SFnight Final Project
Customers’ Survey Report

Age Distribution:

Most respondents are aged at 21-45 years old.

Frequencies of going out:

If we consider those that go out more than five times /month as frequent consumers, 70% of our respondents are frequent consumers.

<table>
<thead>
<tr>
<th>Times of going out per month</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>More than 15 times</td>
<td>3</td>
<td>13%</td>
</tr>
<tr>
<td>10-15 times</td>
<td>2</td>
<td>9%</td>
</tr>
<tr>
<td>5-10 times</td>
<td>11</td>
<td>48%</td>
</tr>
<tr>
<td>Less than 5 times</td>
<td>7</td>
<td>30%</td>
</tr>
</tbody>
</table>

How important to find out information:

<table>
<thead>
<tr>
<th></th>
<th>Overall</th>
<th>Ranking (Overall)</th>
<th>Frequent</th>
<th>Ranking (Frequent)</th>
<th>Non-frequent</th>
<th>Ranking (Non-frequent)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Music type</td>
<td>4.26</td>
<td>1</td>
<td>4.44</td>
<td>1</td>
<td>3.86</td>
<td>3</td>
</tr>
<tr>
<td>Clientele</td>
<td>4.04</td>
<td>3</td>
<td>4.06</td>
<td>2</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Atmosphere</td>
<td>4.22</td>
<td>2</td>
<td>4</td>
<td>3</td>
<td>4.71</td>
<td>1</td>
</tr>
<tr>
<td>Band and DJ</td>
<td>3.91</td>
<td>4</td>
<td>3.94</td>
<td>4</td>
<td>3.86</td>
<td>3</td>
</tr>
<tr>
<td>Address</td>
<td>3.74</td>
<td>5</td>
<td>3.63</td>
<td>5</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Crowdedness</td>
<td>3.65</td>
<td>6</td>
<td>3.5</td>
<td>6</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Cover</td>
<td>3.26</td>
<td>7</td>
<td>3.31</td>
<td>7</td>
<td>3.14</td>
<td>5</td>
</tr>
<tr>
<td>Directions &amp; Map</td>
<td>3.09</td>
<td>9</td>
<td>3</td>
<td>8</td>
<td>3.29</td>
<td>4</td>
</tr>
<tr>
<td>Ages</td>
<td>3.17</td>
<td>8</td>
<td>2.88</td>
<td>9</td>
<td>3.86</td>
<td>3</td>
</tr>
<tr>
<td>Drinks price</td>
<td>2.91</td>
<td>11</td>
<td>2.88</td>
<td>9</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Parking</td>
<td>3</td>
<td>10</td>
<td>2.88</td>
<td>9</td>
<td>3.29</td>
<td>4</td>
</tr>
<tr>
<td>Facilities</td>
<td>2.61</td>
<td>12</td>
<td>2.63</td>
<td>10</td>
<td>2.57</td>
<td>7</td>
</tr>
<tr>
<td>Transportation</td>
<td>1.96</td>
<td>13</td>
<td>1.75</td>
<td>11</td>
<td>2.43</td>
<td>8</td>
</tr>
</tbody>
</table>

- On average, non-frequent users need more information to help them make a decision.
- Frequent consumers and non-frequent thinks differently. Non-frequent consumers tend to think Ages of Clients, atmosphere, public transportation, Crowdedness, parking and address Direction & Map are more important than
frequent consumers do. Frequent consumers think music type, Cover, Band or DJ, Clientele, Facilities, Drinks prices are more important than non-frequent consumers do. Non-frequent consumers need more information on how to get to bars/nightclubs because of their unfamiliarity of SF nightlife. Since they don’t go out too much, they care less about how much they have to spend. Contrastly, frequent consumers have more knowledge about SF nightlife and they want to know more about Band or DJ, Prices and facilities. The implication for our project is that we can implement different interfaces depending on how frequently consumers go out or how frequent they visit our websites. For frequent consumers, we may want to put Band or DJ information on result page.

• Overall, consumers think music type, atmosphere, clientele are most important information to know. These three factors basically describe what kind of event or environment they can expect in a venue. Implication: Consumers can know music types by what kind of music a venue plays, but it is also very helpful to have music sample. Atmosphere can be described in text, but venue pictures will be great candidates to convey atmosphere to consumers.

• Prices and transportation information are considered less important factors and they are not core decision factors for people to choose a venue to go.

• Factors analysis shows that there are mainly three factors among 13 factors.
<table>
<thead>
<tr>
<th>Measures</th>
<th>Factor</th>
<th>1</th>
<th>2</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Factor 1 Measures (27.5%)</strong>:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Address</td>
<td></td>
<td>0.655</td>
<td>-0.188</td>
<td>-0.317</td>
</tr>
<tr>
<td>Cover</td>
<td></td>
<td>.416</td>
<td>-0.02</td>
<td>-0.296</td>
</tr>
<tr>
<td>Directions &amp; Maps</td>
<td></td>
<td>.691</td>
<td>-0.277</td>
<td>-0.180</td>
</tr>
<tr>
<td>Drinks Prices</td>
<td></td>
<td>.819</td>
<td>-0.148</td>
<td>-0.05</td>
</tr>
<tr>
<td>Facilities</td>
<td></td>
<td>.684</td>
<td>.115</td>
<td>.291</td>
</tr>
<tr>
<td>Parking</td>
<td></td>
<td>.672</td>
<td>-0.08</td>
<td>.226</td>
</tr>
<tr>
<td><strong>Environment Factor (21.5%)</strong>:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Atmosphere</td>
<td></td>
<td>0.05</td>
<td>0.66</td>
<td>0.1</td>
</tr>
<tr>
<td>Ages of Clients</td>
<td></td>
<td>-0.08</td>
<td>.869</td>
<td>0.06</td>
</tr>
<tr>
<td>Clientele</td>
<td></td>
<td>.252</td>
<td>.687</td>
<td>.321</td>
</tr>
<tr>
<td>Crowdedness</td>
<td></td>
<td>.611</td>
<td>.479</td>
<td>-.138</td>
</tr>
<tr>
<td><strong>Music (16.7%)</strong>:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Band or DJ</td>
<td></td>
<td>.128</td>
<td>.293</td>
<td>.479</td>
</tr>
<tr>
<td>Music Type</td>
<td></td>
<td>.186</td>
<td>-.381</td>
<td>.704</td>
</tr>
</tbody>
</table>

**How frequently to use information resources:**

<table>
<thead>
<tr>
<th>Measures</th>
<th>All</th>
<th>Frequent</th>
<th>Non-frequent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friends</td>
<td>2.57</td>
<td>2.56</td>
<td>2.57</td>
</tr>
<tr>
<td>Web sites</td>
<td>2.48</td>
<td>2.56</td>
<td>2.29</td>
</tr>
<tr>
<td>Newsletter (by emails)</td>
<td>2.48</td>
<td>2.69</td>
<td>2</td>
</tr>
<tr>
<td>Flyers</td>
<td>1.96</td>
<td>2.06</td>
<td>1.71</td>
</tr>
<tr>
<td>Newspaper</td>
<td>1.74</td>
<td>1.81</td>
<td>1.57</td>
</tr>
<tr>
<td>Magazines/travel books</td>
<td>1.65</td>
<td>1.75</td>
<td>1.42</td>
</tr>
</tbody>
</table>

**How helpful the following features would be:**

<table>
<thead>
<tr>
<th>Feature</th>
<th>All</th>
</tr>
</thead>
<tbody>
<tr>
<td>Music sample</td>
<td>2.3</td>
</tr>
<tr>
<td>Buy ticket online</td>
<td>2.17</td>
</tr>
<tr>
<td>Customer reviews</td>
<td>2.17</td>
</tr>
<tr>
<td>Editorial reviews</td>
<td>2</td>
</tr>
<tr>
<td>Video sample</td>
<td>2.04</td>
</tr>
</tbody>
</table>
Consumers who go out more tend to go out to the same bar or club.