The Udacity Coffee project

Background

The main aim of this project will be to increase collaboration among students and improving course engagement. My main job is to design a digital experience for Udacity students to order coffee and study together.

Coffee is one of the most popular hot beverages and an important commodity worldwide. Coffee, prepared from roasted coffee beans, represents one of the key industries in several developing countries located in equatorial regions, such as Brazil, Vietnam, Colombia, and Indonesia.

At the global level, coffee consumption is expected to grow by 2.2% per year until 2020. However, in 2015 and 2016, global consumption remained stable. Emerging markets such as Brazil, China, Russia, Indonesia, and others are expected to account for 50% of total global consumption.

Research Goal

The main aim of this research is to improve course engagement and collaboration among students through interviews with students and lecturers to collect information. Our team seeks to find opportunities/needs from this research that will help us design and enhance the coffee consumption using a digital tool. The research findings will help us shape a digital product.

Research Questions

1. How to enhance collaboration between students using a digital experience to order coffee?
2. According to the research findings, will a better digital design ameliorate students in their course engagement?

Method

An interview is preferred here.

15-20 min recorded a video interview. This will help us keep track, store and collect significant information.

A script will be used by the person carrying on the research in order to have a concise data from users who were asked the same question.

Recruiting plan

We will mostly recruit students and these students will come from different universities. We will be visiting colleges/universities and be proposing interviews, we will send a notification through

mail to the interested students willing to take the interview. We would choose 3 individuals from different Universities preferably.

Script

Introduction

My name is Jamal Hen. Thank you very much for participating in this study. We are conducting this research in order to bring a better solution to design issues for an online coffee shop. We will make a short interview of about 10-12 min in which I will ask you questions about your drinking habits, your environment, and your tastes concerning the design of any online coffee ordering system you may have used.

Do you mind if I record this session for note-taking purposes? The recording won't be shared with anyone outside of our team. Everything you say will be kept strictly anonymous and confidential.

Please feel free to ask any question that's on your mind before we start this interview.

Warm-up Questions [*Build rapport. Start with easy questions to get to know the participant.*]

1. Can you tell me something about your social life?
   [Want to have a general overview of the type of person the participant is maybe a social   person or not]

2. At what time do you usually get up?
   - Any reason for you doing so?
   [The reason is to verify whether the participant is an early person or not, this usually influences coffee drinking]

3. At what time do you usually go to bed.
   - Any reason for you doing so?
   [This also has incidences with the quantity of coffee/tea we drink]

Questions
4. **[Checking drinking habits]**

   - Do you regularly take breakfast in the morning? If yes what do you usually take?
     [**We want to check the frequency of food intake in the morning as it will affect what he/she drinks too**]

- Do you drink something in the morning at your breakfast? If yes what is it? (if no why?)**[wnat to know if the participant is a regular drinker or not, this is to have a portrait of the type of user]**

- What about the rest of the day? What do you drink during the day-long be it water, coffee, beer anything…?**[Wants to have more information regarding the frequency at which he needs to take a drink, this will help us know how he may use the system(online coffee shop) we are designing]**

5.   [**Interviewee Relation with coffee**]

- Do you drink coffee?**[We want to check whether the participant drinks coffee or not, this will better help us situate our data]**

- How many cups of coffee do you drink per day? If yes how often do you do so?**[Here we want to know the rate at which he drinks coffee this is will affect the rate at which he will use our coffee ordering system too]**

- Do you make your coffee yourself? Or it's the machine that does it for you.**[The reason for this question is to check whether the participant will want to order his coffee or make it himself, this will influence his usage of our app]**

- Since when have you been drinking coffee?**[We want to gather more intel about the participant and his knowledge of coffee and coffee drinks]**

- Where do you drink your coffee most often? Why?**[We want to know if where he likes to take his coffee, if he likes to take it at home and doesn't make it himself he is likely to order it and that is where our app enters and vicer-versa]**

6.   [**Digital Experience**]

- Have you ever used an app or other digital systems to order your coffee?**[We want to check whether the participant have been in contact with any digital coffee ordering system before, this will enable us better situate the responses he will give us]**

- When was the last time you used this coffee ordering digital system?**[We want to see if this experience is still fresh in his mind, this will increase the accuracy of our data]**

- How was your experience using it?**[We want the participant to tell us if his experience using that system was pleasant or not. This will help us with our design approaches/principles]**

- Can you describe it to me?**[Here we want the participant to tell us about the look and feel of the design what he liked or disliked]**

- Did you face any difficulties using it? If yes what were they?**[Here want to capture the things on which we can improve on, like taking a feature and ameliorating it.]**

Wrap-up

Thank you so much for sharing your experience and insights. Your answers will help our team build a better product. If you have any additional thoughts and comments, I would love to hear about them at any time. I can be reached at **hennanijamal@gmail.com**. Hope you have a wonderful day.