

Software Engineering Assignment 1
CS-400-01
Software Design and Development
Fall 2021



kaffi

Kaffi: Features, Scenarios, Personas and User Stories

Introduction

Kaffi is a product that is in development with the goal of designing a platform that allows coffee lovers to discover local coffee shops, interact on a new level with businesses, and share their coffee experiences with each other. The first and main function of the platform is to provide an interactive map with location pins which will provide easy-to-understand UI to cultivate the discovery of new and formed coffee businesses around the world. The goal is to connect the users to the bossiness based on the connivance, love for coffee, and coffee shop atmosphere. To understand the potential users for the platform this analysis is full of interviews of potential users, product feature diagrams, and persona development is conducted which aids the development in better development of HIC implementation. Interviews of four potential users give a better insight into new features and flaws of potential features. Product feature diagrams are used in the persona development to showcase how the features will carry out their functions and showcases the product in the development. And persona scenarios will illustrate how our features benefit the persona, in turn, reveal the real need for the app like kaffi.

Part I: Interviews

Chris Diaz

About Chris:

Chris is age group of 29 and 30 years of age. He is a college student who has returned to school to peruse computer science associates. He drinks coffee and tea but purchases coffee and tea at a preferred place on an average 4 times a week. His habits consist of buying coffee and going to a coffee shop simply for the atmosphere. Since he has visited many coffee shops and spends a significant time in them, he now has main locations where he finds it to be suitable to work or relax. However, his coffeeshops are chosen in large based on people he knows there.

Furthermore, he relies on the convenience based on his schedule. Sociability is a main reason why he likes his preferred “spots”, since he knows people there, he is likely to meet new people. Chris also travels, when he does, he utilizes his app to find a place which is worth visiting. If a place checks off his criteria’s he has no problem making a long-distance travel to revisit it.

Chris’s desired features:

Chris almost exclusively searches for a new place on his own. He does not ask for references from other people for discoveries but rather uses an app. His current app of choice is the google maps. Some of the useful features he finds in google maps is pictures shared by customers, he would find necessary in the kaffi app. Since he also likes to visit the new places as his main goal is to find new people to meet, he finds the feature of the forum useful that way he can gauge the atmosphere of the place. He is always on the lookout for inspiration so to see how the atmosphere of the place is a must. He finds his inspiration in the location and people, feature like these would be a great implementation. Google maps is an easy-to-use application, and he likes the fact there is a search bar at the top of google maps and he can right away search for a place, therefore it is also a must have feature for him. He is looking for pictures of the place and the specialties they offer so prices and offered drinks would be needed information such as pastry, coffee, tea, and more. His biggest pet-peeve is a place which doesn’t have a passion about their craft, so to weed out such places would be a great feature. A place that has employees who are passionate about their work.

Chris’s features takeaway:

- Map (implied by the use of google maps).
- Platform / forum to share photos.
- Search capacities.
- Shop rates and Menu.
- Easy to use profile to encourage owners to be active.

Semhar Zeru

About Semhar:

Semhar is a student in age group of 20 to 29. She drinks coffee Sunday through Friday daily. She usually goes to a coffee shop but recently she has started to make her own. The convenience of making her own coffee additionally saves her money. Even though she has started to make her own coffee, usually in the morning, she hasn’t given up her loves for the local coffeeshops as she enjoys the environment. The right setting is very important to her however, she doesn’t have an impeding preference for coffee as she enjoys all coffee including Starbucks. When she looks for

the new places, her go to option is self-search using google maps. Despite that, sometimes she finds places based on her friends' suggestions. On her own time however she prefers to utilize an app. As it has been mentioned her preferred application is google maps, because it is the only app which she knows that can give her location and times the shops are open. In many cases if a shop near her it is the best pick for her, and time is important since if it closes early, she will likely not visit the place. However, in regard to discovering new places she prefers to visit it herself rather than research the details, and if she doesn't like the experience, she will not return.

Semhar's desired features:

Semhar is not good with maps in-fact she finds them confusing. She uses the scroll-based UI when looking at shops based on how close they are to her, consequently, she finds forum feature essential. Additionally, idea of the hashtags which takes her to the business is something she would favor over a pin on a map, and she would use the app to explore for coffee shops by using the shops pages which she would prefer to be scroll based. She finds it essential to for the forum portion images not only contain hashtags to the coffeeshops page but also the distances relative to the user from where it was posted from, that way the user knows how far away the active coffee shop or a person has posted.

Semhar's features takeaway:

- Shops pages scroll till certain number of posts at which point the user can choose to scroll to next closest shop or push continue and see more of the current shop.
- Implementation of distance information on posts relative to user.
- Owner Profile pages should provide mandatory closing and opening times on their profiles.
- Forum which provides essential information such as distance.
- Hashtags which call to the shops page.

Hannah Flannery

About Hannah:

Hannah is a 20 to 29 age group. She drinks more than one cup of coffee every day. She almost exclusively makes her own coffee, by purchasing grounded coffee from a supermarket. In some instances, she buys coffee at a coffee shop, however, solely by easiest and quickest accessibility. She never goes out of her way to buy coffee at a coffee shop because its expensive and she doesn't like the idea of others making her coffee. Furthermore, she doesn't like to go to a coffee shop because it is too loud and distracting. When she works, she needs Wi-Fi, and in some instances, it is not provided, unless you purchase something. Her preferred discovery choice of any places is by asking her friends for places they found to be good. However, when Hannah knows where she wants to go, she does use maps app to get to that location. And she thinks that the app needs such feature.

Hannah's desired features:

Hannah would not use the application but would recommend to friends who would use it.

However, if she were to use it, she would like a prompt link to the maps application which will then easily open her maps app and show her destination to the shop she would not go to.

Hannah's features takeaway:

- Owner profile pages should provide mandatory Wi-Fi guidelines.
- There should be communication for user preferred map application from kaffi for direction feature.

Aaron Bone

About Aaron:

Aaron is in the age group 20-29. He drinks a decent amount of coffee, he prefers espresso creations and he likes them iced. He travels some around in the states for smash tournaments and when he does so he loves to visit local coffee shops. If he ever travelled to Europe he would want this app to be up so he could find cool coffee shops wherever he travelled. He personally said: “This app would be perfect for me”. He also works as a barista at Heine Bros’ so he has some experience with running a coffee shop and how all that jazz works.

Aaron’s desired features:

He would like there to be barista recommendations on the coffee shop’s page on the app so that people could see what the barista personally thinks of the coffee creations at their place. This would also connect the users of the app with the actual coffee makers. He also would like there to be some type of recipe to show so that people could know exactly how the coffee is made. This obviously would be for the regular creations and then barista specials could be kept secret.

Aaron’s features takeaway:

- Barista recommendations/specialties so that users could see what sets that coffee shop apart or so that users would know what to try at that place.
- Recipes for coffee creations so that users can see how their coffee is made and perhaps make something similar at home.

Part II: Features Diagrams

Current Feature List:

Interactive Map.
Real-time location.
Coffee shop profile.
Pin.
Menu (Specials, Barista Recommendations).
Reviews.
Search.
Filters.
Hashtags.
User Profile and app settings.
Favorites List.
Wish list.
Visited list.
Push notifications.
Discussion Forums.

Figure 1 Interactive Map:

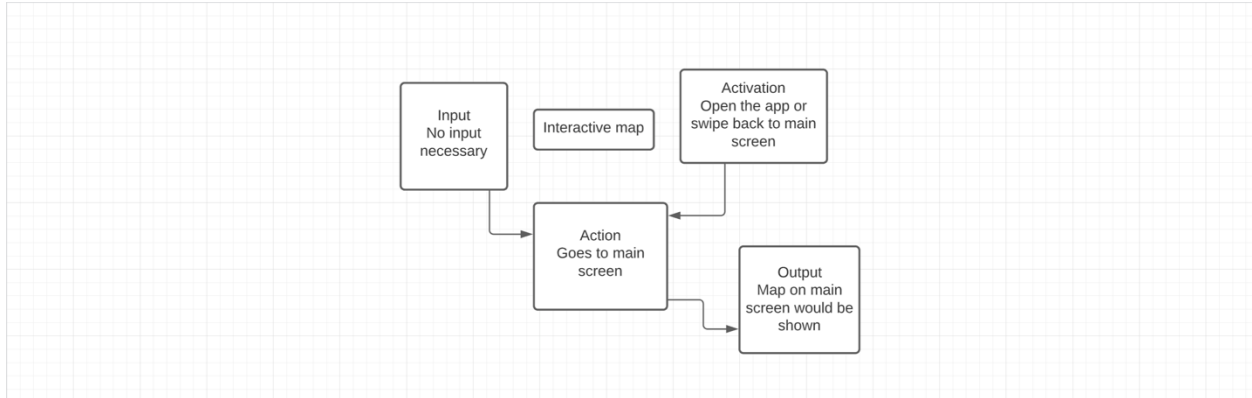


Figure 1

Figure 2 Owner Page:

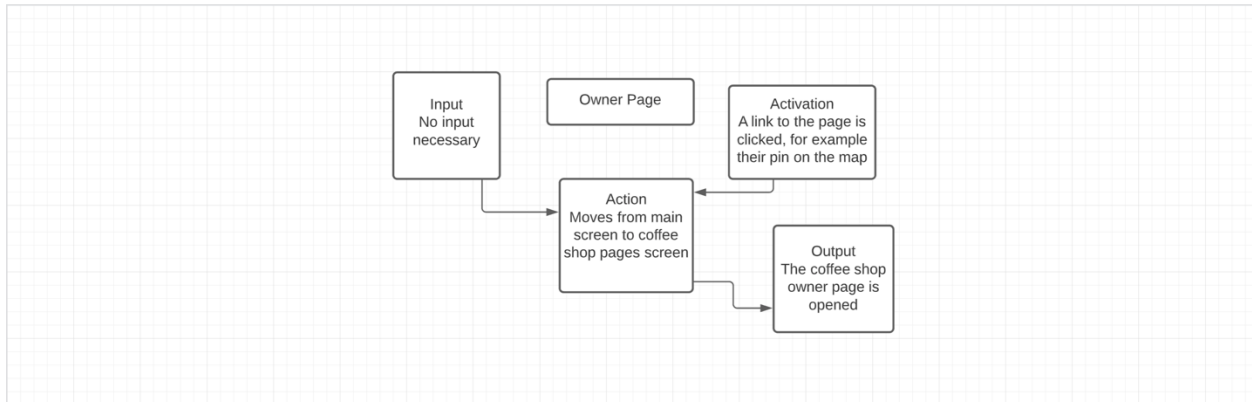


Figure 2

Figure 3 Real-Time Location:

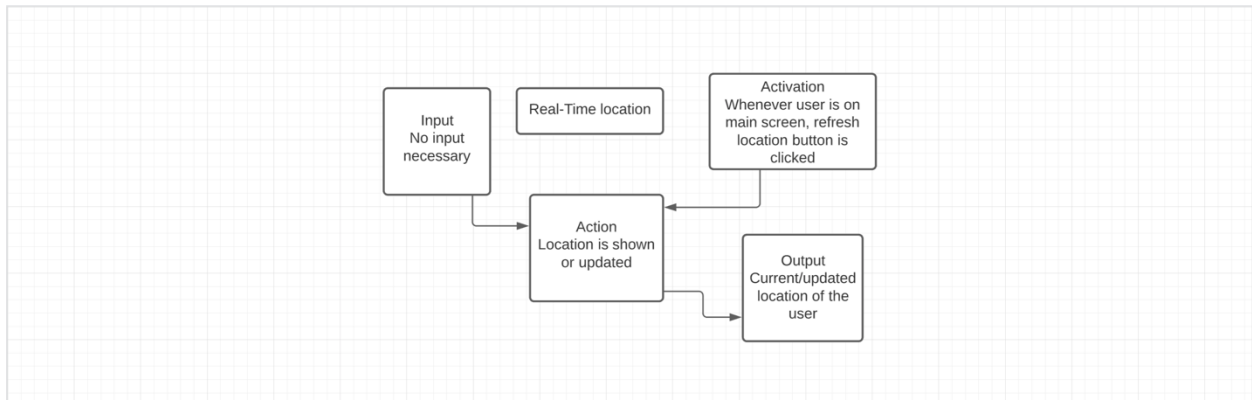


Figure 3

Figure 4 User Profile:

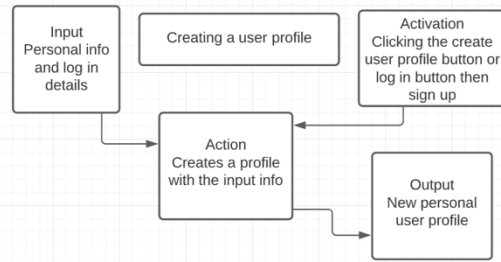


Figure 4

Figure 5 Generating Owner Profile / Coffee Shop Profile

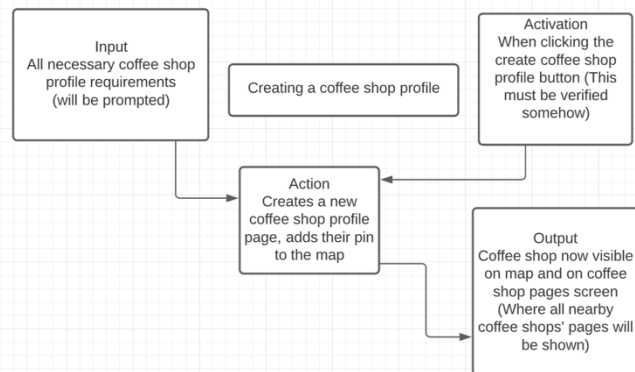


Figure 5

Figure 6 Maps Call

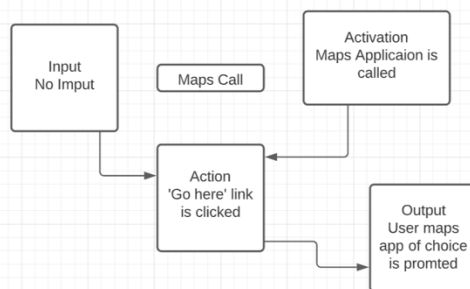


Figure 6

Figure 7 Search:

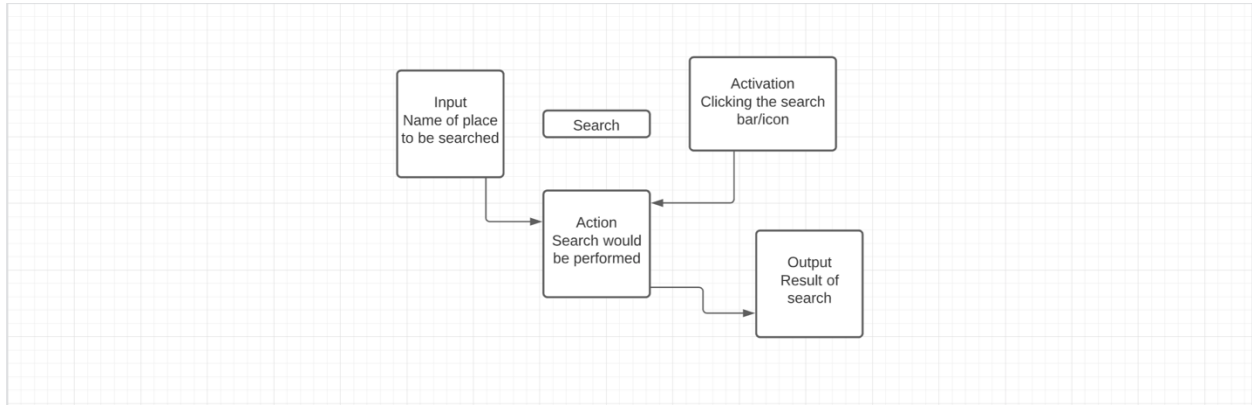


Figure 7

Figure 8 Hashtags

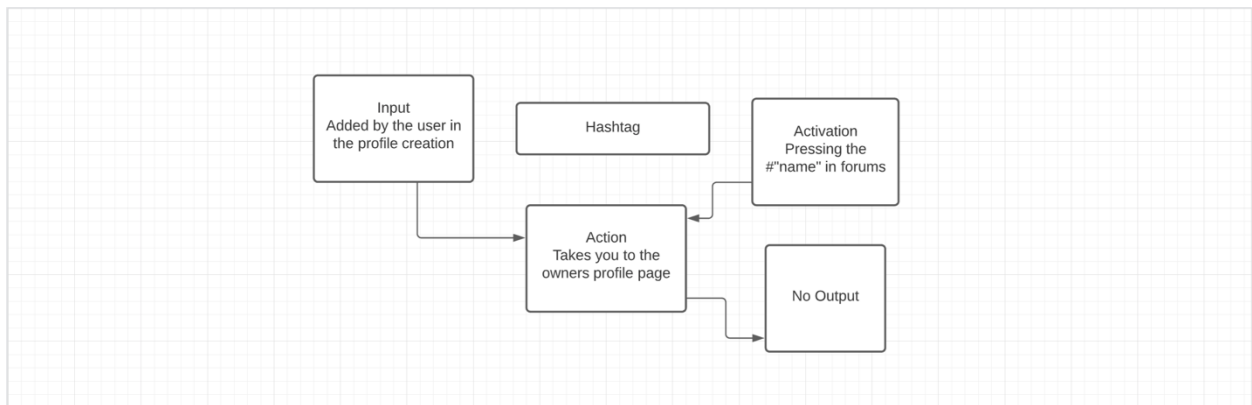


Figure 8

Figure 9 Forums

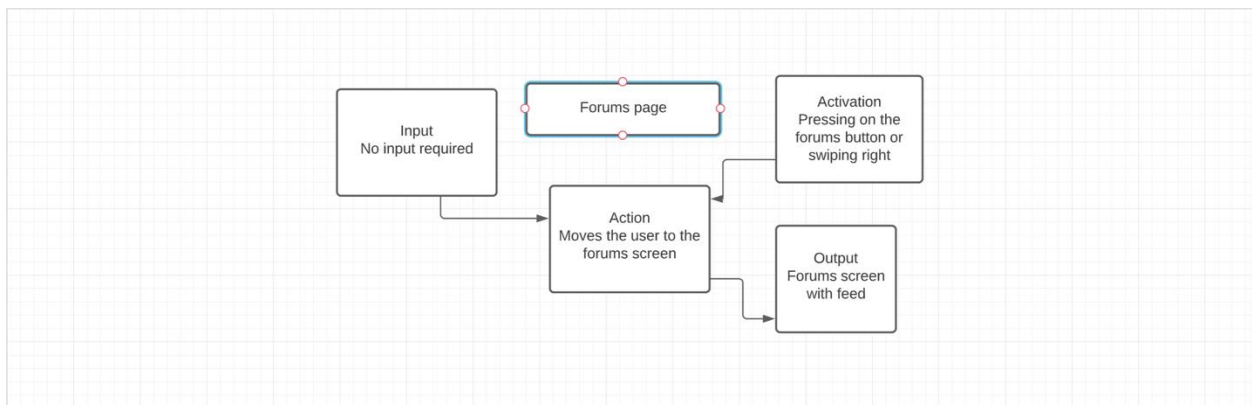


Figure 9

Figure 10 New Post

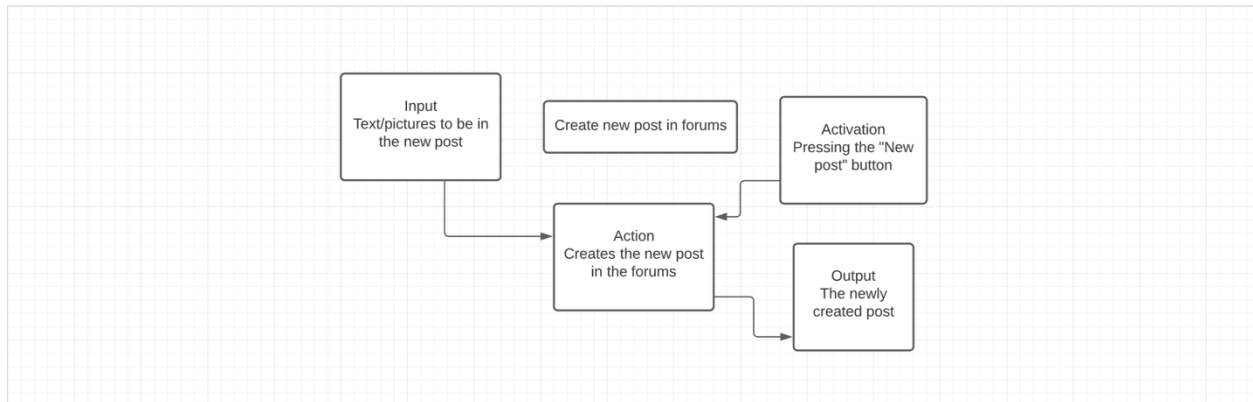


Figure 10

Figure 11 Applying Filters

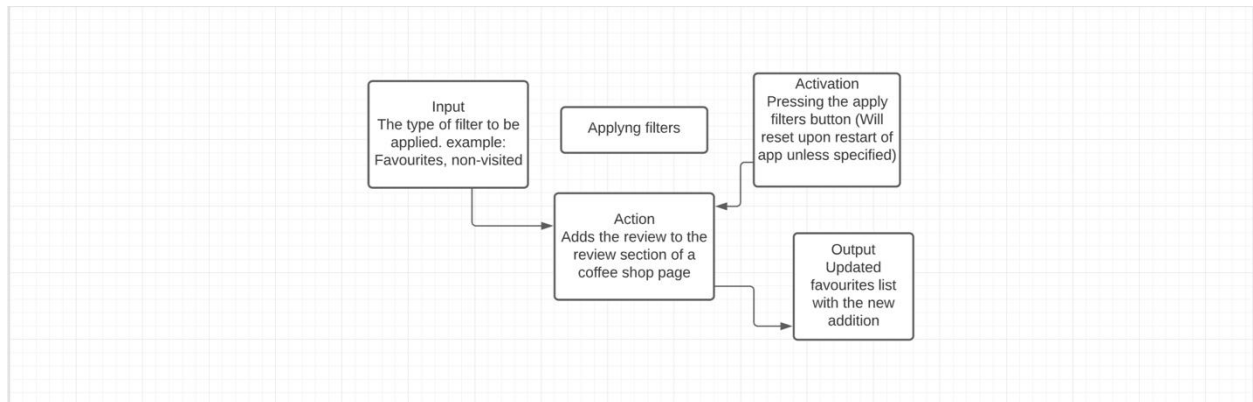


Figure 11

Figure 12 Leaving Reviews

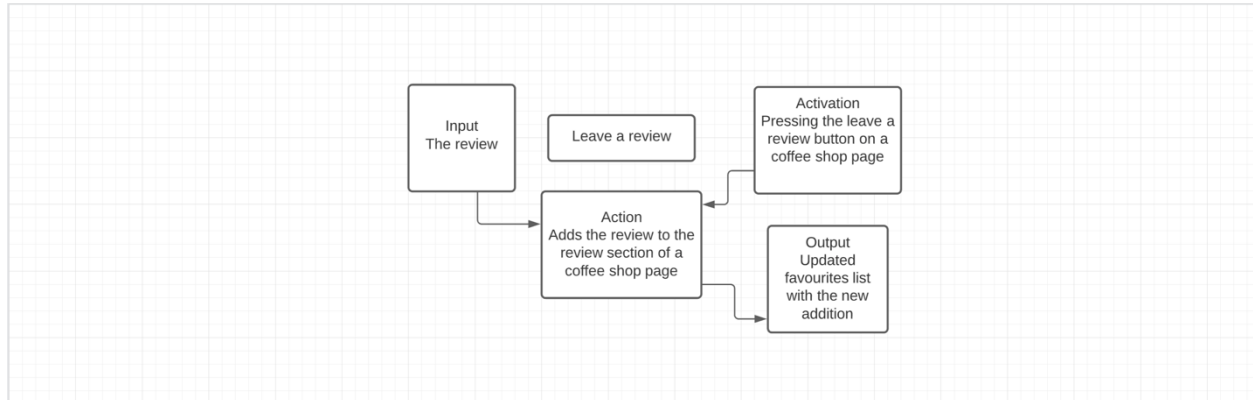


Figure 12

Figure 13 Favorites / Wish List

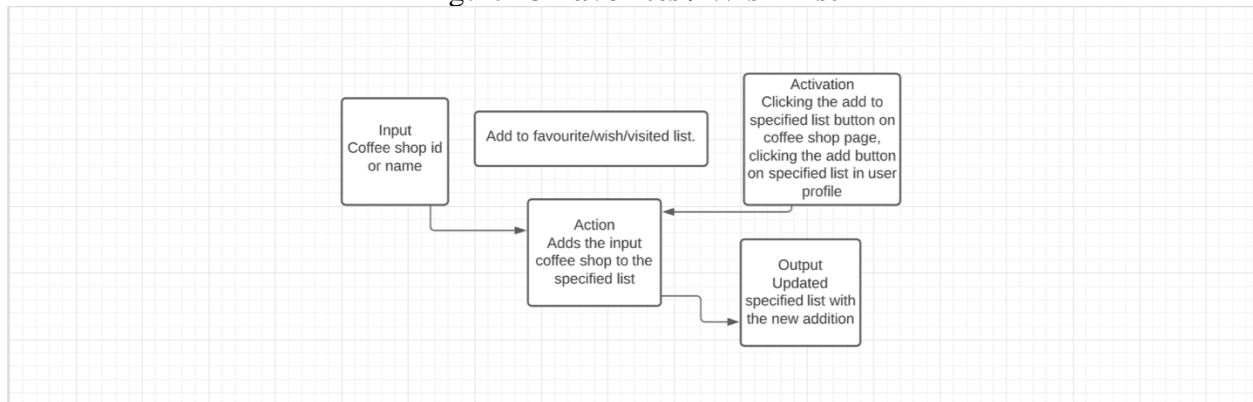


Figure 13

Part III: Personas, Scenarios and User Stories



Andre Fantes

Andre Fantes is owner of a coffeeshop he has opened in late 2011. He lives in Louisville and has a wife and two children; one goes to college and the other one is done with college and currently working. Andre has no formal education besides high school as he began working and helping managing businesses, but then eventually opened his own. Over the years his coffee shop has established itself as a perfect location for a combination of a cozy atmosphere and balanced coffee making craftsmanship. He has a steady customer base which he has established personal relationship with, throughout years in the industry. Likewise, his google map ratings speak for themselves as he has over 400 reviews and a 4.5 rating. He would definitely be interested in app like Kaffi which would help with marketing and general social media coverage to make his coffee shop even more visible to even more people to increase his customer base.

Scenario 1:

In recent years however he has begun a preparation to lessen his hours at the shop and to focus on opening another location as well as dedicate time more time with his family. He has recently hired 2 more baristas which brings his work force to 6 baristas and 2 managers. His goal is to create exposure through his workers and any new possible marketing. Andre's wife and his trusted manager have created a social media which they co-manage but the exposure is very small as the content is lost in the overflow of large social-media trends.

He recently heard of an app called Kaffi which quite perfectly fits his current needs and decides to give it a go. He downloads the app and creates a coffee shop profile called Fantes' coffee, here he adds the location of his shop as well as an overview of his menu as well as his specials that his trusted baristas have showed him. He then created his new coffee shop profile and was a couple days later verified by the app and added to the map and the coffee shop pages. His pin now shows up on the map, and his coffee shop page is accessible. Now all left to do is to wait and see how well the new marketing goes.

Scenario 2:

He has also bought a place in another area of Louisville, a little closer to downtown where he plans to open another location of his coffee shop. Even though they will both be Fantes' coffee, he doesn't want the two shops to be the exact same, because he is strongly against large chains that are just direct copies of each other located on every street corner. The new location he bought is an old, little factory and he has some ideas of how to lightly renovate it so that it's new and fresh, but still keeps its rustic look. He has plans of making this coffee shop double as a type of museum where he shows the story of how he opened his first business and how he travelled to Guatemala, Ethiopia and some other countries to try out beans for his coffee shop.

After creating a coffee shop profile for his first shop and that working like a charm, he wants to create a page for the new one as well. He also wants this new location to focus on some latte art so he posts on the forums on Kaffi that he is looking to hire a barista with latte art experience who lives in Louisville, who can work full time as a barista. He also plans to let those two recently hired baristas to learn from the new one so that they can also become adept at coffee art. His first and original coffee shop will stay as a nice and cozy place to study and relax with nice scenery outside and the other location to focus more being artsy and a little more "hipster" with some nice museum vibes with his history of starting his business and stuff like that.

After a little time, he has received some emails and messages regarding the barista opening and he is about to look through them to see whom to hire. He is about to be done decorating and designing the interior so only thing remaining is filling the lead barista spot for his shop.

Scenario 3:

After having recently opened his new coffee shop location, under a slightly different name, because they are intended to be different shops, though under the same owner and manager, he wants to create some new special coffee creations for his shop. He already has some good ones at his original location thanks to the ingenious mind of his loyal head barista and the rest of his team, but for this new location though he doesn't want to copy that specials menu, because then it wouldn't really be special anymore. He decides to go on a trip to Nashville with his team of baristas and to try out some coffee shops down there for inspiration. He books the hotel and knows a couple good places there that he wants them to try out, but he also wants a couple new places to get fresh inspiration.

He opens up the Kaffi app and searches for Nashville, he is then taken to that geographical location and can browse the map for pins and coffee shops. He finds three new places that seem pretty cool, and they all have some interesting items on their menus. He marks those three as well as the other two locations that he already knew of and added them to his wish-list.

They travel down there and try a bunch of different items and get new and fresh inspiration to create their menu for the new coffee location. He is also glad that he could treat his new staff to a nice couple of days down in Nashville. They then proceed to create the menu and are very happy with the result of both traditional crafts and new, fresh crafts with a modern and local twist. And obviously with some nice aesthetically pleasing latte art, even some drinks that are a little more expensive, but with an even more detailed and advanced latte art. A little of everything to please any coffee lover. The new menu is then uploaded to the coffee page on Kaffi so that the public can see.

Scenario 4:

Newly hired manager Kennedy is a big devotee to great locations in their city and has recently discovered the Kaffi app which he started to use to discover local coffee shops. One evening during a shift Andre hears about how much Kennedy loves the new app and that he has discovered some interesting shops in their area which have given him some great ideas about their menus. Andre asks more about how the application works and Kennedy tells him that it has a very simple UI that focuses on your location however additionally custom toward both bases of users, owners, and users while specializing only in coffee. When Andre hears about the features of the forums and the owner profile her quickly realizes that it could allow him to showcase his bussiness in the way he has been looking for.

Later that day Andre tells his wife about the Kaffi and in one evening his wife creates an account by choosing their logo as a profile picture, customizing a menu and their price ranges, and finally adding some great old photos of the shop and some coffee they made home. She is prompted that her content will not be visible until she has her business is verified. She shares her new account with their current social media. People on social media reach out to her about how they are excited to see a very simple and easy menu and great photos they have uploaded into the app, and they have shared the app with their friends who are looking to find more great places. Andres's wife visits the shop a few days later and asks Kennedy to post one on their account photos and specialties, and he agrees.

A week later, Andres tells his wife that he has noticed much larger groups of younger crowds coming to the shop and doing heavy study sessions while buying a lot of pastries. She tells him how kaffi app has hashtags and that since Kennedy has been posting quite often their hashtag has been trending on form section of the app and that it is likely that the students who use the app have been coming to have an experience.



Anne Hunbetz

Anne Hunbetz is a traveling contract manager for a Dutch company. She is 35 and currently unmarried but is in a relationship with a guy, Kristian. They have been dating for 4 years and live together back in Amsterdam whenever she isn't traveling. She has spent a significant time of her life in school, acquiring a Ph.D. in Accounting. However, after being invited by a friend to work at a startup. She developed aggressive negotiating skills during that time and became famed for securing favorable deals. When the startup failed, she was approached to join an international company. Through her years at LSE London School of Economics and Political Science, Anne spent an enormous amount of time pursuing her passion of finding cozy cafés in London. During that time, she drank a moderate amount of coffee but recently with the enormous need for travel with her new job the consumption of coffee has been on the incline. With the travel came the need for remote work and meetings, and due to her college roots, she finds it suitable to do work in small welcoming cafes. Anne discovered local cafes by word of mouth and the use of many apps which have been cycled through her phone. However, there hasn't been one to fulfill the criteria for her traveling beside the basic map app. If presented with an easy-to-use app that would help her find cozy coffee shop locations easily, she would definitely try it out!

Scenario 1:

While she is visiting Istanbul during a business trip, her early morning flight is cancelled, and she has to stay in Istanbul until the night flight because that is the only next available flight. She got refunded some of the money and upgraded, but she still has to figure out how to get some work done and joining her meetings online. Anne tries to set up a workspace at the airport coffee shop but is quickly disappointed with the mediocre coffee and unsuitable atmosphere. She decides instead to leave the airport and return later. After going back to the city, she once again opens her map application to see if there is a coffee place nearby, however, she quickly finds out that it is oversaturated by chains and unrecognizable brands. She decides to open the app store and try to find a new coffee app and comes across Kaffi. She finds 7 large pins within her area, and she clicks on one with an image of red cup which takes her to page full of photos and pricing

information. She sees that it is located just 5 mins away and proceeds to walk over there. She sits down and orders a coffee. Once it arrives, she has already set up her temporary workspace and is quite content with the cozy feel of the shop despite being right next to a dazzling busy road in a foreign country. Luckily the coffee here tastes well and the staff is very friendly. Here she can remain until its time for her flight.

Scenario 2:

After going on a business trip to the states, both to New York and Philadelphia to land make some deals with some of their business partners in the US she needed to find some good places to get her daily coffee. She was recommended by a friend to try this one new coffee shop in Philly that is also a public library. Any time she has been to the US and gone past a library she had only seen Starbucks so she was quite interested in this place, because she loves to read in her spare time so she might as well spend some of her off time and try out this cool coffee place as well. She wants to check out the place beforehand and tries out the search feature on the Kaffi app. She searches for library coffee shop Philadelphia and there it pops up. “Coffeebrary”. It has great reviews and fairly spaced-out menu with some nice specials she has never heard off. She added “Coffeebrary” to her wish-list and wrote down a little comment which coffees she wanted to try. She is really looking forward to visiting that coffee shop and can’t wait to finish her meetings and work stuff in New York so she can travel down to Philly and visit the place on her wish-list!

After checking out “Coffeebrary” and trying out the special listed on their menu she happily leaves a great review recommending the place on their review page on Kaffi.

Scenario 3:

Anne loves to travel and is going to plan a trip to Latin America in the near future with some of her friends from back home. She was in Cancun recently trying to land a contract, however she had some days off before she left so she spent them sightseeing and being a tourist. She visited one of the magical towns there, but after trying out one of the local coffee places she was very disappointed when she got served a horrible coffee. Other than that poor coffee experience she was quite happy with her last couple of days in Cancun.

However, on her trip to Costa Rica, Guatemala and Panama she really wants to experience some of the old coffee traditions that the place has to offer. She checks Kaffi and can only find a couple of Starbucks, but there is no way she is going there. When the time is finally here and they travel first to Antigua, Guatemala. There she asks some locals for some advice to good coffee shops and tries out three different ones. They all made amazing coffee and she was a little upset that they weren’t on the Kaffi app. She then goes and talks with the barista who is also the owner and manager of the place and recommends him the app. She shows him how easy it is to set up a page and how it is free and after having done so with all the three coffee shops she hopes this will help their business, because after such great craftsmanship should way more customers than they currently have. She explains to them that she will probably try to travel here again in some years, and she hopes that more coffee shops will have followed their example. It will help their business with locals and especially foreigners travelling for holiday.



Gabriel Marrion

Gabriel Marrion is returning to school after dropping out his freshman year of college after not knowing what he wanted to do. He has worked at a lot of different jobs, mostly in the food industry for example as a barista for a couple coffee shops. Through his time in the field of barista work, Gabriel realized that he also loved to make coffee for himself. Utilizing his acquired skills from the time working as a barista he does his own latte art at home. He enjoyed the artworks he produced working as a barista that he developed a new passion for art. In his circle of fellow coffee-artists, he is an experienced veteran, and his social media showcases just that. As he has met a significant amount of people of the same passion in his time as a barista, he figured he would return to school to pursue an art degree and learn more about this new passion of his. The school he is going to is not in his hometown or even state, so he won't be meeting with his fellow coffee-artists as much as previously. He would want something else than the large social media platform, Facebook, which he is currently using because it doesn't suit his needs in finding new coffee shops to go to after moving away. Something that would help him showcase his crafts as well as introducing him to the local coffee community would benefit him greatly.

Scenario 1:

Gabriel is completely new in town and other than his aunt and uncle that lives 30 minutes away from town, he knows nobody in the vicinity. He is about to start school next week and would love to find a nice study place, specifically a coffee shop, because that's where he would feel at home. He also needs someone new to criticize his coffee art and give him reviews. What better place to find that than a coffee shop? He would also want to make some new friends that have similar interests to him, which is also more likely to be found at a coffee shop itself.

The only issue is that he doesn't really know how to start. He begins googling coffee shops nearby, but there mostly appears large chains that have been so commercialized that he wouldn't even consider it coffee shops anymore, they are more like fast-food but for drinks based on coffee but taken so far away from it that it's on the border of not being called coffee anymore, at least that's his thoughts. He then comes across an app called Kaffi, he then proceeds to download to check it out and there suddenly pop-up coffee shops everywhere. He quickly filters out the large chains and there are still plenty of coffee shops nearby. He then clicks on the first one and

on the shop's page there are a bunch of pictures of latte art credited to one their baristas. After seeing some pictures of the interior, he quickly decides to go check it out and there behind the counter is the barista with the coffee art. He strikes up a conversation and makes his first friend.

Scenario 2:

Gabriel is wanting to start working as a barista in his spare time, both to pursue his passion and earn some money to pay for college tuition. He has recently made some new friends in town that all love coffee, but there aren't any jobs available. He isn't exactly sure where to apply, so he decides to try out the forums of the Kaffi app. He has to create a profile and does so, then he adds his favourite three coffee shops to his favourite's list and swipes to the right to go to the forums section. Here he creates a new post where he includes some pictures of his most recent latte art as well as some great ones he made in his hometown. He adds that he is currently looking for a job as a barista and mentions that he has a lot of experience and such and then attaches his contact details if there are to be anyone interested in contacting him.

He is not too long after contacted over phone by a person named Henry Kimsdale who is about to start up a new coffee shop. He is looking for baristas with experience in coffee making as well as in latte art. Henry has a vision to show off more of what is possible to do with coffee. He also has plans to run a bar next to the coffee shop, perhaps making some coffee related bar drinks, but the most important thing is that it should all be aesthetically pleasing to look at. After seeing Gabriel's post on the forums of this app he immediately contacted him.

Scenario 3:

Gabriel was recently hired to work as a barista in new coffee shop is requested to help decorate the place, obviously the owner has certain ideas of how he imagines it, but he wants Gabriel to have some input as well. Gabriel checks out the forums on Kaffi to get some inspiration as well as looking at photos of his latte art. Then he gets an idea, as a school project he is required to do a painting of a passion or a motif of his choice. He then proceeds to make latte art of the new logo of the coffee shop. After doing so, he then takes a picture and presents his idea to the owner. He wants to paint his latte art and hang them up in the coffee shop. He also has some good pictures that he could edit and hang up on the wall as well. Henry is enamored by the idea and Gabriel proceeds to do as requested. After a month's time he is done with two paintings and editing some of the photos he has taken. After ordering the photos and paintings to be framed, they arrive, and they finish decorating the interior.

Now the business is finally ready to open as two more baristas with some experience in latte art creation are hired as well, he is also made the lead barista, kind of the assistant to the manager, which is the owner. After a couple weeks in business Gabriel is in charge of making a coffee shop profile in the Kaffi app so that they are visible on the app, he also makes a Facebook page and an Instagram account, because he wants to conduct an experiment to see which social media platform will be the best at marketing. Now only thing that remains is to wait and see.

User stories:

Andre Fantes

Scenario 1:

As a coffee shop owner, I want my shop to be more visible to customers, both locally and from other places

As a coffee shop manager, I need an easy, simple way to market

As a coffee shop owner, I need a way to find good baristas easily, for example through social media like Kaffi's forums

As a coffee shop manager, I want people to know what sets us apart from others

As a proud coffee shop owner, I want to proudly show off our coffee menu more easily

As a coffee shop owner, I want an easy way to see reviews of our coffee shop

As a coffee enthusiast I want a social media platform that is meant for people like me to discuss our passion

As a coffee shop owner, I want to be able to show off other things than just our coffee, our cozy shop and vibes as well

Scenario 2:

As a new business owner, I want to instantly be visible to customers

As a business owner I want an easy way to market my shop

As a coffee shop owner, I want to be able to show off what else we have to offer other than coffee

As a startup business manager, I want to be able to find coffee artists through their social media easily, using the forums

As a new coffee business owner/manager, I want people who enjoy trying new coffee shops to know where they can find one

As an owner of a startup, I want it to be easy to leave reviews and suggestions for improvement or for things they like

As a coffee art lover, I want to be able to display my barista's creations

As a startup business owner, I want to be able to easily use social media to let people know I'm hiring

Scenario 3:

As an owner of two coffee shops, I want a page to show off the specialties for both shops so people can see how they differ

As an owner of a startup, I want to find/search up other coffee shops to get inspiration for interior

As a coffee lover I want to be able to filter out coffee locations that I've previously been to, or only see those I have on my wish list

As a manager of a startup, I need to take my new crew to coffee shops so they can get menu ideas

As a user of the Kaffi app I want to be able to search up coffee shops that I want to visit, and save them somehow

As a new startup manager, I want to show off my coffee shop for possible customers so they can see what to expect

As a coffee enthusiast I want to show off my baristas' latte art on the forums for people to see

As a coffee lover I want to be able to check out coffee shops' menus before I actually go there

As a user I want to be able to search up areas to see which coffee shops they have to offer

Anne Hunbetz**Scenario 1:**

As a traveler I want to easily find cozy coffee places to work

As a coffee enthusiast I need to find good coffee

As a worker who travels a lot, I need coffee to get me through the day and I need it to be good

As a person who loves to try new coffee shops, I need a good way to find them

As a traveler I need to be able to find familiarity in foreign countries

As a coffee enthusiast I want to be able to discuss coffee with like-minded people.

As a nostalgic I want to find coffee places that can trigger my nostalgia

As a coffee lover I need an application that can filter out large chains

Scenario 2:

As someone who's always thirsty for knowledge, I need to find good local places to read and study where they also serve some good coffee.

As a businesswoman who travels to a lot of different places, I need to be able to see which coffee shops interest me, by searching it up or seeing what the local area has

As a person with many contacts, I need an easy way to search up a recommendation

As a businesswoman who often returns to places, I've been previously I need a way to remember all the shops I've visited.

As a coffee enthusiast I want to be able to add coffee shops I've heard of to my wish-list

As a coffee lover I want to easily be able to see what people think of a coffee shop

As a traveler I like to easily find cozy places to work when away

As a coffee enthusiast I need an easy way to leave good reviews for coffee shops I like

Scenario 3:

As a traveler I need to be able to easily find new coffee locations in new countries and cities

As a coffee enthusiast I want to be able to search up coffee shops I'm recommended

As a coffee enthusiast I want to be able to find local, good coffee when I travel

As a nostalgic I want to be able to backlog to coffee locations that I have been to in the past by adding to visited list and applying that as a filter

As a coffee enthusiast I want to share my experience on an appropriate social media

As a coffee enthusiast I want to promote good coffee and help them succeed

As a coffee enthusiast I want to promote good coffee shop owners and help them succeed

As I have many coffee-enthusiast friends I want to be able to recommend them good places, so I need an easy way to do so, by sharing to them my favourites list for example

Gabriel Marrior**Scenario 1:**

As a new-in-town I want to find a new usual coffee shop in the local area

As a coffee connoisseur I would like to meet others like me

As a passionate artist I want to meet others with the same passion

As an artist I need new inspiration from my art

As a coffee artist I need people to criticize my art, both negatively and positively

As a college student I need a nice place to study

As a new-in-town I need to find some new friends

As a coffee enthusiast I want a way to remember or save the coffee shops I like or want to visit

Scenario 2:

As a college student I need a job to help pay for tuition

As a barista I want to improve on my coffee making skills

As a passionate barista I want to learn new crafts and brews of coffee

As a coffee artist I want to be able to show off my latte art.

As a coffee lover I want an easy way to find new coffee shops

As a coffee connoisseur I want to be able to filter out large “coffee” chains when I search

As a person who lives outside my hometown, I want to be able to search areas for good coffee locations as pit stops on my way home

As an art major I want to combine my passion for coffee and art and post it to an appropriate social media

Scenario 3:

As a lead barista in a start up shop I want to find inspiration from other coffee shops/baristas

As a lead barista in a start up shop I want to find inspiration from an appropriate social media platform (forums)

As a barista with lots of experience I know how I like my coffee and would want to go to places that make coffee the way I like it.

As a barista working at a coffee shop, I want people to be able to find me and the coffee shop

As a barista I want people to know what my specialties are

As a barista I want it to be easy to leave and read reviews of my coffee shop

As an artist I want others who enjoy art and coffee to enjoy my creations

As a passionate barista I want to share my coffee skills with as many as possible

Part IV: Feature List

Interactive Map (MVP)

Description

As a person who relies on visuals, I want to be able to see the locations, so I know the distance and a general location of the place I am in a search for, in this case a welcoming coffee shop.

As a coffee shop owner, I want my shop to be more visible to customers, both locally and from other places

As a traveler I want to easily find cozy places to work

As a coffee lover I want an easy way to find new coffee shops

As a new-in-town I want to find a new usual coffee shop in the local area

As a coffee enthusiast I want to be able to find local, good coffee when I travel

As a coffee enthusiast I want to promote good coffee shop owners and help them succeed

Constraints

It's required that the coffee shops set up their account and it's required that the app/program is available in the given country(which won't be a problem for most western countries)

Comments

This map would display pins with coffee shop pages where there are coffee shops(see next feature)

Based on Gabriel, Andre and Anne's user scenarios.

Creating and using a coffee shop profile (MVP)

Description

As a new startup manager, I want to show off my coffee shop for possible customers so they can see what to expect

As a barista I want people to be able to find me

As a coffee shop manager, I need an easy, simple way to market

As a coffee lover I want to be able to check out coffee shops' menus before I actually go there

As an owner of two coffee shops, I want a page to show off the specialties for both shops so people can see how they differ

Constraints

The coffee shops would have to be verified to make sure that there actually is a coffee shop, and not just a bullshit page

Comments

This coffee shop page would include many sub features, like a menu, some pictures displaying the location and perhaps a faculty section, some sections are required, while owners can choose to add other sections if they want.

From Andre and Gabriel's user scenarios

Real-Time location (MVP)

Description

As a traveler I need to be able to easily find new coffee locations in new countries and cities

As a new-in-town I want to find a new usual coffee shop in the local area

As someone who's always thirsty for knowledge, I need to find good local places to read and study where they also serve some good coffee.

As a coffee shop owner, I want my shop to be more visible to customers, both locally and from other places

Constraints

Would obviously need internet connection.

Comments

This feature would let you know which shops are close to you.

Based on user stories from Andre, Anne and Gabriel

Save a coffee shop to favourites/wish/visited list

Description

As a nostalgic I want to be able to backlog to coffee locations that I have been to in the past by adding to visited list and applying that as a filter

As a coffee enthusiast I want to be able to add coffee shops I've heard of to my wish-list

As a user of the Kaffi app I want to be able to search up coffee shops that I want to visit, and save them somehow

As a coffee enthusiast I want a way to remember or save the coffee shops I like or want to visit

Constraints

The coffee shop would need to have a coffee shop profile set up in the Kaffi app

Comments

From the user scenarios of Andre, Anne and Gabriel and Aarons interview.

Search

Description

As a person who lives outside my hometown, I want to be able to search areas for good coffee locations as pit stops on my way home

As a user of the Kaffi app I want to be able to search up coffee shops that I want to visit, and save them somehow

As a businesswoman who travels to a lot of different places, I need to be able to see which coffee shops interest me, by searching it up or seeing what the local area has

As an owner of a startup, I want to find/search up other coffee shops to get inspiration for interior

Constraints

Would only be able to search for locations or names of coffee shops

Comments

From the user scenarios of Andre, Anne and Gabriel.

Leave a review

Description

As a coffee enthusiast I need an easy way to leave good reviews for coffee shops I like

As an owner of a startup, I want it to be easy to leave reviews and suggestions for improvement or for things they like

As a coffee shop owner, I want an easy way to see reviews of our coffee shop

As a barista I want it to be easy to leave and read reviews of my coffee shop

Constraints

There would have to be a character count cap to keep the reviews short and concise, and keep the longer posts to the forums

Comments

Based on the user scenarios from all three personas. Based also on Chris' interview.

Apply filters

Description

As a coffee connoisseur I want to be able to filter out large “coffee” chains when I search

As a coffee lover I need an application that can filter out large chains

As a coffee lover I want to be able to filter out coffee locations that I’ve previously been to, or only see those I have on my wish list

As a nostalgic I want to be able to backlog to coffee locations that I have been to in the past by adding to visited list and applying that as a filter

Constraints

Would have to filter to show or hide lists of a user, or exclude certain chains by their name, or any coffee shop that has more than one location.

Comments

Based on the user stories from all three personas. Aaron and Chris also wanted this feature.

User profile

Description

As a startup business manager, I want to be able to find coffee artists through their social media easily, using the forums

As a coffee lover I want to be able to filter out coffee locations that I’ve previously been to, or only see those I have on my wish list

As a coffee connoisseur I would like to meet others like me

Constraints

Would have to be one user per log in email/phone number

Comments

Meant to pair with the forums feature and hashtag feature, based on user scenarios of Andre and Gabriel. An idea based on Michael, our collaborator.

Forums

Description

As a startup business manager, I want to be able to find coffee artists through their social media easily, using the forums

As a coffee artist I need people to criticize my art, both negatively and positively

As a lead barista in a start up shop I want to find inspiration from other coffee shops/baristas

As a lead barista in a start up shop I want to find inspiration from an appropriate social media platform (forums)

As a coffee enthusiast I want to be able to discuss coffee with like-minded people.

As a coffee enthusiast I want a social media platform that is meant for people like me to discuss our passion

Constraints

Would have to be coffee/coffee shop/café or related to similar to that.

Comments

Would be used as discussion forums or showing off coffee/café related things. Based on user scenarios from all personas

HashTag

Description

As an artist I want others who enjoy art and coffee to enjoy my creations

As a coffee art lover, I want to be able to display my barista's creations

As an artist I want others who enjoy art and coffee to enjoy my creations

As a passionate barista I want to share my coffee skills with as many as possible

As a coffee artist I want to be able to show off my latte art.

As a coffee artist I need people to criticize my art, both negatively and positively

Constraints

Can only be included in forum posts and reviews on the app

Comments

It would function either to give credit/shout out to either users, like baristas or such, or coffee shops. Based on the user stories of Gabriel and Andre. Also based on Chris Diaz' interview and Semhar's interview