Udacity Coffee Shop Research Report

Executive Summary

The project is still in it's 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 openess 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

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

> Particpant 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 lest time orders

Key Finding 2

Finding

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

Finding

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

> *Particpent 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.

Apendix

What do students do between Lessons?

Students don't take breaks until they finish studying

Students like to take coffee breaks

P(4): I don't like to stop studying until I finish all my lessons

P(1): I like to take a break every once in a while and drink something, usually coffee.

P(2): Going to a cafe during a breaks is definitely my goto for a cup of joe.

P(3): Me and my friends usually go out for some coffee in between lessons.