

# SPINN COFFEE MAKER SMART DESIGN

Midterm Project

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# PROBLEM / MOTIVAT ION

1. Traditional machines are big looking and made up of complex parts.
2. Requires a lot of manual work on making the coffee and cleaning it for maintenance.
3. Requires a lot of equipments such as multiple flasks or pots with the coffee maker machine.
4. Slow flow of water into the coffee maker & Unusual sounds made by the coffee maker. These mistakes are due to complex parts that make up the machine such as tubes, valve and thermostat causing obstruction.
5. Resultant brewed coffee does not remain very warm due to the traditional heating element placed in the device. .
6. A leaking coffee maker due to fault with the tubing in the appliance.



## CONS OF 10 DIFFERENT TYPES OF NON-MODERN COFFEE MAKERS



1. Warming plate “cooks” coffee sitting in the pot.	6. Glass pots are fragile.
2. More expensive than the standard drip brewer.	7. Makes one cup at a time.
3. Expensive, Technical & Labor-intensive.	8. Takes 12 hours to brew.
4. Multiple parts to assemble and clean	9. Designed for iced coffee only & Multiple parts to clean.
5. Fragile and labor-intensive.	10. Multiple parts to assemble and clean



## LIST OF IMPORTANT DESIGN GOALS



### **DIMENSIONS**

- Original, Original Plus, Original Pro: H13.29 Inch W8.24 Inch D13.12 Inch. Power cord 40 Inch. Empty weight 8 Lbs.

### **MECHANICALS**

- **Heater..**
- **Pump.**
- **Water filter..**
- **Grinder.**
- **Brewer**

### **SOFTWARE**

- The Spinn app works with IOS and Android. The app connects to both WiFi network and to the machine. Enter data, follow instructions on phone, detect local and nationwide roasters, create an Auto-Order Coffee List and order coffee from the roaster of choice of the user.

### **MISCELLANEOUS**

- Milk Frother...



# SOLUTION

- **Claims:** Spinn is world's first bean-to-cup coffee maker that can make a single serve Espresso, Lungo, Americano, Carafe of Coffee and more.
- **Tasks:** Its centrifugal brewer controls the coffee's creation along with its parts that make it up. Science meets the art of brewing as Spinn processes each parameter of the coffee serving.





# SOLUTION

A coffee maker is only as good as its coffee maker parts. So these parts must be durable, easy to clean, and usually available when we want to order for them. Let's walk through some of the coffee parts.

- o **Coffee Maker Carafes**

the stainless steel carafe has its own advantages. Durability is one of them.

- o **Carafe lids**

are an important part as they prevent the heat and the flavor of the coffee from flowing outside the carafe after brewing.

- o **Filter Baskets**

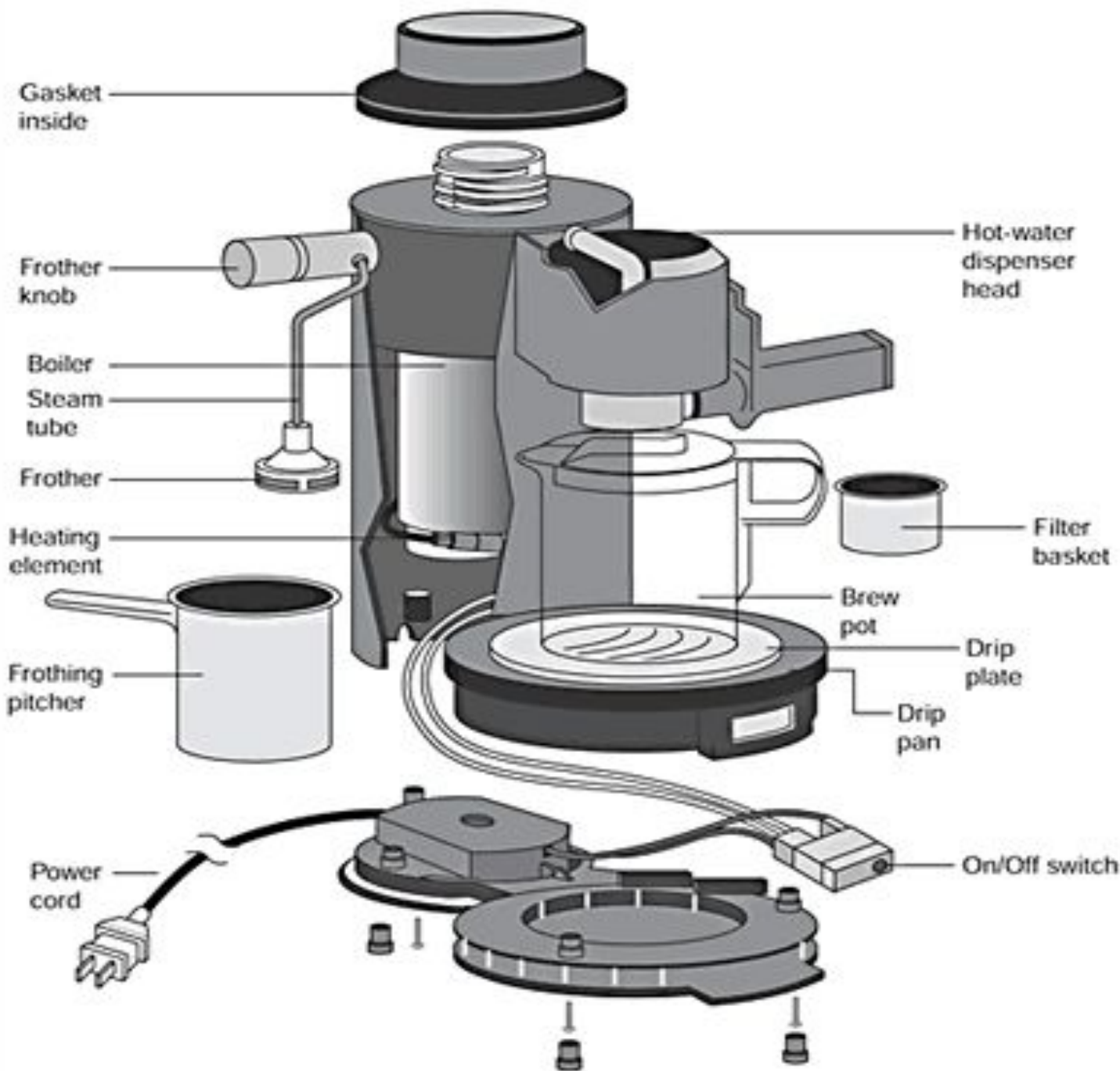
Filter baskets work like normal coffee filters but they can allow us to brew more coffee.

- o **Flavor Control**

Some coffee makers come with a flavor control valve. This valve controls the pressure and the amount of the water that comes into contact with the ground coffee. This lets make the coffee suited just for our taste.

- o **Milk Frother.**

- o The Spinn machine makes coffee beverages from roasted whole beans. Milk and milk frothing is done with a separate milk frother.

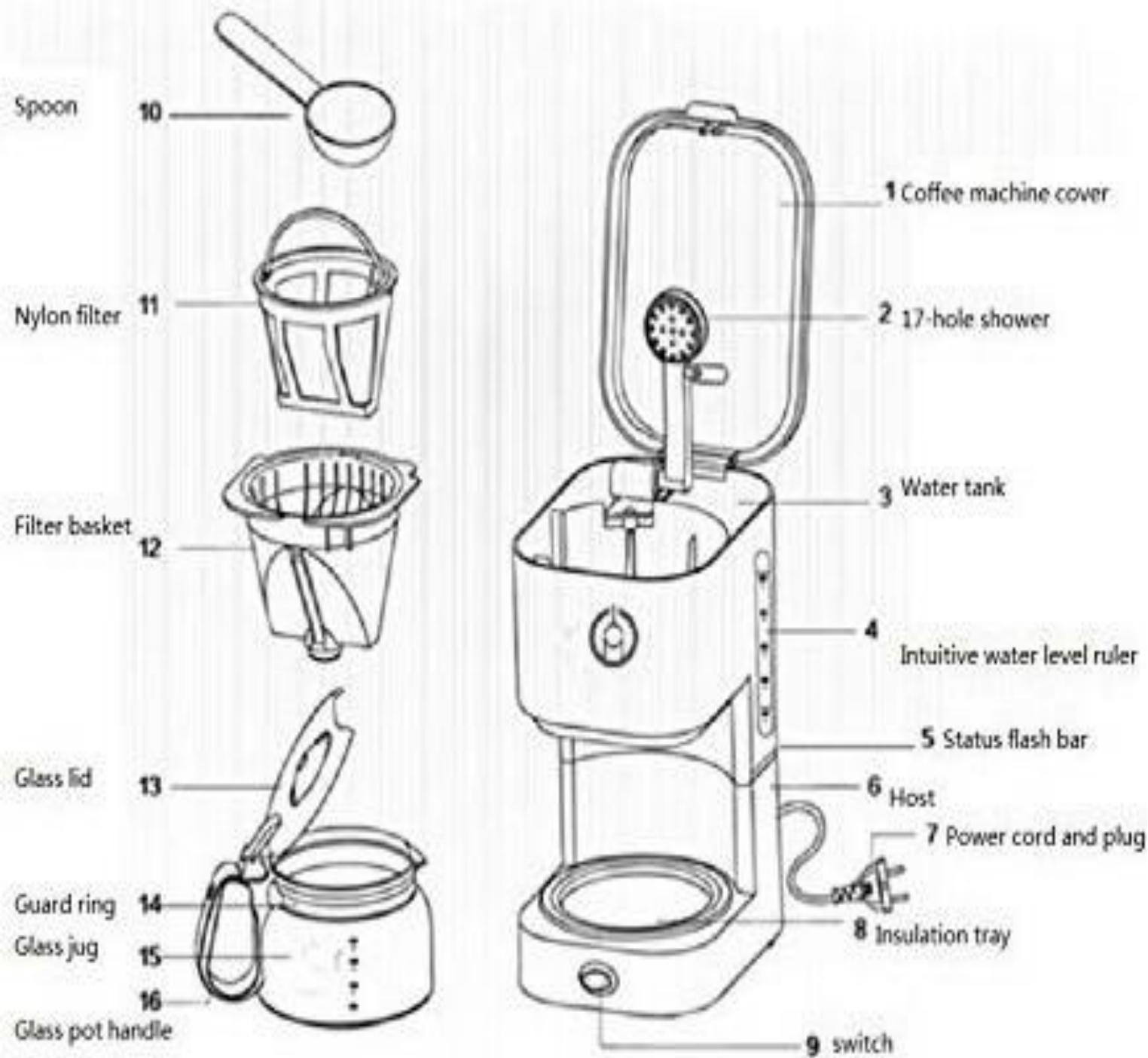


# SOLUTION



# SOLUTION

(LOW-FIDELITY PROTOTYPE)



## o **Heater.**

Instant flash heater + tube heater. Default temperature setting 203-206.6F. Additional 200W surface heated gutter outlet.

## o **Pump.**

24V membrane pump for flow accuracy and inlet water temperature scope regulation.

## o **Water filter.**

Nano technology to filter fluoride and chloride for consistent water quality. Capacity for 26 Gallon.

## o **Grinder.**

Conical burr grinder with DC motor. Hardened steel. Full automatic and adjustable. Coarseness scope 35-220 micron for any coffee style. Accuracy 95%.

## o **Brewer.**

The centrifugal brewer has a variable stepless rotating speed operating between 500RPM and 6000RPM.



## Solenoids:

1. Can be thought of as an electronic tap, when electrical current is given to the coil (black box) it pulls the plunger in to solenoid body allowing water to flow from the inlet to the outlet.
2. They are divided into two parts: coil (black body with electrical connections) and the body (brass section with either a flat or T-piece base).
3. Complete solenoids are interchangeable; however differing brand coils to bodies do not interchange.
4. 2-way: Used to fill the boiler or as a replacement to a steam/hot water tap.
5. 3-way: Used to activate the water for the group head, with the over pressure being released by the third spout, usually connected to the drain via a silicon hose, or brass pipe.

## Pressurestats:

1. Can be thought of as a switch activated by pressure.
2. Can be adjusted and is usually set at approximately 1.2 bars
3. When the pressure reached the predetermined level (approximately 1.2 bars) the pressure stat cuts off, as such it turns off the element. It will then turn on the element when the pressure drops again.
4. The on and off cycle of the pressure stat will depend on the variance (different from brand to brand) and this process is called cycling.
5. All commercial machines have these units, the difference is the thread size.

## Anti-Vacuum Valve:

1. These allow oxygen to enter the boilers until pressure builds in the boiler (i.e. as the temperature rises in the boiler the steam creates pressure). Once pressure builds, it pushes the valve up and shuts the valve.
2. They are usually 1/4" male thread
3. Part numbers: 618968 or 700750 and fit most commercial machines.
4. All commercial machines have these valves, the difference is the thread size.

# MACHINE OVERVIEW: PART EXPLANATIONS

## 1.ELECTRICS / BOILER SECTION



### Flow Meters:

These control the flow of water to the group head, only allowing a predetermined amount to pass through. Basically they have a star with a magnet inside, and each rotation of the star allows a calculate amount of rotation through, and as such it can deliver exactly 30ml (or any other determined amount). Used in volumetric commercial coffee machines.

### Elements:

Sit inside the boiler, and when given an electrical current heat up the water in the boiler, obviously also creating the steam pressure in the boiler. The larger the wattage of the element, the quicker the water heats up and hence the faster the 'recovery' of the machine. Elements tend to be machine specific, and the base plate and element length (measured from base plat to end of element) must match the current element. The length varies depending on how many groups the machine has, and size of the boiler. The terminals or contactors refer to the electrical connections on the base plate of the element. Generally if more than two contactors these are bridged (connected together) in order for the element to run just two wires. Removing the bridges will reduce the heating strength and power consumption of the element and reduce the recovery of the machine.

### Thermostats:

Are not commonly used in modern commercial coffee machine any more. They are switches based on temperature; as such they turn on/off at pre-determined temperatures. In commercial machines, they were used to protect the element if the machine overheated due to a low water level, however machine now have auto-fill probes which automatically refill the boiler with water when it runs low, hence reducing the need for these thermostats. However they are still used in domestic coffee machine without heat-exchangers.

### Heat Exchanger:

This is a pipe which transverses the boiler in which the 'coffee water' flows from the pump, directly to the group head through the boiler (not the same water as used for hot water and steam).

# MACHINE OVERVIEW: PART EXPLANATIONS

## 2.ELECTRICS / BOILER SECTION





### Main Switch:

This is the main power switch to a machine. There are two main types: Two pole on/off, Three pole on without element / on with element / off. Generally, the three positions allow for the machine boiler to be filled without turning on (and burning) the element. Some machines only have a two pole switch, however will have a manual water fill valve.

### Touch pads:

These touchpads operate the water which comes out of the group head 'coffee water', by allowing the solenoid to operate, and in a volumetric coffee machine allowing the solenoid and flow-meter to operate. Manual machines don't have a touch pad and are operated by levers.

### Auto Fill Boxes:

These boxes, usually made by Gicar are electronic boxes which control the water level of the machine. They are usually connected to the main switch, element, water level probe, two-way solenoid and water pump, and give the electrical signal to simultaneously control these parts in-order to maintain a stable water level. When replacing, they should match the box already in the machine i.e. rl40/1e/2c

## **MACHINE OVERVIEW: PART EXPLANATIONS**

### **3.SWITCHES / TOUCHPADS / AUTO FILL BOXES**



# MACHINE OVERVIEW: PART EXPLANATIONS

## 4.PORTAFILTERS



### Portafilters (Group Handles or pf's):

These are the brass handles in which coffee is made.They are brand specific, and to an extent differing brands will use different filter baskets.Single, refers to a portafilter with a single spout and basket. Double, refers to a portafilter with a double spout and basket.

### Filter Baskets:

These vary in size are usually called single (7gr), double (14gr) or triples (21gr).Actual capacity generally varies 1-2gr per basket size.They also vary in ridge size and position (ridge is the groove where the baskets holds onto the filter spring) and lip size (lip refers to the size of the top section which raps around the portafilter).

### Filter Baskets Springs:

They fit inside the portafilter to hold the filter basket in place. They are available in different thicknesses, however we carry 1.1mm and 1.2mmThe thicker the spring, the harder to get the basket in, however thicker springs are needed for ridgeless filter baskets.They tend to become loser over time.

### Spouts:

Are usually 3/8" in thread (except for La Cimbali which also have screw on spouts) and connect to the bottom of a portafilter to allow the coffee to flow into the designated cups. A single spout is uses to serve single cups, usually 700024.A double can be used to serve either one or two cups, usually 511672. Open double refer to spouts without top covers such as 511672-A or 511673

### Handles:

These are the plastic, rubber or wooden handles used on portafilters.Although these are just the handles, people commonly refer to handles as the whole portafilter.Generally, they come in 10mm and 12mm threads, however some handles are sleeves in format and slide over a spindle.



# MACHINE OVERVIEW: PART EXPLANATIONS

## 5.GROUP HEAD



### Group Head Seals / Gaskets:

These seals sit in the group head of the machine to seal between the machine and portafilter. Thicker seals (or spaces, and occasionally both) are generally used to compensate for wear and tear on the group head lugs / group head grooves. Ideally, they should be replaced every 6 months, as rubber becomes brittle with the constant cycle of heating and cooling. Once the rubber becomes brittle, the group head may start leaking around the portafilter, the portafilter will generally start traveling past perpendicular and the seal becomes increasingly hard to remove.

### Spacers / Shims:

These spacers are used in conjunction with group head seals to compensate for wear and tear on the group head lugs / group head grooves. Each spacer is equivalent to increasing the group head seal by between 0.5mm and 0.8mm depending on the spacer.

### Shower Screens / Filters:

These screens diffuse the group head water to spread evenly over the filter baskets where the coffee is. They become loose and blocked over time, and need replacing. Generally they are replaced by removing the screw or bolt located in the center of the screen, attaching the shower screen to the shower screen holder, except for the case of e61 group heads in which the actual group head seal holds up the shower screen in which the seal has to be removed to replace the seal. It is sometimes easier to back-flush the machine (using back-flushing detergents) prior to removing the screen in order to remove the coffee residue which is sticky in nature.

# MACHINE OVERVIEW: PART EXPLANATIONS

## 6.STEAM SECTION / HOT WATER



### Steam Valves/ Hot Water Valves:

These valves act as taps, and can be either rotational or lever: The steam valve connects to the top of the boilers, and attaches to a steam arm while the water valve connects to the bottom of the boiler, and attaches to a water arm. Valves can also be in the newer machines solenoid operated, in which the solenoid is the valve and is controlled via an electronic switch.

### Steam Arms:

These are the arms which connect to the steam valve. They can vary in length. They are generally either ball jointed in which they can swivel 360 deg (all ball jointed arms are interchangeable such as 700724) or they are semi fixed in which they only travel forward and backwards such as 617301. Steam tips are removable on all steam arms.

### Steam Tips:

Most tips have a female 10mm thread, however there are many different styles available. Most importantly in steam tips are the holes, their size and positioning. Generally a four hole steam tip is used on commercial machines, and 2 holes for domestic. The number of holes is really determined by the volume of milk being produced, with low volumes usually preferring less holes in order to slow down the milk temperature increase and allow time to stretch the milk and hence create micro-foam (the silk look).



## Motors:

Can be either set internally or externally to the machine, the same motor can be used, the only difference being the small box covering the electrical connections. The motor is only a device that when given electrical current, a shaft spins hence spinning a 'star' in the pump increasing the water pressure from its present state (approximately 3 bars for a tap connection or 0 bars from a bottle/water tank) to a higher pressure (usually approximately 8-9 bars). Motors can also be water cooled (always internal) which basically means having a copper pipe filled with water which both cools the motor and heats the water. However this is not very common.

## Capacitor:

The capacitor stores power which gives the motor the extra boost it needs to start, like a starter motor in a car. These are usually between 12 to 16 amps, while the motor actually works at 10 amps.

## Rotary Pumps:

These pumps are used with the above motors. They are generally made by Procon, although other brands are available. The main difference between pumps is on the connection to the motor, generally they come in clamp ring 700008, two-bolt 630177 and three-bolt 700009. Pumps using bolt connections need connectors between the pump and motor. The pump pressure can be adjusted via the screw fitting on its side.

## Vibrating Pumps:

These pumps work on a vibrating electrical pulsation. Generally used on home level machines. Two main types (both do the same job, however use differing connections): Ulka: barb inlet and 1/8" female outlet, Fluidotech: 1/8" female inlet and outlet. Pressure cannot be changed without using a by-pass valve.

# MACHINE OVERVIEW: PART EXPLANATIONS

## 8. MOTORS AND PUMPS



## o CENTRIFUGAL BREWING

Centrifugal brewing is a new brewing technology employing centrifugal forces. Centrifugal force is an apparent force acting outward from the axis of rotation. Centrifugal brewing allows the machine to vary with water, coffee ground and rotation speed to serve any coffee style in one single design. For each coffee style 8 coffee extraction parameters are variable and can be set by the consumer himself or remotely. The centrifugal brewer chamber has an automatic self cleaning scraper to remove the dry spinned coffee residue from its brewer to clean the chamber for the next serving without human interaction. Spinn uses roasted whole beans and a built-in adjustable burr grinder for the desired grinder grid into the centrifugal brewer to serve each coffee style

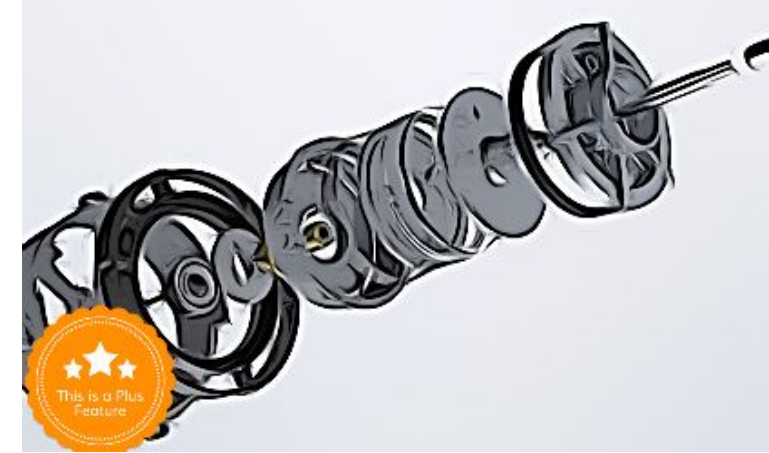
## o No waste

Spinn uses fresh roasted whole beans from the roaster of our choice. Every cup starts with freshly ground beans and is immediately brewed to maximize the bean's potential. Coffee goes in and coffee comes out. No waste, mess, or fuss.

## o Water Filter

The Intenza water filter cartridges take out chlorine and filter metals, such as lead and copper. It reliably reduces carbonate hardness of your water.

# SOLUTION





# SOLUTION

## ○ WIFI CONNECTED

Spinn is easy to control from either our smartphone, or from the machine itself. Order fresh beans, program our favorite drink recipes or even schedule our morning cup of coffee.

## ○ ALEXA INTEGRATION

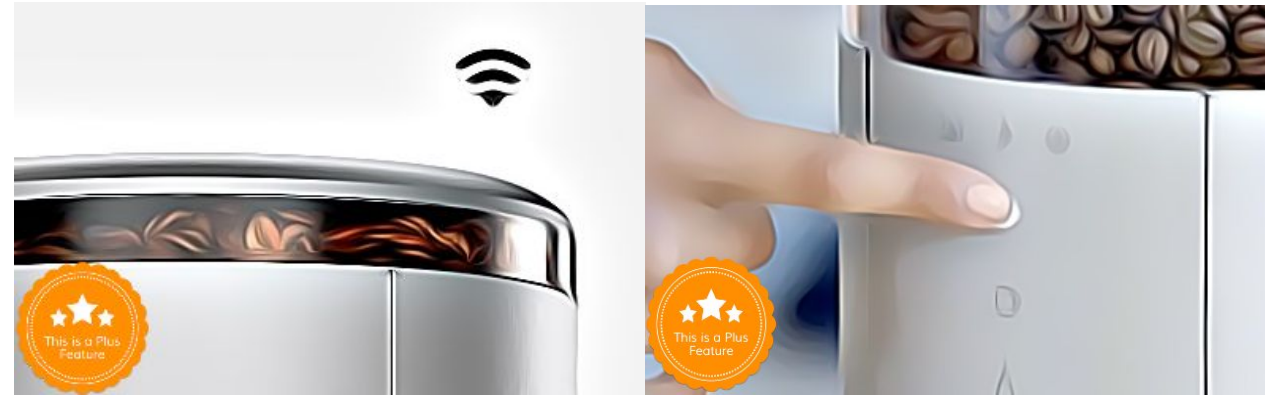
Spinn teamed up with Amazon Echo to make Alexa our own personal barista. Use simple voice commands to put Spinn to work for us.

## ○ Touch Display

With just a simple touch, we can customize our selection. Spinn has a simple intuitive interface to help us select from a range of unique brewing styles.

## ○ Remote Controlled

Whether we use the Spinn App, Voice Command through Amazon's Echo, or the touch of our fingers on the machine, Spinn is ready.



# SOLUTION

## ◦ TIMER

We can customize to put our machine to work at 6AM to brew our cup.

## ◦ AUTOMATIC ORDERING

The bean reservoir contains sensors that track when our beans are running low. The machine will automatically order more, before we run out. No coffee down-time.

## ◦ SUSTAINABILITY

One way of reducing the negative human impact is by engineering with environmental awareness in mind. The Spinn Coffee Maker has been created to reduce waste to a minimum while having coffee convenience and choice without the necessity of pods.



# SOLUTION

- SELF CLEANING

The centrifugal brewing process spins the coffee residue until it is dry. The self-cleaning brewing chamber is left clean, dry, and ready to make our next favorite beverage with the push of a button.

- XL BEAN RESERVOIR

Use a bigger bean reservoir for multi user environments.

- SMALL FOOTPRINT

We know how valuable our kitchen counter space is, and this is why we made sure that our coffee makers were designed to have a small footprint.



# WHAT CAN SPINN MAKE FOR YOU?



## COFFEE

6oz Brewed Coffee



## THE ESPRESSO

1oz Espresso



## CAPPUCCINO\*

1oz Espresso + 1oz Steamed Milk + 1oz Foamed Milk



## THE AMERICANO

1oz Espresso + 5oz Hot Water



## CAFE ZORRO

DOPPIO + 2oz Hot Water



## CAFFE AFFOGATO\*

2oz Espresso Served over a Scoop of Vanilla Ice Cream



## FLAT WHITE\*

2oz Espresso + 3.5oz Steamed Milk



## ESPRESSO CON PANNA

2oz Espresso + Dot of Whipped Cream



## THE MACCHIATO\*

1oz Espresso + Dot of Foamed Milk



## THE CORTADO\*

2oz Espresso + 2oz Warm Milk



## LATTE MACCHIATO\*

1oz Espresso + 2oz Steamed Milk + 2oz Foamed Milk



## CAFE LATTE\*

1oz Espresso + 6oz Steamed Milk





### ICED COFFEE

3oz Coffee, Served over Ice



### CAFE BARRAQUITO\*

1oz Espresso + 1oz Condensed  
Milk + 1oz Licor 43 + 2oz  
Steamed Milk + 1oz Foamed  
Milk + Cinnamon + Slice of  
Lemon



### ICED LATTE

1oz Espresso + 3oz Cold Milk,  
Served over Ice



### CAFFE AMERICANO FIZZ

2oz Espresso + 10oz Club Soda,  
Served over Ice



### CLASSIC JOE

7oz Brewed Coffee



### TEA

Hot Water + TEA LEAVES



### TO GO

MAX. 11.5oz of Your Beverage of  
Choice



### CARAFE

MAX. 16oz of Your Beverage of  
Choice



### DOPPIO

Double Shot of 1oz Espresso



### LUNGO

2oz Long Pulled Espresso



### CAFE ROMANO

1oz Espresso + Slice of Lemon



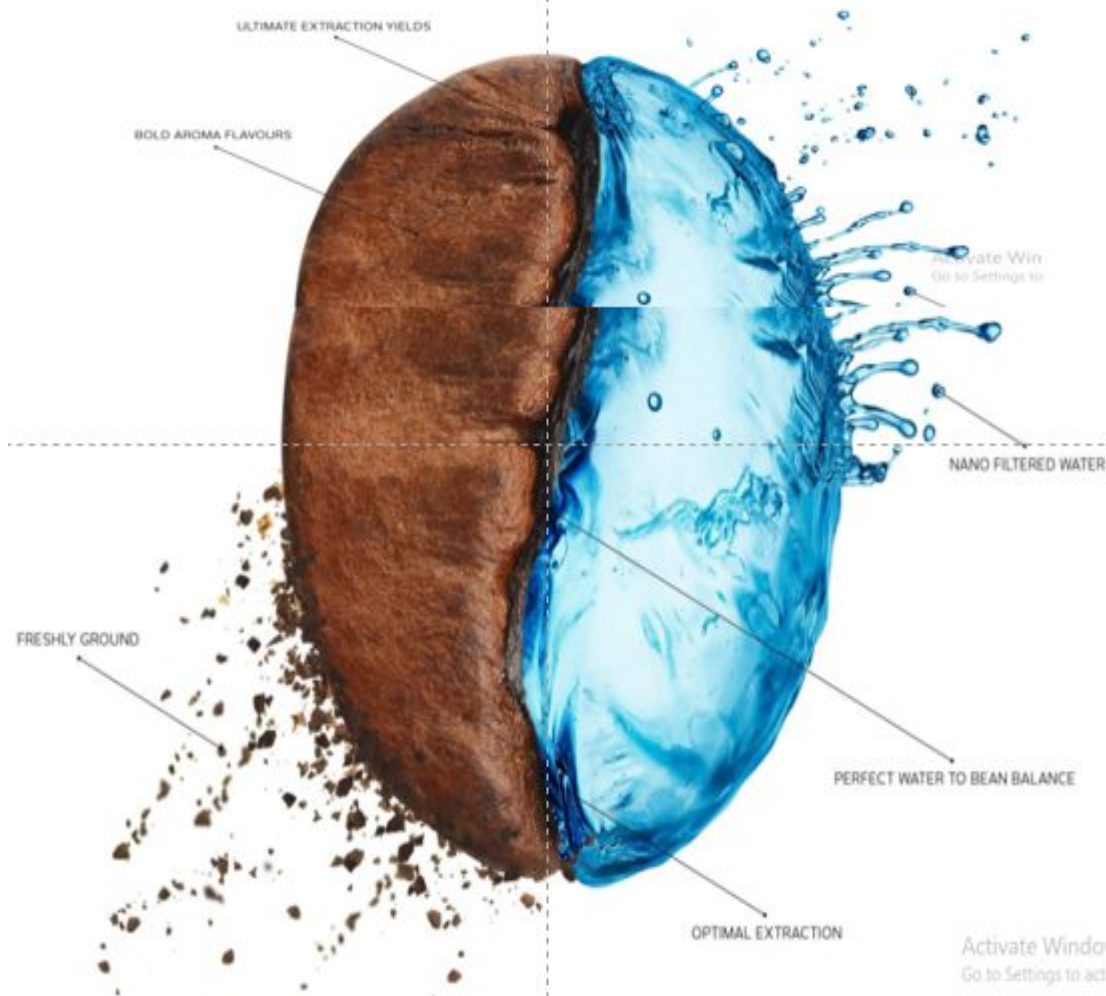
### THE GUILLERMO

1oz Espresso + Slice of Lime,  
Served over Ice

# SOLUTION

## SERIOUS EXTRACTION

SPINN HELPS YOU UNLOCK THE POTENTIAL INSIDE EVERY BEAN



## DIFFERENT SPEEDS TO EXTRACT THE DELICIOUS FLAVORS

DIFFERENT SPEEDS - DIFFERENT FLAVORS - YOUR CHOICE



SPINN SLOW FOR COFFEE



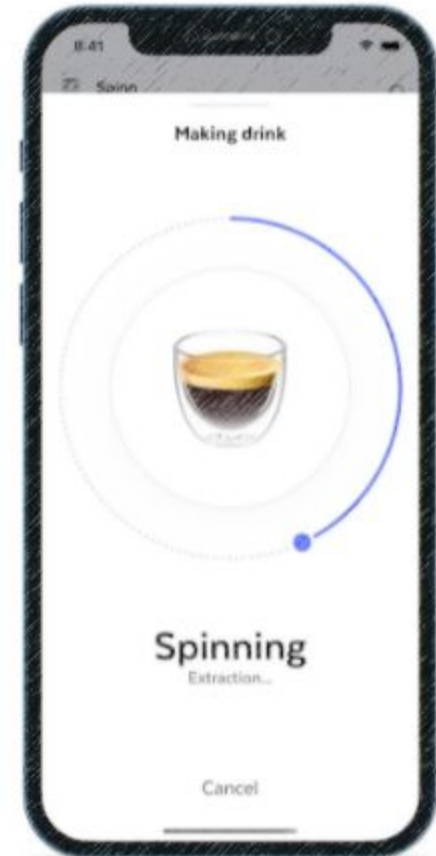
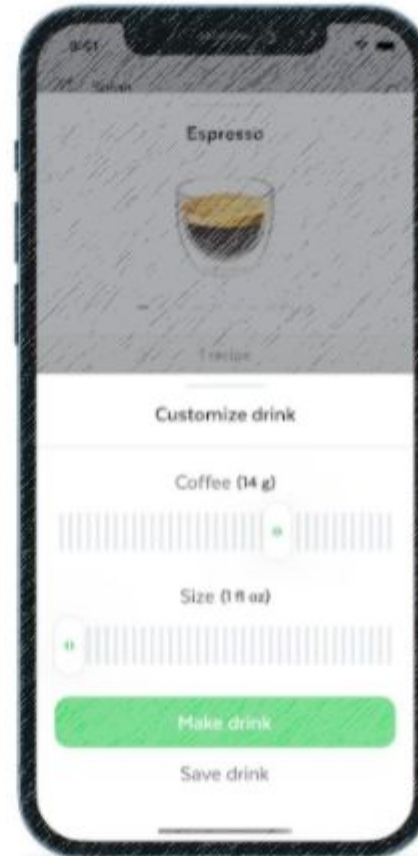
SPINN FAST FOR ESPRESSO



# SOLUTION

A TRULY MODERN COFFEE EXPERIENCE

KNOW YOUR COFFEE



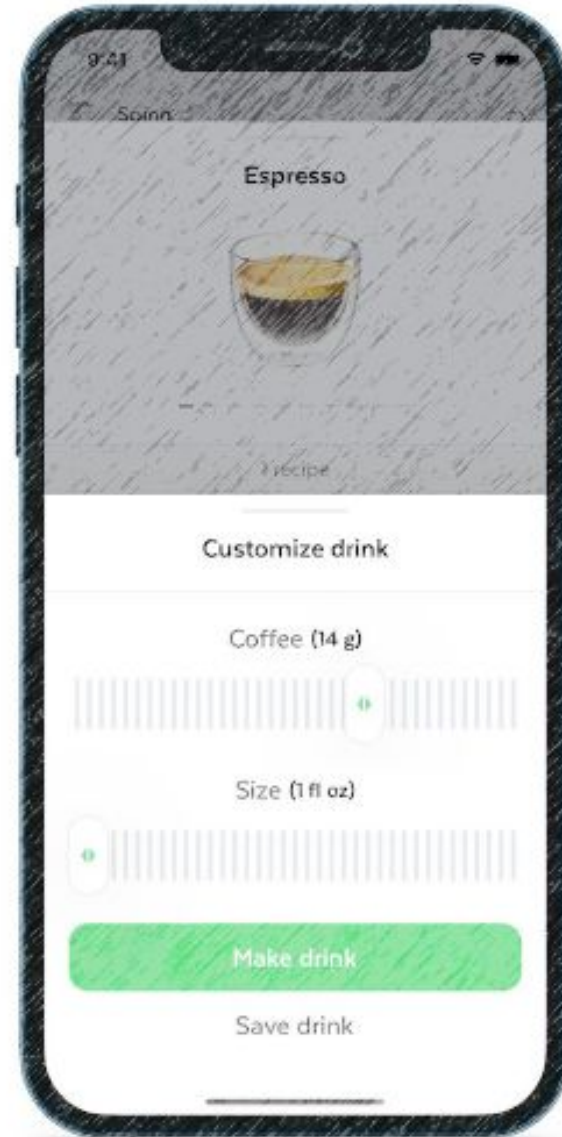


# SOLUTION

## REMOTE CONTROL

In addition to the machine's control, the App gives you access to a whole world beyond the touch display. You can unlock and control all 7 brewing parameters. This gives you the power to customize your preferences and save them for future use. We believe that freedom of choice and total control will lead to a better coffee experience. The remote control aspect of the App serves as another layer of convenience in the Spinn experience. Imagine ordering any style of coffee from the comfort of your bed, and finding it freshly made and ready to go.

Acti  
Go to





# SOLUTION

## INTELLIGENT ALERTS

Spinn is designed to communicate with the user. From routine maintenance tips to updates about your automatic order, Spinn is with you throughout your entire coffee experience.



# SOLUTION

## COFFEE COMMUNITY

From home users to professional roasters, anyone can share their unique take on their favorite coffee. Spinn is all about bringing people together to share their love of coffee.



# SOLUTION

## MACHINE STATUS

There is no mystery with Spinn. The App and machine tell you what is happening as it is happening. Watch as the machine runs through its pre-set brewing sequence, or take control and try your own! With Spinn, you have ultimate control.

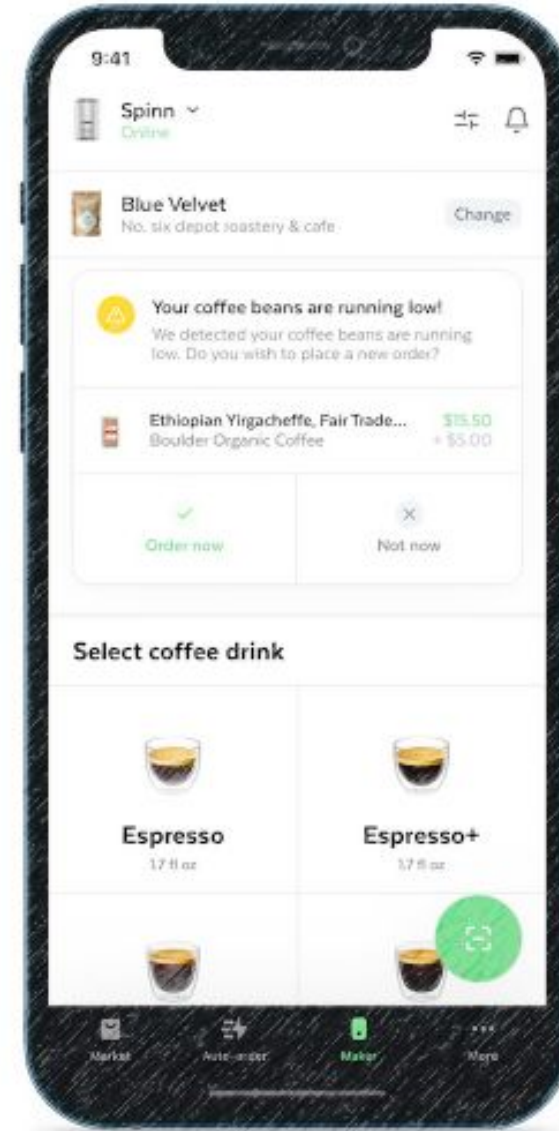




# SOLUTION

## AUTOMATIC ORDERING

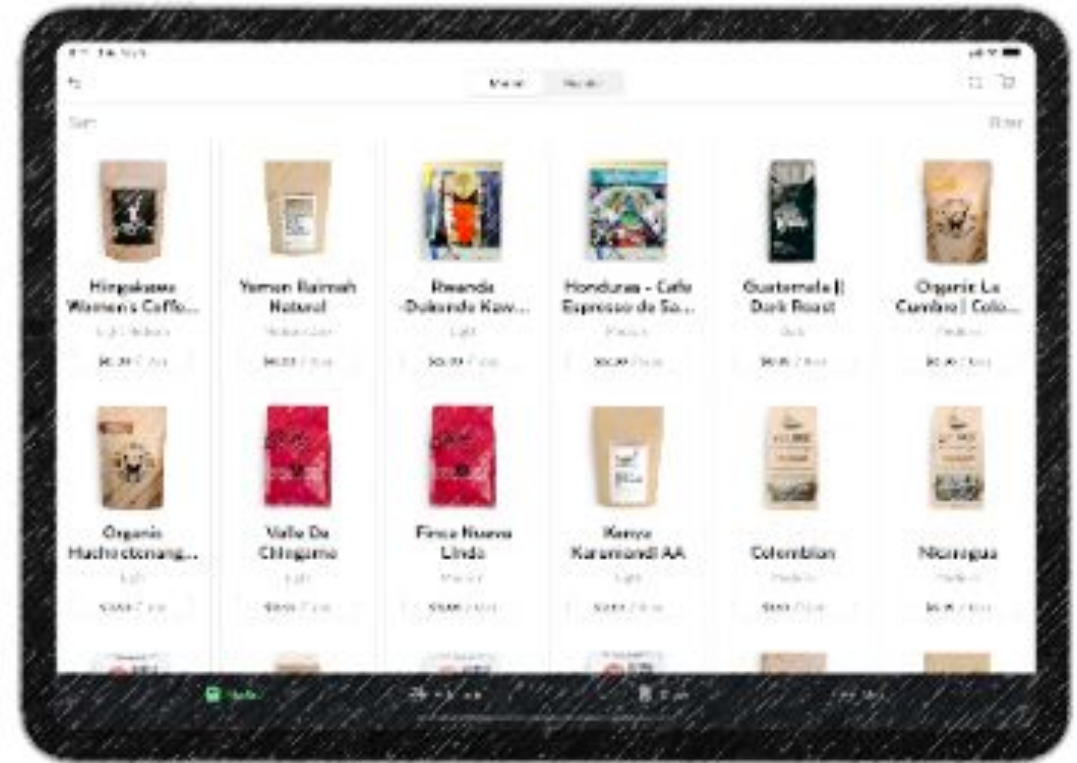
Spinn can automatically order coffee when it senses you are running low. Once you create your Auto-Order Coffee List and choose your favorite beans from the roasters on our market, Spinn will take care of the rest. By turning on automatic ordering you will never have to worry about coffee again. You can update your Auto-Order Coffee List at any time. It's like a playlist for your coffee orders! You can also use any bean in the Spinn Coffee Maker, without automatic reordering set up.



# SOLUTION

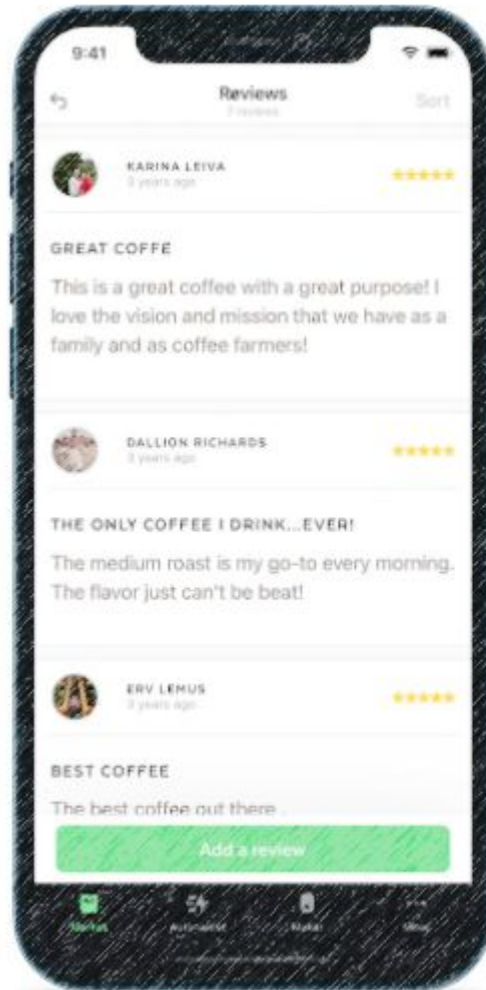
## COFFEE MARKET

The Spinn app allows you to explore, browse, and discover coffees from a curated set of coffee roasters. We have teamed up with our favorite roasters across the US to bring you the best coffee freshly delivered to your doorstep. Do you know a local roaster you want to be part of the Spinn Market so you can order their beans? Let them or us know, and we'll make it happen.

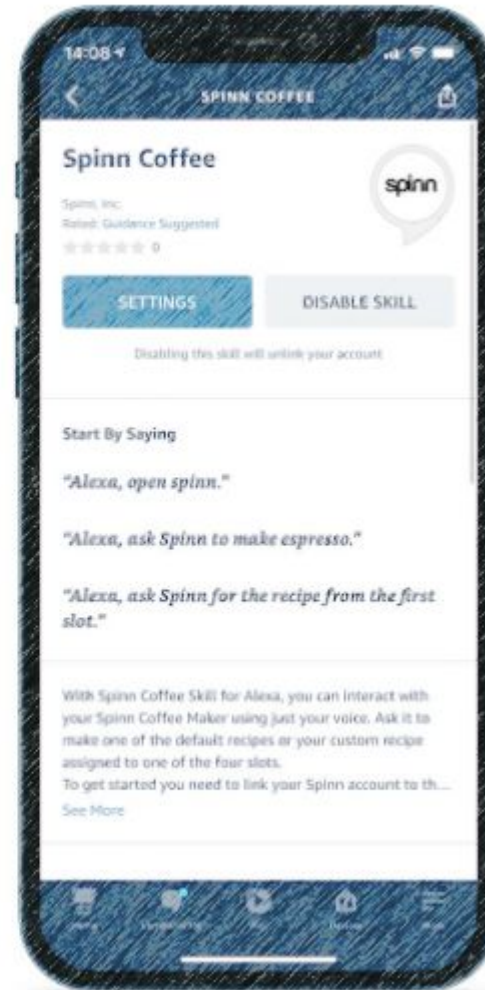


# SOLUTION

## REVIEWS



## ALEXA





- **Visibility:** Users can see what they typed and tapped on the machine and app, and what they can select right away, and then see the result of the desired drink being produced.
- **Mapping:** The Machine parts are assembled properly with or without relevance to functioning of connectivity of the app.
- **Feedback:** User friendly, easy to set up, and coffee tastes great. Unlike other machines, there's real metal in here. Integration with Alexa is a lot of fun too .
- **Consistency:** Support of the machine includes:

## CONNECTIVITY

- Download roasters recipes.
- Automatic software updates
- Control with phone, or voice command via Amazon's Alexa
- Automatic ordering



- **Consistency:**
- Support of the machine includes:  
**MACHINE**
- **Centrifugal brewing core**
- **Wi-Fi connected**
- **Cup Clearance up to 6"**
- **Small footprint**
- CAPACITY**
- **Bean container: 42.2fl-oz**
- **Water container: 57.5fl-oz**
- **Finest grind 230  $\mu$ m**
- **Stainless steel burrs  $\varnothing$  1.9"**
- **Spinn speed. 500-6000RPM**
- **Servings up to 12oz.**

## **Learnability:**

### ○ **Spinn is:**

A new way to experience our daily cup of coffee. By using sensors, innovative engineering, and Wi-Fi connectivity, Spinn is able to manage every moment and function of the coffee creation process. Spinn works to learn our preferences and also give roasters the ability to set specific recipe plans for their beans. Spinn is more than just another coffee machine; it is an opportunity to experience guilt free quality and freedom of choice from the convenience of home.

### ○ **Spinn Coffee different from other coffee makers:**

Spinn is different in its design, philosophy, and experience. The secret to the design is the highly efficient centrifugal brewing core. Carefully controlled settings allow this self-cleaning

### ○ **Constraints:**

**The machine only works with whole beans.**

The bean reservoir requires periodic cleaning with a dry cloth to remove any built up oils.

**Kind of grinder Spinn use:**

Spinn uses an FDA approved conical burr grinder with DC motor. The hardened steel grinder is fully automatic and adjustable through the app. The grind result of the average particle size is between 240 and 1150 micron, and accommodates any coffee style with 95%



## TARGET USERS. CHARACTERIZATION OF THE USER POPULATION

- The primary stakeholders in this company are: customers suppliers employees shareholders and/or investors the community.
- The secondary stakeholders are: business partners, inspectors and regulators, consumer groups, government – central or local government bodies, various media & community groups.





## TARGET USERS. CHARACTERIZATION OF THE USER POPULATION

### **Social values**

Social value speaks to aspect of an organization's mission which focuses on creating benefit for its stakeholders and society more broadly. For sustainability-oriented firms, creating social value is likely a clear part of their mission. For Spinn, they use the term creating shared value. Even the most profit-oriented organizations likely consider their value creating potential beyond simply financial gain. Their intended social value can be interpreted through their core competencies.

### **Employees**

Employees' component provides a space to consider the role of employees as a core organizational stakeholder. Given Spinn's global reach and rapid growth, maintaining a positive workplace and strong customer relationships likely need to be considered a core part of its business. It is suggested to focus on those aspects of the most relevant employees for supporting the organization's business model. The employee-oriented programs e.g. training, professional development, additional support programs contribute to an organization's long-term viability and success. The employees' component does risk overflowing with many data points of varying relevance.

### **Governance**

The governance component captures the organizational structure and decision-making policies of an organization. In many ways, governance defines which stakeholders an organization is likely to identify and engage with. Spinn has made a point of being transparent in decision making and actively engaging stakeholders to create value as Spinn's autonomous business units within 1802 Roasters, 20 BELOW COFFEE CO, 8th and Roast, Alamance Kaffee Werks, etc.



## TARGET USERS. CHARACTERIZATION OF THE USER POPULATION

### **Communities**

Organizations should consider all communities where it has facilities as important. Spinn has partnered with the NGO Rainforest Alliance to train and support over 62 000 and farmers in ways to sustainably improve their coffee quality and yields and also partnered with Espresso Service Limited to train and support for the development of a lot of top-quality engineers that maintain and manufacture coffee machines for commercial businesses needs. For those organizations sourcing materials locally suppliers are also part of the local community. Spinn requires large quantities of high-quality coffee and is particularly important to its supplier relationships as it needs to meet its demands.

### **Societal culture**

Non governmental organizations (NGOs) represent another element that can be included in the societal culture space as they carry social agendas through their influence on businesses. For Spinn, one could argue that individual cup servings of restaurant quality points to a culture of individualism. On the other hand, Spinn's strong corporate social responsibility practices and programs can be interpreted as a culture of accountability and proactiveness.

### **Social benefits**

Social benefits are the positive social value creating aspects of an organization's action. For Spinn, social benefits may include the personal development and community engagement impacts of providing training opportunities for its employees. Spinn's social benefits can be measured using a broad range of indicators.



## TARGET USERS. CHARACTERIZATION OF THE USER POPULATION

### **Scale of outreach**

Scale of the outreach describes the depth and breadth of relationships an organization builds with its stakeholders. For Spinn, the scale of outreach is represented by a growing company operating in over 60 countries with over 320 storefronts. Its outreach is also deep and diversified when creating additional social programs such as language education and micro-credit programs for its supply chain.

### **End-Users**

The end-user is the person who 'consumes' the value proposition. Users with similar needs have typically been segmented based on relevant demographics e.g., age, income, ethnicity, education level, etc. Importantly, the end-user is not always the customer as defined in the economic layer of the business model canvas. For Spinn, the end-user often happens to be the customer who seeks high-quality/low-effort coffee on demand in the economic canvas. In the social canvas, Spinn seeks to provide value by meeting the user's need in terms of taste, warmth and a caffeine boost.

### **Social impacts**

There is not yet a consensus on what social impacts to consider, nor how to quantify them. Some of the more common indicators include working hours, cultural heritage, health and safety, community engagement, fair competition, respect of intellectual property rights.





## PERSONAS FOR PRIMARY STAKEHOLDERS AS CUSTOMER FOR SPINN



**Paula Santos**

High school teacher

32 y/o

 , Lisboa

### ● Biography

I love coffee!

Last month, my husband bought a new coffee machine. I used to buy capsules at the supermarket but now I feel a huge difference in tasting between capsules and grind coffee!

I would like to learn more about it if I have the opportunity!

I have never bought coffee online.

### ● Frustrations

- Lack of knowledge in coffee culture
- Doesn't find the right place to buy good coffee
- She wants to try new coffee but **doesn't know where to start or whom to ask**

**"Coffee is all about a relaxing morning and a fresh start of the day!"**

### ● Motivations

- She drinks coffee for relaxing and for energy boost
- Values coffee based on how strong and rough it is
- Wants to try new flavours



## SAM JONES

Experienced Barista



### CHARACTERISTICS

- Busy
- Flexible
- Good communicator
- Planner
- Passionate about coffee
- Experienced barista
- Perfectionist

### KNOWLEDGE

- Understands POS system
- Knows how to use an espresso machine, but can't fix it
- Knows recipes for special drinks
- Knows how to expedite drink making process

### DESIRES

- Friendly workplace
- To make customers happy
- Help the cafe's reputation

### PAIN POINTS

- Can't read orders on cups due to poor handwriting
- Has to stop workflow in order to answer customer questions
- Communicating with customers
- Drink abbreviation paradigms
- Being on feet all day is exhausting

### GOALS

- Ensure drinks are perfectly made
- make drinks in a timely manner

### SCENARIO

Sam works at an independent café in Capitol Hill. Sam's regulars are people who enjoy studying in the café and people who meet together, who are not always rushing to get their drinks. Sam is also responsible for training new baristas. It's currently the breakfast shift at the café. Morgan is currently teaching the newer baristas how to make complicated drinks. Some of the baristas are either taking a long time to make these drinks, or are making frequent mistakes. Sam is worried about whether the drinks that are made will be perfectly made and made as quickly as possible.



### Chloe the Coffee Connoisseur

- ❖ **SPINN** marketing message

- ❖ “To inspire and nurture the human spirit—one person, one cup and one neighborhood at a time.”

- ❖ Elevator Pitch

- ❖ We offer a warm work environment surrounded by those who appreciate the coffee beverage. We work to connect with the American public and expand our creativity through the art of social media.





THANK YOU FOR LISTENING 😊

-----THE  
END-----

