1. Problem Statements

Persona: Coffee shop lovers, visit in Xiamen.

Pain point: Xiamen is a city of high density of coffee shops, has over 100 coffee shops in varied kinds, how to choose a suitable coffee shops is a big problem.

Needs: Users want to find a scenario-based coffee shop that meet the personalization needs.

Objective: Xiamen Coffee Shop Map/Finder helps coffee shop lovers who travel in Xiamen to find appropriate coffee shops.

1. Competitor website: <https://xm.meituan.com/s/咖啡/>

表格

描述已自动生成

To understand the current pain points.

Find the gaps with Meituan & which features would be most relevant decide

Effect user satisfaction

After the test was completed, I have conducted a questionnaire for five participants (See following indicators). The results are shown in the table below:

|  |  |  |  |
| --- | --- | --- | --- |
| Attribute | Importance | score | attribute score |
| Ease of use | 5.5 | 5.1 | 28.1 |
| Satisfaction about Time to Spend | 6.5 | 4.2 | 27.3 |
| Satisfaction of Searching | 5.8 | 4.5 | 26.1 |
| Average score | 5.8 | 5.0 | 28.3 |

In terms of Searching Time to Spend, Meituan did not perform well.

Through all this procedure（including the questionnaire，Q&A）, I find that Meituan

lacks scene-oriented and personalized labels, and it is difficult to find a scene-oriented coffee shop that suits their needs among so many coffee houses.

Too much coffee shop information is provided: photos, user recommended comments. wasting too much time in the choosing process.

1/ Participants spent a lot of time looking for a coffee shop suitable for study, with budget at 45 RMB. Therefore, in addition to the price, distance, etc., more tags are needed to define the characteristics of each coffee house. For example, "Suitable for learning", "Seascape Scenario", “with plugs”and so on. This operation can save the user's search time and improve the user's experience.

2/ Users who don’t know much about Xiamen hopes to see the coffee shops shown on the map.