

# Chanson

Analyzing and Comparing  
Servicescapes

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## First Things First...

### What is Chanson?

- Patisserie in the Flatiron District
- Opened on March 20th, 2017
- Executive Chef Rory Macdonald



### Online Impression

### Ambience

- Space has a sleek and cool layout.
- Not much natural light
- Two textures that are consistent
- Smooth and cool white and grey marble countertop
- Calm gray background.



### Furniture

- Furniture barely shown in the background
- Patisserie appears to have two separate seating areas
- Some photos show oval shaped chairs, others are square
- Shape of the chairs appear to be consistent with the tables.
  - Round table = Round chair
- Space appears to be functional for the type of business and products that are sold
  - Desserts are not traditional and the decor reflects that



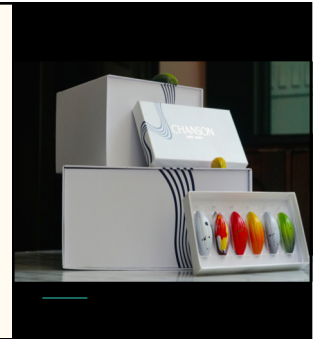
## Layout & Equipment

- Chanson Logo Stands out in photo
- Makes that particular workspace look messy & over crowded



## Signs & Symbols

- Chanson Logo
- Recurrence of crisp lines
- Majority of the items have crisp lines and uniform shapes that are consistent



## Symbols

- Representation of the sleek waves
- Blue Wave
- No consistent pattern
- Seen on Boxes, Cups, and on the Wall
- Always 5 consecutive lines



## Site visit



## Environment

- Usual appearance of store front
- Similar to nearby stores
- Most likely due to zoning regulations



## Indoor Environment

- Distinct difference between take-out and dine-in areas
- Take-out area more sleek and modern
- Dine-in area more warm and calm



## Ambience

### Sounds

- Music same throughout the store
- More noticeable at ordering counter
- Lower at dine-in seating area
- Easily to speak over at
- Music - up tempo and fun
- Make you want to dance & move.

### Temperature

- Comfortable temperature.

## Space & Layout

- Takeout area is well lit, clean and sleek.
- Effective use of counter space without looking cluttered.
- Dried eucalyptus plants used as counter decorations
  - Mild color and blend in with light and dark gray walls and counters
- Space is comfortable.
- Dine-in area is warm, dim and earthy
- Hardwood and dim lighting.
- Use of candles to provide lighting at tables.



## Signs & Symbols

### Signs

- Posters of news articles about patisserie on the walls of the take out area.
- Colorful pictures on the white brick walls in dine-in area
- Bottles of whining liquor on the opposite wall along with jars of pickled fruit and bags of coffee beans.

### Symbols

- Chanson logo on the wall near entrance

## Reactions to Atmosphere

### Customer

- Social interaction between customers and employees
- Employees can easily relate to guests and guests feel comfortable having regular conversations with employees
  - topics like weather
- Customers do not rush out after completing their meal or transaction

### Employees

- Employees enjoy music
- Stay longer - do not rush out when they finish their shift.
- Stay for a moment to chat and say goodbye to other coworkers and share information about work.
- Satisfaction - employees casually speak with each other and separate when a customer arrives.
- Employees enjoy workspace and site.

## Expectation V.S Reality

## Final Thoughts

### As Expected...

- Sleek design
- Different textures for different seating areas

Website accurately depicts the atmosphere of the patisserie

### Contratictions...

- The space is not messy or cluttered