

- Success Stories -

A field study into the context of a restaurant linked to a social enterprise and its influence on greediness and charitable behaviour.

The Research

"What influence does prior knowledge of a restaurant linked to a charity have on charitable and greedy behaviour of customers?"

The Research is based in Caffee Allee, a Cafe and Restaurant that employs workers that have trouble finding work on the labor market. This includes people with a mental affliction to people with a criminal past.

Caffee Allee gives these workers a fair change at getting a job and finding their way (back) into the labor market or find their place in society.

We are interested in finding out how this concept influences customer loyalty, interaction between people in the restaurant and how social factors influence the charity or greed of patrons.

The Prototype

To create a situation in which customers can learn about the Robin Hood Foundation, we made a prototype called the Success Column. You can see a close up of it in the lower left corner of this poster.

The Success Column is an interactive object that fits right into the decor of Caffee Allee. Users can read text and rotate parts of the column to match stories and pictures to each other.



The Success Column gives subtle feedback when pictures and stories are matched by acting like a small table light.

Pay close attention to Robin Hood Foundation restaurants for more of these popping up!

The Data and Analysis

Before the object was introduced into the context of Caffee Allee, we observed that people were relatively unaware of the link between the cafe and the Robin Hood Foundation.

This had the effect that sometimes customers weren't prepared to be as patient or attentive to the staff as they required. Even causing conflicts at times where customers were dissatisfied and left negative reviews when a simple warning up front could have prevented this.

We believe that the Success Column can help out in cases like this. We observed customers turning the Success Column together and starting a conversation about it. The manager of the restaurant found it a very pleasant way of starting the conversation with customers.

There are steps that still need to be taken to refine the prototype, but the current research can already give us and researchers interested in restaurants combined with good causes some insight in the effect of sharing success stories using an interactive model.

