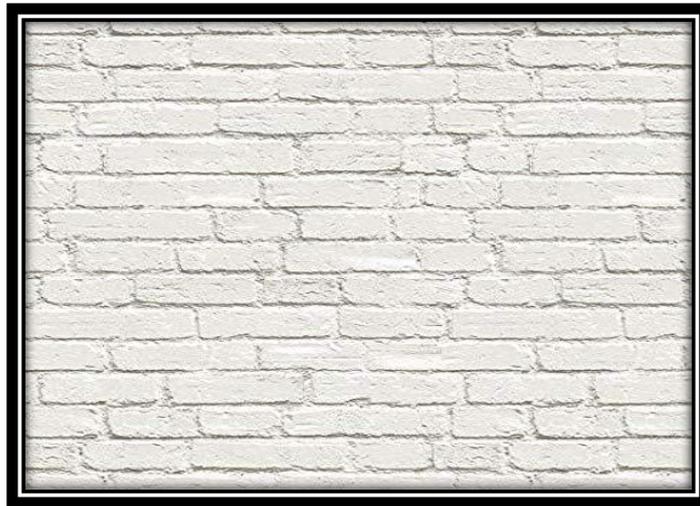


Plate 33 White Brick Cladding

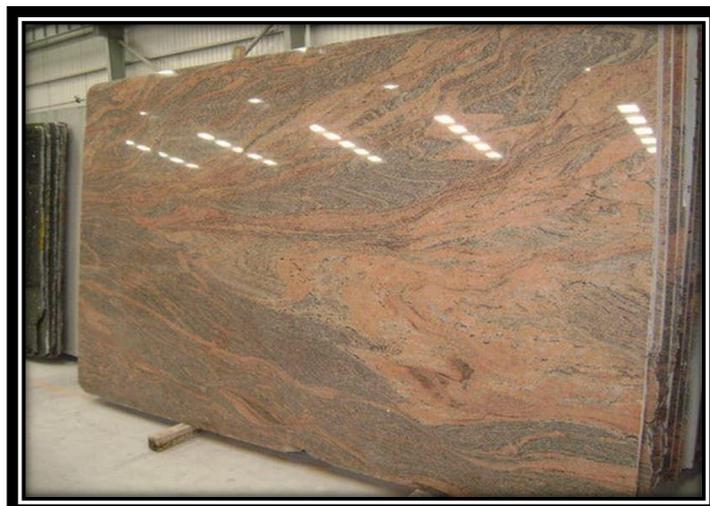


Plate 34 Indian Juparana Granite

*Summary, Conclusion
and
Recommendations*



CHAPTER V

SUMMARY, CONCLUSION AND RECOMMENDATIONS

Cafés are increasingly growing in today's world. The current generation go to Cafés to spend some good time with Friends and Family and to have some delicious Food. Some People like to do their work at Café as the atmosphere of Café is light and Pleasant. Therefore Cafés have become an Integral part of every Generation. Visiting a Cafe has become the easily affordable, quick little escape that releases the tensions of the day or the entertainment desired by those living a Stressful, Mundane life and also became a memorable experience for the user to take away with them.

Customers go to Cafés not only to enjoy food, but also for Communication, Business Negotiation or they can just sit there, read Newspapers And Magazines, or Chat with other customers, have get together with Friends Or Family, and spend some good time there. For many people it is another place to sit and do work. Certain customers tend to sit at the same place every time they visit, others like to experience different Locations of the Café atmosphere. Often a Café is described as being a Third Place in a person's life other than Work and Home. It is known as a place where information can be exchanged. Cafés provide the integrated functions of an Indoor Dining Room, sometimes Outdoor Dining, good Coffee and Sweets, Comfy Couches, Good Music and Nice Ambience.

The experience of customers can be enhanced by Pleasant Interiors, Comfortable Seating, Good Environment and food of course. Other Interior elements viz. Flooring, Wall, Ceiling, Lighting and Furniture of the Café can enhance the quality of Café and its usability. This motivated the Researcher to assess the existing Interiors of the selected Café of Vadodara city and to redesign it.

The Interior aspects namely, Floor, Walls, Ceiling, Lighting, Doors, Furniture and accessories were proposed for the Cafe. Moreover, Drawings of The Flooring Details, Four Wall Elevations, Electrical Layout, Furniture Arrangement, Working Drawing, Elevations & 3d View of Furniture and 3d Drawing of the Café for the present research was given to The Client.

Statement of problem

The present study aims to assess the existing Interiors of the selected Café and to redesign it.

Objectives

1. To assess the Needs & Preferences of Client with regards to Interiors of selected Cafe.
2. To redesign the Interiors space of selected Café and provide detailed Working Drawing with Cost Estimation for the same.

Delimitations

1. The study is limited to the Recommended Drawings of various Interior aspects.
2. The present study is limited to the selected Café in Vadodara city.

Methodology

The research design for the present investigation was Descriptive. To gather information on various aspects related to Interior design in Café, Observation Sheet has been used as instruments of gathering data. It included the details about the existing Interior features of the Cafe namely; Floor, Wall, Ceiling, Lighting, Doors, Electrical equipment, Sound and Furniture. The Interview Schedule was used to identify the needs and preferences of the Owner of the Café regarding the Interiors of the Cafe.

Observation Sheet

The Observation Sheet was used as a tool for assessing the various aspects of the existing Interior of selected Café. The Observation Schedule comprised of two sections. Section 1 included the information of Physical Space of the Café in terms of Name, Location, Size, Year of Establishment, Entry Measurements and Capacity of the Café. Section 2 included various aspects of Interior of the Café namely, Floor, Wall, Ceiling, Lighting, Doors, Electrical equipment, Sound, Furniture, Cleanliness & Hygiene and Ambience. Floor, Wall, Ceiling, Lighting, Doors and Furniture were assessed in terms of their Types, Material Used, Colours, Dimensions and Conditions.

Interview Schedule

The Interview Schedule was used as a tool to identify the needs and preferences of the client regarding the Interior of the Cafe. The interview schedule includes various aspects of Interior namely: Floor, Wall, Ceiling, Lighting, Doors, Electrical equipment, Sound and Furniture, these Interior aspects were asked in terms of their Types, Materials, Finishes And Colours preferred by the client.

Major Findings

The major findings of the study are presented here.

Phase I: Details of Aspects of Interior Design in Selected Café as recorded in Observation Sheet.

In this phase detailed aspects of Interior design of the selected Café was Observed and Recorded. The purpose of the detailed record was to gain an insight into the existing Interior design of the Café. Beside the detailed information on its Interior features, the basic information about its location, Size of Café, Year of Establishment and Capacity of people in the Café were included.

The Designer noticed that the Exterior Wall of the Café was painted with White and Dark Grey colour. The Door and Glass wall were totally transparent so that it gave a Clear View inside the Café. The Entrance Door of the Café was a Single Swing Door and made up of Glass, with the size of 4'-4" X 7'-0".

Floor was the combination of Hard and Soft Flooring. There was Black Stone and Artificial Grass in between the Grapes of Stone. The texture of the Stone was Rough and the Flooring was uneven that creates difficulties in walking. The rest of the Flooring was covered with Vinyl Carpet that was light in colour, Non-Slippery, Even and Matt in Finish.

The Walls were covered with different materials such as, Wood Panel that was White and Grey in Colour and Matt in Finish, Paint was light Blue Colour with Matt Finish, Bamboo sticks were Naturally Brown in colour. Some part of the wall was covered with wall tiles that were Brown in Colour and Matt in Finish. There were two walls that were made up of transparent glass with 7' of height, and the Beam & Column of those walls were painted with light Blue colour.

The Ceiling was painted with a dark Grey Colour that was Matt in Finish. In lighting fixtures, Incandescent Bulbs and Ceiling Lights were used as a General light, Stripe light was used on the Counter and Shelves as Decorative lighting.

The Furniture in the Café included a Chair, Coffee Table, Bar Stool and Corner Seating. The present Chairs were made up of Plastic in two different colours Black and White. There were Four types of Coffee Table, some of them were made up of wood that were black in colour with Matt Finish, and the other were made up of Black coloured Matt finished wood with Glass Top. There were wooden Bar Stools which were Brown in colour with Matt Finish. The Corner Seating was inbuilt and the Mattress was provided for Comfort.

Phase II: Needs and Preferences of Client regard to the Interiors of the selected Café.

The Client of the undertaken project was the Owner of the Café. The Client gave some specific needs and preferences for the various aspects of Interiors of the selected Café. The redesign was done on the basis of the need and preferences of the Client. An Interview Schedule was developed to assess the Needs and Preferences of the Client. The data gathered from the Interview Schedule revealed that the Client wanted Even and Hard Flooring in the Café. The Client expressed that the Artificial Lighting in the Café was so dim and some of the Light Fixtures were broken. In the existing status, two Glass walls were totally transparent that doesn't provide any kind of privacy. As more Seating Capacity, Provision of two seater, Four Seater and more than Four Seater furniture, New Logo for the Café, One Brick Cladding wall, Blue or Turquoise colour wanted on the walls and floor and Some Sea theme related accessories like, Fish, Anchor, Ship wheel, Surfing board and Paddle etc. were needed.

Phase III: Design Development of the selected Café of Vadodara city.

The Designing of the present project was carried at the selected Café of Manjalpur area in Vadodara city. The designing included the Interior aspects namely, Floor, Wall, Ceiling, Lighting, Doors, Furniture and Accessories. The Designer have made changes in the Seating Arrangement, Increasing the Seating capacity from 25 to 34 in Design option 1 and from 25 to 32 in Design option 2.

In option 1, the Exterior wall of the Café was painted with Yellow colour, the French glass wall and Door were of Turquoise colour. In option 2, the Exterior wall of the Café was painted with light Grey colour, the French glass Wall and Door were of Blue colour. Signage Board of the name of the Café was placed above the glass wall in both the Design options.

White and Turquoise coloured tiles were proposed in an alternative pattern of size 2'-0"X2'-0" in option 1. Terrazzo tiles of size 1'-0"X1'-0" in combination of White and Blue colour were proposed in Design option 2.

Brick Cladding was proposed on one wall that was Brown in colour. Light Grey, Turquoise and Yellow colour was proposed for Different walls. Two walls that were made up of French glass with 7' of height, and the Beam & Column of that walls were painted with light grey colour for design option 1. In option 2, Wood panelling was proposed on one wall with different colours like, Red, Green and Yellow. Light grey and Blue colour was proposed for different areas of walls. Brick Cladding was proposed on one wall that was White in colour. Two walls that were made up of French glass with 7' of height, and the Beam & Column of those walls were painted with Blue colour.

In option 1, two inbuilt Sofas were proposed in which, one was 4 seater and the other was 6 seater. In option 2, one seater and three seater sofas were proposed. Other furniture items such as Chairs, Coffee Tables and Bar Stools were the same in both the options.

Phase IV: Cost Estimation of the Proposed Design Project.

Two options of the design of the Café were given to the Client, and the Client selected the Second option, so the Designer gave the Cost Estimation of the Second option. The Cost of the proposed theme project was calculated based on the prevailing local market rates (as on February 2020). The Cost Estimation was carried out for the Wall, Floor and Ceiling Treatment, Lighting, Furniture and Accessories. The total Budget of the proposed project came to be ₹3,90,037. It is the Cost of each item along with the material used and the Labour Cost involved.

The Final designs of the Café were shown to the Client. Client was pleased with the designs proposed by the Designer, noticing the huge difference in the Existing and Proposed Interior. The Client asked the Designer to start the live project shortly in the Future.

Conclusion

Café is a place where people enjoy their alone time or special time with their Friends and Family and create some good Memories. Every visit made by the customer should be memorable for them. A well designed Café is very important to make every customer's visit memorable. An attractive Interior of the Café attracts more and more customers, so the attractive Interior is a must for any Café to stand in this competitive Café industry. The Designer designed a Café in such a manner which allows a Comfortable and Cheerful atmosphere for customers. The Designer used the latest Interior design trends to design the Café. Changes in Flooring, Wall Covering, And Placement of Furniture, Lighting and Accessories can develop the sense of Comfort and create a Cheerful Atmosphere. All their features were tried to be achieved by the Designer in designing the Café.

Implication of the study

The findings of the present study had the following implications:

For the Field of Family and Community Resource Management

The curriculum of Family and Community Resource Management deals with the management of various resources in its curriculum at each level. Subjects related to Interior designing such as: Building Materials and Housing, Residential and Commercial Space Designing, Lighting in Interiors and core subjects like Theory of Resource Management are among the thrust areas of the field. Hence, Interior design of the Café as a sub aspect can be incorporated in the curriculum of Interior design.

For Interior Design students

The Finding of the study will be helpful for the students of Interior Design Specialization by learning the technical considerations to be kept in mind while designing the Interior of the Café.

For Architects and Interior Designers

The Findings of the present study would act as a feedback to the Interior Designer and Architects showcasing the data which reflects the need to design a Cafés, Restaurant, Cafeterias, Canteen, Bars, Stores, Offices and Studio.

For Society

The Findings of the research would benefit the Society as it will get latest Trendy Designed Café, with Comfortable Seating, Attractive Interiors and a great Ambience.

Recommendations for the Future Study

1. A similar Design project can also be undertaken for the Commercial Space such as Café, Restaurant, Cafeterias, Canteen, Bars, Stores, Offices and Studios of Different Locale and Different Sizes.
2. An Investigation can also be carried out with different types of Interior design themes such as Jail, School, Forest, Tree House and Under Water, in Café to be implemented.
3. A study can also be undertaken by redesigning the combination of Indoor and Outdoor Interiors of the Café.

Bibliography



BIBLIOGRAPHY

1. Agrawal, R. (2009), Threat of a “me too” perception: A case of Café Coffee Day. *The Marketing Review*, 9(3), 251-271.
2. Bazdan, V. (2014), Interior Design in Restaurants as a Factor Influencing Customer Satisfaction, Rochester Institute of Technology, RIT Croatia, Don Frana Bulića 6, 20000 Dubrovnik.
3. Dasgupta, R. (2012), Assessing and Redesigning the Interiors of Selected Anganwadis from Vadodara city. Unpublished master’s dissertation. Faculty of Family and Community Sciences, The Maharaja Sayajirao University of Baroda, Vadodara.
4. Desai, A. (2011), The Function and Design of Cafés Throughout Time. Cornell University.
5. Grafe, C., Bollerey, F., & Van Wijk, C. (2007). *Cafés and bars: The architecture of public display*. New York: Routledge.
6. Hong, C (1991), Redesigning an American Cafe based on an analysis of its expressionistic and cultural character, Iowa State University.
7. Huang, L, V. (2017), Malaysian Café Culture: The Relationship between Customer Experience and Customer Satisfaction towards Contemporary Cafés. Sunway University, Selangor, Malaysia.
8. Karki, D., Panthi, A. (2018), How Food Quality, Price, Ambiance and Service Quality Effects Customer Satisfaction: A study on Nepalese Restaurants in Finland. Haaga Helia University of Applied sciences.
9. Kasu (2005), “Interior Design”, Mumbai, Ashish Book Centre.
10. Kotler, P. (1973), Atmospherics as a marketing tool. *Journal of Retailing*, 49(4), 1973-1974.
11. Koyama et, al. (2010), Effects of Interior Colours, Lighting and Decors on Perceived Sociability, Emotion and Behaviour Related to Social Dining, Graduate School of Engineering, Chiba University, Japan.
12. Koyama, S. (2010), Effects of Interior Colors, Lighting and Decors on Perceived Sociability, Emotion and Behaviour Related to Social Dining, Graduate School of Engineering, Chiba University, Japan.
13. Mesaria, S. (2009), A Restaurant design based on Colonial Theme reflecting the british era of kolkatta: Unpublished master’s dissertation. Faculty of Family and Community Sciences, The Maharaja sayajirao University of Baroda, Vadodara.
14. Mistry, K. (2007), Kathiyawadi Restaurant - An ethnic design project: Unpublished master’s dissertation. Faculty of Family and Community Sciences, The Maharaja sayajirao University of Baroda, Vadodara.
15. Oldenburg, R. (1989), *The great good place: Cafés, coffee shops, community centres, beauty parlours, general stores, bars, hangouts, and how they get you through the day*. New York: Paragon House.
16. Pandya, V. (2019), Design Assessment of Selected Gymnasium of Vadodara City in Context to Satisfaction of Users: Unpublished master’s dissertation.

Faculty of Family and Community Sciences, The Maharaja sayajirao University of Baroda, Vadodara.

17. Parmar, R. (2012), Meditation Rooms Existing Status and Need Based redesigning: Unpublished master's dissertation. Faculty of Family and Community Sciences, The Maharaja Sayajirao University of Baroda, Vadodara.
18. Pruncut, A. (2002), The literary Café – (re)constructing an urban space. *The Scientific Journal of Humanistic Studies*, 3(3), 10–18.
19. Ryu, K., & Han, H. (2010), Influence of the quality of food, service, and physical environment on customer satisfaction and behavioural intentions in quick casual Restaurant s: moderating role of perceived price. *Journal of Hospitality & Tourism*, 34(3), 310-329.
20. Sabherwal, V. (2011), Restaurants have become outlets for some of the most creative Interiors in the world. *Architecture + Design*. 28(5), 94-100.
21. Scott, N., Laws, E., & Boksberger, P. (2009), The marketing of Hospitality and Leisure Experiences, *Journal of Hospitality Marketing & Management*, 18, 99-110.
22. Simpson, R, J. (2003), Theme and Experience in Restaurant Design: A Theory. Washington State University.
23. Tucker, C. (2011), Coffee culture. New York: Routledge.
24. Wansink, B. (2006), Mindless Eating: Why we eat more than we think. New York, Bantam Books.
25. Xu, Y. (2007), Impact of store environment on adult Generation Y consumers' impulse buying. *Journal of Shopping Centre Research*, 14(1), 39-56
26. Yu, X. (2009), Sensory study in Restaurant Interior design. Iowa State University.

WEBLIOGRAPHY

1. Retrieved from: <https://simple.wikipedia.org/wiki/Caf%C3%A9> on 16-7-19.
2. Retrieved from: <https://www.franchiseindia.com/content/the-importance-of-Interior-decoration-in-a-Cafe-business.11161> on 16-7-19.
3. Retrieved from: <https://sitespecific2013dhu.blogs.lincoln.ac.uk/2013/02/24/215/> on 18-7-19.
4. Retrieved from: <https://www.theodysseyonline.com/3-reasons-visiting-Cafe> on 18-7-19.
5. Retrieved from: <http://aadinathfurniture.com/Cafeteria-furniture/> on 20-7-19.
6. Retrieved from: <https://handground.com/grind/48-ways-to-surprise-and-delight-your-customers-today> on 21-7-19.
7. Retrieved from: <http://www.buildingpassion.com/food-travel/top-3-reasons-people-love-Cafés-beyond-coffee/> on 24-7-19.
8. Retrieved from: <https://Restaurantengine.com/Interior-design/> on 24-7-19.
9. Retrieved from: <https://en.wikipedia.org/wiki/Coffeehouse> on 25-7-19.
10. Retrieved from: <https://www.befurnitureales.co.uk/Restaurant-and-Cafe-design-trends-for-2018/> on 26-7-19.
11. Retrieved from: <https://www.forketers.com/how-to-design-a-Restaurant/> on 26-7-19.
12. Retrieved from: https://en.m.wikipedia.org/wiki/Literature_review on 28-7-19.
13. Retrieved from: https://en.wikipedia.org/wiki/Coffeehouse#cite_note-britannica-16 on 5-8-19.
14. Retrieved from: <http://www.caleidoscope.in/alternative-lifestyle/history-of-indian-coffee> on 6-8-19.
15. Retrieved from: https://en.wikipedia.org/wiki/Indian_Coffee_House#cite_note-baba-3 on 7-8-19.
16. Retrieved from: <https://www.webstaurantstore.com/blog/2374/top-Restaurant-design-trends.html> on 7-8-19.
17. Retrieved from: <https://www.myenglishteacher.eu/blog/Restaurant-or-Cafe-or-bistro-or-diner/> on 9-8-19.
18. Retrieved from: <https://www.franchiseindia.com/content/the-importance-of-Interior-decoration-in-a-Cafe-business.11161> on 9-8-19.
19. Retrieved from: <http://www.differencebetween.net/miscellaneous/difference-between-a-Cafe-and-a-Restaurant/#ixzz65z2hNTPp> on 11-8-19.
20. Retrieved from: <https://www.trentfurniture.co.uk/furnishing-Cafés-bars-holiday-parks-tips-advice-inspiration-Cafe-furniture-ideas> on 11-8-19.
21. Retrieved from: <https://comelite-arch.com/blog/Cafe-Interior-design/> on 12-8-19.
22. Retrieved from <https://www.hepworth-acoustics.co.uk/> on 12-8-19.
23. Retrieved from www.quantifiedmarketing.com/restaurantideas on 15-9-19
24. Retrieved from: <https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.pinterest.com%2Fpin%2F424464333602344374%2F&psig=AOvVaw38vFJrISWgAPDv8ZutbwmG&ust=1585290532783000&source=images&cd=vfe&ved=0CAIQjRxqFwoTCKi57-7Bt-qCFQAAAAAdAAAAABAE> on 2-3-20.

25. Retrieved from: <http://backthebadge.us/gardening/best-11-page-774478467149378066-skillofking-com/> on 2-3-20.
26. Retrieved from: <https://www.google.com/url?sa=i&url=http%3A%2F%2Fbesthomdec.com%2Ffake-spider-plant&psig=AOvVaw2DtRFeikjuKDU5ACxtwoxC&ust=1585291634027000&source=images&cd=vfe&ved=0CAIQjRxqFwoTClils9nFt-gCFQAAAAAdAAAAABAD> on 2-3-20.
27. Retrieved from: <https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.repotme.com%2Fpages%2Fjade-plant-care-choosing-the-right-pot-and-soil-succulent-care&psig=AOvVaw2b0UachvLkA8YTbi5rqSUy&ust=1585291678609000&source=images&cd=vfe&ved=0CAIQjRxqFwoTCKDZ0fLFt-gCFQAAAAAdAAAAABAR> on 4-3-20.
28. Retrieved from: <https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.nauticalplace.com%2F12-Wood-Brass-Ships-Wheel-p%2Fsh8760.htm&psig=AOvVaw3tylem9T6PIQWdubOYb51m&ust=1585291993943000&source=images&cd=vfe&ved=0CAIQjRxqFwoTCPDtsYfHt-gCFQAAAAAdAAAAABAD> on 4-3-20.
29. Retrieved from: <https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.123rf.com%2Fphoto-141421855-stock-vector-set-of-cute-oar-paddle-boat-in-cartoon-style-isolated-wood-kayak-symbol-lumbar-sign-for-fabric-patte.html&psig=AOvVaw3QalrfRzTbLJqlaHqKoeWa&ust=1585292075140000&source=images&cd=vfe&ved=0CAIQjRxqFwoTCMDKu7PHt-gCFQAAAAAdAAAAABAD> on 5-3-20.
30. Retrieved from: <https://www.canstockphoto.com/tiki-traditional-hawaiian-tribal-mask-58493357.html> on 6-3-20.
31. Retrieved from: <https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.worldmarket.com%2Fproduct%2Fceramic-sevilla-planter-collection.do&psig=AOvVaw3Qr227EblGKyJDcwpkztY4&ust=1585292618403000&source=images&cd=vfe&ved=0CAIQjRxqFwoTCMCUu7PJt-gCFQAAAAAdAAAAABAJ> on 6-3-20.
32. Retrieved from: https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.greenandvibrant.com%2Fareca-palm&psig=AOvVaw2TgrU8pxh0-R_ar22tDS-P&ust=1585292745683000&source=images&cd=vfe&ved=0CAIQjRxqFwoTCPCDn_TJt-gCFQAAAAAdAAAAABAD on 8-3-20.

Appendices



APPENDIX-I
OBSERVATION SCHEDULE

Section-1

Observation schedule to assess the selected Café of Vadodara city to redesign the Interiors of the Café. Please fill out the information given below:

Name of Café: _____

Location of Café: _____

Size of Café: _____

Year of Establishment: _____

Entry Measurements

Width: _____

Height: _____

Capacity of the Café: _____

Section-2

Given below are the statements to assess the Interior aspects of selected Café of Vadodara city. Read each statement listed here and tick mark (✓) on the appropriate option.

A	Floor
1	Type of Floor (i)Hard flooring: (ii)Soft flooring:
2	Type of Floor covering (i)Wood: (ii)Brick: (iii)Laminate: (iv)Rubber: (v)Stone: (vi)Vinyl: (vii)Tiles: (viii)Cement: (ix)Artificial grass:
3	Colour of the floor: (i)Dark: (ii)Medium: (iii)Light:
4	Condition of floor (i)Non Slippery and Even: (ii)Uneven: (iii)Broken: (iv)Slippery: (v)Scratch proof / Anti-Skit:
5	Texture of floor (i)Smooth: (ii)Rough: (iii)Shiny: (iv)Matte:
B	Wall
1	Type of Wall covering (i)Paint: (ii)Plaster: (iii)Tiles: (iv)Wallpaper: (v)Wooden panel: (vi)Laminate: (vii)Brick: (viii)Stone: (ix)Mirror:
2	Texture of Wall (i)Smooth: (ii)Rough: (iii)Shiny: (iv)Matte:

3	Wall A- (i)Colour: (ii)wall covering: (iii)Texture: Wall B- (i)Colour: (ii)wall covering: (iii)Texture: Wall C- (i)Colour: (ii)wall covering: (iii)Texture: Wall D- (i)Colour: (ii)wall covering: (iii)Texture:
C	Ceiling
1	Material used in Ceiling (i)Paint: (ii)Gypsum: (iii)Metal: (iv)Wood: (v)Fibre: (vi)Glass: (vii)Plaster of Paris:
2	Colour of Ceiling:
3	Texture of Ceiling (i)Smooth: (ii)Rough: (iii)Shiny: (iv)Matt:
D	Lighting
1	Lighting (i)Natural light: (ii)Artificial light:
2	Types of artificial light (i)General light: (ii)Task light: (iii)Accent light:
3	Type of Glare (i)Indirect: (ii)Direct:
4	Does light create shadow? (i)Yes: (ii)No:
5	Is the natural light in Café sufficient in terms of visibility? (i)Yes: (ii)No:
6	Is the artificial lighting used in Café sufficient in terms of visibility? (i)Yes: (ii)No:
E	Door
1	Number of doors:
	Door-I Type of door: Material of door: Dimension of door: Door-II Type of door: Material of door: Dimension of door:
F	Windows
1	Material of Window (i)Wood: (ii)Glass: (iii)Fibre: (iv)Metal: (v)PVC: (vi)Aluminium:
2	Type of window (i)Fixed: (ii)Hung: (iii)Sliders: (iv)Casement: (v)Any other:
3	Type of window Treatment (i)Shades: (ii)Blinds: (iii)Shutters: (iv)Curtains:
4	Dimension of window:: (i)Height: (ii)Length:
5	Is window properly placed in Café in terms of proper ventilation? (i)Yes: (ii)No:
G	Electrical equipment in the Café
1	Ac facility (i)Present: (ii)Not present:

2	Ceiling fans (i)Present: (ii)Not present:
3	Wall mounted fans (i)Present: (ii)Not present:
H	Sound and Acoustic
1	Materials used for sound proofing in Interiors of the Café (i)Acoustic Panel/Rockwool: (ii)Mass loaded vinyl (MLV): (iii)Noise and sound isolation foams: (iv)Any other:
2	Does the Music inside of Café disturb the environment outside? (i)Yes: (ii)No:
3	Acoustic material used in: (i)Walls: (ii)Ceiling: (iii)Floor:
I	Furniture
1	Type of furniture (i)Chair: No. of chairs: Material: Colour: (ii)Sofa: No. of sofa: Material: Colour: (iii)Table: No. of table: Material: Colour: (iv)Bar stool: No. of bar stool: Material: Colour: (v)Any other specify:
2	Table type-1 Length: Width: Height:
3	Table type-2 Length: Width: Height:
4	Table type-3 Length: Width: Height:
5	Is the Chair Height appropriate? (i)Yes: (ii)No:
6	Is Furniture placement appropriate? (i)Yes: (ii)No:
7	Is the Clearance space between Chairs & Tables inside Café sufficient to avoid overcrowding? (i)Yes: (ii)No:
8	Is there sufficient space for Group seating in the Café? (i)Yes: (ii)No:
9	Is the seating arrangement in the Café Comfortable for the users? (i)Comfortable: (ii)Average: (iii)Not-comfortable:
J	Cleanliness and hygiene in the Cafe
1	Are the Surface areas, Table Tops and Chairs cleaned regularly at least twice a day? (i)Yes: (ii)No:
2	Are the Floor and Walls in the Café kept neat & clean? (i)Yes: (ii)No:
3	Is the Pest Control Treatment regularly done in the Café? (i)Yes: (ii)No:

4	Is any Bad Odour present inside the Café? (i)Yes: (ii)No:
5	Is Odour from the cooking area affecting the environment in the main Café sitting area? (i)Yes: (ii)No:
K	Ambience
1	Are Interior design and decoration of the Café visually appealing? (i)Yes: (ii)Neutral: (iii)No:
2	Is the Interior design of the Café creative in terms of Aesthetic and Functionality? (i)Yes: (ii)Neutral: (iii)No:
3	Does the Music and Sound give a pleasant feeling? (i)Yes: (ii)Neutral: (iii)No:
4	Is the Fragrance inside the Café pleasant? (i)Yes: (ii)Neutral: (iii)No:
5	Is the Temperature in the Café comfortable? (i)Yes: (ii)Neutral: (iii)No:

APPENDIX-II
INTERVIEW SCHEDULE
Needs and Requirements of the Client

Please indicate as to what aspects of Interior design are available in Café and what are needed.

Sr.no	Interior aspects	Availability		Needed	
		Yes	No	Yes	No
A	Floor				
1	Type of Flooring				
	Hard floor				
	Soft floor				
2	Type of floor covering				
	Wood				
	Brick				
	Laminate				
	Rubber				
	Stone				
	Vinyl				
	Tiles				
	Cement				
	Artificial grass				
3	Texture of Floor				
	Smooth				
	Rough				
	Shiny				
	Matt				
B	Wall				
1	Type of wall covering				
	Paints				
	Plaster				
	Tiles				
	Wallpapers				
	Wooden panels				
	Laminates				
	Brick				
	Stone				
	Mirror				
2	Texture of wall				
	Smooth				
	Rough				
	Shiny				
	Matt				

C	Ceiling				
1	Material of ceiling				
	Paint				
	Gypsum				
	Metal				
	Wood				
	Fibre				
	Glass				
	Plaster of Paris				
2	Texture of ceiling				
	Smooth				
	Rough				
	Shiny				
	Matt				
D	Lighting				
	Natural lighting				
	Artificial lighting				
1	Type of artificial lighting				
	General light				
	Task light				
	Accent light				
2	Type of glare				
	Indirect				
	Direct				
E	Door				
1	Type of door				
	Swinging door				
	Revolving door				
	Sliding door				
	Folding door				
	Rolling shutter door				
	Pocket door				
	French door				
	Pivot door				
2	Material of Door				
	Wood				
	Glass				
	Fibre				
	Metal				
	PVC				
	Aluminium				
F	Windows				
1	Material of window				
	Wood				
	Glass				
	Fibre				
	Metal				
	PVC				

	Aluminium				
2	Types of window treatment				
	(i)Hard window treatment				
	Shades				
	Blinds				
	Shutters				
	(ii)Soft window treatment				
	Curtains				
G	Electrical Equipment in the Café				
1	Ac facility				
2	Ceiling fans				
3	Wall mounted fans				
H	Sound and Acoustic				
1	Acoustic material used in				
	Walls				
	Floor				
	Ceiling				
I	Types of Furniture in the Café				
	Chair				
	Sofa				
	Table				
	Barstool				
	Puffy table				

APPENDIX-III
CLIENT'S PROFILE

Please fill out the information given below.

(A) Information about the Client

(1) Name of the Client: - _____

(2) Contact Number:-Office- _____

Mobile- _____

(B) Information about the Café

(1) Address of the site: _____

(2) Existing area of the Café: _____

(3) Approximate budget given by the Client: _____

(4) Seating capacity Existing: _____

Expected: _____

(5) Any specific requirements for the Café as preferred by the Client:

Abstract



ABSTRACT

In the past years, Cafés and Coffee Culture has grown so rapidly across the world, that the majority of people have adopted going frequently to Cafés as a part of their daily lives and practices. Cafés are very familiar among a wide range of population across the world. The development of pleasant Interior eating-places has gained more interests among Cafe Owners to attract customers who seek exceptional and extraordinary places for Leisure. Café today have become one of the best designed facilities because eating out today has become fashionable and customers expect to have outstanding environments when they visit Cafés. It is important to have a pleasant Interior in a Café as it affects the minds of the customers.

Interior design of the Café has a great influence on the image of the Café and can act positively or negatively for the customer perception of the Cafe image. Interiors of the Café has to be maintained throughout the time and changed or improved according to the trends in the current market. The Designer redesigned the Interiors of the Café, Based on the needs and preferences of the Client, with two objectives (a) To assess the needs & preferences of the client with regards to Interiors of selected Café. (b) To redesign the Interiors of selected Café and provide detailed working drawings with Cost estimation for the same.

The Observation sheet was used to gather the details on the existing Interior features of the Café namely, Floor, walls, Ceiling, Lighting, Doors, Electrical equipment, Sound and Furniture. The Interview schedule was used to identify the needs and preferences of the Client regarding the Interior of the Café.

The Findings of the research revealed that the Flooring of the Café was a combination of hard and soft Flooring material, walls were covered with wood panelling, Blue colour paint, Bamboo sticks and two walls were transparent glass walls. Ceiling was painted with a dark Grey colour. Filament bulbs were used as lighting fixtures. The main entry door was made up of transparent glass. The Café had Chairs, Coffee tables and Bar stools as Furniture. The Chairs were made up of plastic, Coffee tables and Bar stools were made up of wood, Coffee tables were painted with Black colour and Bar stools were painted with Brown colour.

The Designer gave two design options to the Client from which the Client chose the second option and the Designer gave cost estimation for the same. The Designer have designed the exterior and the dining area. In design option 1, the Designer have changed transparent glass door and walls into turquoise coloured French glass door and walls. For the exterior wall, Designer have proposed yellow colour paint which helps the turquoise coloured door and walls to emphasize. The Designer have increased the seating capacity from 25 to 34.

The Designer proposed turquoise and white vitrified tiles for the floor. Brown brick cladding, Yellow & light Grey colour paint was proposed for walls, and yellow soundproofing paint was proposed for the ceiling. Filament bulbs, Trek lights and Ceiling lights were proposed for lighting. The Designer have proposed Chairs, Coffee tables and Bar stools of Pine wood. The accessories proposed included a PVC

signage board of the name of the Café, Wooden Anchor, Wooden Bottle shelf, Plants and Pots.

In Design option 2, the Designer have changed transparent glass door and walls into blue coloured French glass door and walls. For the exterior wall, Designer have proposed light grey colour paint which helps the blue coloured door and walls to emphasis. The Designer have increased the seating capacity from 25 to 32.

The Designer proposed Blue and White Terrazzo tiles for the floor. White Brick Cladding, Wood Panelling and Blue & light Grey colour paint was proposed for walls, and light Grey soundproofing paint was proposed for the Ceiling. Filament bulbs, Trek lights and Ceiling lights were proposed for lighting. The Designer has proposed Chairs, Coffee tables, bar stools, one seater Sofas and three seater sofas of Pine wood. Accessories like, PVC Signage Board of the name of the Café, Wooden Ship Wheel, Wooden Surfing Boards & Paddles, Wooden bottle shelf, Plants and Pots were proposed. Moreover, Drawings of The Flooring Details, Four Wall Elevations, Electrical Layout, Furniture Arrangement and Working Drawing of design option 1 & 2 and Elevations & 3d View of Furniture and 3d Drawing of the Café design option 2 for the present research was given to The Client. The total estimated Budget for the Café design option 2 was ₹3,90,037.