

Udacity Coffee Shop Research Report

Executive Summary

The project is still in its early stages, so the point of the research is to find if the idea is viable. 4 Udacity learners have been interviewed about their routine, characteristics and openness to such an idea.

Key Findings and Recommendations

Most students were found to enjoy coffee breaks, especially between lessons. This indicates that users prefer a coffee shop.

Coffee breaks taken with peers were found to be more enjoyable. The UX should be designed in a way where users meet each other while ordering.

Key Findings

Key Finding 1

Most students have their coffee breaks between lessons

Finding

Participants say they usually spend 20 minutes on break between lessons for coffee.

Participant 4 says: "I usually have my coffee break right after one of my lessons and right before another starts. I usually spend around 20 minutes on break so my mind relaxes."

Recommendation

- UX should be designed for quick access, students should be able to make their choices on the fly so they can spend more time resting and less time orders

Key Finding 2

Finding

Coffee breaks taken with peers were found to be more enjoyable.

Finding

Participants say they prefer socializing when on their break, as it helps them relax.

Participant 2 says: "I find myself able to relax more when I'm around other people rather than when I'm alone. It also gives me a chance to meet new people!"

Recommendation

Set up the order in a way where participants are interacting with each other after ordering.