

Overview

About two weeks ago, I went with my younger sister to the local Starbucks as she requested that I take her to Starbucks as she has not been there for a long period of time and was craving for a cup of coffee from Starbucks. Starbucks is an international coffee brewer that has different types of customers. Among others, some of the customers who frequent Starbucks shops are the elderly who live in the various neighborhoods that have Starbucks coffee shops. In this paper, I present my evaluation of the Starbucks outlet that I visited and how it accommodates the elderly.

Entrance

From the outside, Starbucks appears very attractive and enticing to anyone who is outside. However, the shop only has one door that is used both by people coming in and those coming out. What that implies is that at times people either coming in have to wait for others to come out while those coming out have to wait for others to come in. This can be tiring for the elderly since some of them have walking aids while others are accompanied by their relatives implying that those who have to hold another person's hand for support might find it a challenge to actually get in the shop. Nevertheless, the entrance door is accessible by wheel chair though the fact that it is used by anyone entering the restaurant implies that when the place is busy, those with wheel chairs have to wait longer to get in.

Feel of the shop

Once inside the shop, the place feels warm and welcoming. The interior design is neatly done and that can be said to have been crucial in making people feel valued and

welcomed to the coffee shop. The store has different models of furniture implying that customers can choose the type of furniture that they want to sit in. I found that specific aspect to be very ideal as it gave the elderly the chance to choose where to sit. In addition to that, the shop also has some tables that can be used by those with wheelchairs. However, I did not like the fact that the height of the counter is somehow high and that meant that some of the elderly who were short had to struggle when placing their order.

As far as other aspects of the shop are concerned, I found them to be ideal. For example, there were toilets for the disabled that had ample space, there was adequate signage in the shop, the lighting was fine as it was not too bright and then not too dark, the floor was of wood laminate in some sections and ceramic tiles in other section and that made the place to be very neat and attractive.

In case of assistance, it was not to my expectations as I found that some elderly people had to carry their coffee to the table where they were to have it since there was only one lady who was assisting and the fact that the restaurant was busy meant that some of the people who needed assistance had to wait for long. Moreover, the emergency procedure was not well spelt out since apart from the sign that showed the exit, I never saw the fire assembly point. The bathrooms were clean and had all the necessities such as clean sinks, soap, tissues and hand driers.

Recommendations

From my evaluations, there are three main things that I feel the coffee shop needs to work on in order to ensure that the place is welcoming for all. One of the aspects

entails the assistance available to those who need it. Indeed, I suggest that the outlet hire two more additional assistance since there was only one assistance who was busy throughout and that resulted to some of the elderly people even seeking help from the customers.

Moreover, the shop needs to modify the entrance. Indeed, since this is a busy outlet, there is a need for the shop to have two doors. One should be used as the entrance door while the other one should be used as an exit door. By adding an extra door, the shop would also be safer as people would be easily evacuated if there was an emergency.

Finally, the counter needs to be amended so that the shorter people and the elderly can be able to place their order with no difficulties. In particular, I suggest that there be a section of the counter that is of low height.