

## INTERIOR DESIGN CODES OF COFFEE SHOPS AS THE THIRD PLACE DURING THE COVID 19 PANDEMIC: Z-GENERATION AND DISTANCE CONCEPT

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### ABSTRACT

The studies conducted on the changes encountered during the pandemic are frequently concerned with the modification of the residence and the workplace. Although these studies are sufficient to reveal the needs of private areas and workplaces during the pandemic, there are not enough studies on the position of coffee shops as the 3rd place in the pandemic process. third wave coffee shops have the potential to demonstrate technology-driven changes in the utilization of space during the socialization and work experiences of Generation Z in the pandemic process. third wave coffee shops reveal the evolution of the concept of distance and interior design codes during the pandemic process. In this study carrying out a mixed method design, a questionnaire, space syntax method, and semi-structured discussions were used. The purpose of this study is to analyze the evolution of Generation Z's perception of distance, spatial expectations, and new interior design codes. The key findings indicate that Generation Z users utilize third wave coffee shops primarily for work and socialization and reconsider the concepts of virtual and physical distance with the pandemic. Another promising finding is that Generation Z users point out that third wave coffee shops should change in tandem with how the pandemic has evolved, and they have visions for the necessity. In this way, the study contributes to the design of spaces that meet the expectations of users of Generation Z in light of their evolving perception of distance.

**Keywords:** Interior design, third wave coffee shop, Generation Z, Physical distance, Virtual distance.

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## PANDEMİ SÜRECİNDE 3. YER OLARAK KAHVE DÜKKANLARININ İÇ MEKAN TASARIM KODLARI: Z KUŞAĞI VE MESAFE

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### ÖZET

Pandemi sürecinde yaşanan değişimlerle birlikte yapılan çalışmalar sıklıkla konutun ve ofisin dönüşümüyle ilgilidir. Bu çalışmalar pandemi sürecinde özel alanların ve çalışma mekanlarının gereksinimlerini ortaya koyma noktasında yeterli olsa da üçüncü yer olarak kahve dükkanlarının pandemi sürecindeki konumuna dair yeterli çalışma yoktur. 3. Nesil kahve dükkanları Z kuşağının pandemi sürecinde sosyalleşme ve çalışma deneyimleri sırasında mekan kullanımlarında yaşanan teknoloji odaklı değişim ve dönüşümleri gösterme potansiyeline sahiptir. Pandemi sürecinde mesafe kavramının ve iç mekan tasarım kodlarının dönüşümü 3.Nesil kahve dükkanları üzerinden okunabilmektedir. Karma araştırma yöntemi kullanılan çalışma; anket çalışması, mekan dizim yöntemi ve yarı-yapılandırılmış görüşmelerden oluşmaktadır. Çalışmada, Z kuşağı kullanıcılarının mesafe algılarındaki değişimi, mekânsal beklentilerini ve yeni iç mekan tasarım kodlarını incelemek amaçlanmaktadır. Temel bulgular, Z kuşağı kullanıcılarının 3. Nesil kahve dükkanlarını çalışma ve sosyalleşme olarak iki ana amaç doğrultusunda kullandıklarını, sanal ve fiziksel mesafe kavramlarını pandemi ile yeniden ele aldıklarını, 3. Nesil kahve dükkanlarının pandeminin dönüştürdükleriyle paralel olarak değişmesi gerektiğini belirttiklerini ve bu gerekliliğe yönelik öngörülerinin olduğunu işaret etmektedir. Bu anlamda çalışma, değişen mesafe algısı doğrultusunda Z kuşağı kullanıcılarının beklentilerini karşılayan mekanlar tasarlanmasına yardımcı olmaktadır.

**Anahtar Kelimeler:** İç mekan tasarımı, 3. Nesil kahve dükkanları, Z kuşağı, Fiziksel mesafe, Sanal mesafe.

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## 1. INTRODUCTION

Considering its global consumption, coffee, which is a traditional beverage in numerous cultures, is an integral component of our daily lives. There are multiple concurrent stories in the 600-year history of coffee. In this regard, Tucker (2017) highlights that coffee acquires value for individuals due to the manner in which it is prepared and served, the places or circumstances in which it is consumed, and their attachment to and affection for their beliefs and feelings about drinking coffee.

In general, coffee types, production, and consumption are analyzed in three waves, reflecting changes in consumers' tastes and lifestyles: the 1st, 2nd, and 3rd waves (Ünan Goktan and Uslu, 2021). The 1st wave represents reasonably affordable coffees sold as quick-dissolving blends that are primarily suited for domestic consumption and are readily available in supermarkets. The 2nd wave is the one dating back to 1966 which is located in big cities, airports, and shopping centers and is attributable to specific franchised companies. In general, coffee types, production, and consumption are analyzed in three waves, reflecting changes in consumers' tastes and lifestyles: the 1st, 2nd, and 3rd waves (Ünan Goktan and Uslu, 2021). The 1st wave consists of reasonably priced coffees sold as quick-dissolving blends primarily for domestic consumption and readily available in supermarkets. The 2nd wave, which dates back to 1966, is concentrated in major cities, airports, and shopping malls and is attributed to specific franchised companies. The third wave coffee movement, which started in 2003, refers to coffees made from high-quality ingredients. The origins of these ingredients are considered, and roasting and brewing procedures strive to preserve the quality of the product. Also, these coffees are prepared by skilled baristas utilizing a

variety of equipment. (Rosenberg, Swilling, and Vermeulen, 2018).

According to Manzo (2015), the third wave coffee shops include face-to-face communication, emotional experiences, and community. This subculture is technology-driven and emphasizes expertise, craftsmanship, face-to-face communication, emotional experiences, and community. Additionally, it uses the Internet frequently as a meeting place for various purposes. Hence, as a means of sharing and socializing diverse cultural experiences, the spatial design of third wave coffee shops is one of the most significant application areas for interior designers in terms of their cultural and social significance.

The Covid-19 pandemic, which started as a real storm at the end of 2019, has evolved in many other unforeseen dimensions, along with its sociocultural, political, and economic dimensions, and has begun to alter public life. During this age, when the internet and socialization grow increasingly important, coffee shops have become one of the most popular venues.

Today, despite the fact that daily life has begun to return to its previous rhythm due to the vaccines developed by various nations, it is evident that nothing is the same as it once was. This breaking process, which is defined by many words or phrases such as "pre- and post-corona period" and "old and new period," has exposed a new notion that cannot be abandoned in daily living practices and will likely continue to have an impact for many years: the idea of distance.

In this regard, the purpose of this study was to determine the spatial expectations of primarily the Generation Z members also known as "digital natives" who can utilize both physical and virtual environments, in the context of the third wave coffee shop idea of distance. Consequently, this

study sought to address the following questions:

- (1) What is the concept of physical and virtual distance for third wave coffee shops for Generation Z after the Covid 19?
- (2) Which interior design codes of third-wave coffee shops are revealed by the spatial demands of the Z generation?

The idea of distance perceived through physical and virtual space experiences has been identified as the primary interior design criteria for Generation Z, whose physical and virtual socialization desires are carried out simultaneously in these coffee shops. This study's primary objective was to establish these linkages.

## 2. THIRD PLACES AND EXPERIMENTS

The concept of the third place, which is defined in a metamorphic sense as the living room of a community, is used to describe spaces with multiple roles where people congregate outside of the home and workplace. They could be coffee shops, cafes, bars, or bookstores. The "third place", which is described by Ray Oldenburg (1999) as an informal public gathering place serving the community, has been an inevitable part of human society for centuries. In this respect, the third wave coffee shops, where social interaction occurs outside of the home and workplace, are also within the scope of a third place. Third places are locations where people can access, experience a feeling of belonging, and engage in pure social interaction, and where individuals are distinct but also equal (Oldenburg and Brissett, 1982).

Crick (2011) defines the third place as a setting in which a person can establish ties and create roots to sustain himself. The researcher additionally asserts that the concept of the third place is not limited to a physical meaning and that virtual locations also qualify as third places. For many years, the concept of third place comprised solely

physical locations; however, with the reality of a technology-driven life, virtual places are now included in the notion of third place. Olsen, Carroll, and Brody (1994:8) similarly define coffee places, which can be evaluated within the commercial third place, as "the ideal place for people who want to be alone but need a company for it."

Places are characterized by physical features and by the corresponding behavior of the occupants. In the digital world, places are also characterized by people's virtual behaviors and activities. Although virtual behaviors often occur in computer-mediated formats, these behaviors are no different from traditional forms of behavior in which people interact, exchange ideas, share knowledge, do business, or have a discussion. This means that in today's world of telecommunication and technological advancement, virtual behaviors can and do occur wherever wireless connections are available. It can then be assumed that traditional 'place attributes' such as sociability, control, community, and privacy apply to both physical and virtual places (Axtell, Hislop, and Whittaker, 2008; Wilson and Leighton, 2002). From this perspective, commercial third places will likely appeal to a younger generation that is highly accustomed to technology and less focused on communication and engagement than the conventional third place. Young people will be drawn to both the virtual third place and the hybrid third place, which provide them with everything they might desire (Crick, 2011).

## 3. A GENERATION BORN INTO TECHNOLOGY: GENERATION Z

As locations where Generation Z and Generation Y preserve their physical and virtual social tendencies, third wave coffee shops continue to operate with new distance regulations and spatial differences amenable to change. With the pandemic, they remain the third most significant

location in our life, especially as virtual and hybrid spaces.

Generation Z lives in harmony with technology because they were born in a technologically superior period. This generation is referred to as "Generation I" or "The internet Generation." (Levickaite, 2010). McCrindle and Wolfinger (2009) characterize Generation Z as those who are sensitive to environmental and political events, and they underline that this generation is distinct from prior ones due to their upbringing in technology, mass marketing, politics, and popular culture.

Generation Z is receptive to advances they find useful in daily life. They are able to adapt to these developments even if they are not related to communication or social media (Ağaoğlu Çobanlar, 2020). Generation Z is able to engage in both physical and virtual sociability in the same location because it has the ability to successfully handle both types of socialization. While conversing with his friends and sipping coffee, they can also continue their virtual talk on their mobile phones. They even establish a connection between locations by sharing photographs and videos and reduce the gap between actual and virtual locations. Due to their active use of social media, many coffee shops include "Instagram corners/surfaces" defined by interior design applications.

With the pandemic, however, the concept of distance between physical and virtual environments was readily surmounted by technology-based devices, while behavioral models in physical spaces and the concept of the distance needed to be revisited. This study examined the transition process and how Generation Z handles it.

#### **4. DISTANCES BETWEEN US DUE TO THE COVID-19**

Distance influences all of our interpersonal

and spatial relationships. All of a person's relationships with other individuals and his or her surroundings are characterized by specific distances. Indeed, people all throughout the world have been drifting apart since March 2020. Since March 2020, distances have taken on a new dimension due to the need for individuals all across the world to be in lockdown and isolated. Sommer (1969) introduced a new spatial and perceptual basis to the concept of distance through his research revealing that when the furniture in a house is rearranged, the residents' behavioral patterns also change. This research was part of a new approach that emerged in the 1960s to examine the relationships between the environment and behavior. In the same period, Edward T. Hall (1966) first proposed the concept of personal space. Despite the fact that the concept of personal space varies depending on the nature of the interaction between individuals, it refers to the distance and angle that individuals want to maintain when engaging. We now have new definitions of distance, including intimate distance, personal distance, social distance, and public distance, according to Hall's research.

The Covid-19 pandemic has made it necessary to reconsider the concept of distance. Regarding distance, WHO said, "physical distance helps limit the spread of the Covid-19" (http1). WHO highlighted physical distance by stating, "This means we keep a distance of at least 1 meter from each other and avoid spending time in crowded places or in groups(http1). Nonetheless, as a result of the pandemic, our intimate distance is now greater than our social distance. This change has altered our relationships with one another and all of our spatial relationships, demanding their reinterpretation.

Now, the notion of distance has emerged as one of the most important interior design criteria, affecting and determining all of our spatial interactions and providing interior designers with new limitations and chances to establish new spatial relationships.

The Covid-19 restrictions have also transformed

the workplace, education, commerce, and leisure. Users and designers began to force architecture to accommodate multiple uses of business/ education, commerce/entertainment, and intimate/public distance. (Maturana, Salama, and McInney, 2021). In the new post-pandemic era, third wave coffee shops and spatial relations are being tested with the concept of distance, and interior designers are awaiting new commissions for Generation Z. Today, we are redefining spaces through technologically-driven experiences, such as Work From Home and Work From Anywhere, which have become the new normal in our lives. With the pandemic, the transition between reality and virtuality disrupted our traditional behaviors and made it possible for us to quickly adapt to the anticipated technology-based future. Our socialization experience has begun to take on a new dimension as a result of the pandemic, which has altered not only our routines and habits but also our interactions with places along with our new experiences. third wave coffee shops, which play a significant role in the socialization process, are also a component of this transition.

## 5. METHOD

In this study, which aimed to determine the distance and experiences of the new generation users in the third wave coffee shops after the Covid-19 and the interior design codes related to this, qualitative and quantitative data collection instruments were used together, and the study was designed using the mixed method. A mixed methods research design is a procedure for

understanding a research problem by collecting and evaluating data using both quantitative and qualitative research instruments in a single study. (Gay, Mills, and Airasian, 2012; Fraenkel, Wallen, and Hyun, 2012). According to Tashakkori and Creswell (2008), the most fundamental advantage of mixed methods research is its flexibility, which is contingent on the researcher's ability to profit effectively from both qualitative and quantitative approaches in accordance with the purpose of the study. (Firat, Yurdakul and Ersoy, 2014). In sequential explanatory design (QUANTITATIVE→qualitative), qualitative data are mostly acquired and examined after the quantitative data have been predominantly collected and analyzed. Qualitative data are usually obtained to complement quantitative data.

The research methodology was designed as follows: The quantitative data were obtained using a questionnaire. Then, using the space syntax method, space use maps were created at Hey Joe Coffee, which was the first third wave coffee shop to open in the city center of Eskişehir. The collected data via the questionnaire were evaluated using descriptive statistical methods. Afterwards, qualitative data were collected through semi-structured interviews in order to obtain in-depth information, and the findings from both data groups were then analyzed. Semi-structured interviews were evaluated using descriptive analysis. According to the definition of descriptive analysis, "obtained data are

**Table 1. Diagram.**

<b>Stage 1: Online Questionnaire</b>	With the assistance of various online platforms, the coffee shop users were provided with the questionnaire that had been produced as part of the preliminary research.
	The collected data were analyzed using SPSS program and descriptive statistics.
<b>Stage 2: Space Syntax Method</b>	Using the space syntax method with the users, the usage priorities and sequences in the space usage process were determined.
<b>Stage 3: Semi-structured Interviews</b>	Through semi-structured interviews with users, in-depth information regarding the spatial use and distance relationship of third wave coffee shops during the pandemic process was obtained.
	The obtained data were analyzed by descriptive analysis method.

summarized and interpreted according to preset themes." (Yıldırım and Şimşek, 2016). In this respect, the interviews were coded and presented thematically. To accomplish this, the gathered data are initially described in a methodical and lucid manner. Then, these descriptions are explained and interpreted, and cause-and-effect relationships are studied in order to reach a conclusion. (Yıldırım and Şimşek, 2016).

The stages followed in accordance with the method determined during the research procedure are depicted in the following diagram (Table 1). Within the framework of the defined methodology and in accordance with the predetermined objectives, the research methods were categorized as follows:

### 5.1. Online Questionnaire

The questionnaire, which was designed to determine the preferences, space codes, and future aspirations of coffee shop users, was administered online via Google Forms and 224 participants responded. The questionnaire consisted of four categories. Priorities and expectations, user space experiences, space usage, and future projections were identified as the categories.

#### 5.1.1. Space Syntax Method

The space syntax method was used to create the space use maps of the users of Hey Joe Coffee, which was chosen as the study's sample space, and the application process took place over the course of one week at various time intervals. The purpose was to analyze the space-user interaction and identify user behaviors via the space syntax method (Bafna,2003), which is based on the analysis of the spatial layouts and the mutual interaction of the social structure and space. In the study, 14 regular users of the chosen sample space were requested to create space use maps using the provided template. During the pre-interview, in which the users were asked to draw space use maps, they indicated that they used the spaces for two distinct reasons, namely

socializing and studying. According to the maps created by users for studying and socializing, individual space intensity distribution maps of each user were obtained. As a result of these space intensity distribution maps, it is evident that the intensity of space usage intensifies for the aforementioned purposes, and the combination of these two intensity maps was used to identify mostly used spaces in Hey Joe Coffee.

#### 5.1.2. Semi-structured Interviews

The purpose of this section was to conduct an in-depth analysis of the spatial expectations of participants from third-wave coffee shops during and after the Covid-19 pandemic, as well as to determine the impact of their physical and virtual sociability preferences on the concept of 'distance'. Semi-structured interviews were conducted with 10 users of Hey Joe Coffee, which served as the study's sample venue. The data on the use of 3<sup>rd</sup> wave coffee shops and the participants' relationship with distance were thematized using the descriptive analysis method.

## 6. FINDINGS

The purpose of this section was to conduct an in-depth analysis of the spatial expectations of participants from third-wave coffee shops during and after the Covid-19 pandemic, as well as to determine the impact of their physical and virtual sociability preferences on the concept of 'distance'. Semi-structured interviews were conducted with 10 users of Hey Joe Coffee, which served as the study's sample venue. The data on the use of 3<sup>rd</sup> wave coffee shops and the participants' relationship with distance were thematized using the descriptive analysis method.

### 6.1. Online Questionnaire

The data collected from 224 participants of the questionnaire were analyzed. Upon analysis of the demographic data, it was determined that 155 participants (69.2%) were female, 67 (29.9%) were male, and two did not choose to disclose their gender. Of all the participants in the study, 129 (57.6%) were aged between 21-30 years old,

**Table 2.** *Priorities in choosing a third wave coffee shop.*

Priorities	n	%
Quality and taste of coffee	175	78,1
Urban location	138	61,6
Interior design	135	60,3
Having interior-exterior areas	132	58,9
Music preferences	119	53,1
The smell in the space	79	35,3
Access to plug	71	31,7
Furniture preferences	69	30,8
Lighting preferences	68	30,4
Wi-Fi	60	26,8

31 (13.8%) between 11-20 years old, 27 (12.1%) between 31-40 years old, and 20 people (8.9%) between 41-50 years old. The participants hold diverse occupations, including 92 students, 28 educators, and 104 people in other professions.

Of all the participants, 91 (40.6%) preferred third wave coffee shops, 71 (31.7%) 2nd wave coffee shops, 10 (4.5%) preferred 1st wave coffee shops. In addition, 45 individuals (20.1%) stated that they did not even notice it. As for the frequencies of all the participants going to third wave coffee shops, 95 individuals (42.4%) went 1-2 times a month, 54 (24.1%) more than once a week, and 41 (18.3%) went once a week. It was observed that 8 individuals (3.6%) preferred to go every day; that the frequency of 12 individuals' visit to third wave coffee shops (5.3%) was not known; and

that 14 (6.3%) did not go. The time spent in the space was more than 1 hour for 107 individuals (47.8%), 30 minutes - 1 hour for 73 (32.6%), and 15-30 minutes for 19 (8.5%).

### 6.1.1. Priorities and expectations

The priorities and expectations of the users in their third wave coffee shop preferences are presented in Table 2.

It was discovered that 175 respondents (78.1%) rated coffee quality as more important than Internet access (26.8%).

Responses to another question demonstrated that users' expectations on the quality of the space in pandemic conditions were as follows: More open space was expected by 61 people (27.2%), hygienic surfaces and materials by 59 (26.3%), improved ventilation by 39 (17.4%), a

**Table 3.** *The activities mostly preferred in third wave coffee shops.*

Activities preferred most	n	%
Face-to-face chat	214	95,5
Studying alone	74	33
Group work	52	23,2
Face to face meetings	26	11,6
Online chat	12	5,4
Online meetings	6	2,7



more distant seating layout by 29 (12.9%), and individual study rooms by 18 people (8%).

### 6.1.2. Spatial use

The second part of the questionnaire was designed to discover the spatial use of the respondents. Among the participants, the following responses were found regarding their patterns of activity between the coffee shop, home, and school: 65 individuals (29%) reported school-coffee shop-home, 46 (20.5%) workplace-coffee shop-home, 32 (14.3%) home-coffee shop-home, 25 (11.2%) home-coffee shop-school, and 24 (10.7%) home-coffee shop-workplace.

As shown in Table 3, when participants were asked which activity they did most frequently at third wave coffee shops, 214 individuals (95.5% of the sample) preferred face-to-face conversation, whereas 6 people (2.7%) preferred online meetings. The majority of users' experiences in third wave coffee shops involved drinking high-quality and excellent coffee (76.3%), whereas only 36 individuals (16.1%) said they went to feel a sense of belonging.

In addition, when asked to describe their experiences with the spatial layout in detail in response to an open-ended question on the questionnaire, 76 people cited relaxation and 54 participants cited socialization as the description of the experience. Relaxation and socializing come to the fore when considering the users' motives for using 3rd wave coffee shops, and their experiences in this process. However, as a result of the survey, it was not possible to get data on which activities or locations within the space comforted participants. On the other hand, data was collected about the use of the area by people who use it for socialization. While users who prefer face-to-face sociability prefer a double or more crowded seating area, users who will socialize online prefer space sections where they may maintain their auditory privacy while being close to an internet connection and an electrical outlet.

Furthermore, 93 participants (41.5%) used the

space to experience the pleasure of drinking coffee, 71 (31.7%) to socialize, 18 (8%) to get service and pause before or after home, school, and/or work, 11 (4.9%) to study, 10 (4.5%) to hold meetings and do collective work, 9 (4%) to be alone, 5 (2.2%) to meet their nutritional needs, and 7 participants (3.2%) used the space for other purposes. 93 participants (41.5%) chose outdoor seating, 54 (24.1) semi-open seating, and 50 (22.3) calm and quiet interiors when questioned about the portions of third wave coffee shops they most commonly used. Examining the seating preferences of the participants revealed that 82 persons (36.6%) preferred double seating, 65 (29%) liked quadruple seating, 42 (18.8%) chose group seating, and 33 (14.7%) selected solitary seating. In terms of seating unit preferences, 114 participants (50.9%) preferred seating areas with sofas, 48 (21.4%) groups of sofas for studying/dining, and 28 (12.5%) preferred outdoor garden furniture. In addition, 20 participants (8.9%) stated that they did not even notice it. Lastly, 10 participants (4.5%) reported that they preferred the seating units they brought with them in interior and exterior areas.

### 6.1.3. Projections

Of all the participants, 84 participants (37.5%) were pessimistic about the potential for third wave coffee shops to become future workspaces and offices while 76 (33.9%) thought that they could be the future offices and workplaces. In addition, 51 participants (22.8%) stated that they had no idea. When the participants were asked about their ideas regarding them as future education spaces, 182 (81.3%) claimed that they would not function as an education space while 42 individuals (18.8%) indicated that they could be future educational facilities.

When probed about their predictions regarding spatial changes, 102 respondents (45.5%) projected that technology-oriented advances would occur, whereas 98 individuals (43.7%) predicted experience-based developments in the



Figure 1. Plan.

In the study, 14 frequent users of the specified sample space were asked to discuss the aforementioned plan, draw space use maps, and briefly explain their preferences. In preliminary interviews with 14 participants, it was revealed that their preferences for utilizing the area for studying and socializing changed. In this respect, the participants were asked to prepare two different maps for their use of the space for studying and socialization purposes (Figure 2).

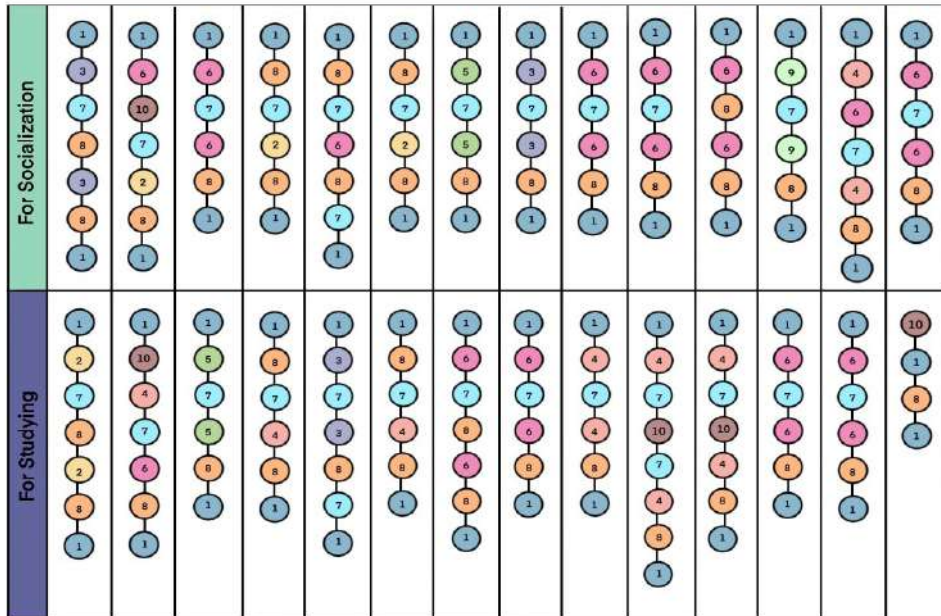


Figure 2. Space Use Maps for Studying and Socialization.

future. However, 18 respondents (8%) indicated that nothing would change. When participants were asked to clarify their predictions in the last three open-ended questions, 80 (46.7%) projected that technology-oriented change will be intense in coffee shops. In addition, 73 participants (42.6%) who predicted experience-oriented change also anticipated that space use would rise and that senses will enable new experiences. Lastly, 18 (10.5%) expected no change.

## 6.2. Space Syntax Method

Following the collection of questionnaire data, space usage data were acquired from the space's users. At this stage, with the help of 14 participants, space use maps of the users were developed based on the space's place sections and various session preferences. As depicted in Figure 1, the plan had different space zones and session preferences.

### 6.2.1. Spatial analysis of users' preferences for academic purposes

11 out of 14 users preferred the space zone with dining/study tables (the 4-6-10th areas) while utilizing the area for study purposes. 8 out of 11 individuals preferred the outside dining/study tables (the 6-10th areas), whereas only 6 utilized the indoor dining/study tables (the 4th areas). Interviews conducted during the research process demonstrated that the location of Internet-accessible plugs and the speed of the Internet were significant variables in the reasons for selecting the study areas. The users also claimed that they favored open or semi-open spaces because they felt safer in these environments. Three participants in the survey reported using the sofas inside for the purpose of studying. Even though they reported that it was more difficult to access the plugs in the seating areas with sofas, these areas were evidently more comfortable when there was no one around. According to the study's usage mapping, 13 participants used the restroom area (the 7th area). They reported that they spent a considerable amount of time in the location while it was used for study purposes,

and therefore frequently visited the restroom for hand washing to satisfy their physical needs and mainly for sanitary reasons. In these interviews, it was also found that students' preferences for learning in real and virtual space had shifted, resulting in revised space use maps.

### 6.2.2. Spatial analysis of users' preferences for socialization purposes

Eight participants in the study were found to favor the semi-open area (the 6th area). Additionally, six individuals liked the interior spaces with sofa seating groupings (the 2-3-5th areas). One individual noted that he or she preferred the bar seating area (the 9th area) for socializing purposes because it was isolated from the circulation sections. In the course of using the space for sociability, it was also discovered that 13 people routinely utilized the restrooms (the 7th area) for sanitary needs.

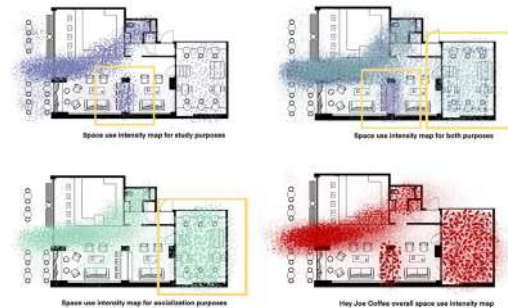


Figure 3. Space Use Intensity Maps.

The participants reported physically and virtually experiencing the socializing process. They reported that the concept of distance had a significant role in the physical socialization process and altered the preferences of space utilization whereas the concept of distance was not a priority in the virtual socialization process. In the semi-structured interviews, the users' perspectives on the concept of distance were analyzed at length.

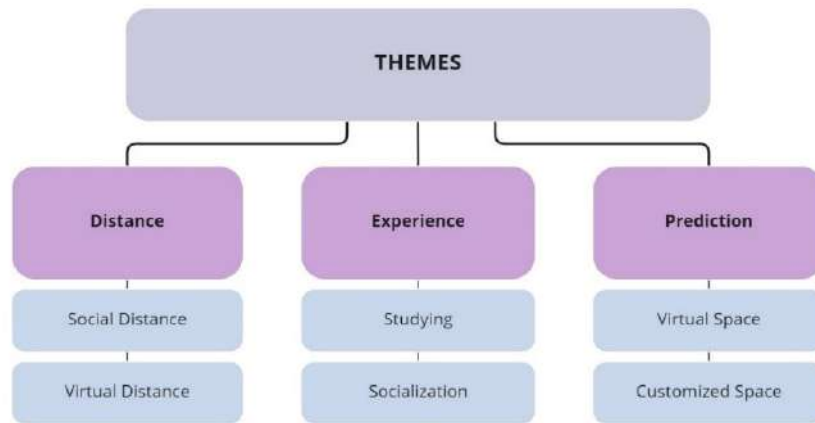


Figure 4. Themes

Figure 3 depicts the usage intensity maps of the space sections as indicated by the users' study and socializing processes. Accordingly, the entrance-exit area (the 1st area), the payment and service area (the 8th area), and the restroom (the 7th area) respectively had the highest frequency of use. Users preferred the dining/study areas (the 4th area) and the semi-open seating area with chairs (the 6th area) equally for the purpose of studying excluding the entrance-exit (the 1st area) and payment (the 8th area) sections. Those who favored the outdoor seating area (the 6-10th area) were found to use the sofa areas (the 2-3-5th areas) with the same frequency.

The semi-open area (the 6th area) and the seating areas with sofas (the 2-3-5th area) made the most intense use of the space for socializing. While the seating area with sofas (the 5th area) near the payment and service area (the 8th area) was chosen over other seating spaces, one person used the bar seating area (the 9th area) for socializing. According to the density map, the entrance-exit area, the payment and service area, the restroom, the semi-open seating area with chairs, the dining/working area, the seating areas with sofas, the outdoor seating area with chairs, and the bar comprise the majority of Hey Joe Coffee's space utilization.

Based on the results of the questionnaire and the space syntactic approach, it was established that the ideas of studying in physical and in virtual environments were commonly employed. Space use maps were shown to have evolved under these new circumstances. The information was utilized to create semi-structured interview guide.

### 6.3. Semi-Structured Interviews

This section presents the findings from the semi-structured interviews. Users were asked about their interaction with the concept of distance in 3rd coffee shops as well as their interior design expectations in the context of learning and socializing in physical and virtual spaces. Figure 4 illustrates the themes in accordance with the study's findings.

#### 6.3.1. Theme 1: Distance

When participants were asked about post-pandemic changes in their coffee shop usage patterns, it was commonly remarked that the concept of distance shifted, particularly throughout the pandemic process (N=10). In addition, they emphasized the significance of physical distance. (N=10); that the virtual distance vanished as they utilized portable technology (N=9); and that the concept of distance differed between real and virtual space (N=10).

### Social distance

Participant 3: "I appreciate the gap between open areas and tables. As these are circulation areas and get packed, I would prefer that the payment area, kitchen, and restroom be located far from where I am seated."

Participant 7: "I keep an eye on the distance between tables where folks I don't know are seated. I prefer semi-open locations where I can keep my social distance."

Participant 8: "I like places where I can keep at least one table between me and the people around me. Usually, there are 1–1.5 meters between each pair of tables. Most of the time, social distance doesn't matter when we sit at the same table with my pals."

The participants reported that the social distance rule in the physical space was of utmost importance to them, that they evaluated sitting alternatives based on the open/semi-open space first, and that they valued social distance in the arrangement of seating elements. (N=9).

### Virtual distance

In the post-pandemic period, it was observed that the habit of using secondary place emerged in third wave coffee shops as a result of access to virtual environments via portable technological devices within the physical area.

Participant 1: I believe distances are shrinking in virtual environments. Even if we aren't in the same physical location, we can still have the kinds of meaningful social interactions that would be impossible otherwise.

Participant 9: "I always sense the virtual distance even when the camera is on since I am aware that people are far away for me. For me, psychologically, it is farther away.

Participant 10: "Any place where there is the Internet or phone can be used for other reasons. "I'm concerned about the shift in the concept of virtual distance."

### 6.3.2. Theme 2: Experience

It was emphasized that people used 3 wave cafes as a place to both work and socialize. This situation also has an impact on the user's spatial experiences in third wave coffee shop interior designs.

#### Studying

Participant 1: "It's crucial to me to have both Internet and plug access when I use it for studying. I can participate in meetings or classes online. I find it beneficial to combine my social and academic goals. I can concentrate on my other projects while also socializing outside.

Participant 10: "I use it to socialize with my pals and to study alone. I can also spend time there when I'm sketching. third wave coffee houses inspire me.

#### Socialization

When participants were asked about their socialization experiences with regard to third wave coffee shops, it was discovered that they evaluated the concept of distance and their evaluations varied based on their physical and virtual socialization experiences. All respondents reported engaging in social activities in both physical and virtual settings.

Participant 3: "I go to third wave coffee shops largely to socialize with my friends and to physically unwind in the midst of a rigorous workday. Chairs and seats are my top priority at all times.

Participant 7: "When we are socializing in groups of three or four people, it is essential that the table be arranged so that everyone can see and hear each other, but there should be some space between our table and other tables. There must be good seating and ample tables."

Participant 1: "I do not want everyone to participate in the discussion. It would be preferable if there were spaces I could only

access when I wanted to engage in virtual social interaction."

Participant 3: "In terms of communication, noise, light, and atmosphere are essential to me. When attending a formal meeting, it annoys me to see individuals coming and going behind. In my virtual socialization, I desire a location where people cannot enter or leave. The area around the loudspeaker is not appealing to me at all." Participants stressed the importance of auditory privacy in the virtual socialization process and outlined their space requirements.

When the participants were questioned about their expectations for the future of these coffee shops, virtuality (N=3) and the specialization of the space portions (N=6) were the most common responses. One individual remarked that he or she lacked forethought.

### 6.3.3. Theme 3: Prediction

Alongside the pandemic, participants' forecasts for the future of third wave coffee shops began to emerge. Consequently, when the responses of the participants are evaluated, two subthemes emerge: virtual space and customized space.

#### Virtual spaces

Participant 1: "Perhaps we won't need it as much when we move into the virtual world and make it a better place to meet people."

Participant 8: "A coffee shop that makes me feel like I'm sipping coffee brewed in my own kitchen is one that I'm willing to pay for. I think I can order coffee online and have the same experience if the coffee shop starts accepting online orders and also offers a virtual reality experience.

#### Customized spaces

Participant 3: "I anticipate there will be sections that cater to specific customers' needs."

Participant 10: "Functions can be expanded. I believe it will be used as a study/meeting place thanks to the customized areas."

## CONCLUSION AND DISCUSSION

This study was conducted to evaluate the approaches of Generation Z customers, often referred to as "digital natives" due to their ability to seamlessly navigate between real and digital worlds, to the ideas of physical and virtual distance, and, in this context, to ascertain the interior design criteria of third wave coffee shops. As a result, overlapping data were collected.

Initially, all of the participants, 224 in total, prefer to drink coffee outside of their homes and workplaces. The majority of respondents preferred third wave coffee shops, with coffee quality, venue location, and venue design being among their top three preferences. In addition, over half of the participants like to spend more than an hour there.

The primary focus of this study is the Internet, which is the fundamental instrument enabling Generation Z to be mobile across both time and location as the next generation of users. The users of this generation, who were born into the Internet and actively use it, have moved almost all of their activities to the virtual environment along with the pandemic and have frequently preferred third wave coffee shops to maintain physical and virtual social socialization during the pandemic period, in which all of society's mechanisms are modified. Firstly, Generation Z chooses third wave coffee shops to mingle and work, with the expectation of drinking high-quality and exquisite coffee. With these preferences, however, people wish to satisfy their sociability demands and have access to a virtual connection via their portable technical devices in the same location. Furthermore, to ensure these possibilities, the internet access power as well as the location and expertise of internet service providers are among the major expectations of Generation Z from interior design. Given this, space preferences are influenced by design decisions that provide socializing and working opportunities in real-time and virtual contexts.

Among the primary expectations of this generation, which enjoys a variety of spatial experiences, is to be able to utilize the same space sections for multiple purposes in third wave coffee shops. Hence, it is of the utmost importance that the study incorporates creative interior design practices for Generation Z that allow them to enjoy coffee, socialize, and work.

While face-to-face interaction is essential for users, it has been found that users within the scope of this study prefer sections with tables in open and semi-open areas. Also, this highlights the importance of prioritizing open and semi-open spaces when designing seating areas for third wave coffee shops. The research indicates that users do not favor close seating options in comfortable seating areas.

Although physical distances are significant in close-quarters relationships, it has also been discovered that interior design plans in close touch with diverse groups are not favored. For this reason, while interior design to improve group interaction has become crucial, the need to limit distances between groups has emerged as an interior design criterion. In addition, when it is utilized for work, it is observed that users desire to protect their personal space in the workplace, and they prefer space sections that meet this demand.

The fact that users who favor third wave coffee shops for both socializing and working prefer warmer and dimmer environments will also play a significant role in space lighting design. Another expectation of space design is that users want to be physically visible to other users in the area without providing a full view. In this context, the atmosphere created in the space is expected to be considered as a design criterion in order to maintain the distance between users and other users.

Moreover, as it stresses the need for greater personal space in working places by interacting

with small groups of one or two people, user expectations include diverse spatial layouts that can be used for online meetings or virtual socialization. Therefore, innovative solutions assuring the use of both physical and virtual settings comprising creative and distinct alternatives within the same space can be considered as interior design criteria. Generation Z consumers expect the protection of visual and auditory privacy during the working process to be a top priority in space design.

It is important to note that as working areas are changing through the process as a result of the Covid-19 pandemic, working styles and working environments, as well as the communication channels in the working process are also undergoing significant changes. In the new world, a social system has been created in which individuals are connected and able to communicate instantly. All members of society are more interdependent and accountable than ever before. (Castells, 1996). While distances between individuals evaporate in the process of online meetings and virtual socialization, the concept of distance in the physical environment becomes even more significant. In this setting, individuals can communicate, move, and interact regardless of location or distance in time and space. (Thompson, 1995).

In light of these findings, the participants' need to keep their visual and auditory privacy during their use of physical space for work or during their virtual sociability experience can be interpreted as an indicator of spatial separation tendencies. When included in the virtual realm, these tendencies and expectations of Generation Z users symbolize the distance between individuals in the physical space. In other words, while the transition to the virtual world in the same place eliminates the spatial distance, users maintain or even increase their social and physical distance from other users of the physical space.

It is still unclear whether pandemic attitudes, behaviors, and expectations will totally shift when the pandemic ends, and whether approaches to physical-virtual space will be maintained. For this reason, interior designers have made third wave coffee shops one of their top priorities. Initially, the real and virtual environment experiences of Generation Z, who perform multiple duties such as socializing and working in the same space, as well as the interaction between these spaces and distance as new design concerns, are new areas of concern for interior designers. New research to be conducted in this context will contribute to the field and aid in the development of creative and innovative space design standards.



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