**Market Analysis Form**

**Demographic Information:**

Age:

Gender:

Location (for tourists):

Residency Status (for locals):

**Usage and Preferences:**

Frequency of Visiting Coffee Shops:

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?