

Project Proposal

CoffMeUp

Soen 357:

Group Members:

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(FYI: We were given permission to group up, even though we are in different sections)

Liam & Gabriel ⇒ section V

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Problem Description: Coffee is a daily essential for many, but it can get boring. People want to spice up their coffee routine by learning how to make tasty and different kinds of coffee. Our app helps with this by showing users how to make great coffee and explore various types, like cortado, cappuccino, and mochaccino.

Research Question/Challenge: How can we design a mobile application that enhances a person's daily coffee drinking habits?

Hypothesis: We believe we can solve this question by allowing users to browse through a plethora of different coffee recipes contained within our app's database. Should the user want to share a recipe they created on their own and enrich the database, they may add an entry for other users to enjoy. This allows for the app to be driven by user interaction, allowing for a flourishing community of coffee enthusiasts. They may also add ratings for local coffee shops and give their own comments about their experience (thus adding an extra layer of user interaction within the app).

Key Features:

- Vast Database of Coffee Recipes: Explore a wide variety of coffee drinks.
- Recipe Sharing: Share your own coffee creations with the community.
- Coffee Shop Rating System: Rate and review your favorite coffee shops.

Importance: In Canada, approximately 71% of people drink coffee (Davies, 2024). This shows that it is an essential part of many Canadians' lives. After drinking the same old hot coffee day after day, it can get very repetitive. That is where our app comes in, making your day to day coffee drinking experience unique and exciting! Users can look forward to their morning coffee, instead of just drinking it by necessity.

User Population: The intended user population for our app is young adults and older (i.e. 18+). We decided on this demographic since those younger than 18 are less likely to be drinking coffee, and there is also some risk in drinking coffee at those ages. Thus, to be logically and morally sound, we decided on targeting those 18 and older.

Prototype Development: We believe we can develop a prototype with a relatively modest amount of effort. The main challenge will be developing the coffee article system and the coffee rating system. We believe this is achievable with our team's skillset.

Required Skills: To accomplish this project, we expect to need the following skills in our team members:

- UI/UX design to create an intuitive and user-friendly interface
- Mobile app development to build the app for iOS and Android platforms
- Knowledge of coffee to ensure the accuracy of the coffee proposal
- Data analysis to understand user behavior and preferences
- Project management to ensure the project stays on track and meets its objectives.

Bibliography

[1] A. Davies, "Coffee Consumption Statistics in Canada," Made in CA, <https://madeinca.ca/coffee-consumption-statistics-canada/#:~:text=Coffee%20C>

consumption%20Statistics%20for%20Canadians&text=Coffee%20is%20more%20popular%20than,coffee%20drinkers%20aged%2018%2D64. (accessed Mar. 2, 2024).