

# LEARNING ABOUT USERS: A Study of the Customers of Fiiz Drinks in Spring, TX

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# Executive Summary

This report describes a study of the customers of Fiiz Drinks in Spring, TX. Current customers were recruited through social media and a QR code poster at the shop and were invited to respond to a Qualtrics survey.

The purpose of this study was to learn about current customers in order to target new customers.

Participants in the survey were asked demographic questions, as well as questions about their habits and preferences as Fiiz Customers. They were also asked questions about their use of technology, specifically the Fiiz website, app, and Instagram account.

A total of 76 respondents took the survey. The survey questions are listed in Appendix A.

Findings are described in three categories: demographic characteristics, habits and preferences of customers, and customers' use of technology. Appendix B contains interesting data not included in the Findings section.

The study found that customers choose Fiiz because of their drink selections/flavors, personal relationships with the owners, and the vibe/ambiance of the shop. The most typical customer is a middle-aged woman who lives near the shop.

Customers are more likely to have apps for other restaurants than for Fiiz, and many aren't aware there is a Fiiz app. In addition, many customers are unaware of Fiiz's Instagram accounts.

Fiiz customers tend to visit infrequently, with most visiting monthly or less. Increasing Fiiz's social media presence and frequency of postings could result in an increased frequency of visits. Increased social media presence could also bring new customers to Fiiz Drinks.

# Introduction

Fiiz Drinks in Spring, TX opened in December 2021. Fiiz is the first soda shop of its kind in Spring, TX and offers specialty sodas as well as sweet and savory snacks.

I conducted this user study to learn more about Fiiz Drink's current customers, including their characteristics, habits, and preferences, in order to target new customers.

This study also explores the technology use of current users. Fiiz currently has a website, an app, and an Instagram account. This study explores current users' familiarity with and use of those platforms.

# Methodology

This study was conducted with a Qualtrics survey. Before creating the survey, I spoke with the owners of Fiiz Drinks to explain my purpose and learn what kinds of information would be useful to them. I created survey questions targeted at that information as well as other data points I was interested in.

The survey was distributed to Fiiz Drinks customers in two ways:

- I distributed a link to the survey via a Facebook group for a neighborhood near the shop and to personal acquaintances who are customers.
- I placed a sign with a QR code inviting customers in the shop to take the survey. The survey includes questions about users' habits at Fiiz, their use of the Fiiz app, website, and Instagram account, as well as some demographic questions.

The survey questions are listed in Appendix A, and the Qualtrics survey can be found here:

[https://unt.az1.qualtrics.com/jfe/form/SV\\_5vBu5N7IkFINJem](https://unt.az1.qualtrics.com/jfe/form/SV_5vBu5N7IkFINJem)

A total of 76 users began the survey. 65 respondents took the survey with an anonymous link and 11 respondents took the survey with the QR code found at the shop.

NOTE: The first question was a qualifying question: *Are you a customer of Fiiz Drinks in Spring, TX?* 6 people answered “no” which ended their survey. 68 people took the survey in its entirety.

# Findings

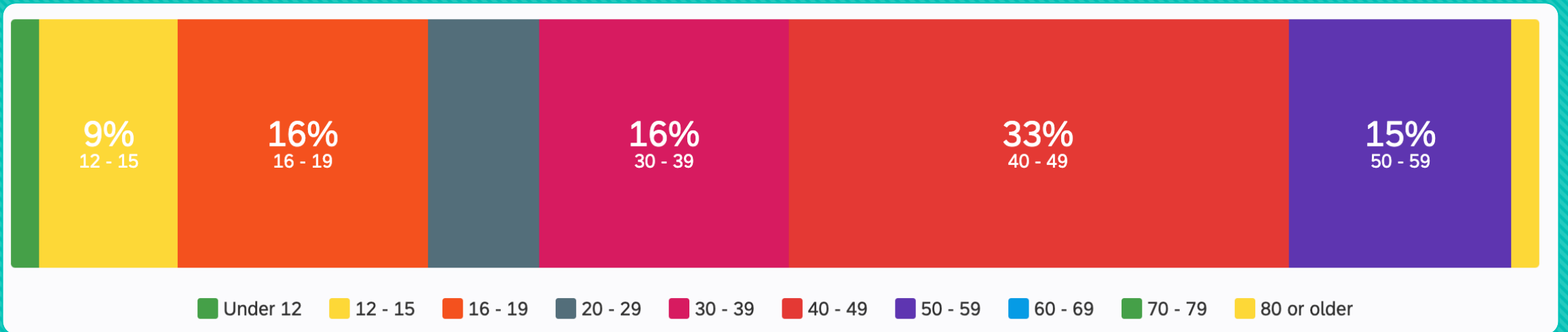
This section includes findings from the Qualtrics survey, including the following:

- Demographics of Fiiz Drinks customers.
- Habits and preferences.
- Use of technology.

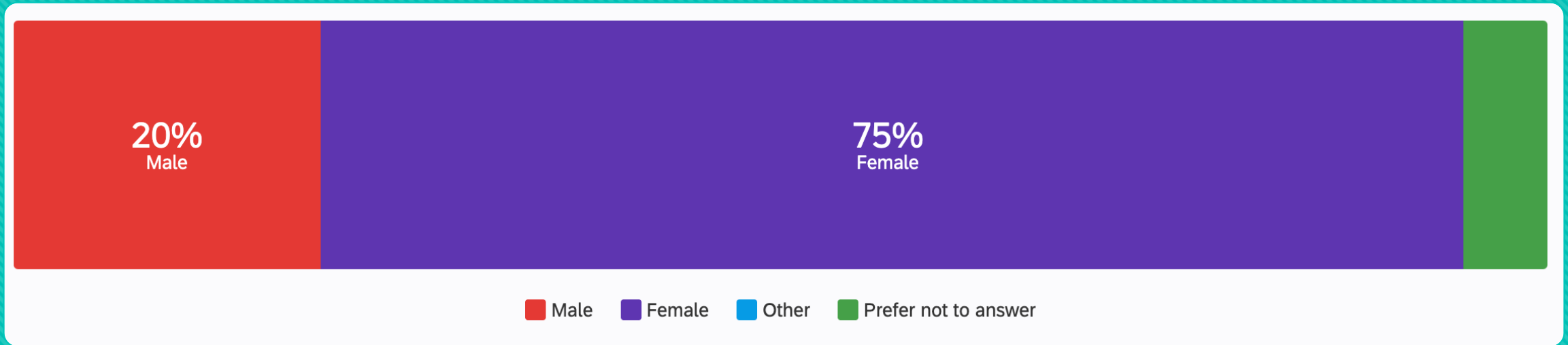
# Findings: Demographics

The graphics on the following slides demonstrate the following:

- Fiiz attracts users of all ages, but the most common age is 40-49.
- 75% of Fiiz customers are female.
- 75% live less than five miles from the shop.

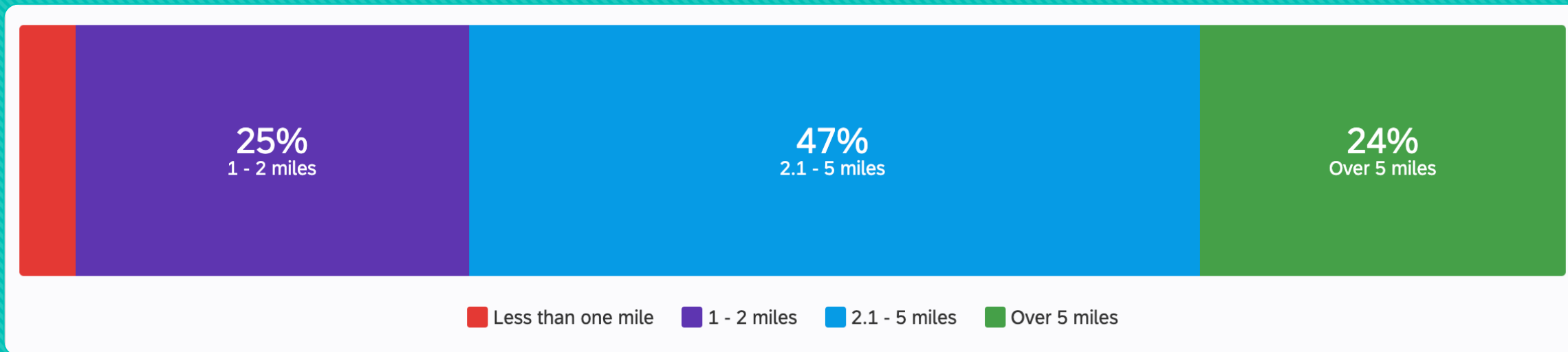


What is your age?



I identify as:





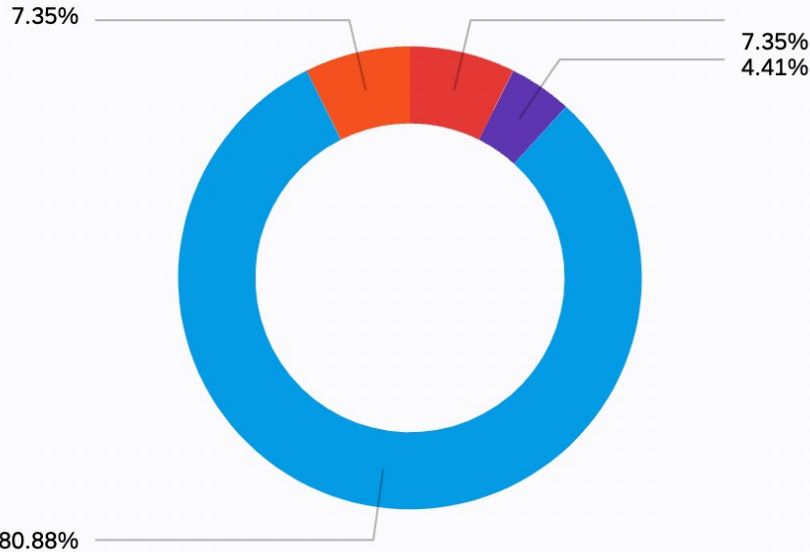
How far do you live from Fiiz Drinks in Spring, TX?

# Findings: Habits & Preferences

The graphics on the following slides demonstrate the following:

- Most Fiiz customers (81%) found the shop through word of mouth or a friend.
- Most Fiiz customers (62%) visit the shop once per month or less.
- Customers choose Fiiz because of their drink selections/flavors, personal relationships with the owners, and the vibe/ambiance of the shop.
- Most customers prefer to order and pick up their drinks in the shop. About half as many prefer the drive thru. Very few order via the app or website.
- Roughly half of Fiiz's customers prefer to consume their drink and snacks at the shop. The other half take their order to eat and drink on the go.

# How did you find Fiiz Drinks in Spring, TX?

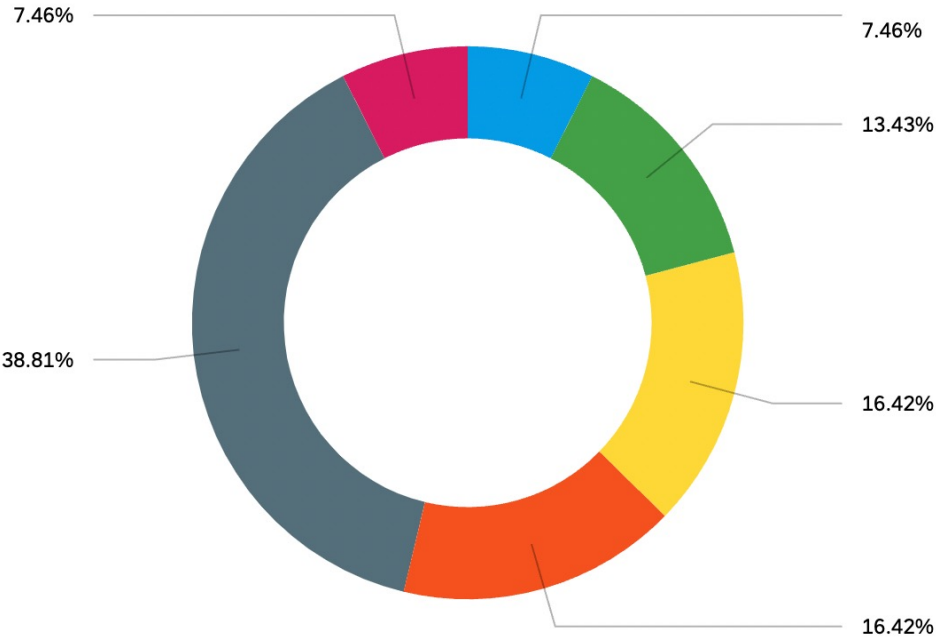


Social media   Drove by   Word of mouth/friend   Catering event   Found online   Other (please tell how)

5 responses to "other":

- Work at the school in the area
- DPAC
- We know the owners
- Owners
- We moved from Utah and jumped for joy when we realized there was a fiiz here.

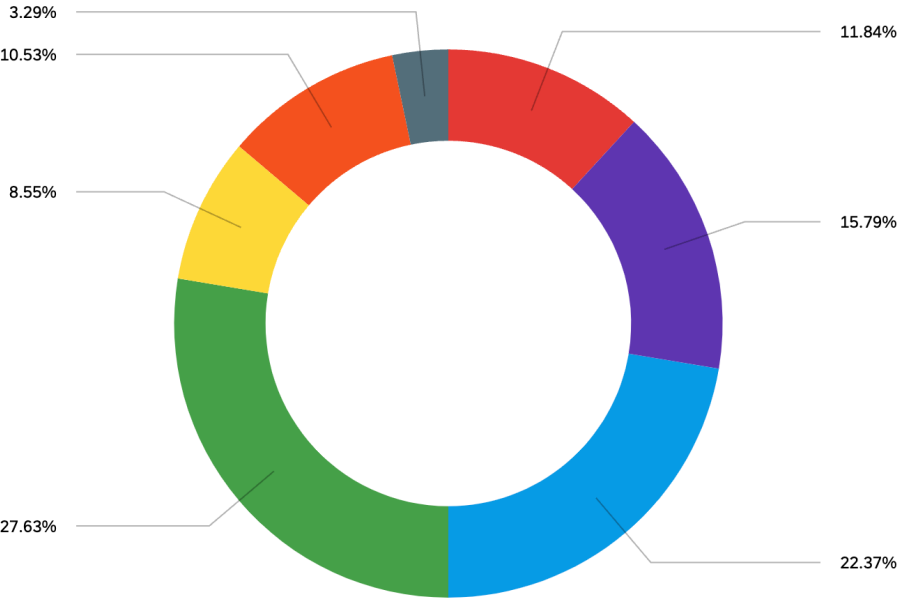
# How often do you visit Fiiz Drinks in Spring, TX?



Note: There were no respondents who answered "more than once per day" or "daily."

- More than once per day
- Daily
- Multiple times per week
- Weekly
- 2-3 times per month
- Monthly
- Every few months
- Less than every few months

# Why do you choose Fiiz Drinks over another drink option?

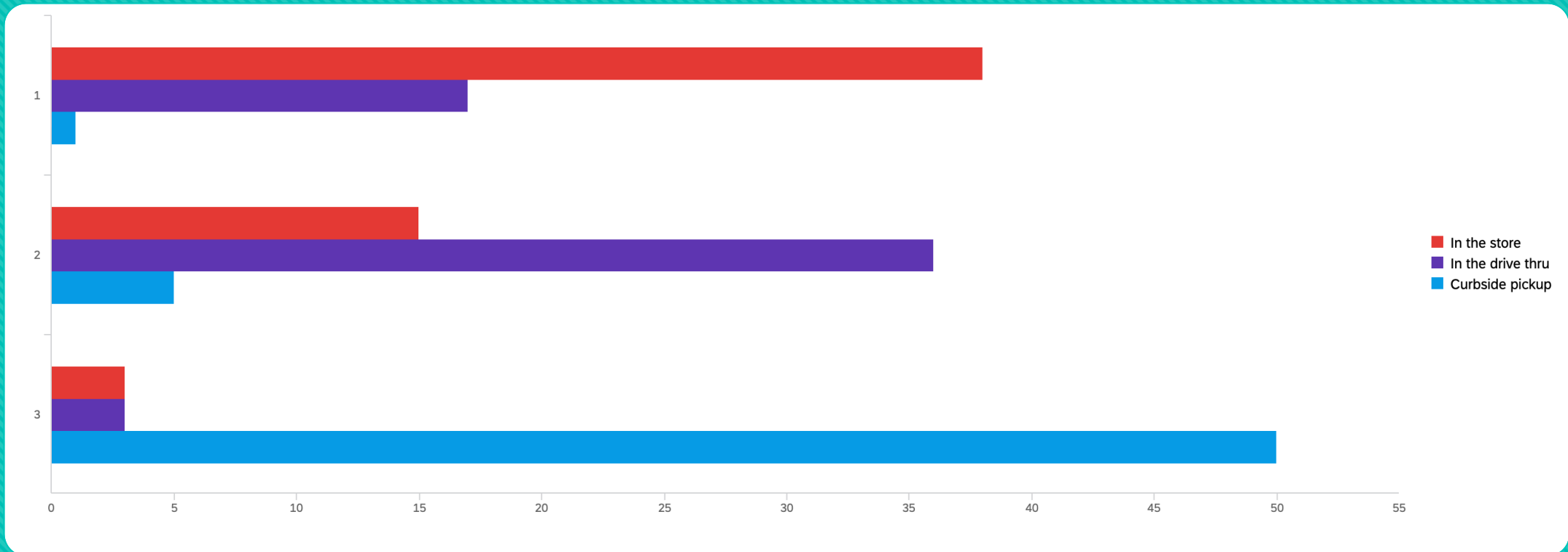


Drive thru convenience   Vibe/ambiance   Personal relationship with owners/employees   Drink selection/flavors   Snack items   Location   Other (please tell why)

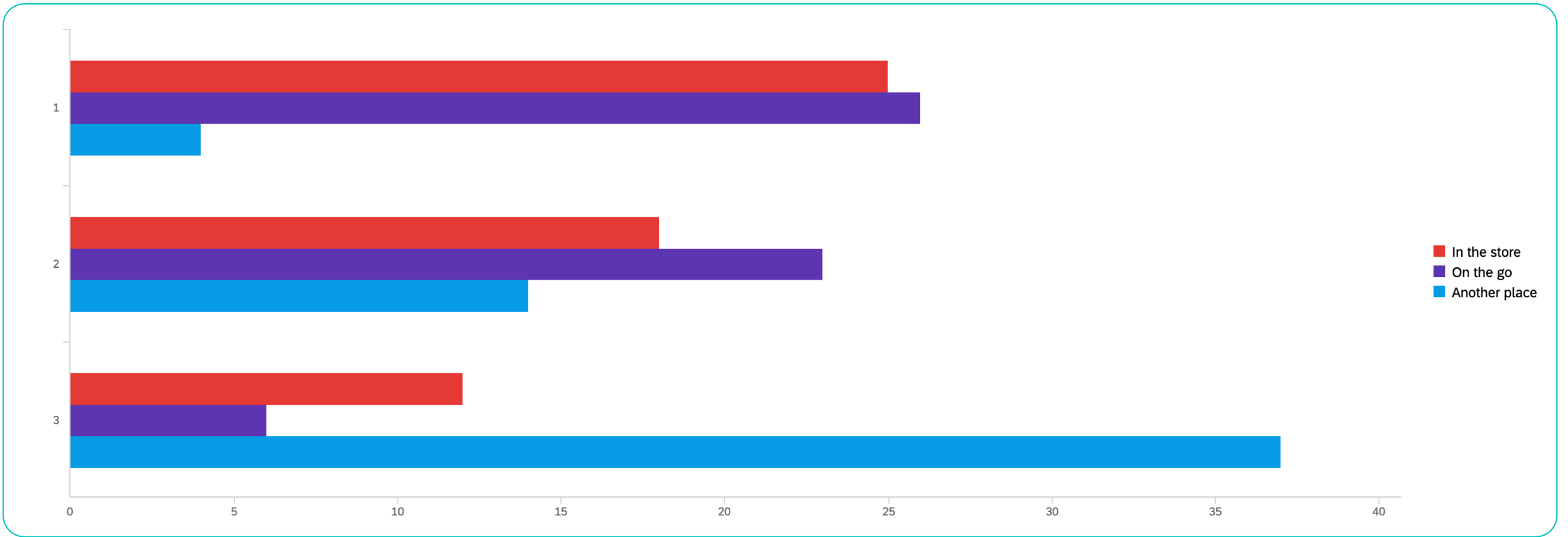
- 5 responses to "other":
- They support my kids schools
  - Grandkids like it
  - Just memories of long time fiiz customers
  - Cheaper than other drink options
  - Support small business



How do you normally place your order from Fiiz Drinks (rank)?



How do you normally pick up your order from Fiiz Drinks (rank)?



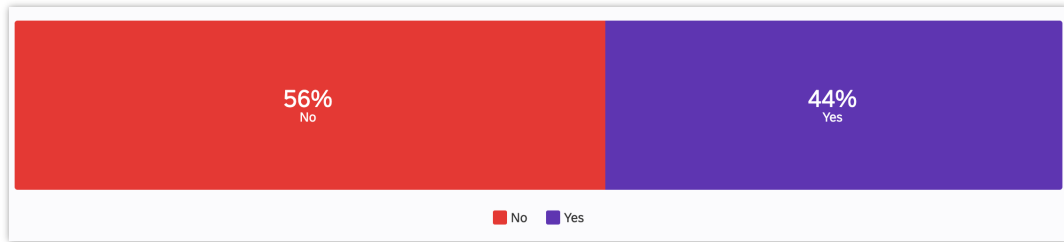
Where do you most often consume your drink and snacks from Fiiz Drinks (rank)?



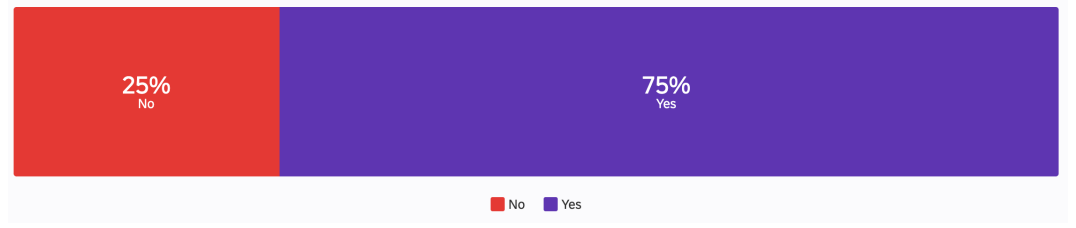
# Findings: Use of Technology

The graphics on the following slides demonstrate the following:

- Less than half of Fiiz customers have the Fiiz app, but 75% of them have apps for other restaurants.
- Of those who do have the app, nearly 75% use it monthly or less. Those who don't have the app feel they don't need it, don't go to Fiiz often enough, or didn't know there is an app.
- 40% of Fiiz customers have visited [fiizdrinks.com](http://fiizdrinks.com). Of those who have visited the website, 86% access the site on smartphones. They most often visit the site to read the menu (59%) and to get store information/hours (28%).
- 62% of Fiiz customers use Instagram and 70% of those use it at least daily.
- Exactly half of Fiiz customers who use Instagram follow either [fiizdrinkstx](https://www.instagram.com/fiizdrinkstx) or [fiizdrinksspringtx](https://www.instagram.com/fiizdrinksspringtx) on Instagram (or both). Of those who don't follow, 71% didn't know about the accounts.
- Those who follow Fiiz on Instagram see postings regularly.

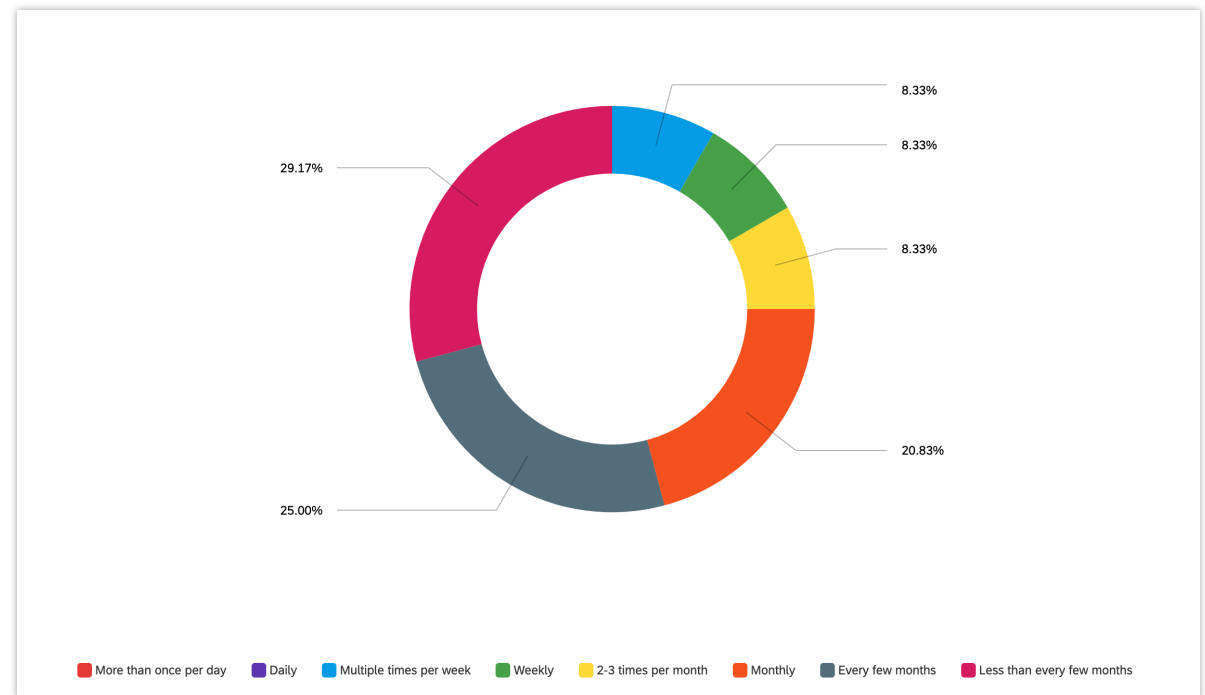


Do you have the Fiiz Drinks app?



Do you have apps for other restaurants besides Fiiz Drinks?

How often do you use the app?



Please explain why you've chosen not to have the Fiiz Drinks app.

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I didn't know it existed (8)

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I don't go enough (8)

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I just don't need it (4)

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I just order in store (2)

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I don't want one more thing on my phone (1)

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I don't like apps (1)

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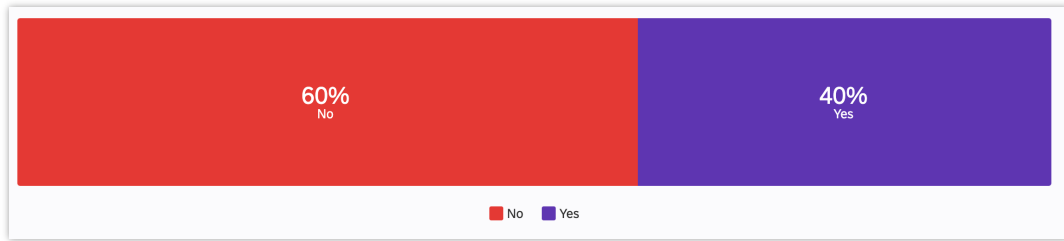
Boring (1)

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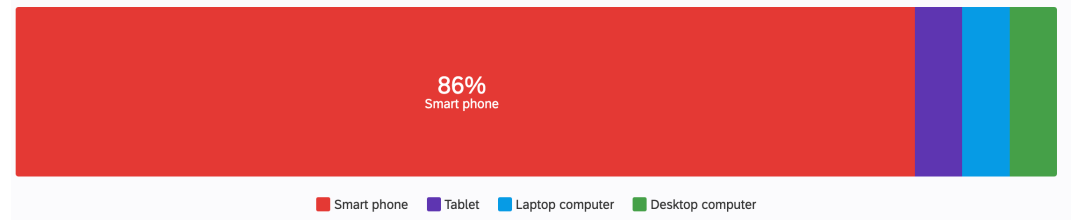
I don't get food apps (1)

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Didn't think about it! I will now! (1)

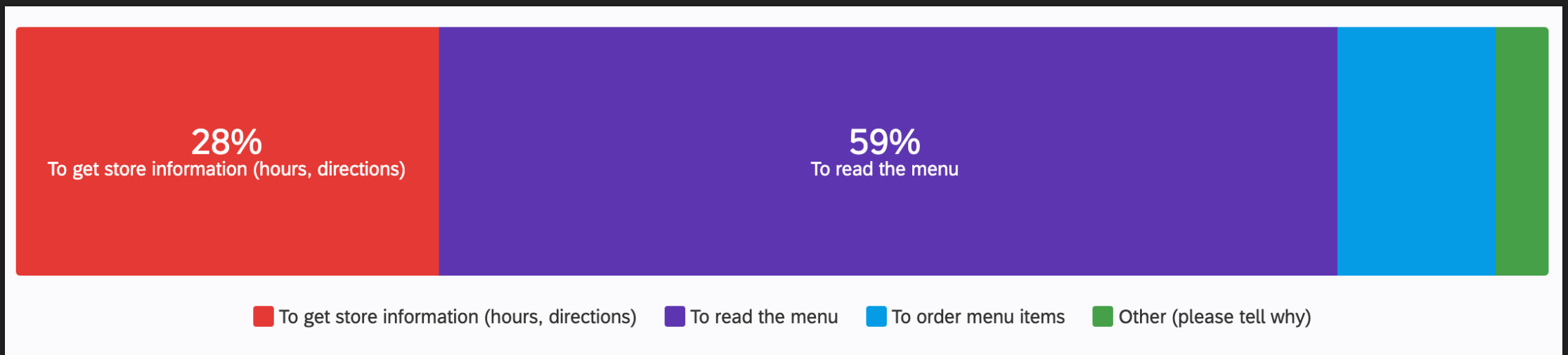


Have you visited the website  
fiizdrinks.com?



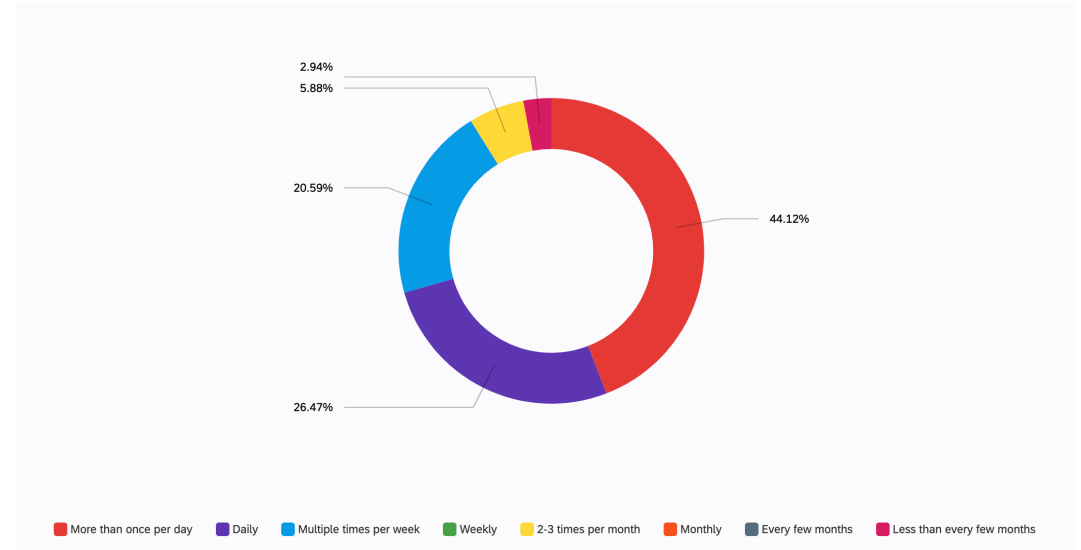
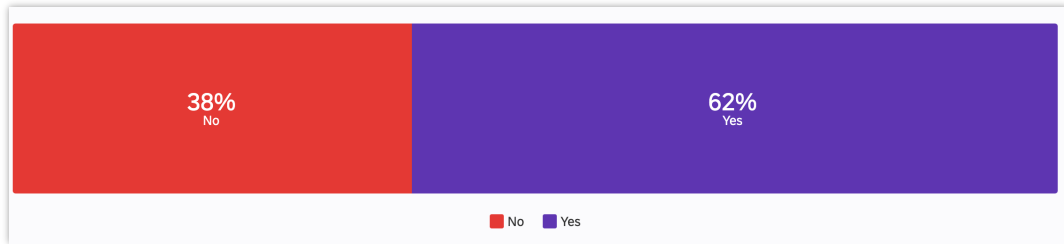
If yes, where do you most  
often access fiizdrinks.com?

# What is your purpose in visiting fiizdrinks.com? Check all that apply.



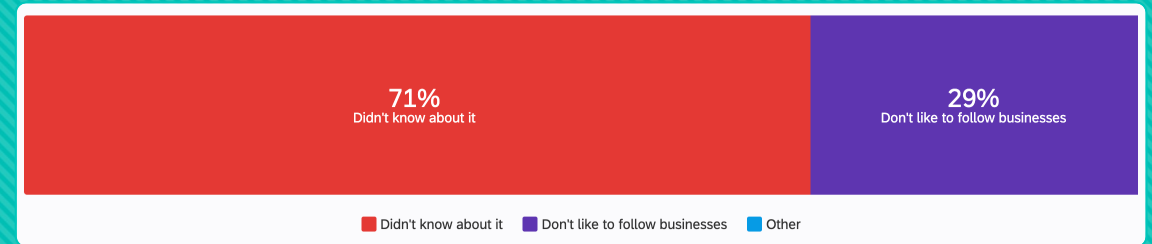
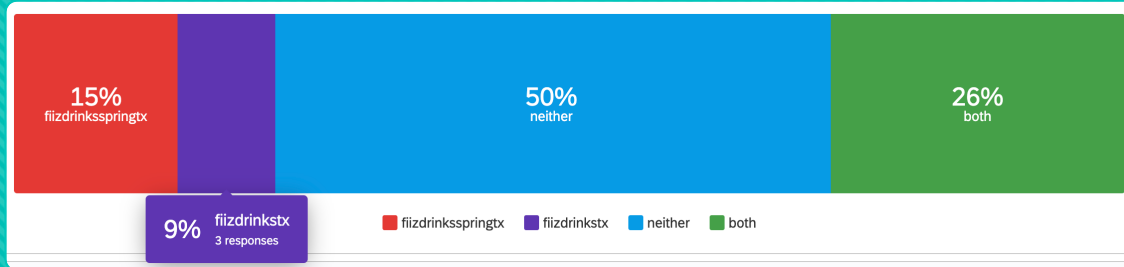
1 response to "other":

- To apply



Do you have Instagram?

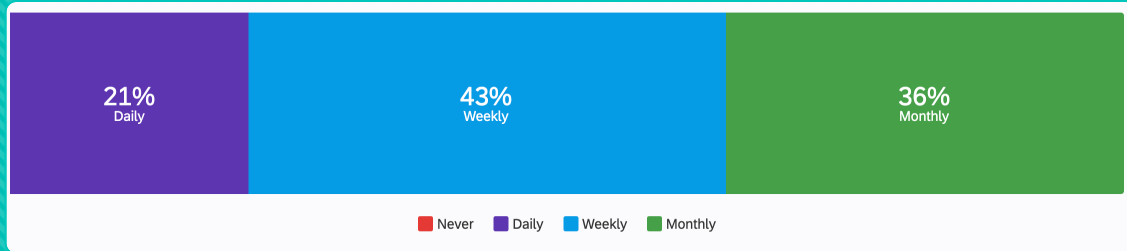
(If yes), how often do you use Instagram?



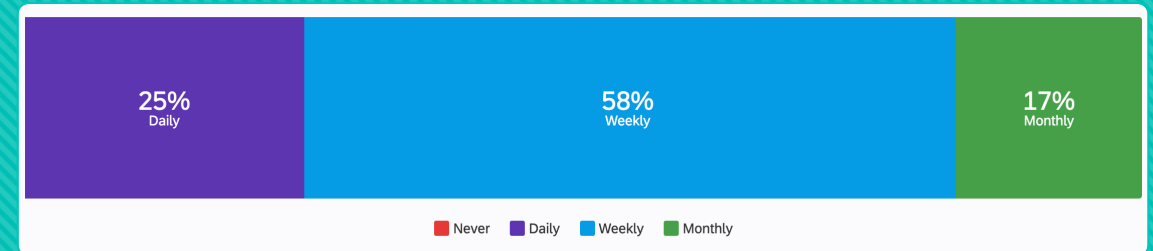
Do you follow fiizdrinksspringtx or fiizdrinkstx on Instagram?

If no, why have you chosen not to follow us on Instagram?





How often do you see posts from fiizdrinksspringtx on Instagram?



How often do you see posts from fiizdrinkstx on Instagram?

# Conclusions

The findings in this survey indicate that Fiiz customers are most likely to be middle-aged women who live less than 5 miles from the shop. Most of them found the shop through word of mouth and visit once per month or less. They choose Fiiz because of the drink selections/flavors, personal relationships with the owners, and the vibe/ambiance of the shop.

Fiiz customers prefer to order and pick up their drinks in the shop. Half of them prefer to consume their drink and snacks at the shop, while the other half take their order on the go.

Fiiz customers use apps for other restaurants, but less than half of them have the Fiiz app. Those who have it use it infrequently. Fiiz customers who access the website do so on smartphones and use the site to read the menu or get store information.

Fiiz customers use Instagram at least daily. Half of Fiiz customers who use Instagram follow either [fiizdrinkstx](#) or [fiizdrinksspringtx](#) on Instagram (or both). Those who follow Fiiz on Instagram see postings regularly.

Many customers noted they didn't know about the app or Instagram account.

# Recommendations

To increase its customer base, Fiiz Drinks should note the following recommendations.

What's working:

- Customers choose Fiiz because of the drink selections/flavors, personal relationships with the owners, and the vibe/ambiance of the shop. Fiiz should continue its efforts in those areas.
- Fiiz should continue to target middle-aged women who live near the shop. Advertising efforts should focus on nearby neighborhoods, though most customers find the shop through friends/word of mouth.

What could be better:

- Customers tend to visit infrequently. Efforts should be made to increase return visits by customers, including increasing social media presence.
- Many customers are unaware of Fiiz's Instagram accounts. Efforts should be made to increase the number of followers, and postings should be more frequent.
- Customers are more likely to have apps for other restaurants than for Fiiz, and many aren't aware there is a Fiiz app. The availability and benefits of the app should be communicated to customers.

Keep in mind:

- Most customers who use the website access it on a smartphone. Fiiz should ensure the site is optimized for smartphone viewing.

# Appendix A: Survey Questions

# Survey Questions

This survey can be found here:

[https://unt.az1.qualtrics.com/jfe/form/SV\\_5vBu5N7IkFINJem](https://unt.az1.qualtrics.com/jfe/form/SV_5vBu5N7IkFINJem)

**This survey is for customers of Fiiz Drinks, Spring TX. The purpose of the study is to learn more about our customers.**

Qualifying question:  
Are you a customer of Fiiz Drinks in Spring, TX?

- No
- Yes

(If the participant answers “no” the survey ends.)

1. How did you find Fiiz Drinks in Spring, TX? Check all that apply.

- Social media
- Drove by
- Word of mouth/friend
- Catering event
- Found online
- Other

2. How often do you visit Fiiz Drinks in Spring, TX?

- More than once per day
- Daily
- Multiple times per week
- Weekly
- 2-3 times per month
- Monthly
- Every few months
- Less than every few months

3. What is your favorite product at Fiiz drinks? \_\_\_\_\_

4. How often do you order (answer to #3) product?

- More than once per day
- Daily
- Multiple times per week
- Weekly
- 2-3 times per month
- Monthly
- Every few months

5. Why do you choose Fiiz Drinks over another drink option? Check all that apply.

- Drive thru convenience
- Vibe/ambiance
- Personal relationship with owners/employees
- Drink selection/flavors
- Snack items
- Location
- Other\_\_\_\_\_

6. Besides Fiiz Drinks, what is your favorite place to purchase a drink? \_\_\_\_\_

7. How often do you visit (answer to #6)?

- More than once per day
- Daily
- Multiple times per week
- Weekly
- 2-3 times per month
- Monthly
- Every few months

8. How do you normally place your order from Fiiz Drinks? Drag the responses to put them in order from most often to least often.

- In the store
- In the drive thru
- On the app
- On the website

9. How do you normally pick up your order from Fiiz Drinks? Drag the responses to put them in order from most often to least often.

- In the store
- In the drive thru
- Curbside pickup

10. Where do you most often consume your drink and snacks from Fiiz Drinks? Drag the responses to put them in order from most often to least often.

- In the store
- On the go
- Another place

11. How much money do you typically spend each time you order from Fiiz Drinks?

- Under \$3.00
- Between \$3-\$5
- Between \$5-10
- Over \$10

12. How much money do you typically spend each time you order from (answer to #6)?

- Under \$3.00
- Between \$3-\$5
- Between \$5-10
- Over \$10

13. Do you have the Fiiz Drinks app?

- Yes
- No

# Survey Questions

This survey can be found here:

[https://unt.az1.qualtrics.com/jfe/form/SV\\_5vBu5N7IkFINJem](https://unt.az1.qualtrics.com/jfe/form/SV_5vBu5N7IkFINJem)

14. If yes, how often do you use the app?

- More than once per day
- Daily
- Multiple times per week
- Weekly
- 2-3 times per month
- Monthly
- Every few months

15. If not, please explain why you've chosen not to have the Fiz Drinks app

\_\_\_\_\_

16. Do you have apps for other restaurants besides Fiiz Drinks?

- Yes
- No

17. Have you visited the website [fiizdrinks.com](http://fiizdrinks.com)?

- Yes
- No

18. If yes, where do you most often access [fiizdrinks.com](http://fiizdrinks.com)?

- Smart phone
- Tablet
- Laptop computer
- Desktop computer

19. If yes, what was your purpose in visiting [fiizdrinks.com](http://fiizdrinks.com)? Check all that apply.

- To get store information (hours, directions)
- To read the menu
- To order menu items
- Other (please tell why) \_\_\_\_\_

20. Do you have Instagram?

- Yes
- No

21. If yes, How often do you use Instagram?

- More than once per day
- Daily
- Multiple times per week
- Weekly
- 2-3 times per month
- Monthly
- Every few months

22. Do you follow [fiizdrinksspringtx](https://www.instagram.com/fiizdrinksspringtx) or [fiizdrinkstx](https://www.instagram.com/fiizdrinkstx) on Instagram?

- [fiizdrinksspringtx](https://www.instagram.com/fiizdrinksspringtx)
- [fiizdrinkstx](https://www.instagram.com/fiizdrinkstx)
- Neither
- Both

23. If no, why have you chosen not to follow us on Instagram?

- Didn't know about it
- Don't like to follow businesses
- Other \_\_\_\_\_

24. How often do you see posts from [fiizdrinksspringtx](https://www.instagram.com/fiizdrinksspringtx) on Instagram?

- Never
- Daily
- Weekly
- Monthly

25. How often do you see posts from [fiizdrinkstx](https://www.instagram.com/fiizdrinkstx) on Instagram?

- Never
- Daily
- Weekly
- Monthly

26. When do you typically visit Instagram? Check all that apply

- 6-9 am
- 9 am-12pm
- 12-3 pm
- 3-6 pm
- 6-9 pm
- 9 pm-12 am
- 12 m-3 am
- 3 am-6 am

27. What is your age?

- Under 12
- 12-15
- 16-19
- 20-29
- 30-39
- 40-49
- 50-59
- 60-69
- 70-79
- 80 or older

28. I identify as

- Male
- Female
- Other
- Prefer not to answer

29. How far do you live from Fiiz Drinks in Spring, TX?

- Less than one mile
- 1-2 miles
- 2-5 miles
- Over 5 miles

30. Is there anything else you'd like to tell us about yourself as a customer of Fiiz Drinks? \_\_\_\_\_

**Thank you for taking the time to complete this survey. We appreciate your feedback.**

# **Appendix B: Other Interesting Data**

# What is your favorite product at Fiiz Drinks?

Freezers
Purple
captain jack sparrow with dr pepper & chonuts
audrey hepburn
Cookie dough
Antifreeze
Everything
Diet Dr Pepper cpt jack sparrow
Butterscotch root beer
dr pepper with cream
Bloodhound italian soda
Chandler bing
Diet Dr Pepper with coconut, vanilla, & cherry syrups
Summer Nights
Monster Mashup Shamrock
Anything with pineapple
I don't remember the names of the drinks!

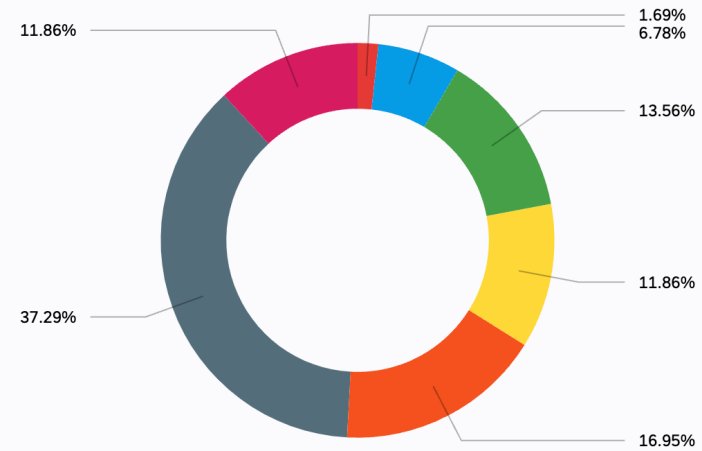
Coke Zero Lime in the Coconut w/coconut cream
Specialty drinks
Diet Coke
Mountain Dew
Coke
Coconut/lime Diet Coke
Berry Bad Doctor
The Chipper Chandler
chandler bing
Soda and popcorn
Any of the root beer drinks
Pretzels
Fiiz Freezes (peach phrap) (Miami)
Razz bear
The Queen drink and chonuts
Captain Jack with dr pepper or professor
Miami Ice. And chonuts with frosting.

Zen Sprite
N/A
Summer Nights
Berry bad doctor soda
Berry bad doctor
All of them.
The lemonade drinks
Frozen butterbeer!
Frosted Lemonade
Drinks
Jessie's girl, Diva, or Awkward drinks.
Captain Jack Sparrow
Milkshake
Strawberry shortcake
Most diet Dr Pepper drinks
Captain Jack Sparrow
Soda (dr pepper w/ coconut cream)

Black Hole, pretzel, popcorn, nachos
Berry Bad Doctor
Captain Jack sparrow, lime in the coconut, frozen root beer drink (?)
Peach mango
Berry bad doctor
My kids love the frozen icees haha! We are not big soda drinkers so we usually do a lemonade mixture.
Soda
Pina colada freeze
North shore or berry hood doctor
My kids love rootbeer fizz



How often do you order (your favorite drink) at Fiiz Drinks?



More than once per day Daily Multiple times per week Weekly 2-3 times per month Monthly Every few months Less than every few months

Besides Fiiz Drinks,  
what is your  
favorite place to  
purchase a drink?

---

Sonic (21)

---

Gas station/Circle K (7)

---

McDonalds (7)

---

Just the store/supermarket/Walmart (6)

---

Dutch Bros (4)

---

Whataburger (3)

---

Starbucks (3)

---

Twisted sugar (2)

---

Chick fil a (2)

---

Swig (2)

---

Jamba (1)

---

Smoothie king (1)

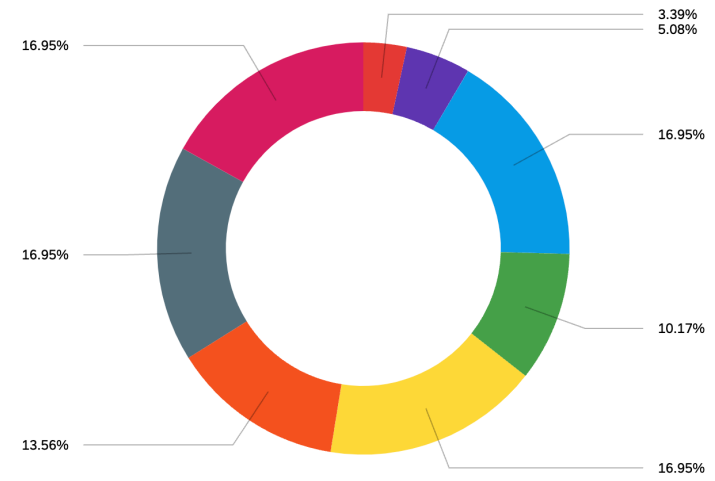
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Chill (1)

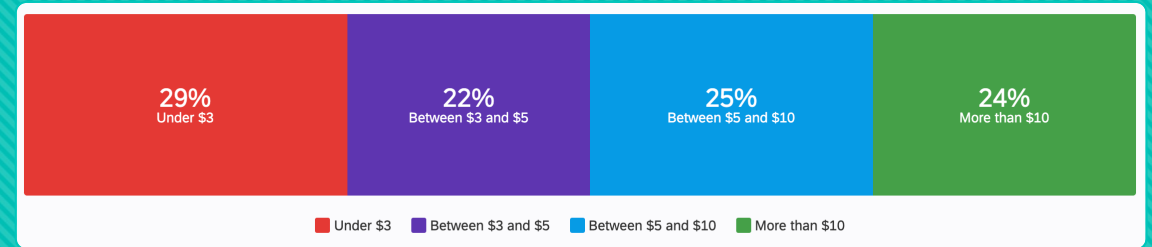
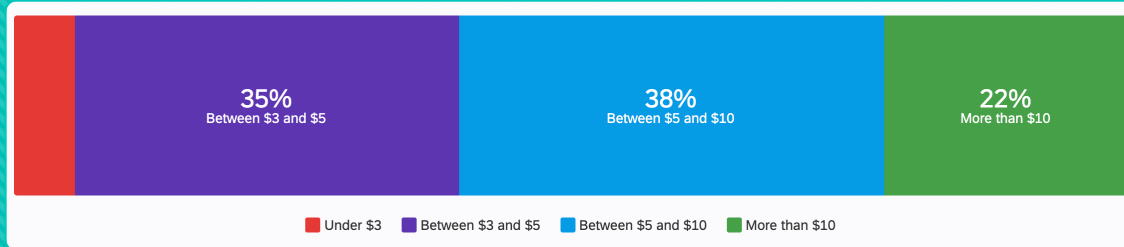
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N/A (6)

How often do you visit (other place to buy a drink)?

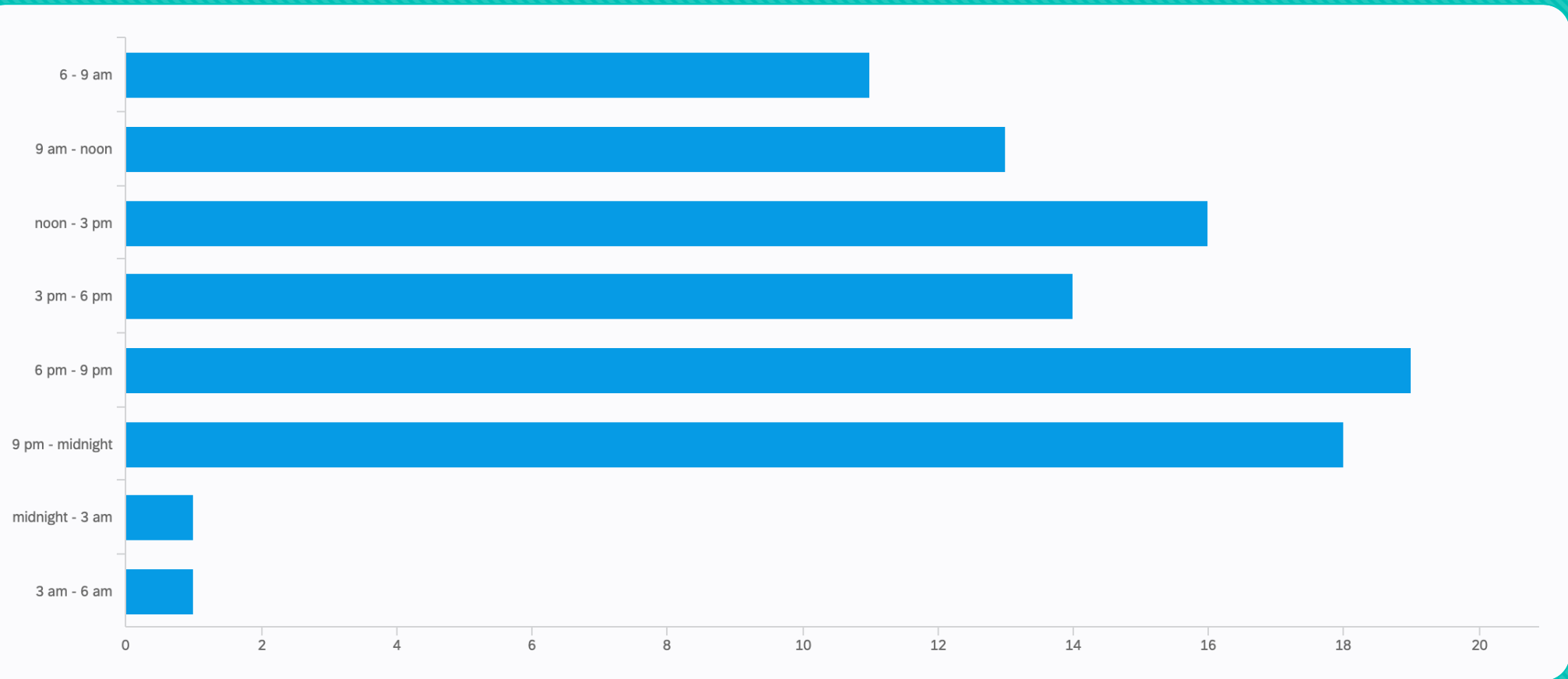


More than once per day Daily Multiple times per week Weekly 2-3 times per month Monthly Every few months Less than every few months



How much money do you typically spend each time you visit Fiiz Drinks?

How much money do you typically spend each time you visit (other choice of drink location)?



When do you typically visit Instagram? Check all that apply.

Is there anything else you'd like to tell us about yourself as a customer of Fiiz Drinks?

Fun & different place to celebrate special occasions & achievements.

💖💖💖💖💖 I LOVE IT

It's just the greatest place ever! Love the happy vibe in the store, love the owners, and the awesome employees that work there, and love the yummy things they sell!

Nothing

I love your drinks. Your employees are wonderful. Your location is what stops me from getting drinks there more often.

Nope

My kids love going there & spending time with friends!

I love how friendly and helpful the staff is. I always have a positive experience when I'm at Fiiz!

fiiz is the best, it's the bestest after temple treat

Love Matt & Jenny Strader. They are the coolest.

Personally know the owners.

The drive through line is always way too long. Workers friends visit and take up space and time in the drive through. The teens that are hired are not really wanting to work. Too close to mormon church.

I would love for them to sell more sweet treats like cookies!

Nope

It's amazing!

I love the options of Fiiz but it's pretty pricey for my family if 6.

Nope

Your employees are so friendly which helps me feel welcome!

My kids love to come here for the fun atmosphere.