**Market Analysis Form**

**Demographic Information:**

Age:

Gender:

Location (for tourists):

Residency Status (for locals):

**Usage and Preferences:**

**Frequency of Visiting Coffee Shops:**

Daily

Twice a week

Once a month

Not so often

**Preferred Types of Coffee:**

Espresso

Latte

Cappuccino

Cold Brew

Others (Specify: \_\_\_\_\_\_\_\_)

**Factors Influencing Coffee Shop Selection:**

Location

Quality of Coffee

Ambiance

Price

Special Offers

Others (Specify: \_\_\_\_\_\_\_\_)

**Interest in Local Coffee Experience:**

Highly Interested

Somewhat Interested

Not Interested

**Technology and App Usage:**

**Frequency of App Usage:**

Daily

Weekly

Monthly

Rarely

Never Used

**Preferred Features in a Coffee App:**

Personalized Recommendations

Location-Based Offers

AI-Based Suggestions

Loyalty/Rewards Program

User Reviews

Others (Specify: \_\_\_\_\_\_\_\_)

**Marketing and Promotion:**

Effectiveness of Promotions in Influencing Coffee Purchases:

Very Effective

Somewhat Effective

Not Effective

**Preferred Type of Promotions:**

Discounts on Certain Times/Days

Buy One Get One Free

Loyalty Points System

Limited Edition/Seasonal Offers

Others (Specify: \_\_\_\_\_\_\_\_)

**Likelihood to Engage with AI-Powered Offers:**

Very Likely

Somewhat Likely

Not Likely

**Additional Feedback:**

What improvements would you like to see in a coffee app aimed at promoting local coffee?

Any other comments or suggestions for enhancing your coffee experience through an app?