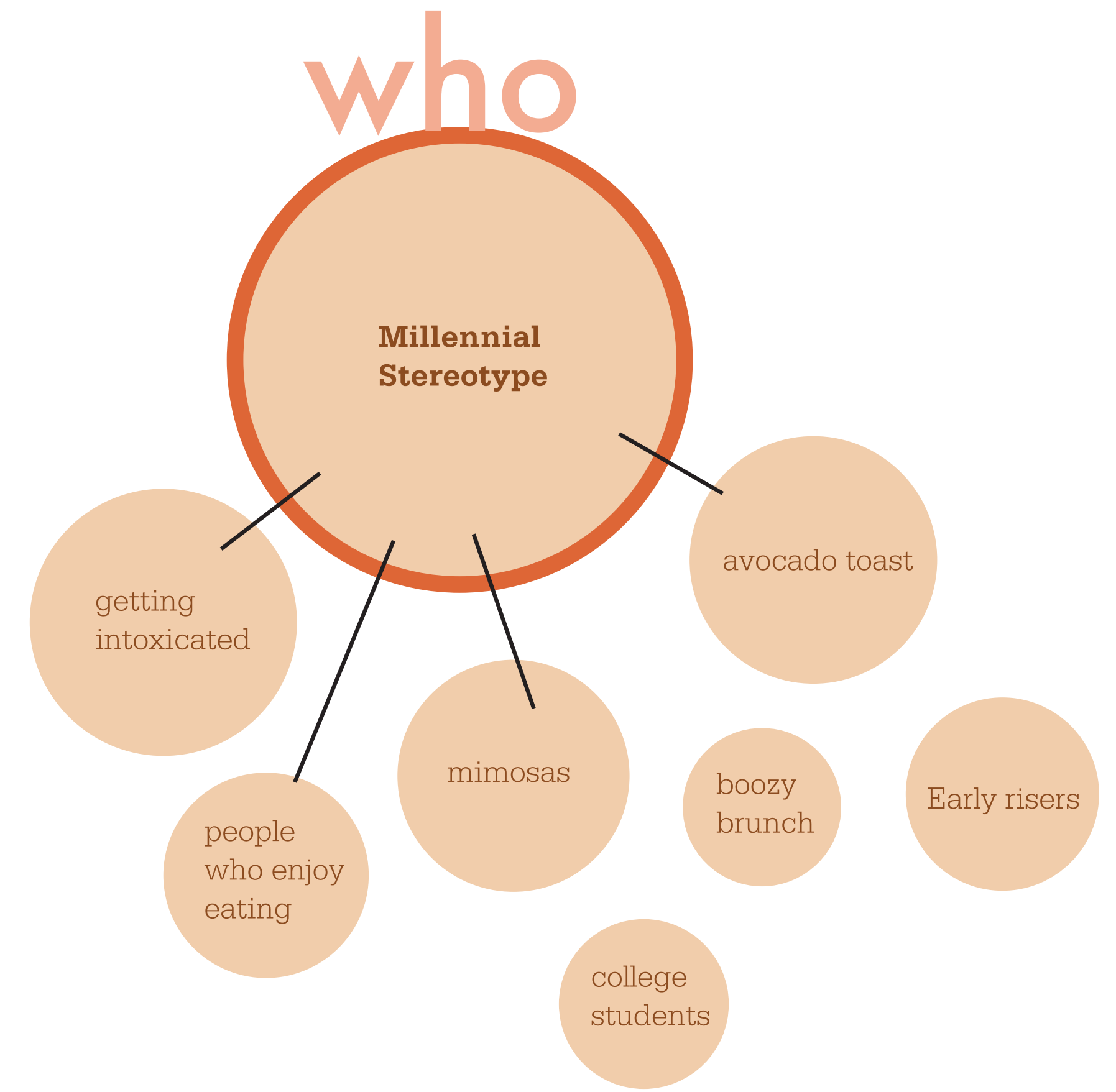
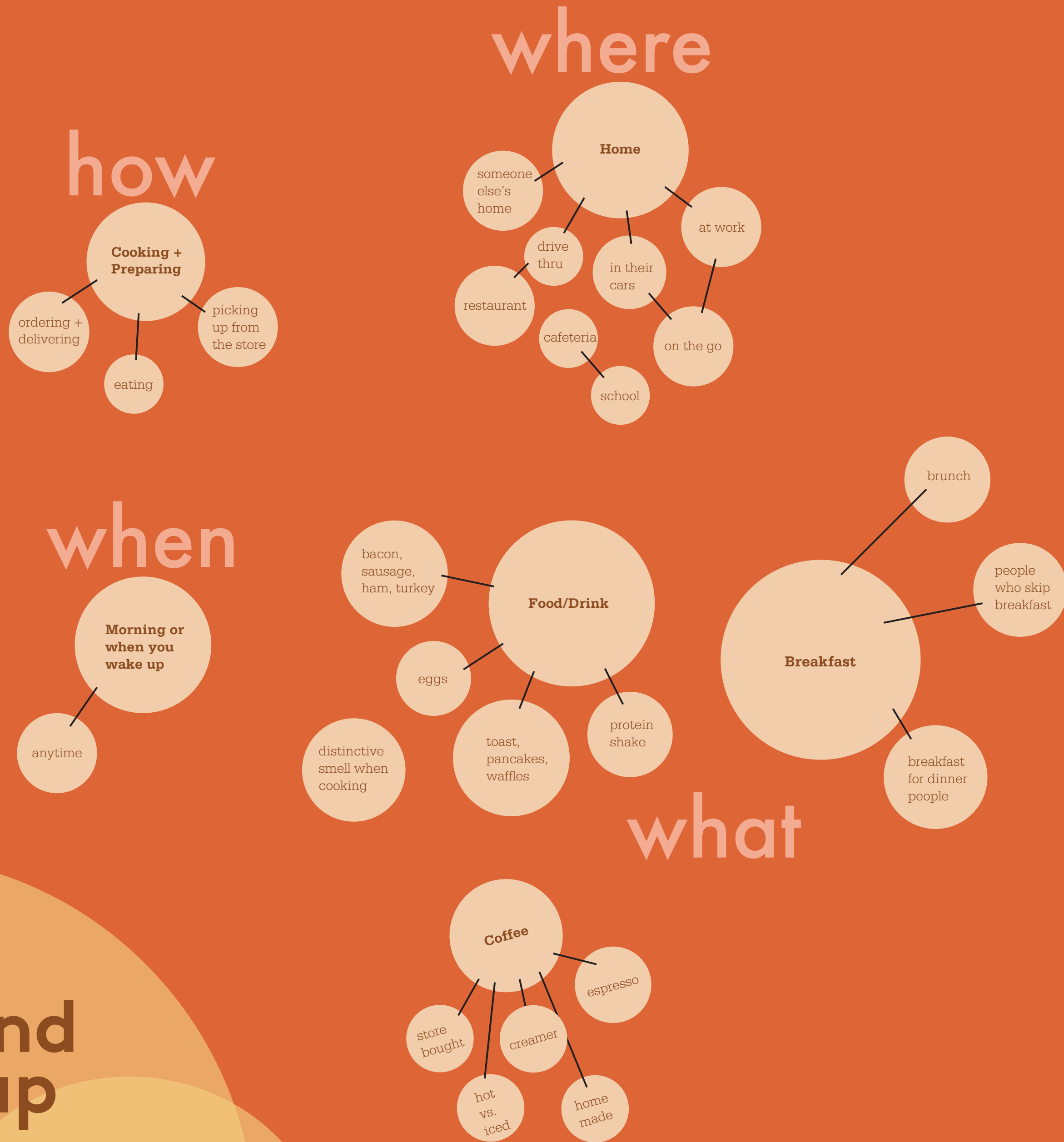


#mimosaswiththesquad

mae morris
miranda donnelly
mykiyah jackson

mind map

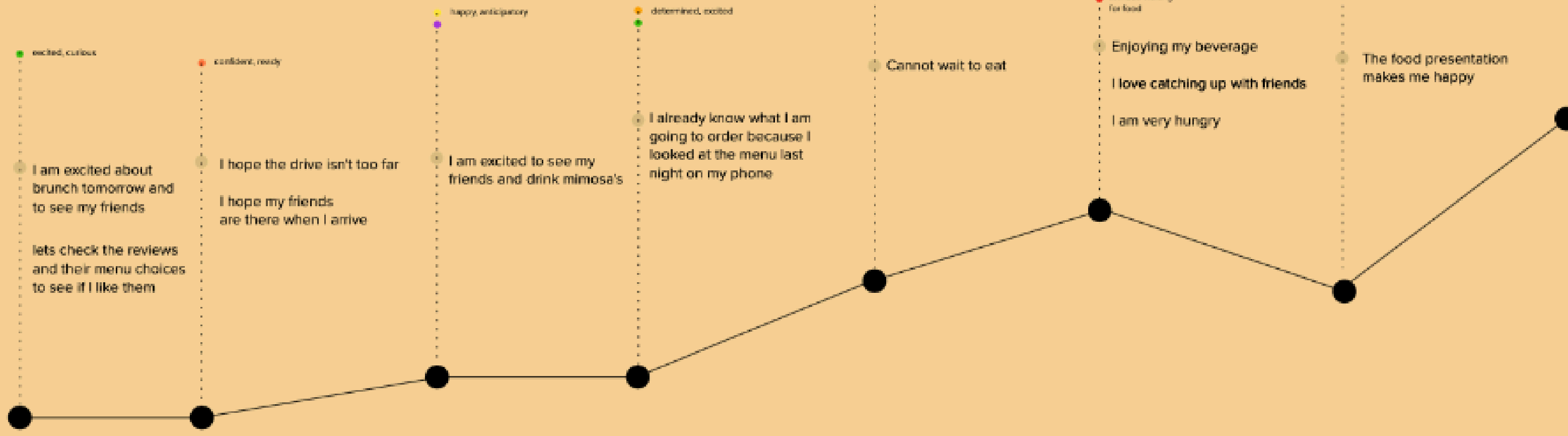


journey map: user experience at brunch

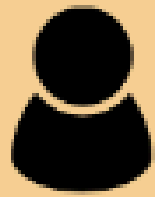
- Excited, Curious
- Confident, Ready, Determined
- Happy, Fulfilled, Satisfied
- Anticipatory, Impatient
- Relaxed
- Anxious

Emotions

Thoughts



Chelsea S.



Female
22 year old
full-time college student

Detailed Steps

Chooses Brunch location night before

- decides to go to Sunday brunch with friends
- plans on where to go talking in via group chat
- discusses location, time, and destination
- browses through multiple restaurants + menus once vicinity is chosen
- settles on place based on menu choices and overall vibe of location (through pictures and reviews)
- looks up how far the restaurant is from current location to determine what time to set alarm

Getting ready to go out for Brunch

- wakes up from alarm at 9am
- brushes teeth and shower
- decides on what to wear, does hair and makeup
- decides on what to wear, does hair and makeup
- texts friends to ask when they will for sure arrive
- leaves out and puts location into GPS and drive to location

Arrives to location

- arrives at location at 10:45-55am
- texts group chat that they've arrived to location
- reads text messages from chat stating that people in the party have arrived
- walks into restaurant and is directed to the appointed party by hostess

Browse over menu

- is handed menu by hostess
- greeted friends
- browses through menu

Ready to order

- decides to order breakfast meal and mimosa
- places order with server

Waits for food to be served

- chats with friends while waiting for food
- decides to use the restroom before eating
- receives drink first

Enjoy meal

- food is served by waiter
- enjoys food and beverage
- chat with friends



focus

social influence in the brunch community





research question

what factors influence young adults when participating in today's brunch culture?



purpose statement

the purpose of this research study is to explore the phenomenon of brunch; specifically the determining factors, for young adults (age 21-35) in the US, that create the brunch experience.

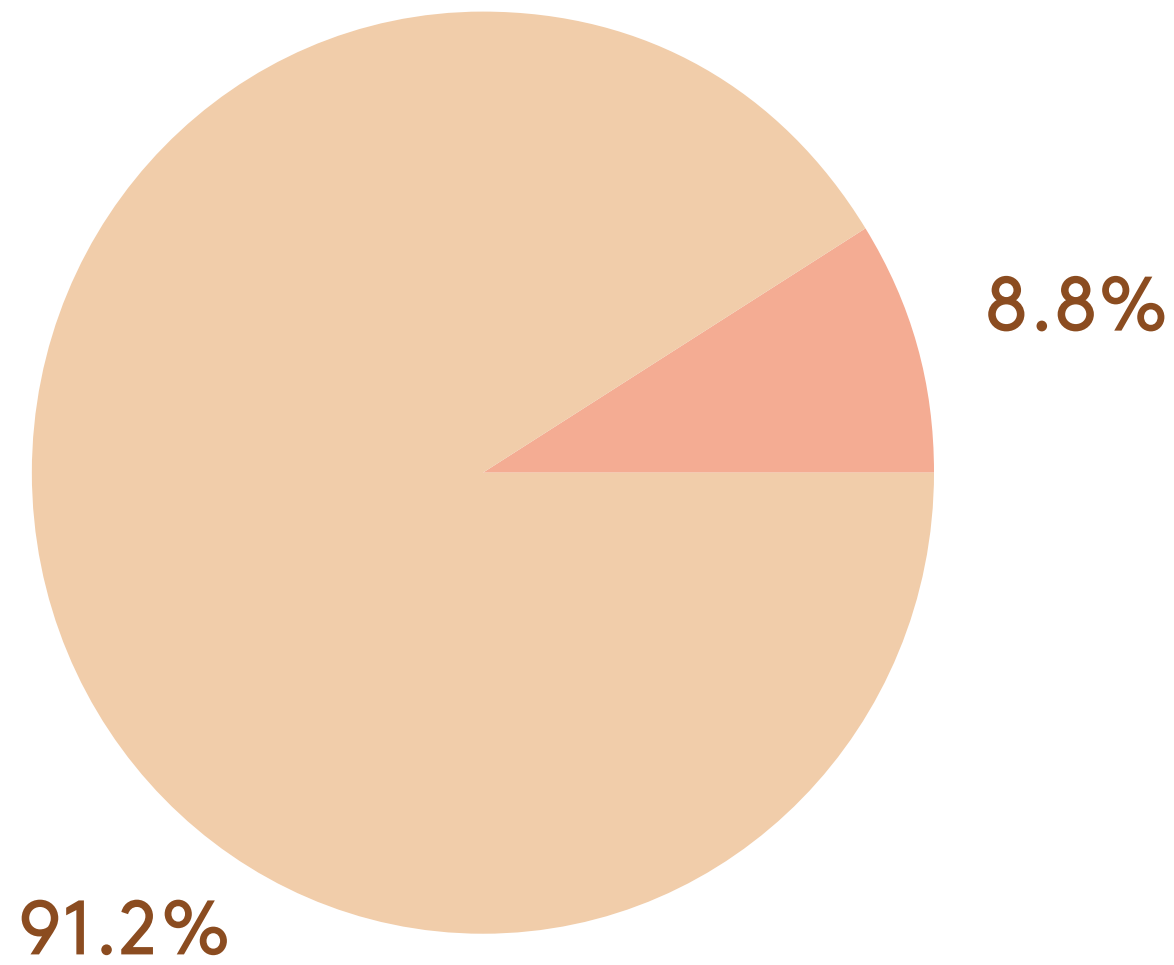
what is brunch?

“a meal usually taken late in the morning that combines a late breakfast and an early lunch”

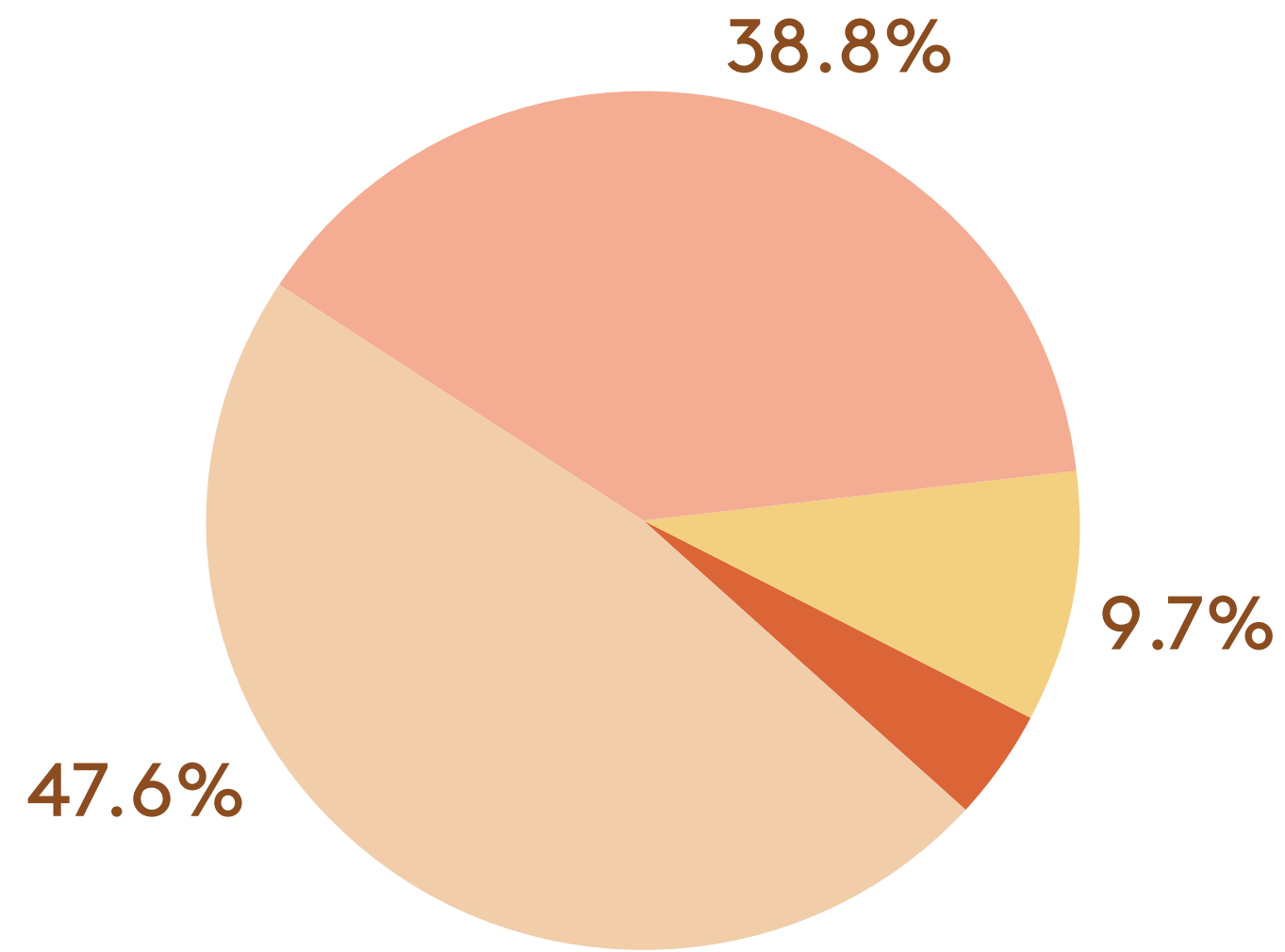
- the year of 1896 when the term, “brunch” was coined by a columnist of the New Oxford
- was traditionally only done by the wealthy until the column released and it hit the mainstream
- maintained popularity and influenced Sunday two-meal days in the 1930s, later normalized it on Saturdays in the 1960s.
- Easter and Mother’s Day are the two most popular dates that encourage brunch participation



survey results

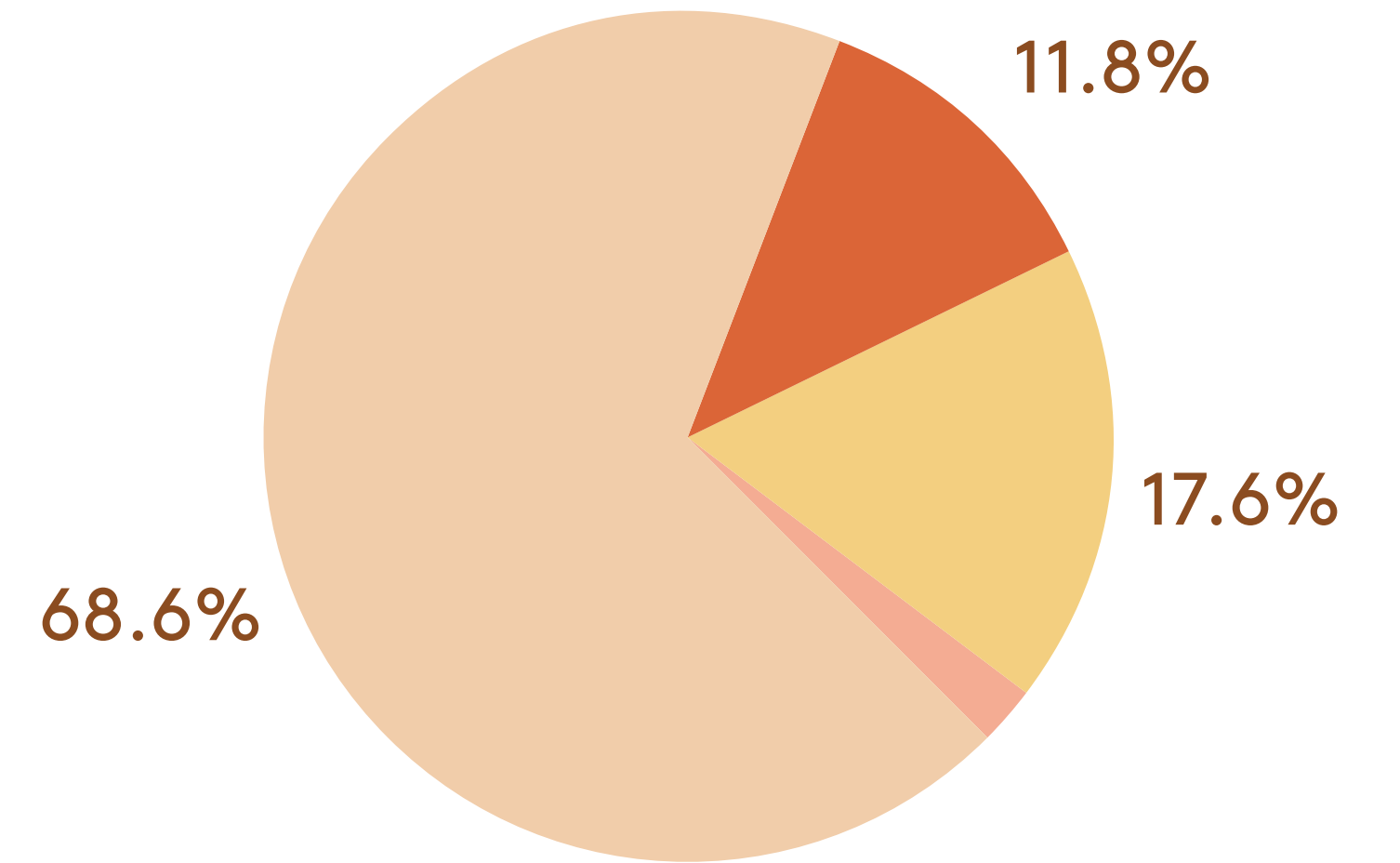


91.2% of respondents have participated in brunch.



47.6% of respondents admitted to sometimes posting their food onto social media before they ate.

38.8% of them never do.



68.6% of our respondents were between the ages of 21-35.



survey results

87.4% of respondents stated that spending time with friends and enjoying a meal was the main reason for participating in brunch.

34% participated for the goal of intoxication, whereas 12.6% only go because it's trendy.

stimulus

menu one

BREAKFAST SANDWICHES

Plain egg sandwich\$2.59
 Bacon, sausage link or ham\$4.29
 Western\$4.49
Above sandwiches on bagel or croissant add \$1.00

Wrap or Panini omelette: (Served with home fries)
 Ham, bacon or sausage
 Western - mushroom
 Spanish - Italian
 Served with home fries

YOUR CHOICE \$7.49



PANCAKES, FRENCH TOAST & WAFFLES

Pancakes	French Toast
Pancake (3)\$4.99	French Toast (3)\$4.99
Short stack (2)\$3.99	Short French (2)\$3.99
Single Pancake\$2.99	Single French Toast\$2.99
Silver Dollar Pancake\$4.99	French Toast (3) strawberry topping\$6.99
Pancake (3) strawberry topping\$6.99	Heavenly French toast (2)\$5.99
Chocolate Chip Pancakes (3)\$6.99	2 French toast stuffed with a sweet cream cheese\$5.99
Fresh Blueberry Pancakes (3)\$6.99	



WAFFLES

Waffle\$4.99
 With chipped beef\$6.59
 With fruit\$6.99
 (strawberries)
 Waffle with ice cream\$6.99

CEREALS

Cold Cereal or hot oatmeal\$2.19
 Bowl of grits\$2.19

BEVERAGES

Juice.....	Small.....	\$1.99
	Large.....	\$2.49
Chocolate Milk.....	Small.....	\$1.99
	Large.....	\$2.49
Milk.....	Small.....	\$1.99
	Large.....	\$2.49
Soda (Free Refill).....		\$1.99
Hot tea (Regular or decaf—Free Refill).....		\$1.29
Coffee (Regular or decaf—Free Refill).....		\$1.29
Cappuccino.....		\$1.99
French Vanilla Cappuccino.....		\$1.99
Hot chocolate.....		\$1.99

THE HEAVENLY TREASURE: KIDS
Our kids are very special
(For kids under age 12) breakfast comes with the choice of milk or juice

YOUR CHOICE \$3.49

#1

CEREAL

#2

PATTY KATY
 1 Pancake or 1 french toast
 1 egg
 1 bacon or sausage link

#3

MICKEY MOUSE
 1 chocolate chip pancake

#4

SILVER DOLLARS
 Mini pancakes

#5

ONE EGG
 Any style with toast

OMELETTES

All omelettes are made with three eggs, served with home fries and buttered toast and jelly

Plain omelette.....	\$4.69
Cheese omelette.....	\$5.29
Ham, bacon, sausage or mushroom omelette.....	\$6.49
Western omelette (Ham, onion and green pepper).....	\$6.79
Meatlovers omelette (Bacon, Ham, Sausage).....	\$8.29
Spanish omelette (Onion, tomato and green pepper topped with tomato sauce).....	\$6.49
Greek omelette (Broccoli, tomato, feta cheese).....	\$6.79
Florentine omelette (Spinach and feta cheese).....	\$6.79
Philly cheese steak omelette (Slice of steak, onions, tomato sauce).....	\$7.49
Healthy heart omelette (Egg whites, broccoli, tomato and mushrooms served with cottage cheese).....	\$7.49

Note: No home fries or toast

Select Omelette.....\$8.99
 Country style omelette, chopped steak, onion and home fries topped with cheddar cheese

Create Your Own Omelette.....\$8.99
 3 eggs with up to 5 items - onions, tomato, green pepper, mushroom, ham, sausage, bacon, broccoli, spinach, olives - with cheese

Eggs Benedict
 Two eggs poached with Canadian bacon on English muffin topped with hollandaise sauce
 \$7.99

Country Fries
 Three eggs scrambled with home fries, onion and green peppers with buttered toast and jelly
 \$7.29



Additional Items

Eggbeaters and egg whites, mushrooms, ham, Cheese.....	\$1.49	\$0.79
bacon, or feta cheese.....	\$1.49	Extra one egg.....\$0.89
Onions, fried onions or tomato.....	\$0.69	

BREAKFAST SIDES

Bacon, sausage, ham, scrapple, pork roll, Canadian bacon or corned beef hash.....	\$3.19
Home fries.....	\$2.29
Cream chipped beef.....	\$2.29
Sausage gravy.....	\$2.29
Fruit salad cup.....	\$2.99
Bagel.....	\$1.99
with cream cheese.....	\$2.49
Toast with butter and jelly.....	\$1.69
Muffin (Corn, blueberry or bran).....	\$2.49
English Muffin.....	\$1.79
Croissant.....	\$1.99

STEAK AND EGGS

Served with home fries, buttered toast and jelly and two eggs any style

Ham Steak.....	\$8.99
Chopped Steak.....	\$9.49
Grilled Chicken (1).....	\$8.49
New York Strip (8oz.).....	\$11.99



Ham Steak, 2 Eggs and Home Fries

shippensburg select diner

the diner was well procieved, although not an ideal spot for brunch. the diner had really **good prices**, and it seemed to have a very **welcoming atmosphere**. it had a **nostalgic quality**.

stimulus menu two

SALADS

- knife and fork caesar** 15.95
hearts of romaine, parmesan,
english muffin crisps
 - shaved brussels sprouts** 17.95
manchego cheese, bacon, avocado,
almonds, peas, mustard vinaigrette
 - wilshire blvd cobb** 18.95
grilled chicken, egg, corn, cucumber, tomato,
point reyes blue, bacon, herb vinaigrette
 - costa mesa** 17.95
lime vinaigrette, charred corn, pico de gallo,
avocado, quinoa, crispy tortilla, chipotle crema
 - power greens** 16.95
baby spinach and kale, pickled chiles,
tropea onion, goat cheese, pistachios,
champagne & lemon vinaigrette
- ADD: WOOD GRILLED CHICKEN 5.95
LOCH DUART SALMON 7.95
HASS AVOCADO 3.95

APPETIZERS

- parmesan truffle fries** 7.95
reggiano, chives, garlic aioli
- caramelized brussels sprouts** 11.95
balsamic vinegar, parmigiano reggiano
- prime beef meatballs*** 13.95
house-made marinara, torn basil
- guacamole & house-made chips** 13.95
hass avocado, pico de gallo,
tomatillo salsa, rancho sauce
- handmade burrata** 17.95
local cherry tomatoes, avocado, arugula pesto
- wood-grilled shishito peppers** 13.95
sweet soy glaze, shichimi togarashi,
toasted sesame
- ahi tuna & watermelon tartare*** 17.95
guacamole, thai chili, house-made chips
- roasted cauliflower** 10.95
jalapeño pesto, candied lemon, migas, parmesan
- hamachi crudo*** 17.95
ponzu, serrano, a pretty little salad

SANDWICHES

- turkey club** 13.95
9-grain bread, bacon, tomato,
lettuce, havarti, mustard, mayo
- crispy chicken** 13.95
all natural chicken breast, slaw,
snappy pickles
- prime brandt beef burger*** 15.95
lettuce, tomato, mayo, mustard,
onion, pickle, add cheese for 1.00
- hass avocado blt** 14.95
applewood-smoked bacon, local tomatoes,
basil aioli, 9-grain bread

PASTAS

- bucatini pomodoro** 15.95
organic tomato, parmesan, basil
 - rigatoni carbonara** 16.95
applewood bacon, spring vegetable, pecorino
 - pappardelle bolognese*** 21.95
rosemary & parmigiano reggiano
 - spicy penne alla vodka** 17.95
calabrian chili, reggiano, wild oregano
 - spaghetti limone** 15.95
sicilian lemon & parmesan
- ADD: PRIME BEEF MEATBALL, ITALIAN SAUSAGE
OR WHIPPED BURRATA 3.95

CALIFORNIA COMFORT

- hass avocado toast** - tomatoes, scallion mascarpone, poached eggs, house country bread 19.95
- chicken tinga tacos** - local tortillas, guacamole, cumin-scented rice, black beans 16.95
- roasted all natural half chicken** - cremini mushrooms, seared potato gnocchi, english peas, jus 25.95

FROM THE WOOD GRILL

- idaho rainbow trout** - red quinoa, toasted pecans, brown butter 22.95
- loch duart salmon*** - sweet chili glaze, herb mashed potatoes 28.95
- olga bay halibut*** - caper vinaigrette, grilled asparagus 31.95
- brandt beef skirt steak frites*** - red wine marinade, grilled onions, french fries 32.95
- herbed chicken breast paillard** - baby arugula, lemon, calabrian chile 18.95



SIDES

- garlic mashed potatoes** - 4.95 • **french fries** - 3.95 • **sweet potato waffle fries** - 4.95
- house salad** - point reyes toma, croutons, rosé vinaigrette - 7.95

To help offset restrictions on our business resulting from the COVID-19 crisis,
a 5% surcharge has been added to all guest checks. If you would like this removed, please let us know.
*These items are cooked-to-order. Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase
your risk of foodborne illness. Please alert your server if you have special dietary restrictions due to a food allergy or intolerance.

SUMMER HOUSE

LINCOLN PARK

OUR FARMS: MIGHTY VINE TOMATOES • MICK KLUG FARM • BRANDT BEEF • SEEDLING FARM & ORCHARD • GERBER'S AMISH FARM

summer house chicago

from our interviews we concluded that summer house was a more popular among users looking for a **wide variety of ingredients** in their food, and it's **trendy aesthetic**.

stimulus

menu choice vs. price

majority of participants preferred menu one due to the abundance of menu options **and** low cost.





Interview Insights

Social



“typically its a work setting, with a brunch meeting. mine is more social, the older you get you start to do things like that (brunch), some girlfriends of mine wanna do a brunch”

Bob and Jackie P



precovid “I would always go out for brunch if someone visited (at college)”

Justin H





Interview Insights

Atmosphere



“depends on how much money I and the people I’m with have”

Kai B



“going with friends instead of family definitely changes the vibe of everything. if i’m with my dad’s side; let’s go, but if i’m with my mom’s side; i’ll have maybe a drink or two, but if i’m with friends, all bets are off.”

Erin S and Jason N





Interview Insights *Trends*



“definitely, if it’s something that’s popular I obviously want to try it. I love to try new stuff all the time too.”

Kendra N



“I’ll do a story vs. an actual post on my feed”

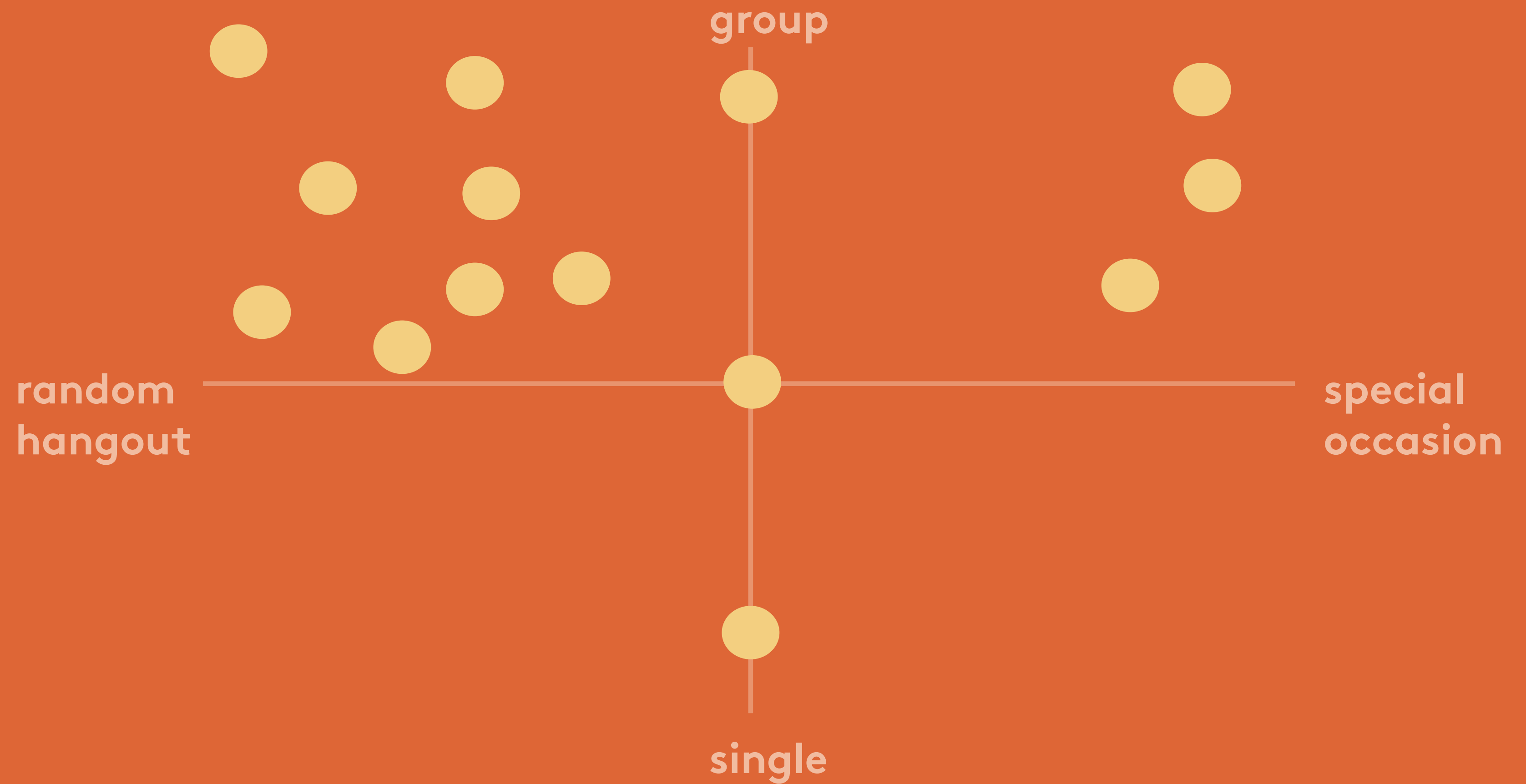
Jenna M



interview

*amount of participants vs.
reason for meeting*

participants preferred a larger group
setting following an unplanned night
beforehand.



interview
intoxication

many participants associate day drinking with brunch. this has allowed it to be acceptable to be drunk before 5pm.



key factors/takeaways

The determining factors, found through this research study, that play into the brunch experience for young adults are

- brunch is a social activity
- price over trend
- acceptable drinking during the day (day drinking)

cheers!