

Coffinsight

Sketches and Storyboards

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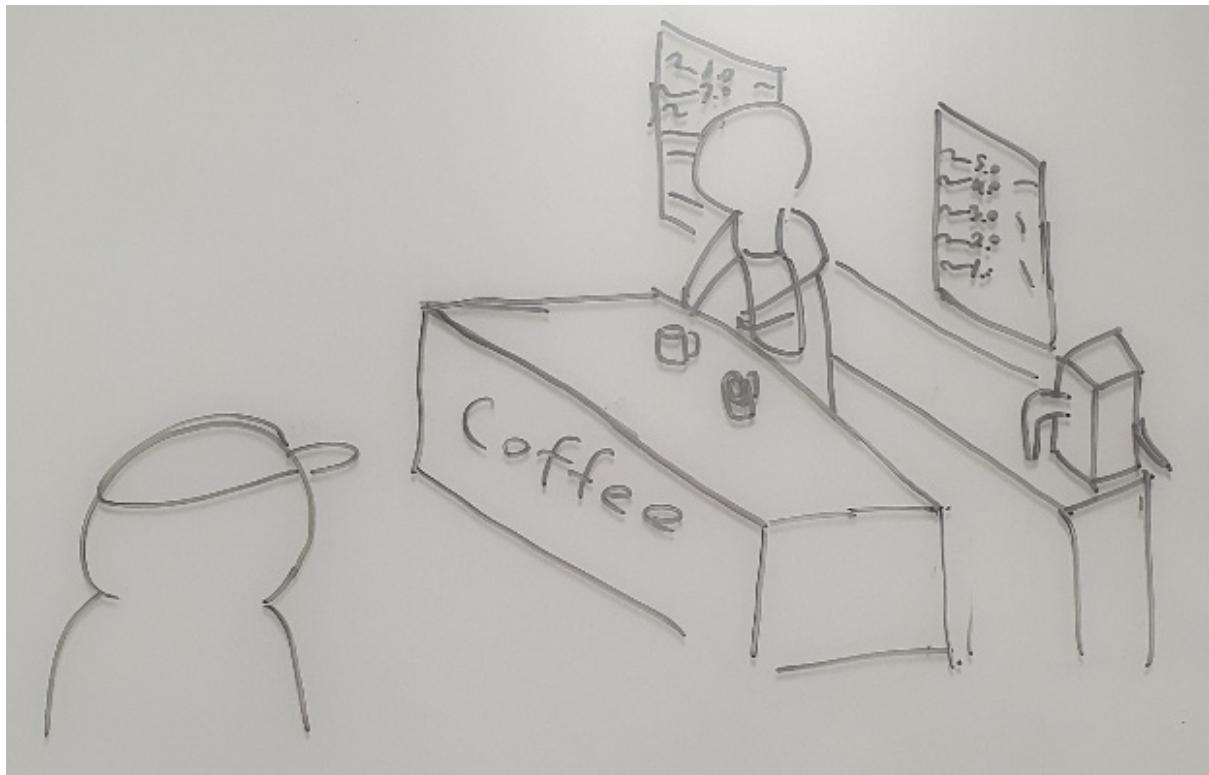
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Cohesive list

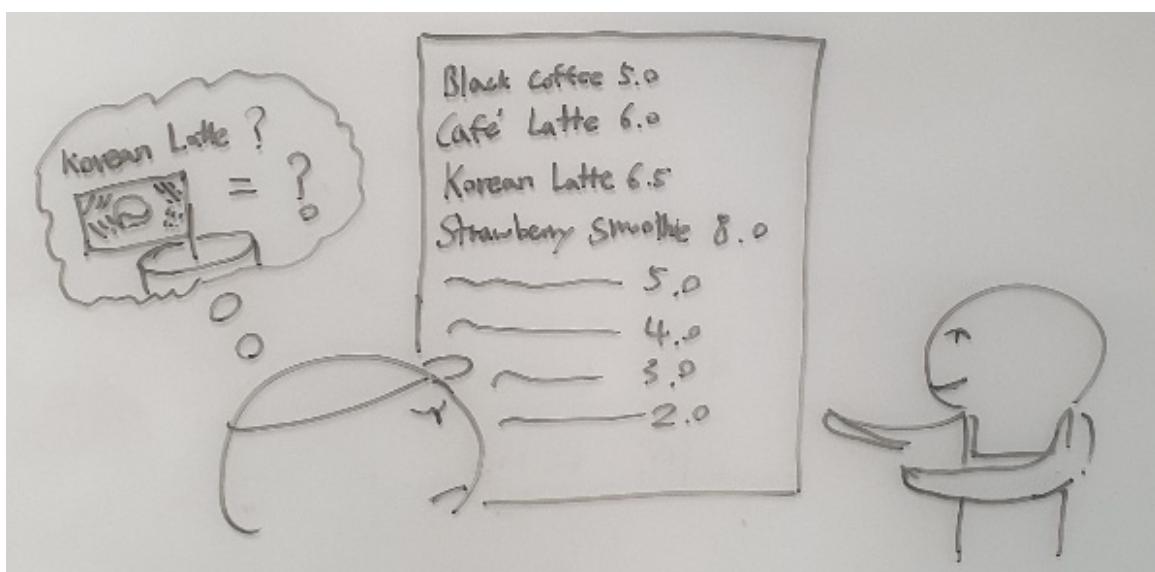
- QR online Menu
 - Provide details about the menu (also the visual graphic of the menu)
 - Users can give feedback to cafe owner
 - Users can check the furniture information (cost, seller) used in the current cafe
- Story content-based item to store link
 - Provide the product information used in the cafe.
 - Sharing the information among the members.
 - Link with the seller of the product and provide incentives to the cafe owners if it is purchased.
- Experience sharing service
 - Provide the story of the current cafe owners with pictures.
 - Users can leave the comment
 - Provide recommend button
 - Provides Hashtags
- Consulting and meeting
 - Asking the user for a minimum input to request a consulting and meeting
 - Send an alarm or a message to the consultant and mentor when a request received

Storyboard 1: QR Online Menu

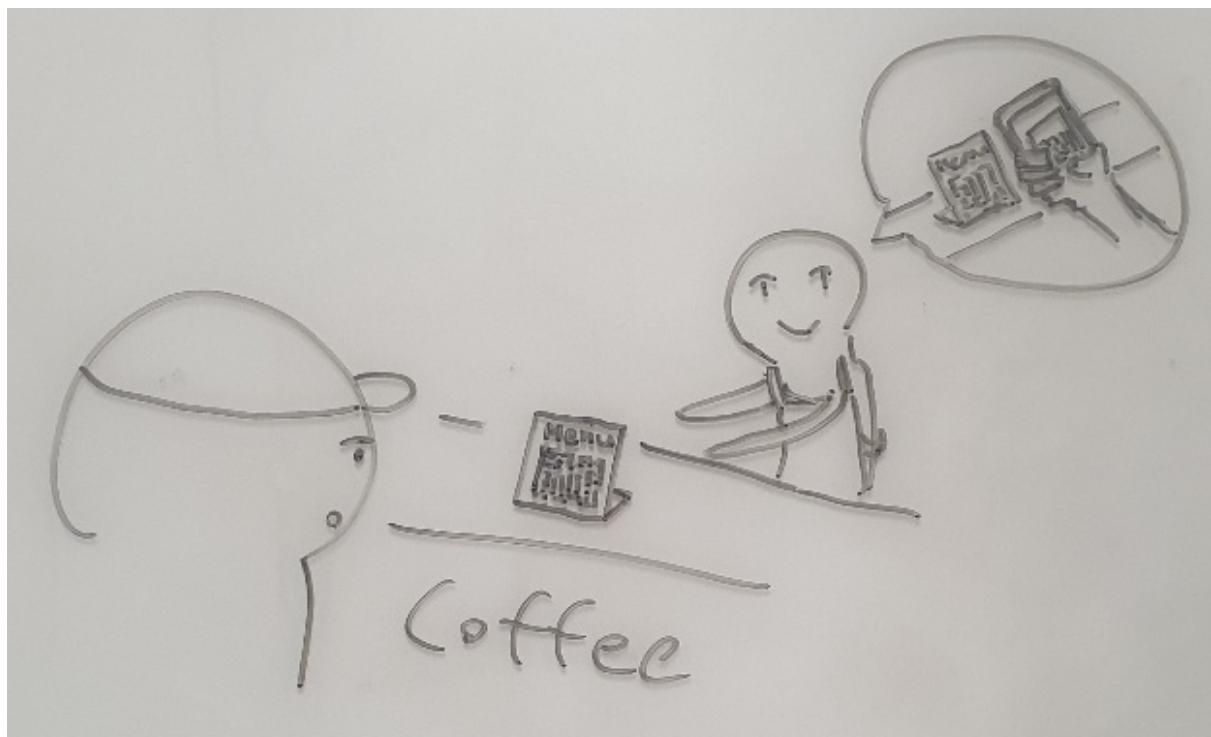
<Scan and look for menu details to decide on menus rather than just reading menu boards full of words>



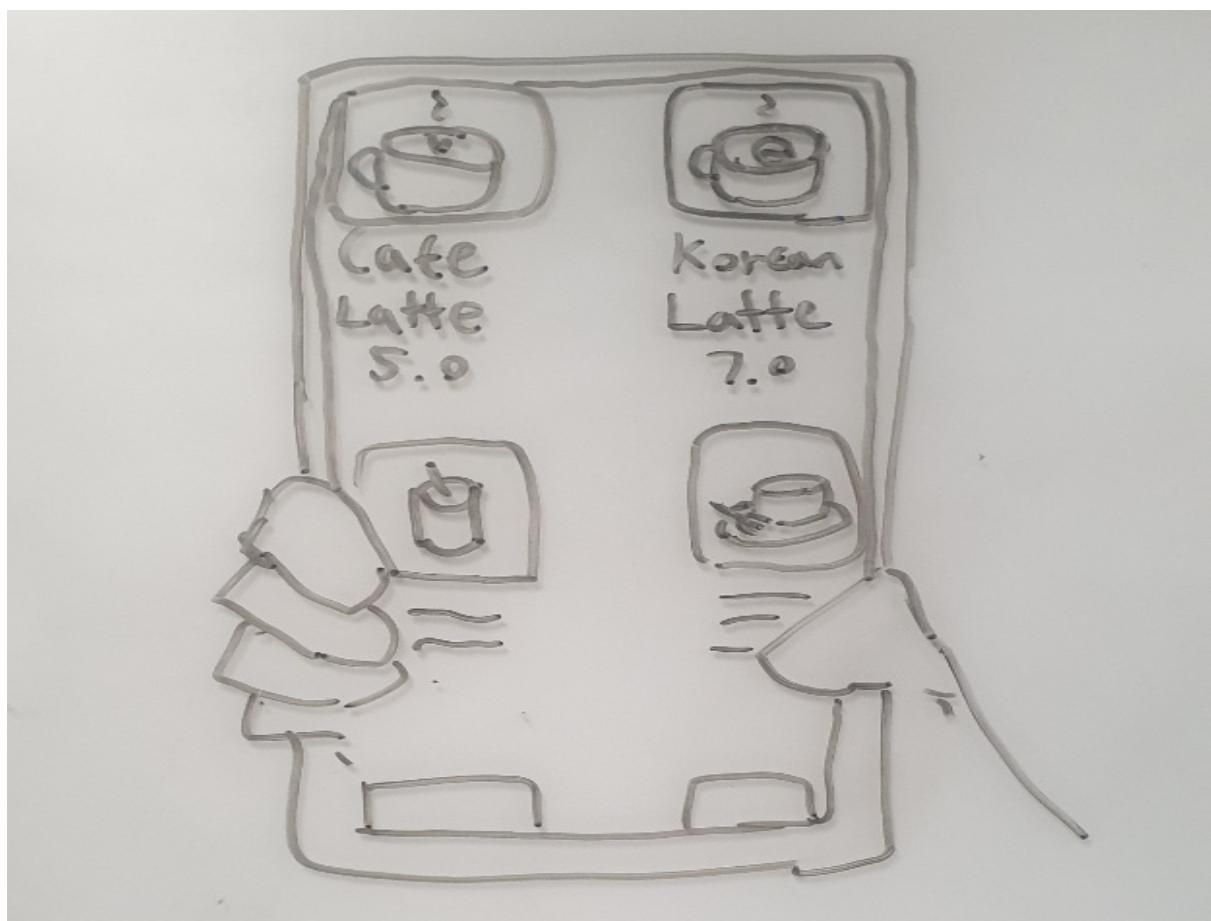
1. A customer enters the cafe to order a coffee.



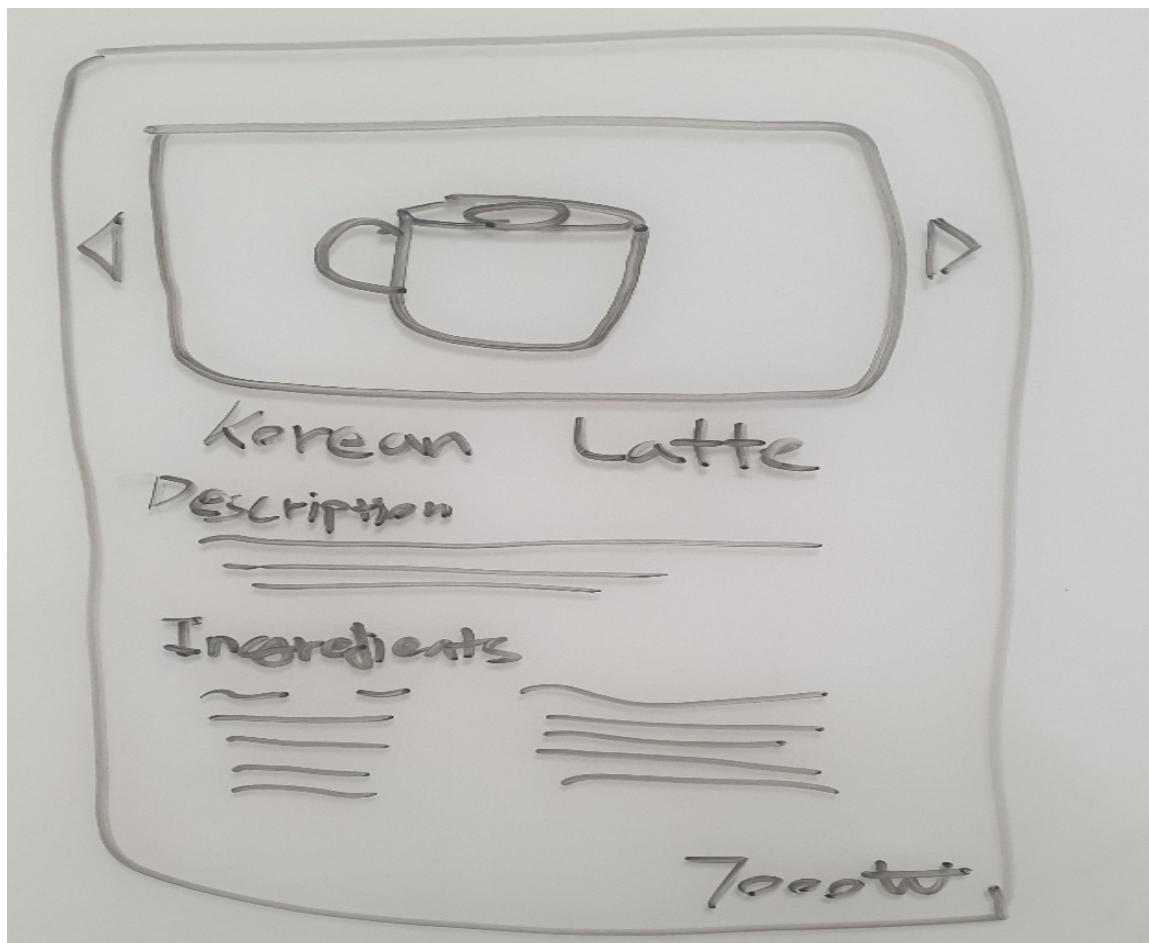
2. The customer wonders about the menu because there are no pictures but only the names and prices.



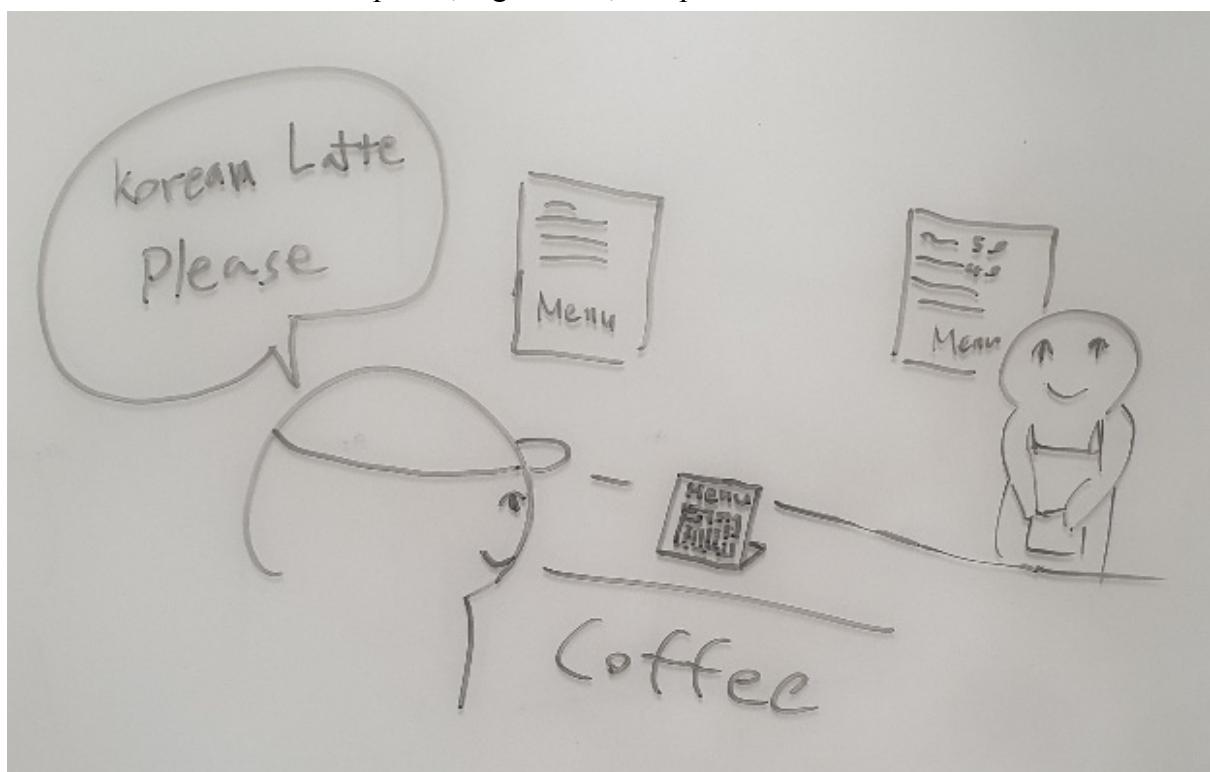
3. The cafe staff asks the customer to scan the QR code and check out the menu.



4. The customer checks out the menu with pictures.



5. The customer clicks the menu he wants to drink and the website shows pictures, descriptions, ingredients, and price of the menu.



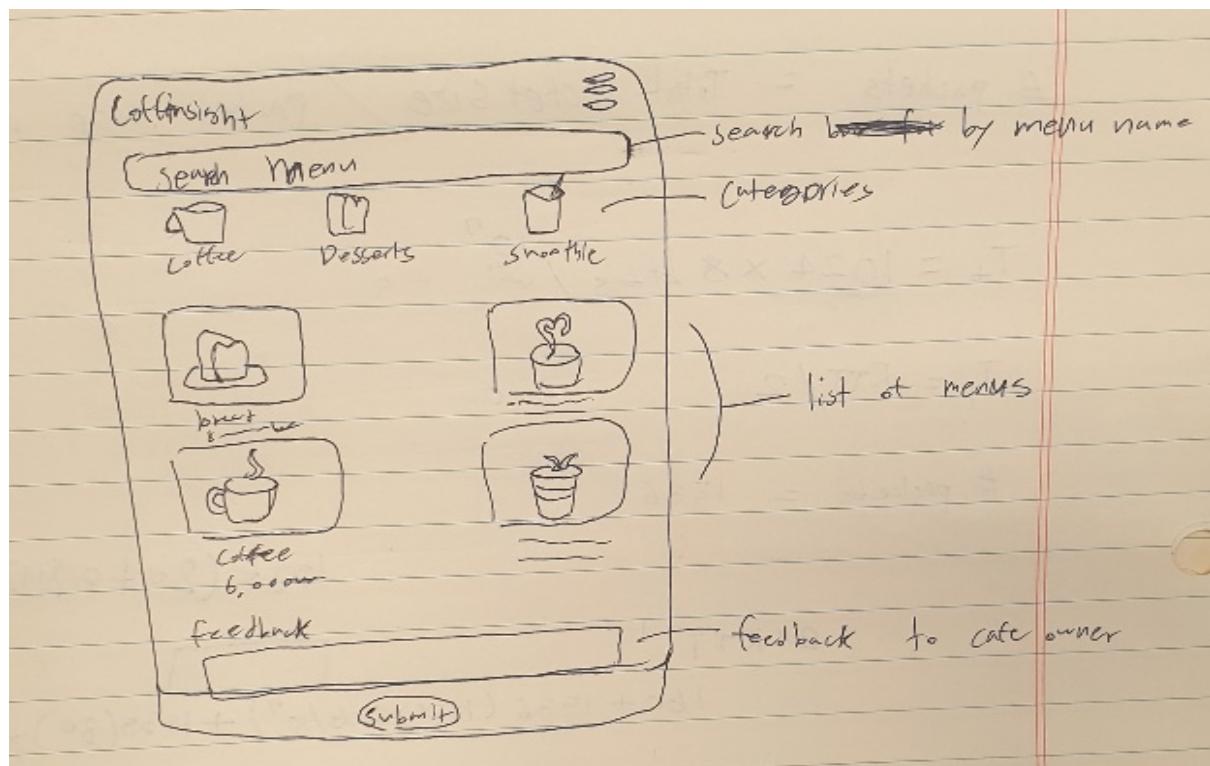
6. The customer finally decides on the menu and makes an order



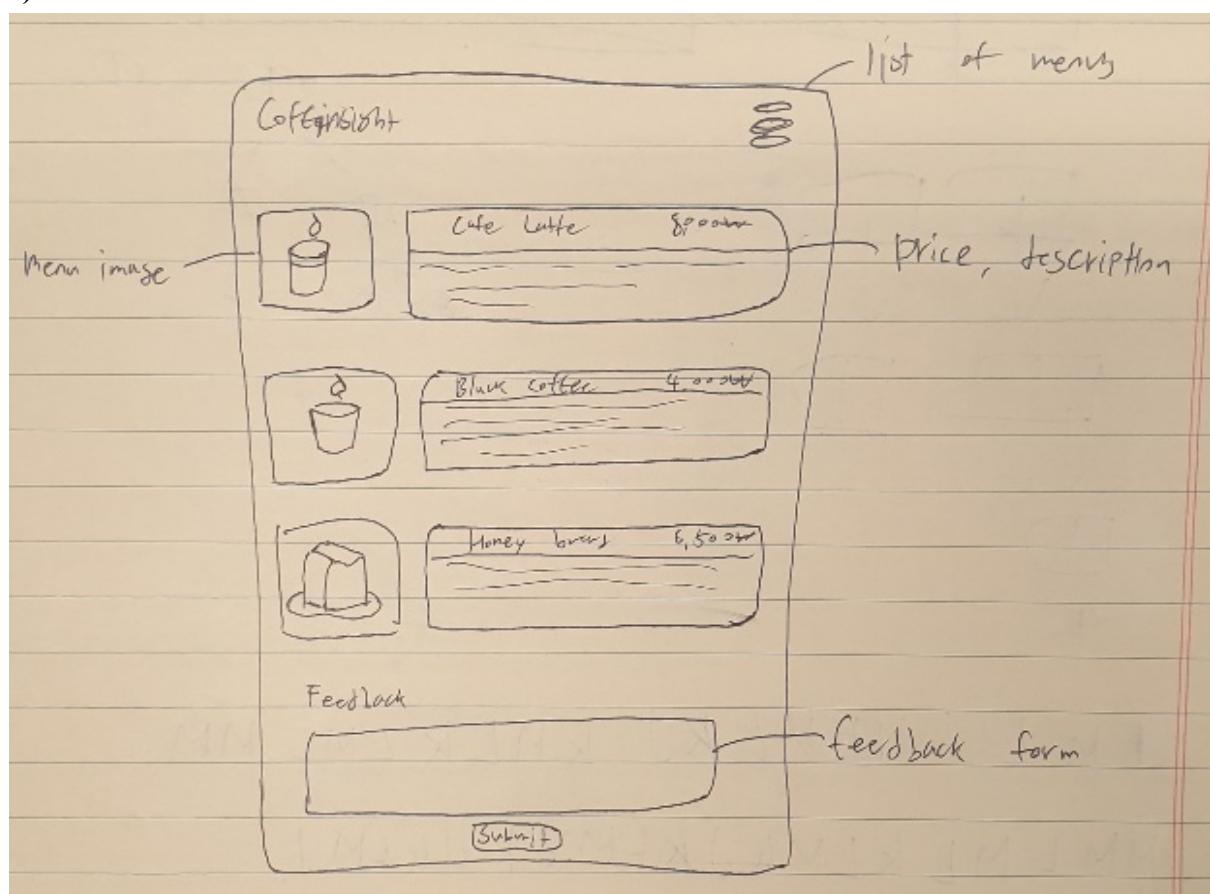
7. The customer enjoys the drink as he wants!

Primary Interface

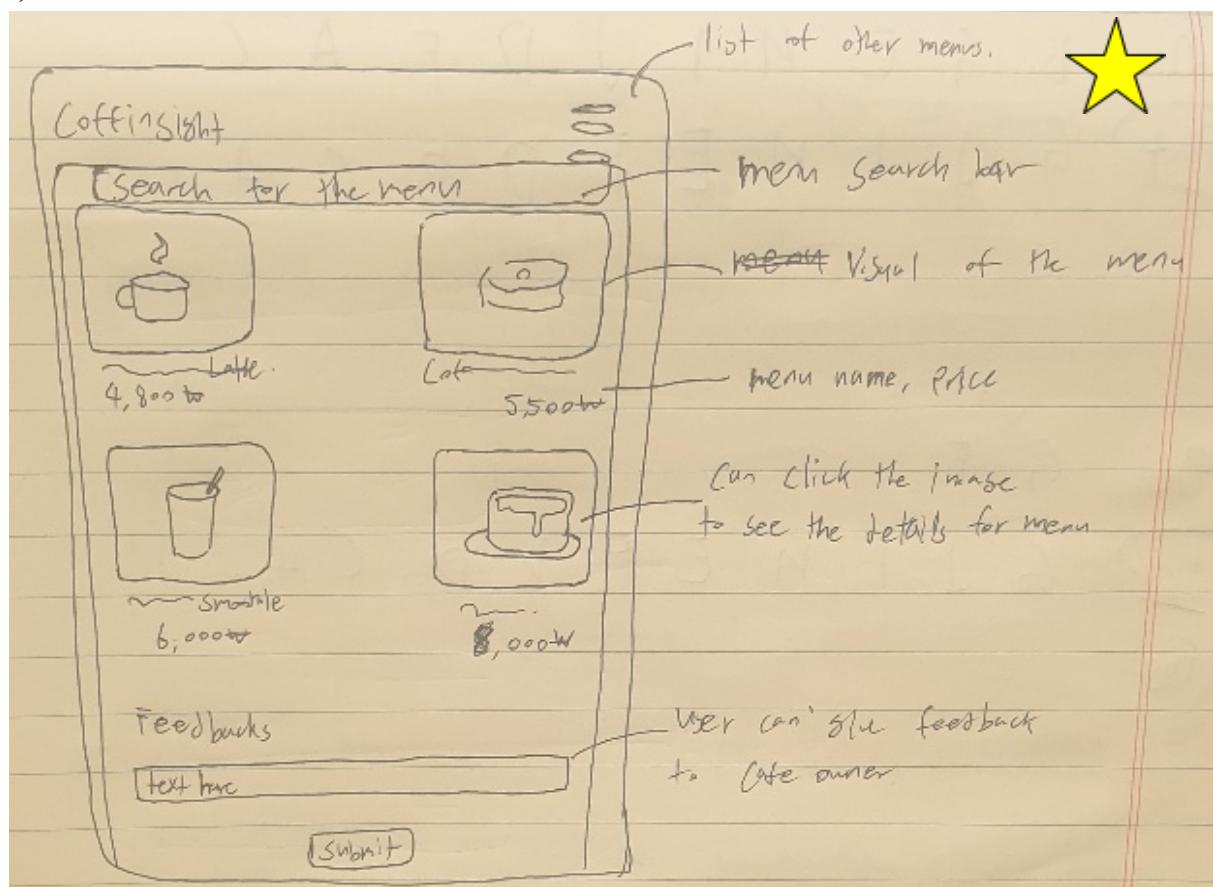
a)



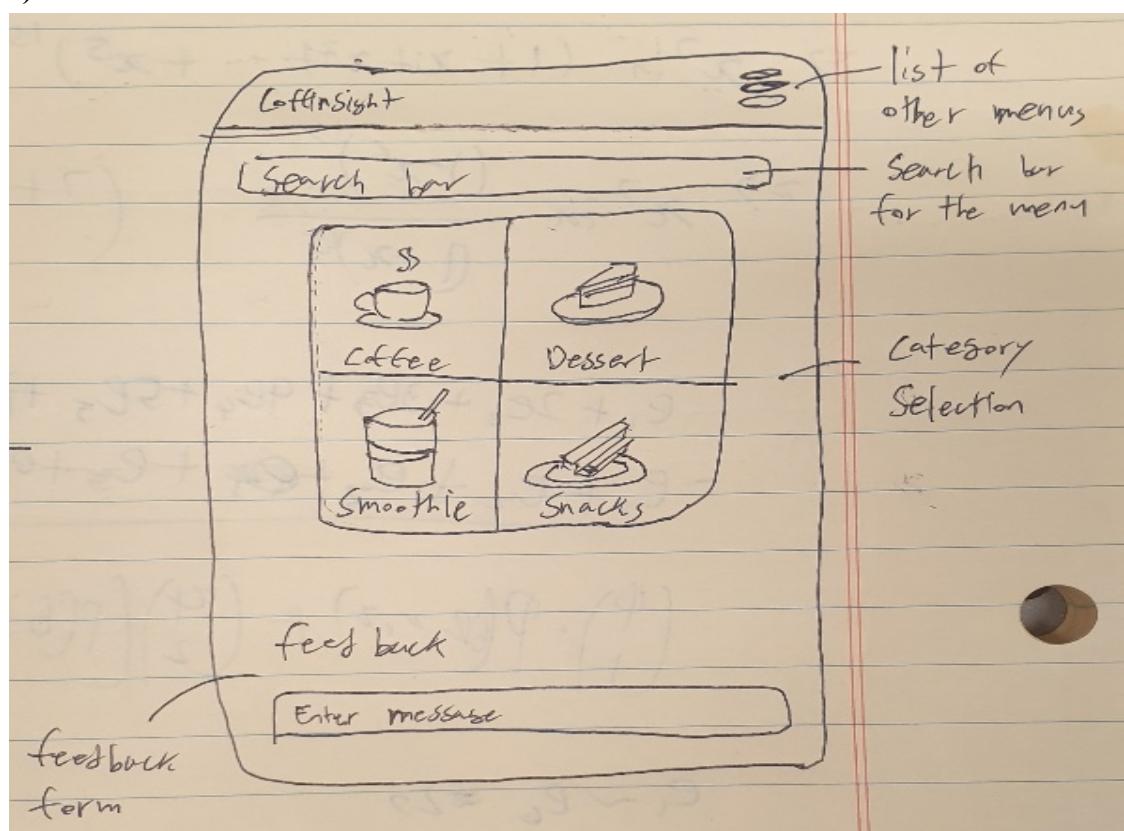
b)



c)

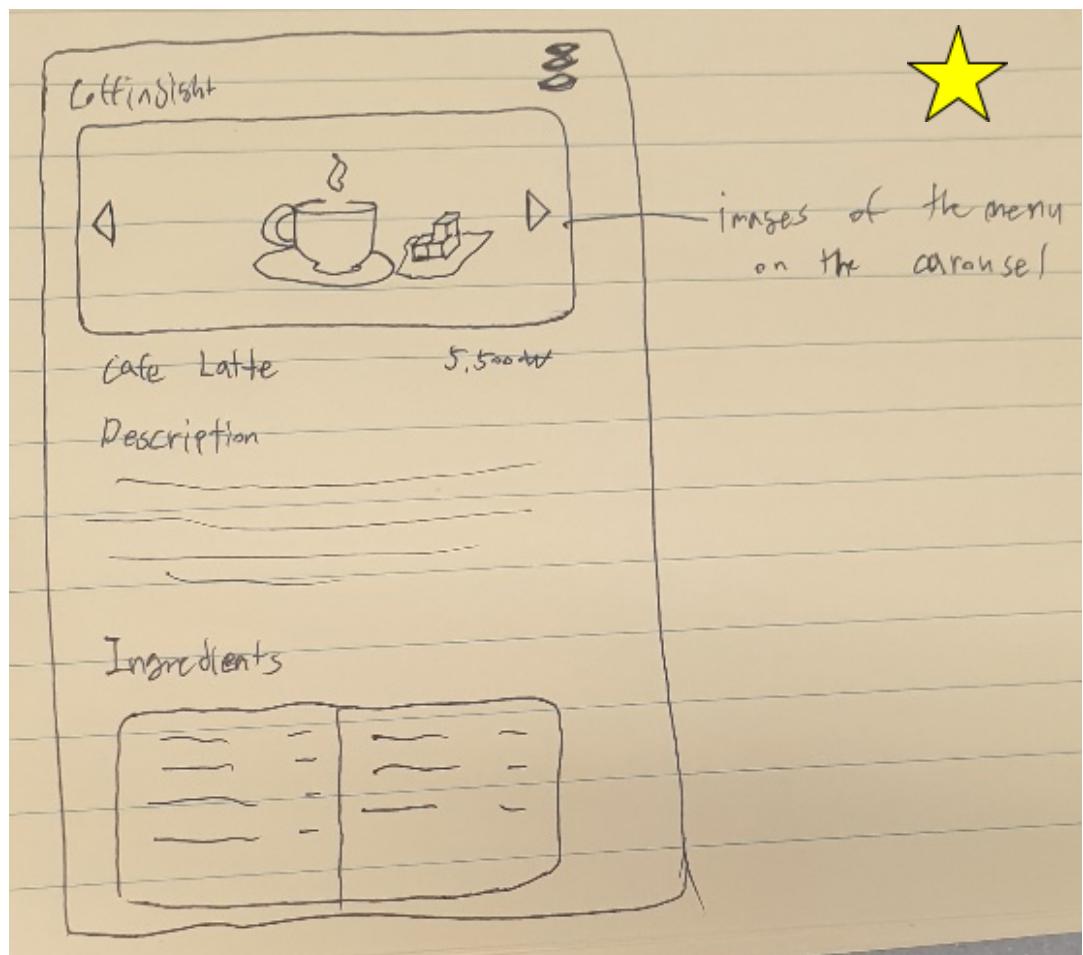


d)

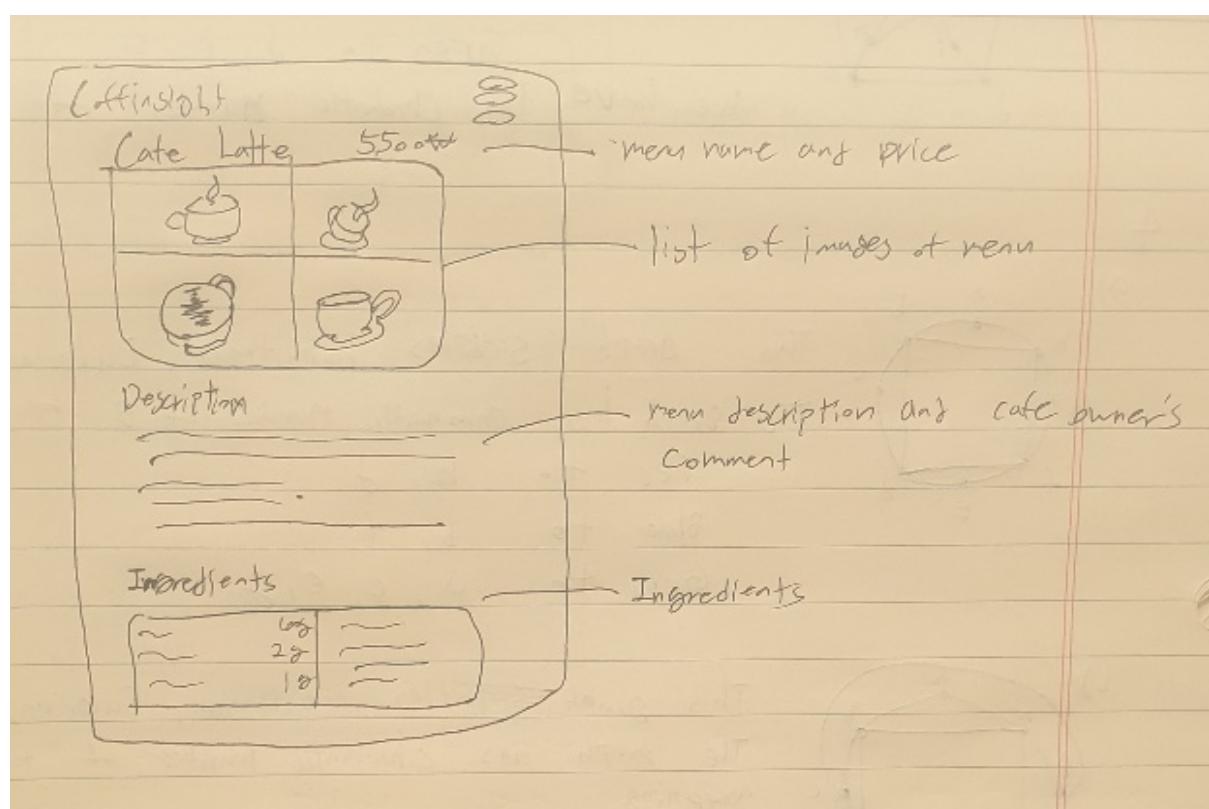


Secondary Interface

a)

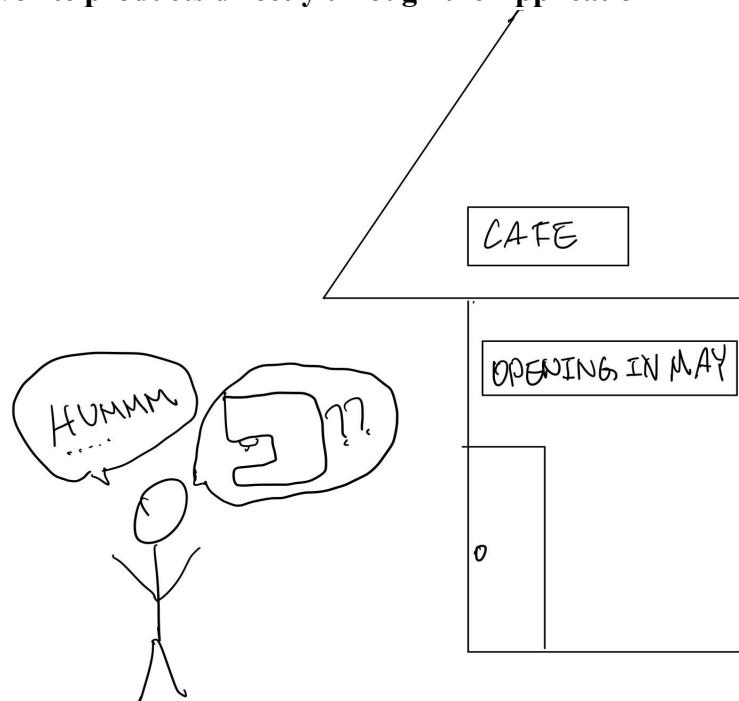


b)

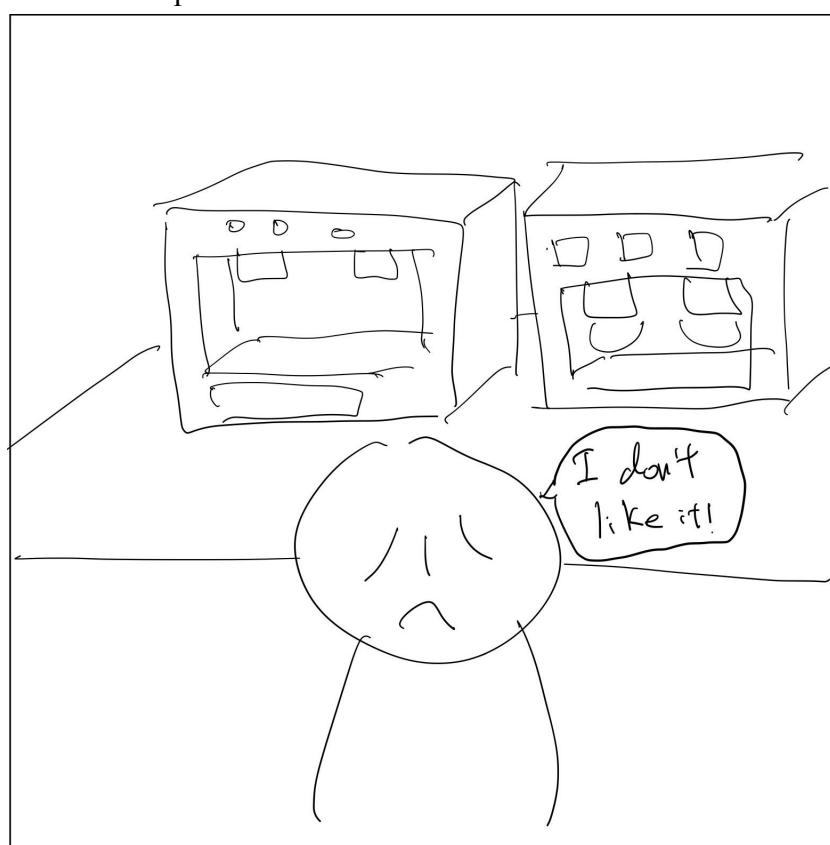


Storyboard 2: Content-based item to store link

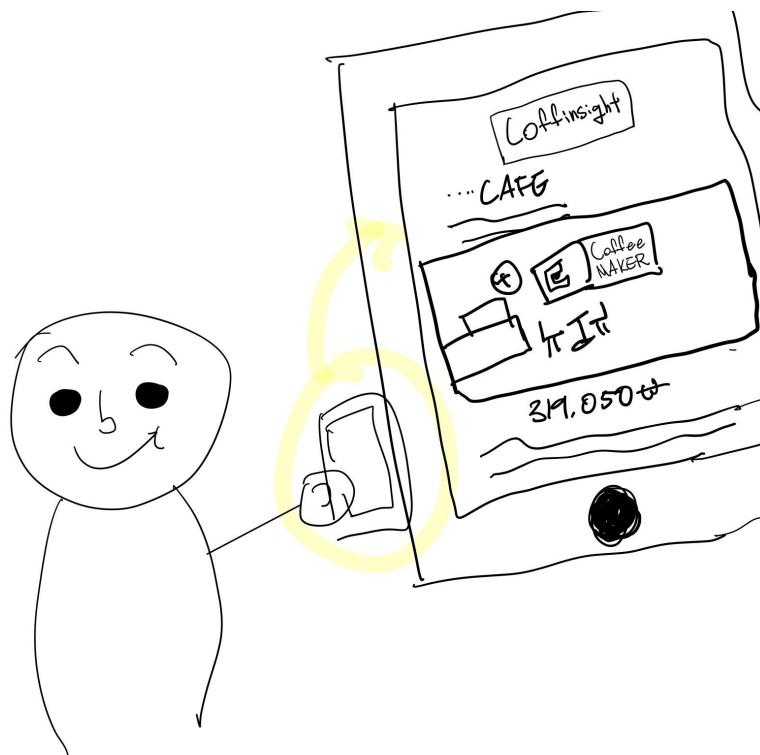
<Purchasing the favorite products directly through the Application>



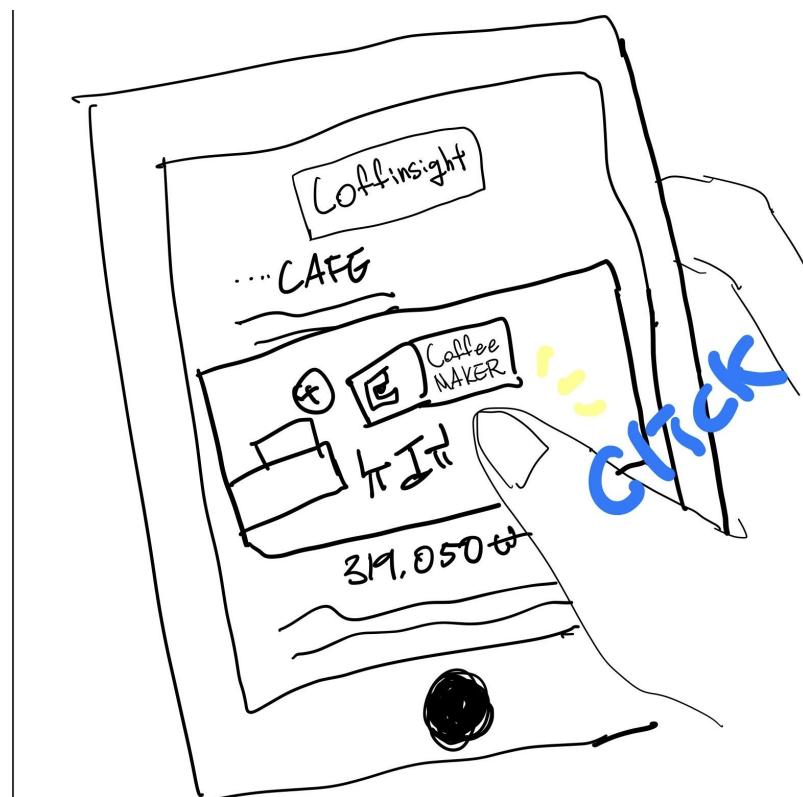
-
1. A person wants to open a cafe but has not decided which coffee machine to buy.



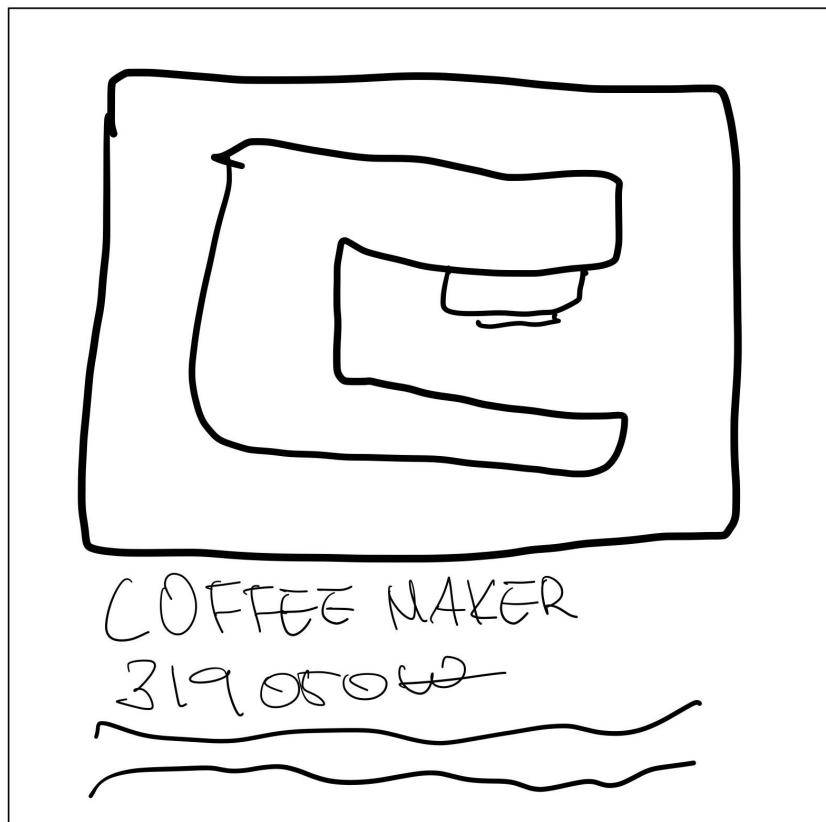
- He goes to the offline store to see the coffee machine but does not like what they have.



- He goes into the Coffinsight application and checks which machine that his favorite cafe uses.



- He likes the result and wants to buy his favorite cafe's coffee machine. Then he clicks the link!



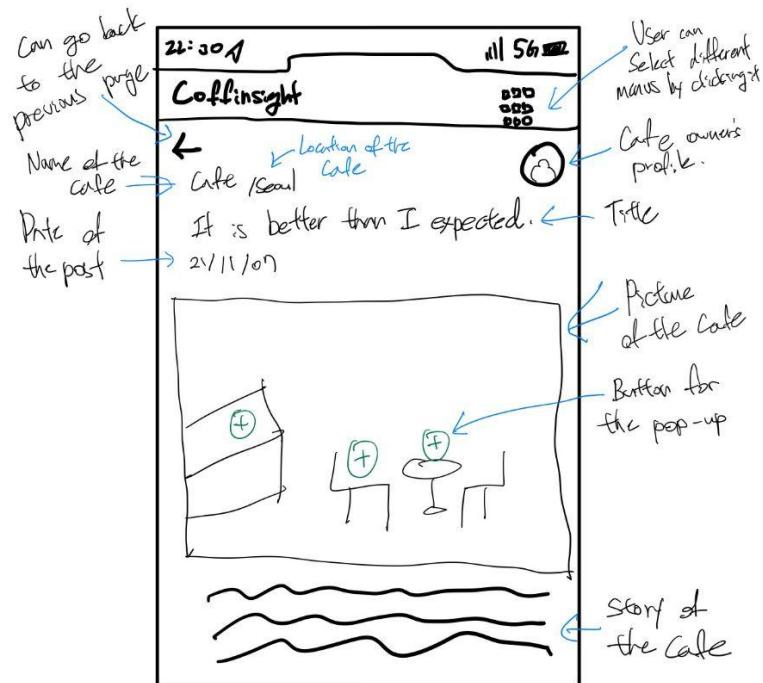
5. When he clicks the link, it goes to the store link.



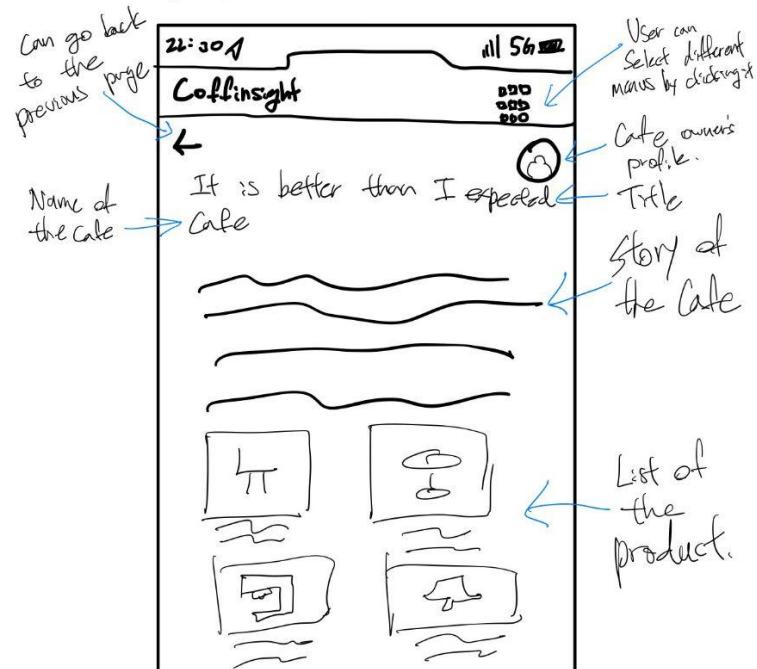
6. He clicks the purchase button and he is happy with the result!

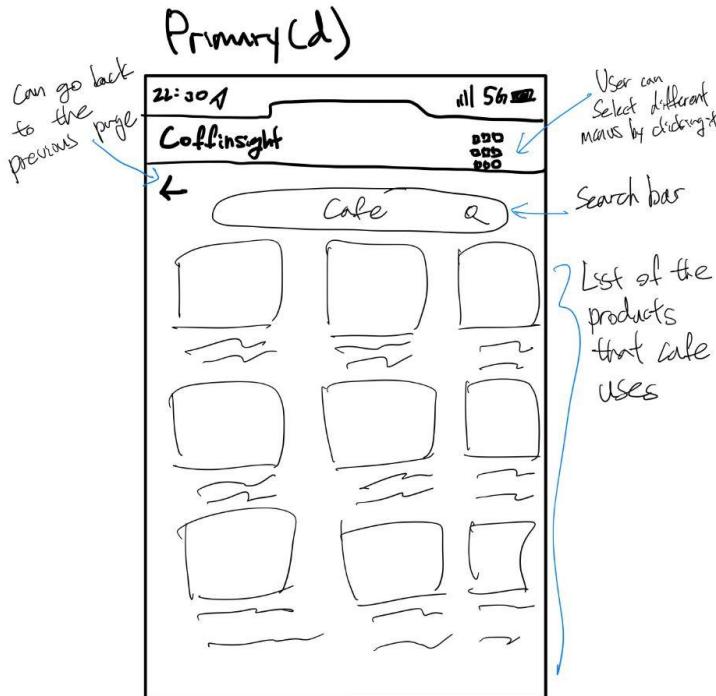
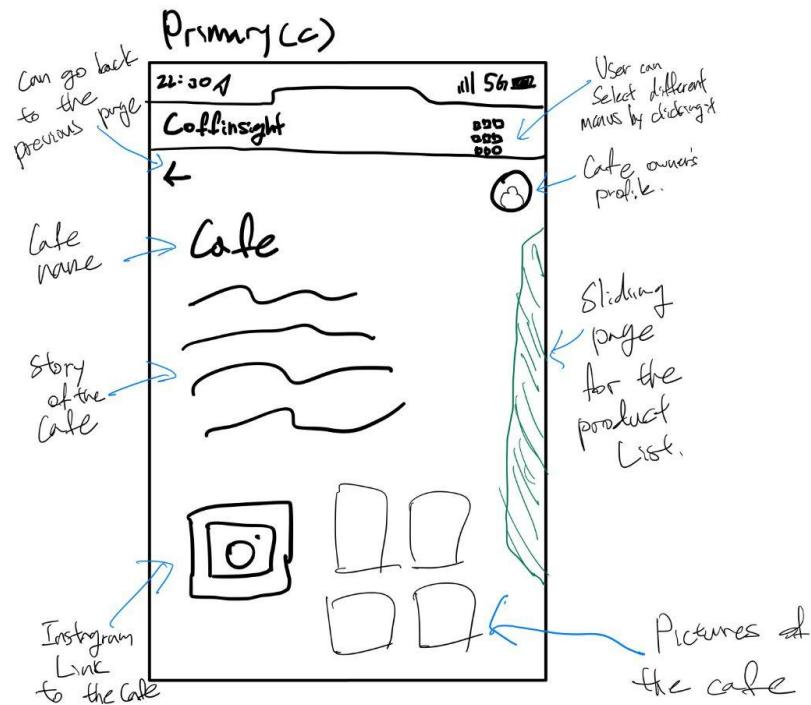
Primary Interface

Primary (a)



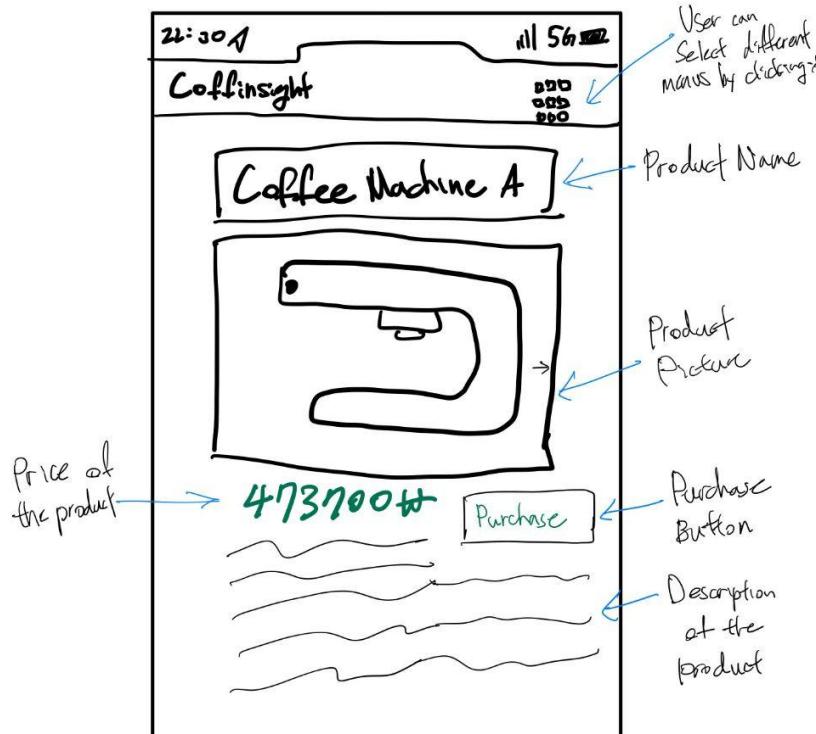
Primary (b)



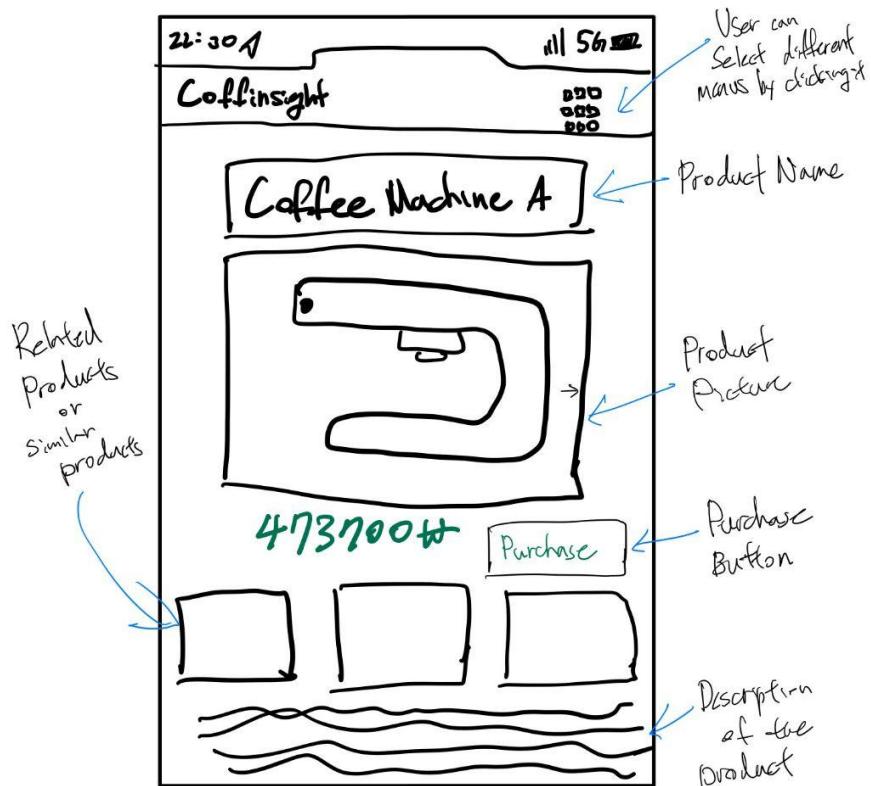


Secondary Interface

Secondary (a) → Product purchase Link. ★



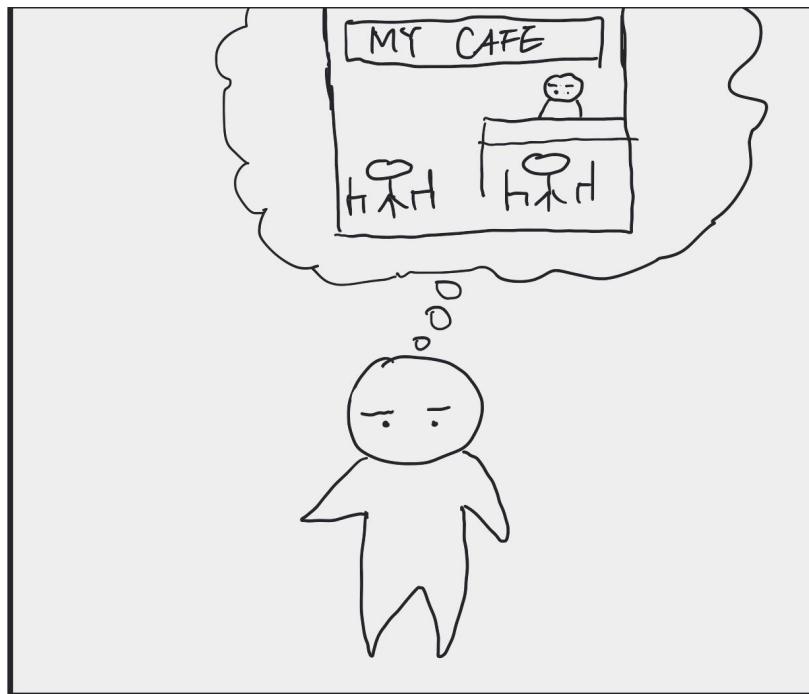
Secondary (b)



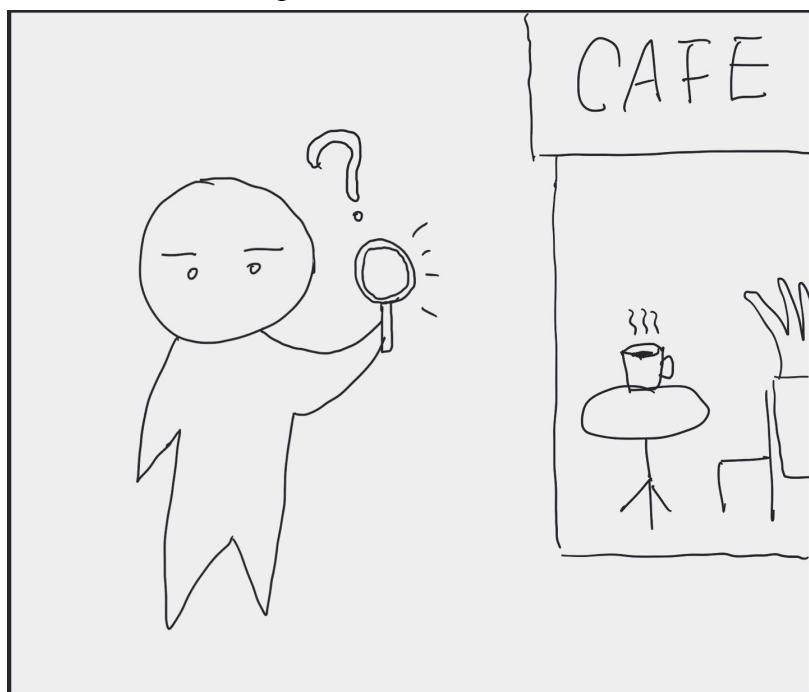
Storyboard 3: Experience Sharing Service

<Users can explore various cafes without actually visiting them in person>

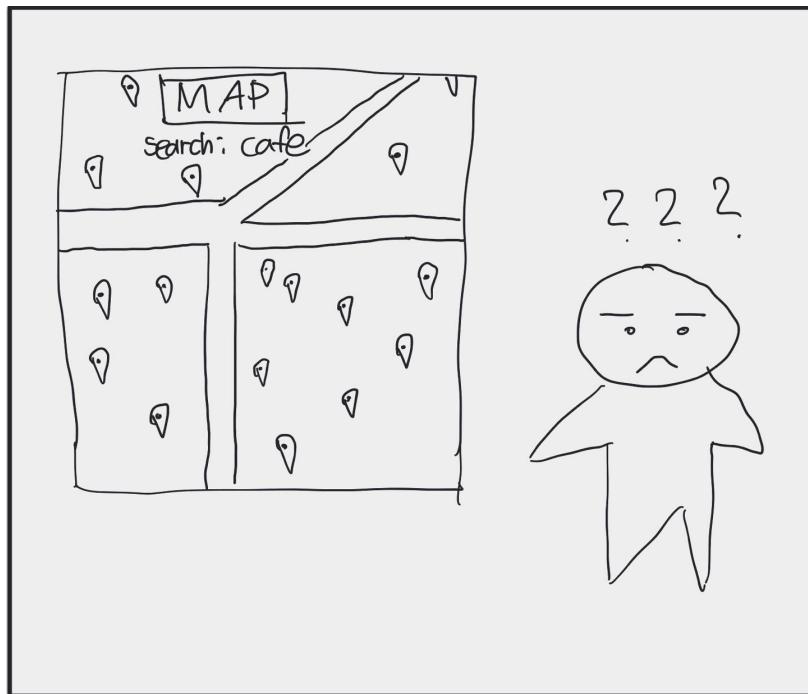
Users can get an insight from posted stories in the Coffinsight without physically visiting each cafe.



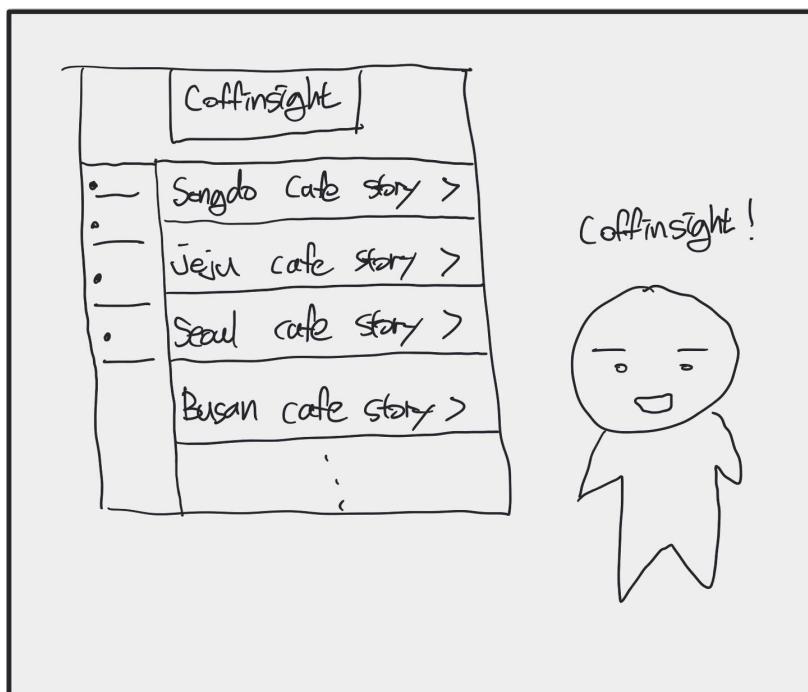
1. The user wants to launch his private cafe.



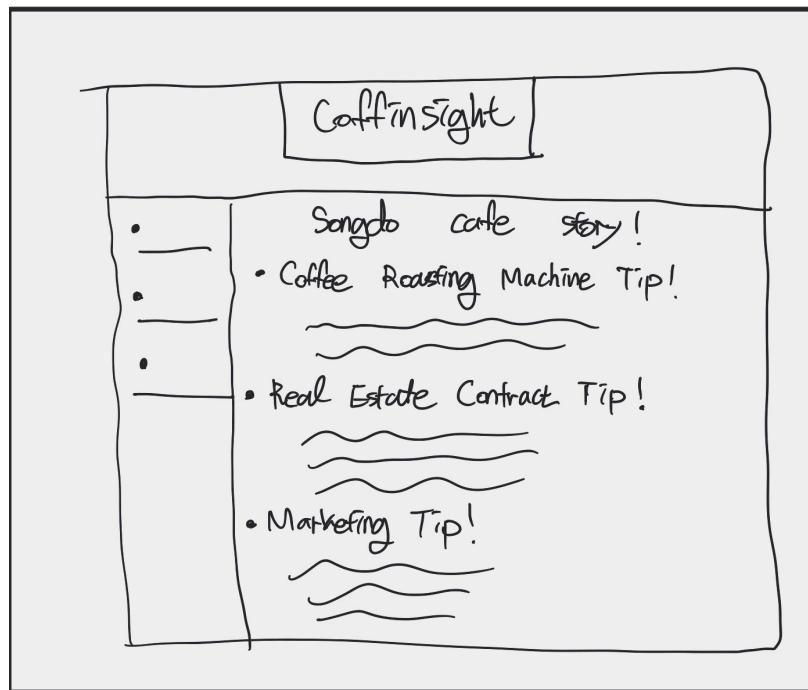
2. Therefore, the user starts researching other cafes first.



3. However, there are too many cafes to visit one by one.



4. Users can visit Coffinsight and read the posting that tells about other cafes' launching stories and their experiences.

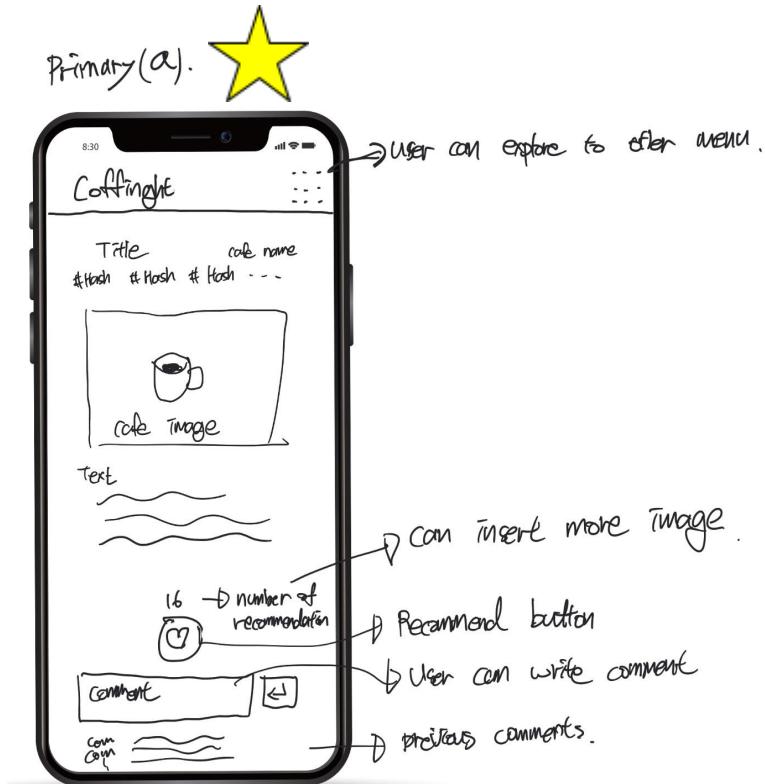


5. Each cafe's story shares various tips and know-how like real estate contract tips, menu selection tips, interior design tips, marketing tips, etc.

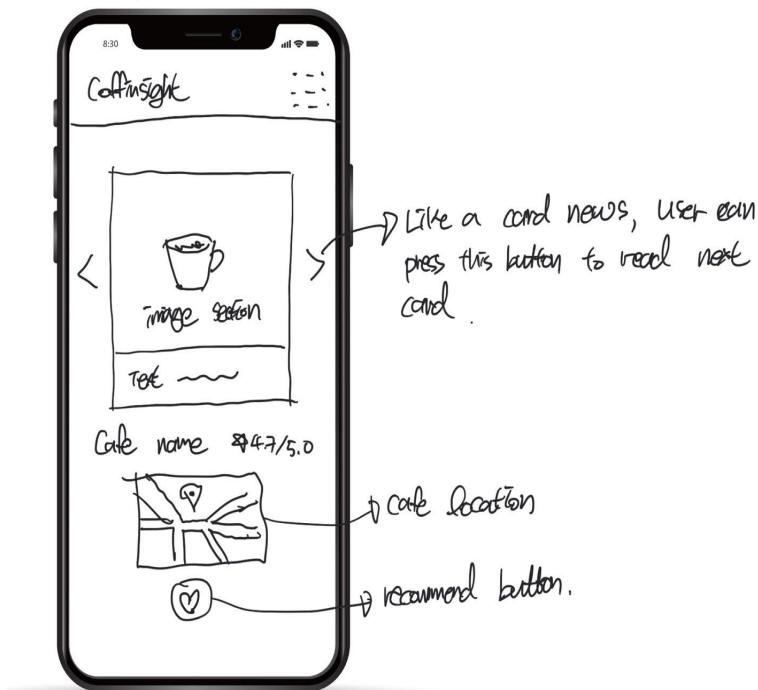


6. The user can get advice from the current cafe owners through Coffinsight, and finish the preparation for launching.

Primary Interface



Primary (b)



Primary (c)



This is information focused interface.

Like a resume, we provide sections, and the story writer only provides necessary information. So, the user can rapidly get expected information only.

Primary (d)



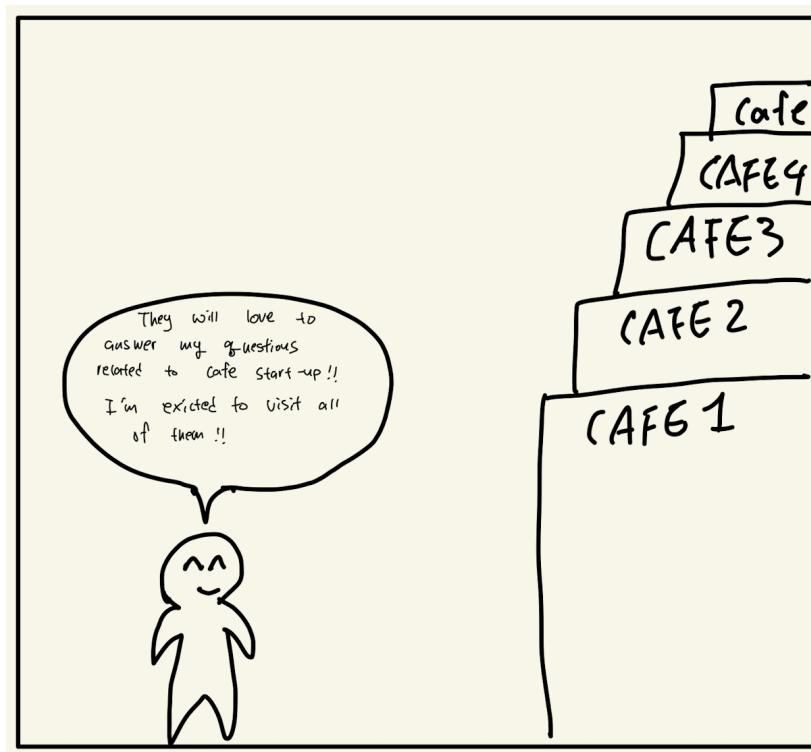
- From the card news style, separate image and text.
- Text is scrollable and create as blog style.
- all images are collected and user can navigate images with <, > buttons.

Secondary Interface

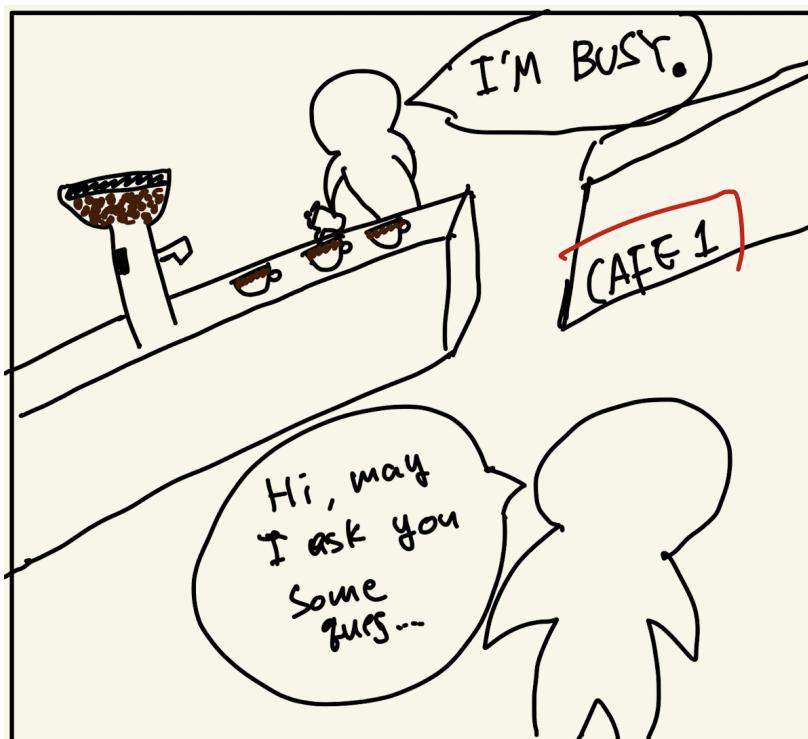


Storyboard 4: Consulting and meeting

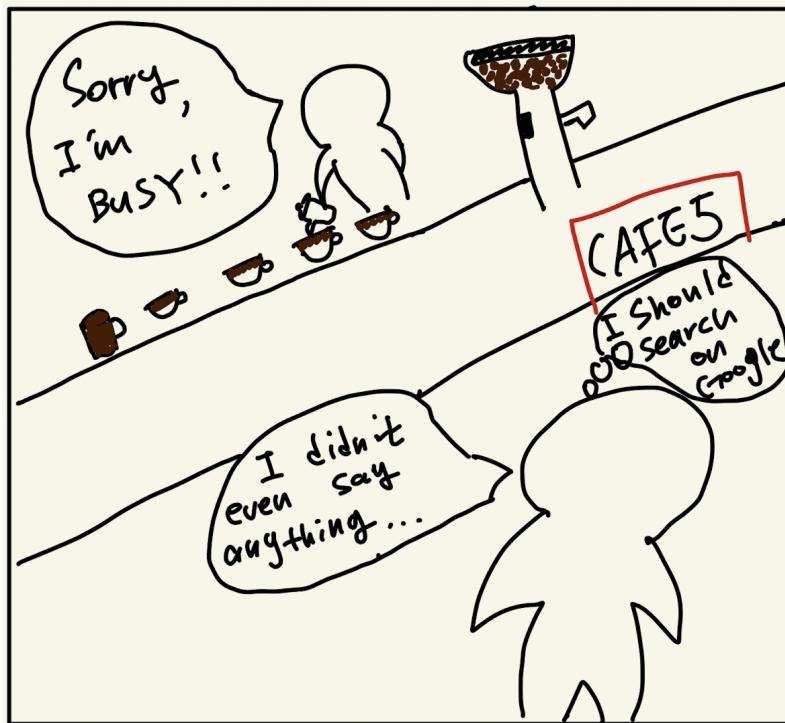
<Meet various cafe owners to get insights and tips for opening and running a cafe>



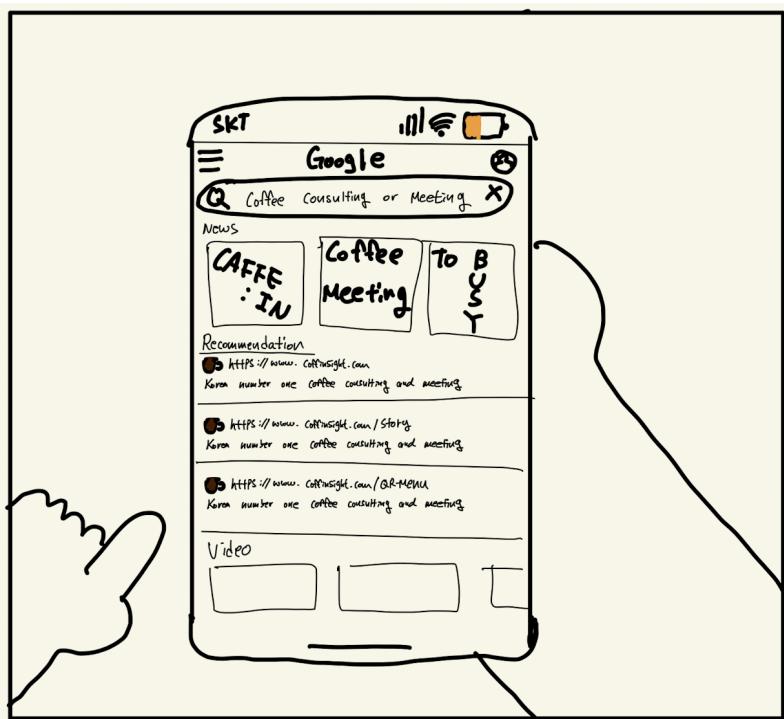
1. Suzy is a prospective cafe owner, and now she is trying to visit various cafes to get insights and tips to open a cafe.



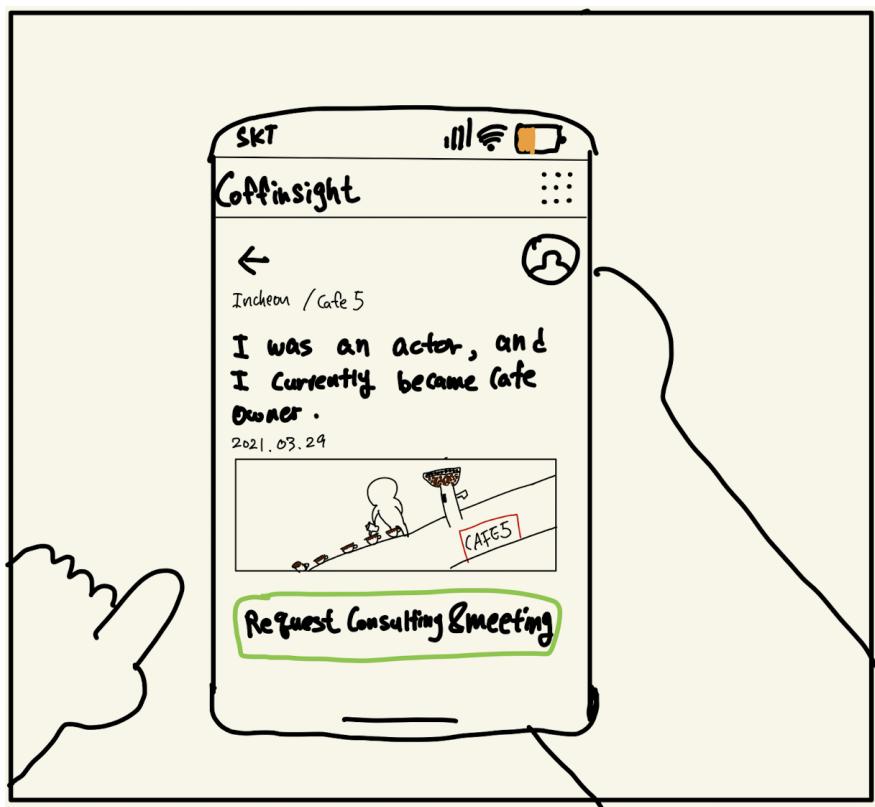
2. With a trembling heart, Suzy visited CAFE 1. The cafe owner, however, was too busy, so Suzy failed to ask for tips and questions.



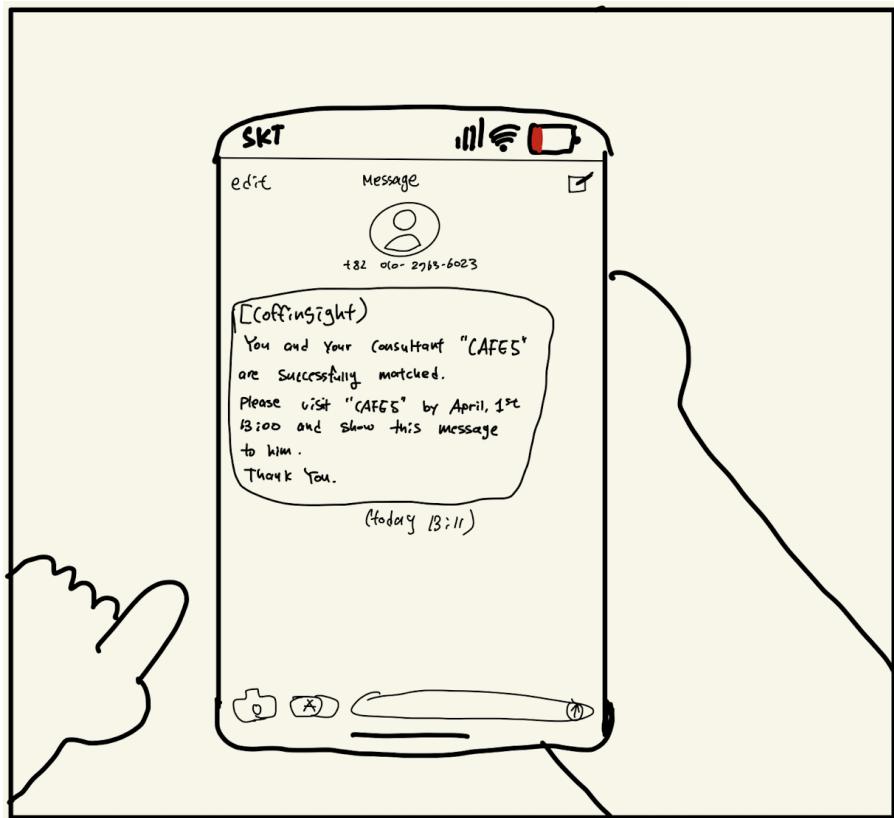
- She visited about 5 different cafes, but the cafe owners refused to answer her questions, or they just ignored her.



- After many failures, she decides to search for a platform that connects prospective cafe owners and current cafe owners.



5. At the top of the Google search result, she sees the Coffinsight platform and enters it. Then, Suzy selects one of the cafe owners and requests a meeting with him.

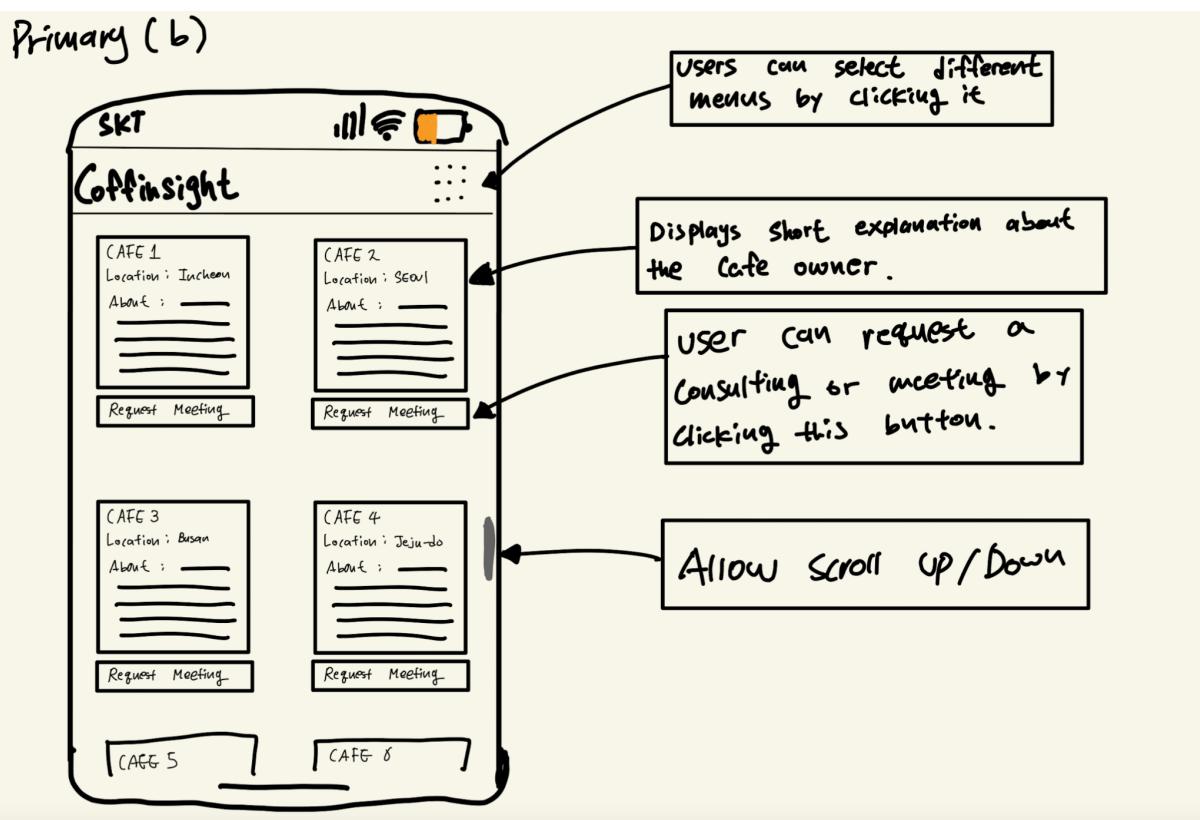
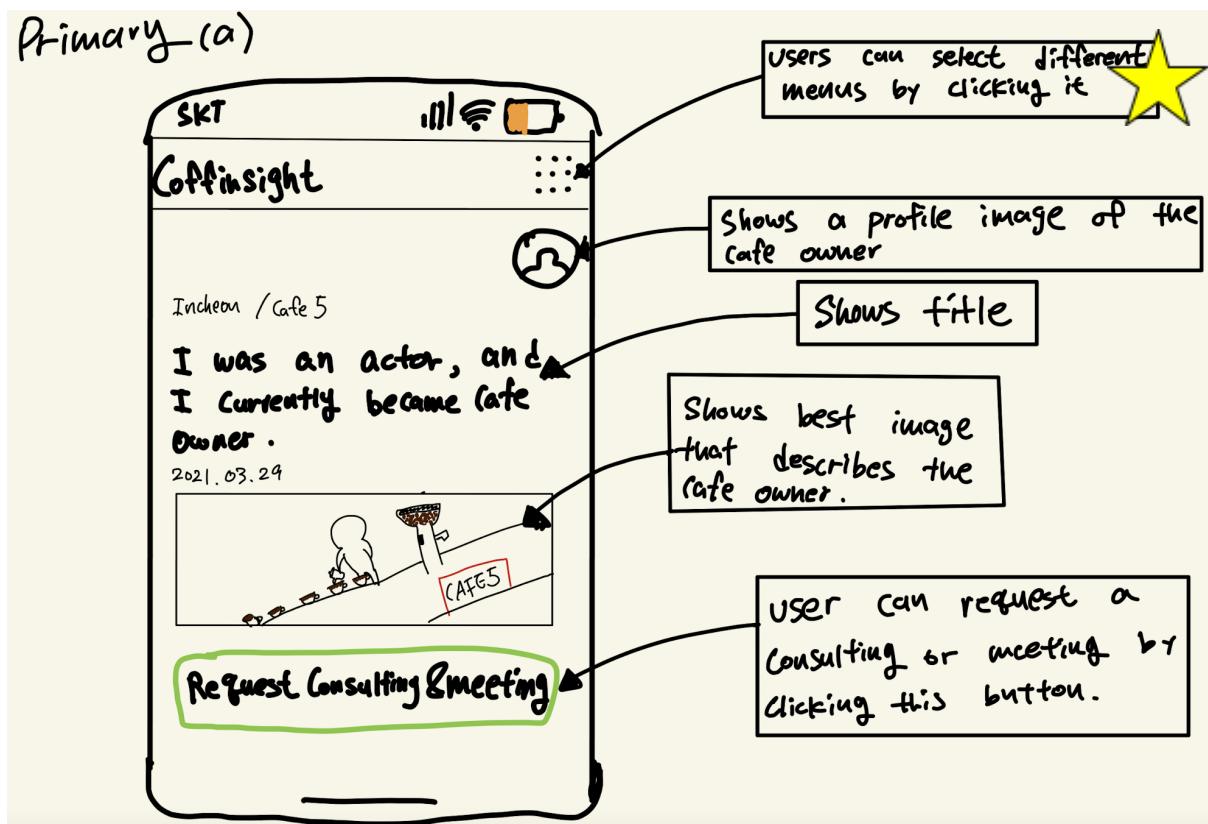


6. The cafe owner accepted her meeting request, and Coffinsight sent her a confirmation message with the meeting location, date, and time.

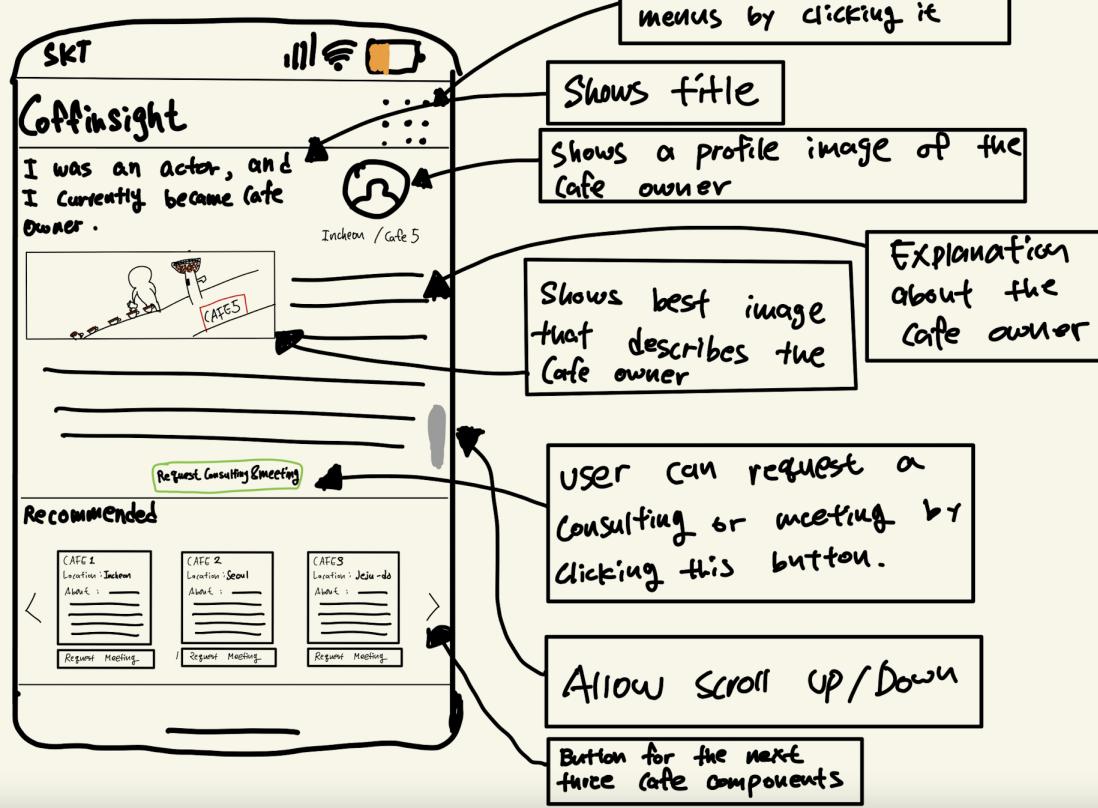


7. This time, Suzy was not ignored or refused by the cafe owner, and she had a nice meeting with him. Suzy finally opened a small cafe at Incheon successfully.

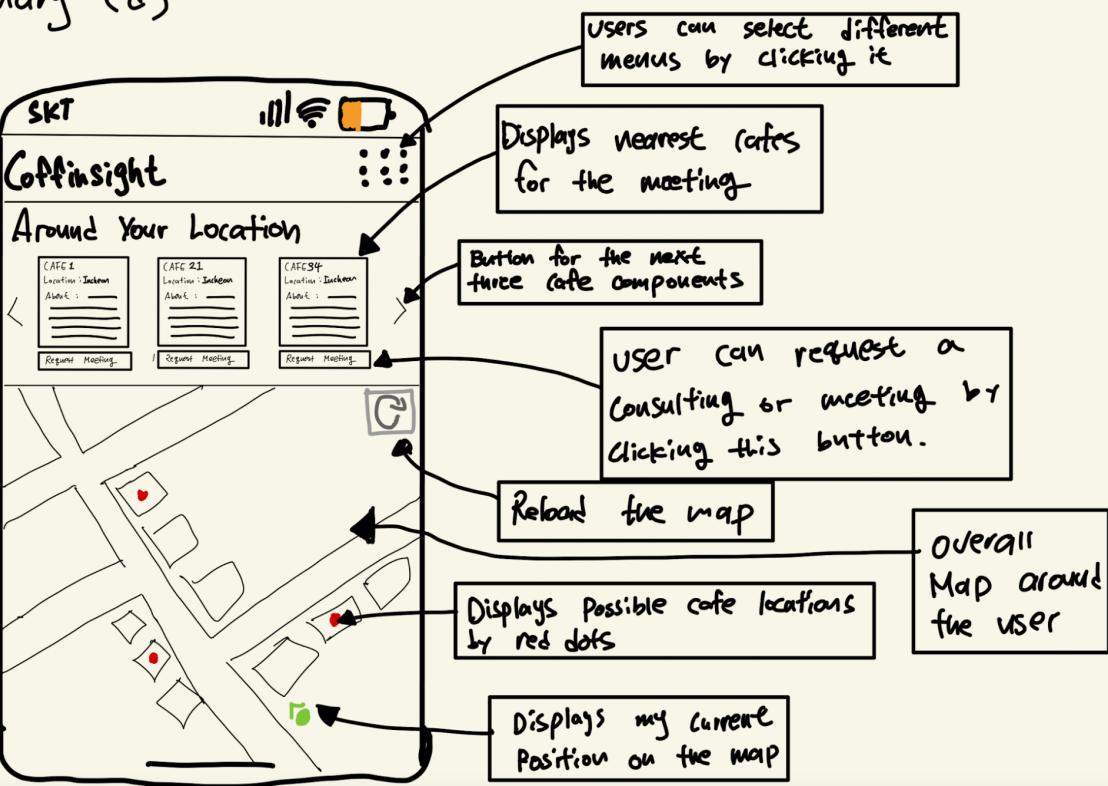
Primary interface



Primary (c)



Primary (d)



Secondary interface

Secondary (a)

This wireframe shows a mobile application interface for a meeting request. At the top, there's a header bar with the text "SKT" and icons for signal strength, Wi-Fi, and battery level. Below the header is the app logo "Coffinsight". The main screen is titled "Meeting Request Form". It contains fields for "Name" and "Phone" (each with an input box and a label), a large text area for "Reason for request", and a "Submit" button at the bottom. A yellow star icon is in the top right corner.

Users can select different menus by clicking it

Input box for user name

Input box for phone number

Reason for request

Input box for reason of user's request

Submit

Sends a message directly to the cafe owner when submitted

Secondary (b)

This wireframe shows a similar mobile application interface to (a), but with a different "Reason for request" section. Instead of a single text area, it features a list of options enclosed in a rounded rectangle, with "Coffee consulting" checked. Below this list is a text input field labeled "ETC:" followed by an input box. The rest of the interface is identical to Secondary (a), including the header, user info fields, and submission button.

Users can select different menus by clicking it

Input box for user name

Input box for phone number

Reason for request:

- Coffee consulting
- Running Business
- Real Estates
- ETC :

Input box to get different requests from user

Submit

Sends a message directly to the cafe owner when submitted

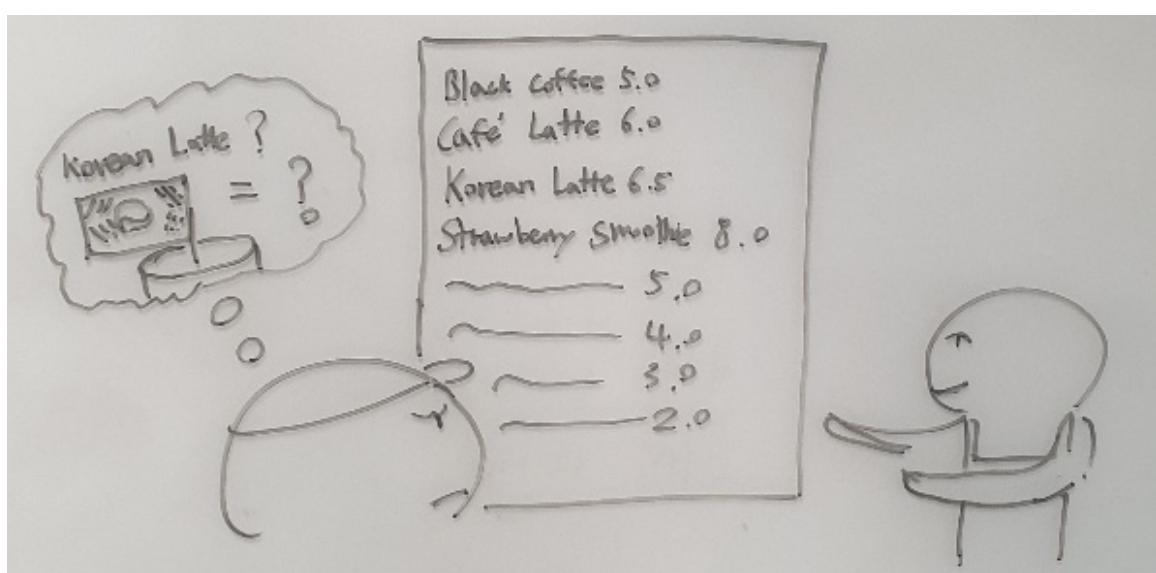
Post-Design Critique

Iterated Storyboard: QR Online Menu

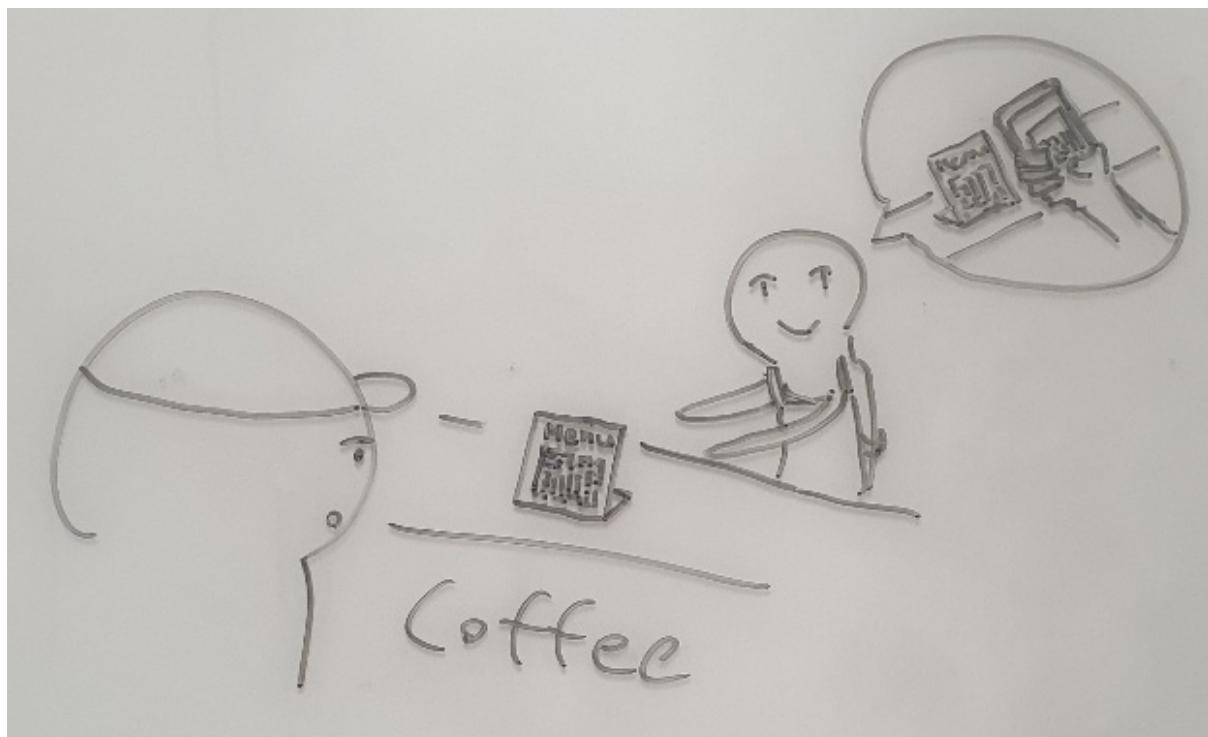
Before



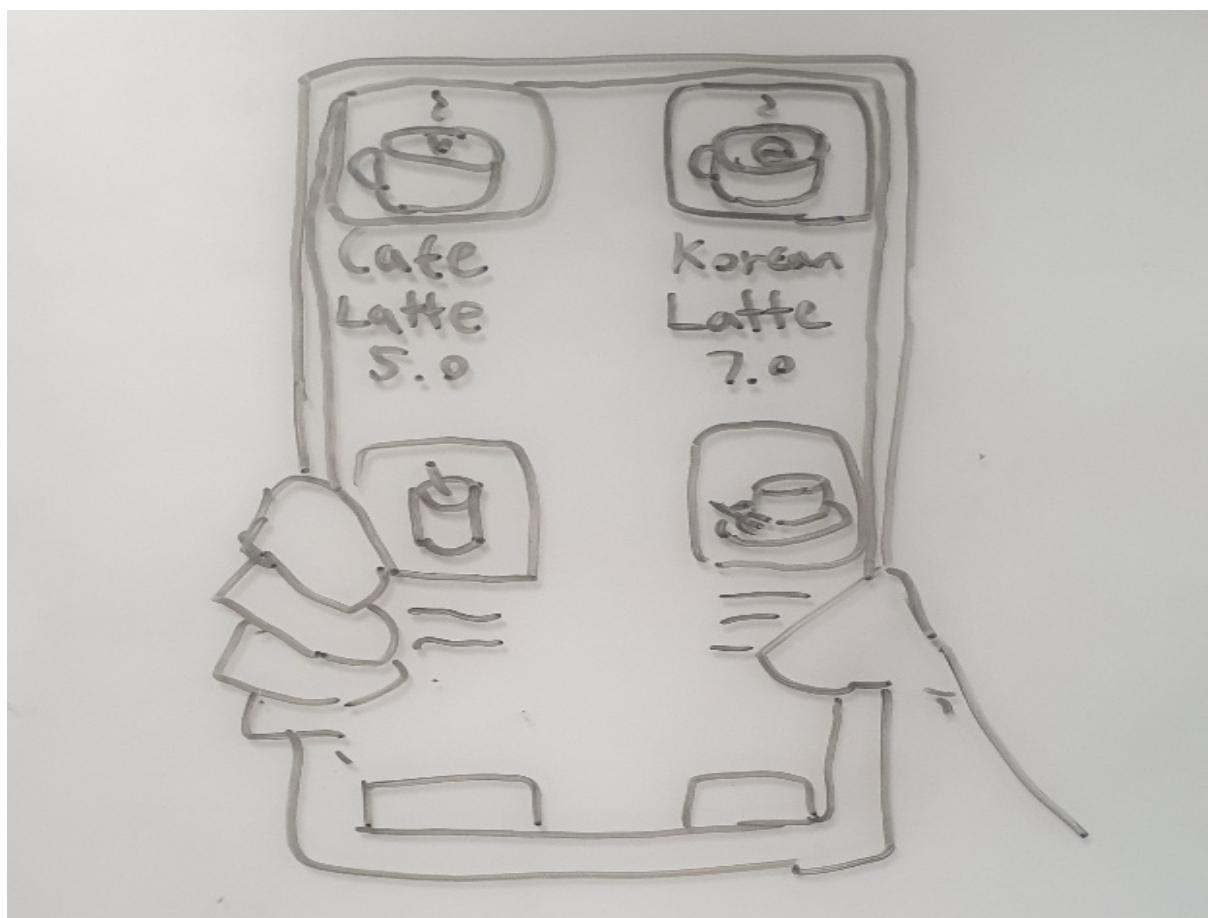
1. A customer enters the cafe to order a coffee.



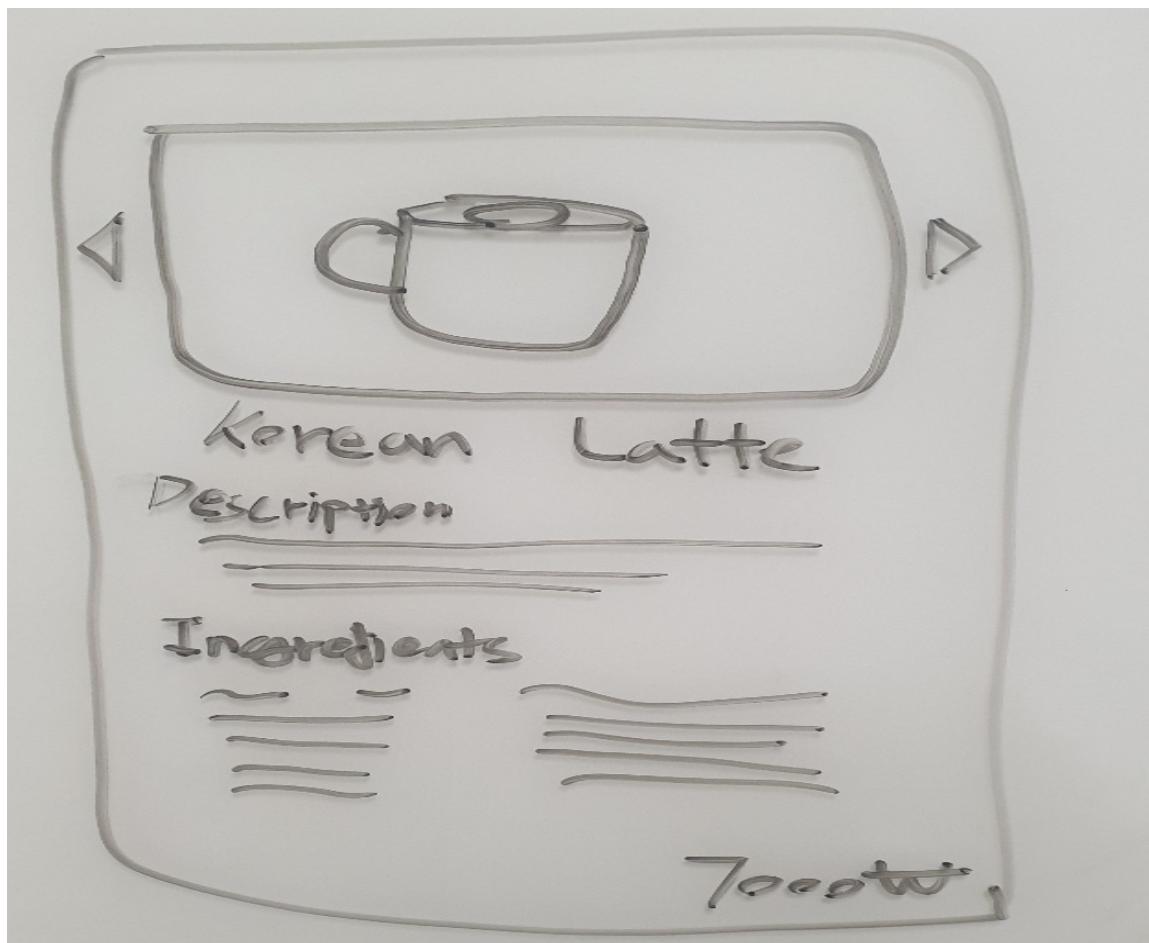
2. The customer wonders about the menu because there are no pictures but only the names and prices.



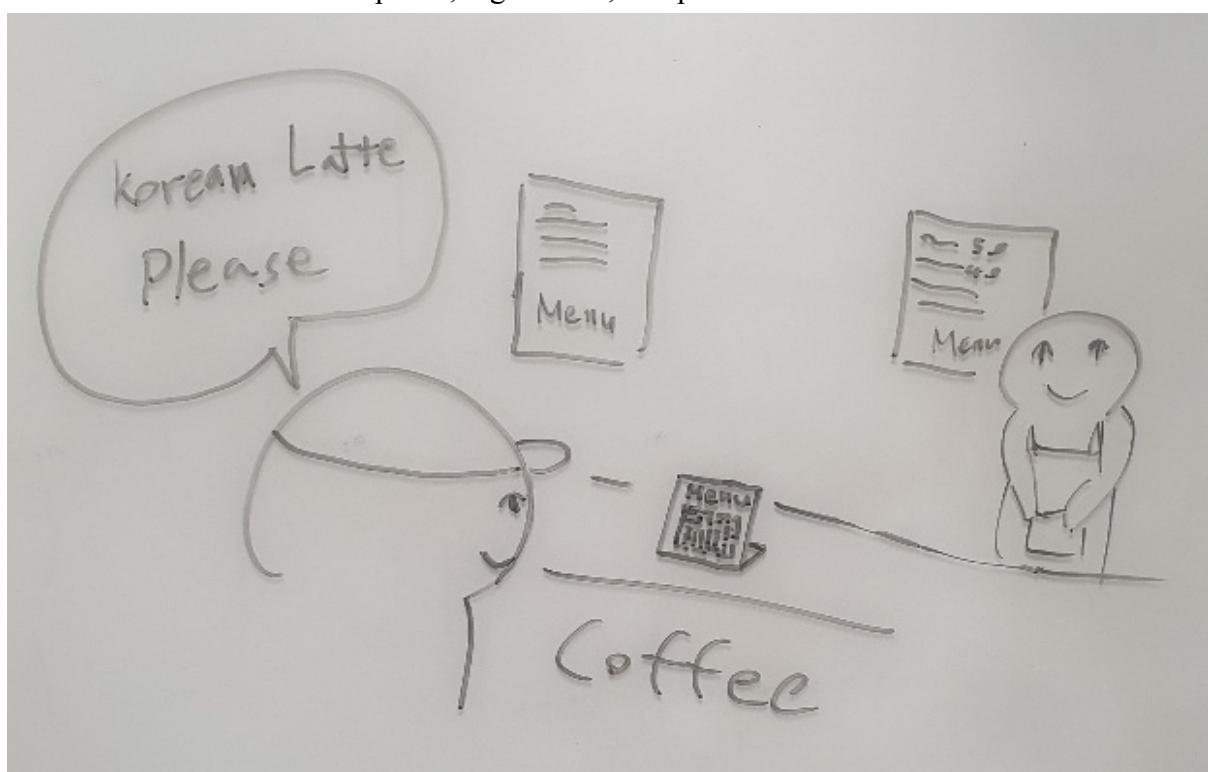
3. The cafe staff asks the customer to scan the QR code and check out the menu.



4. The customer checks out the menu with pictures.



5. The customer clicks the menu he wants to drink and the website shows pictures, description , ingredients, and price of the menu.



6. The customer finally decides on the menu and makes an order

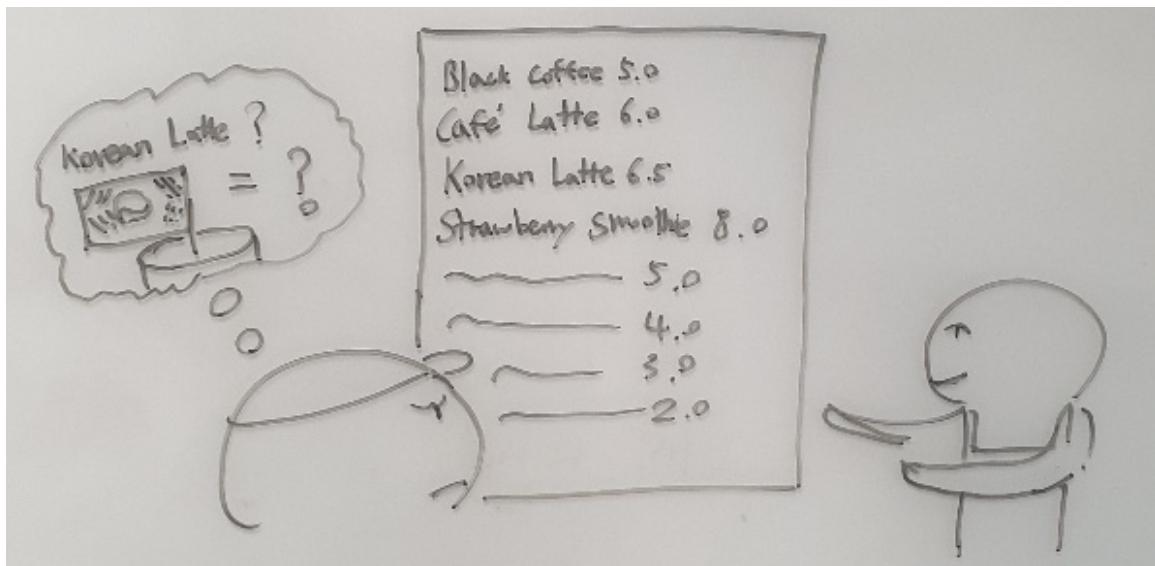


7. The customer enjoys the drink as he wants!

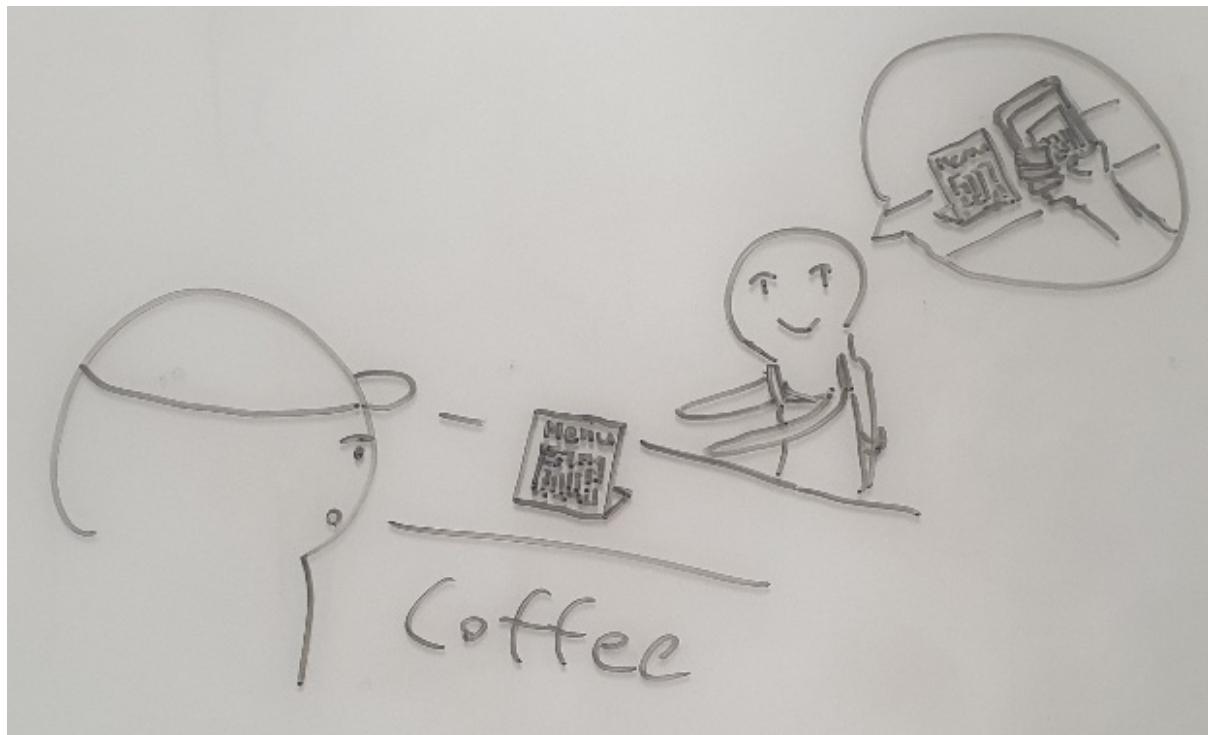
After



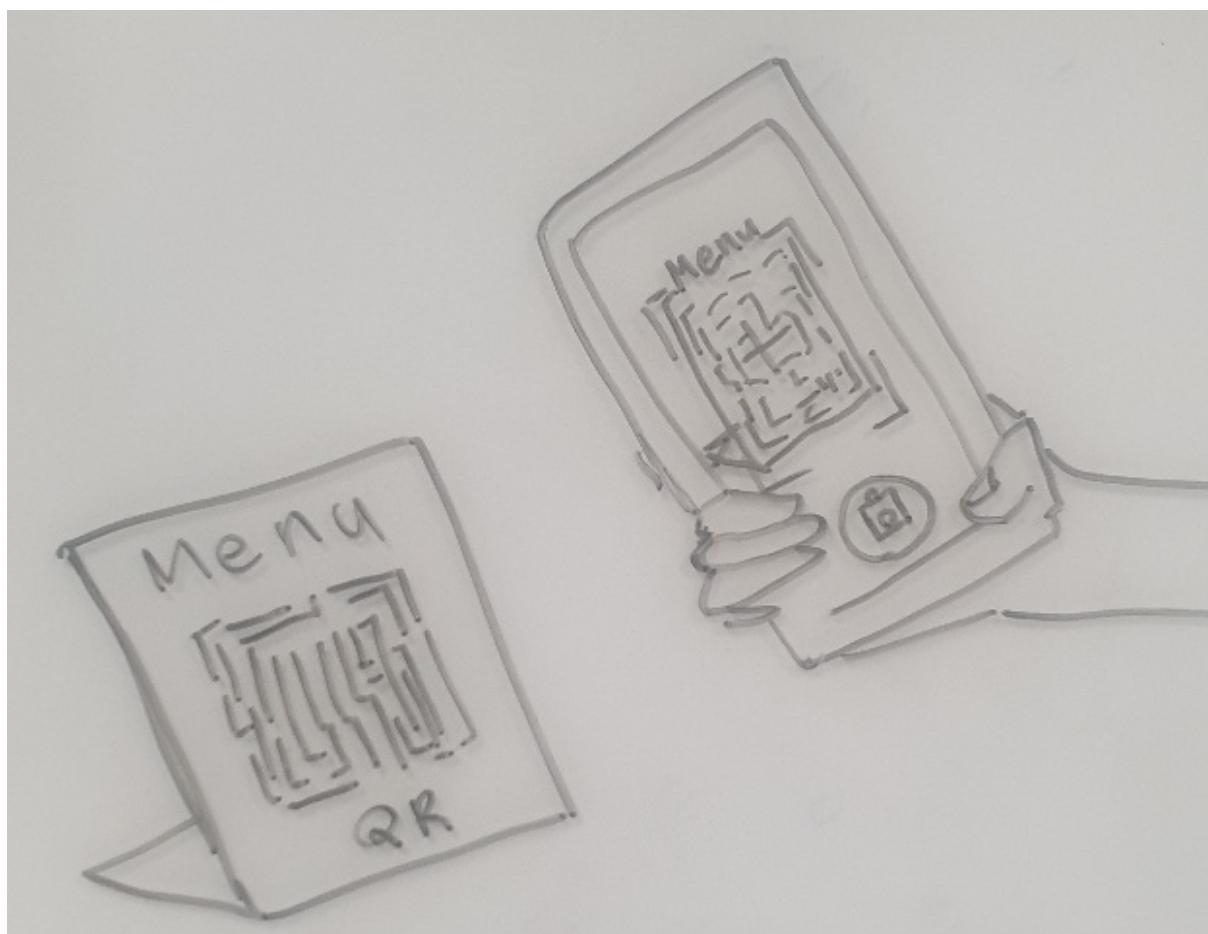
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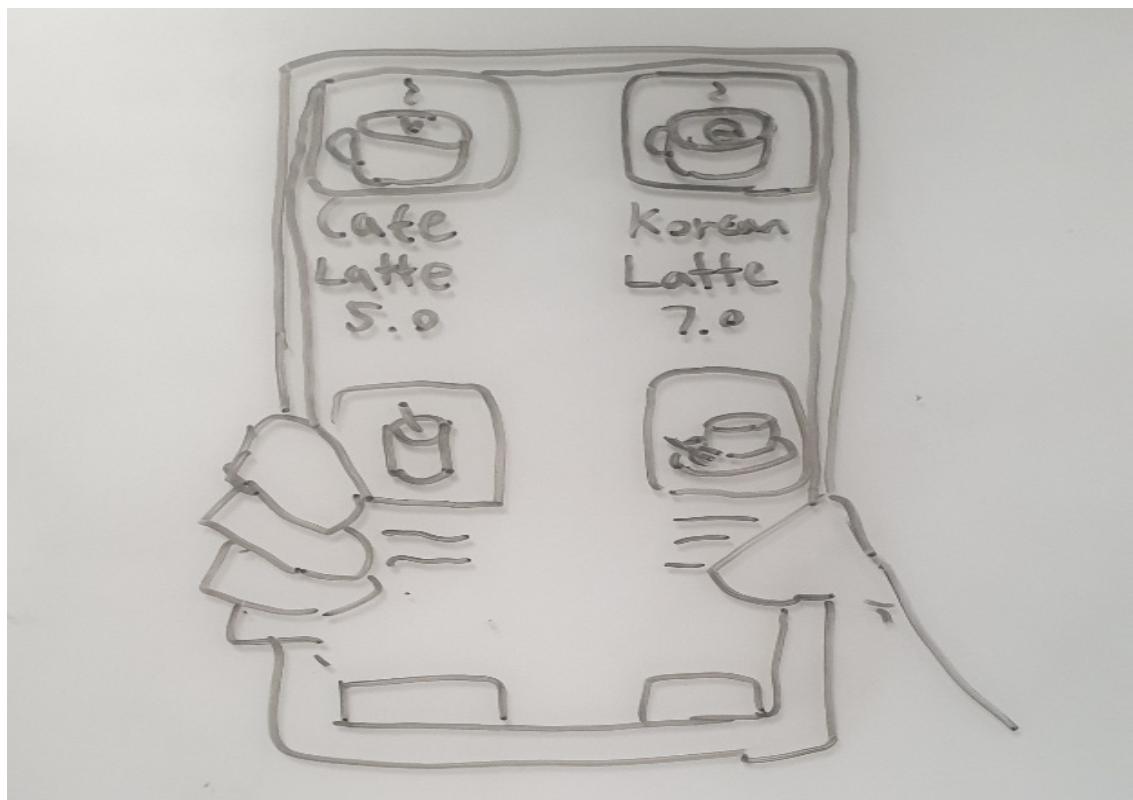
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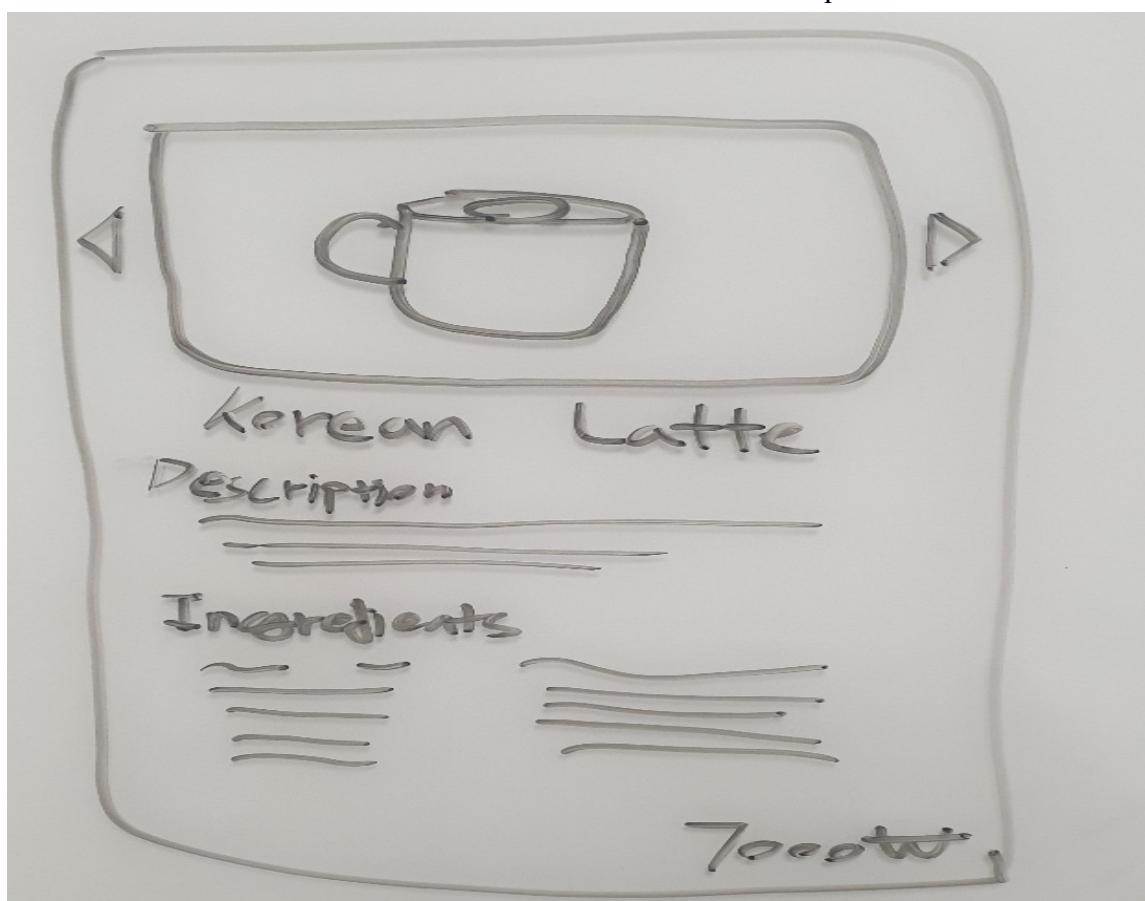
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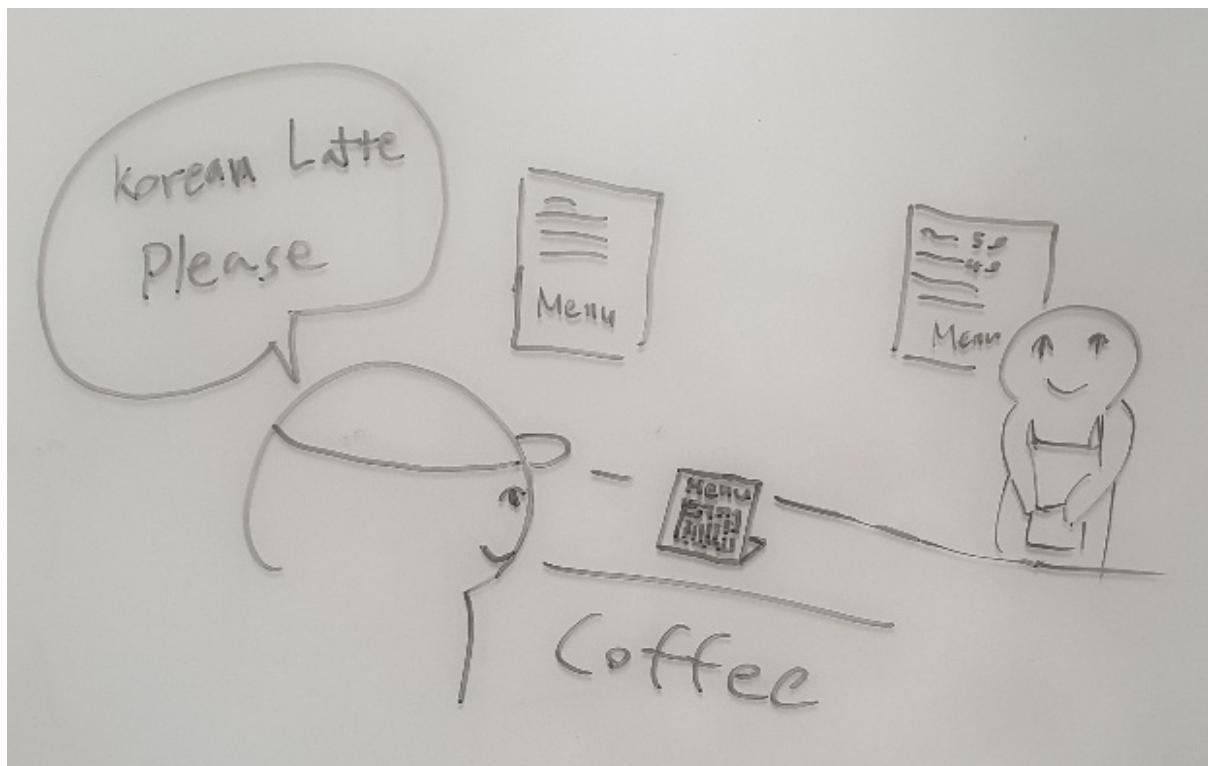
4. Customer scans the QR code and waits for the webpage loads.



5. The customer checks out the menu with pictures.



6. The customer clicks the menu he wants to drink and the website shows pictures, description, ingredients, and price of the menu.



7. The customer finally decides on the menu and makes an order

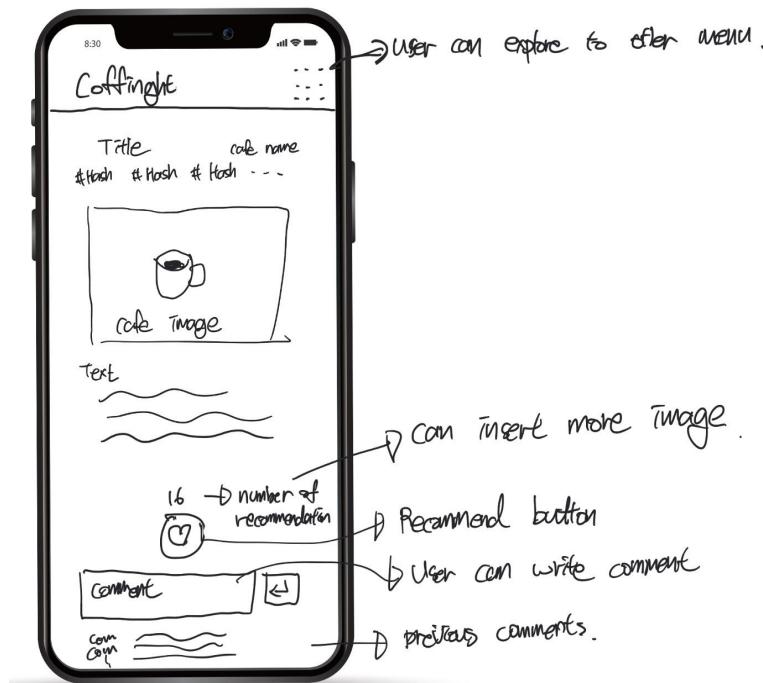


8. The customer enjoys the drink as he wants!

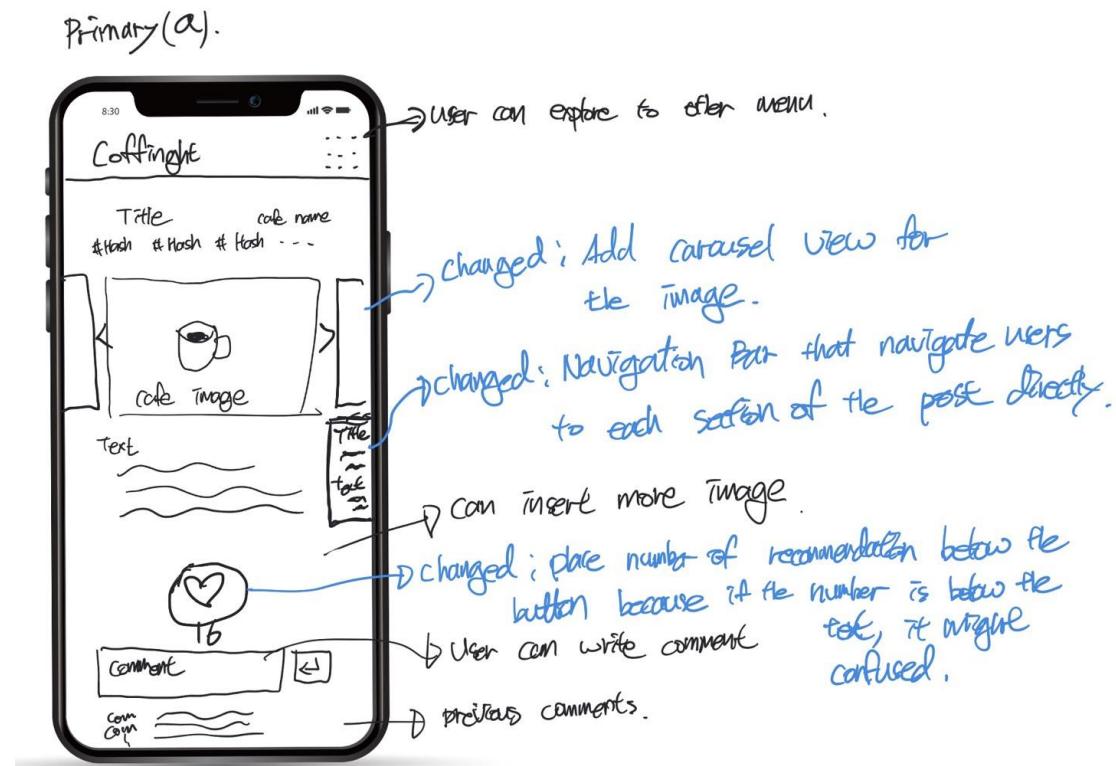
Iterated Primary Interface: Experience Sharing Service

Before

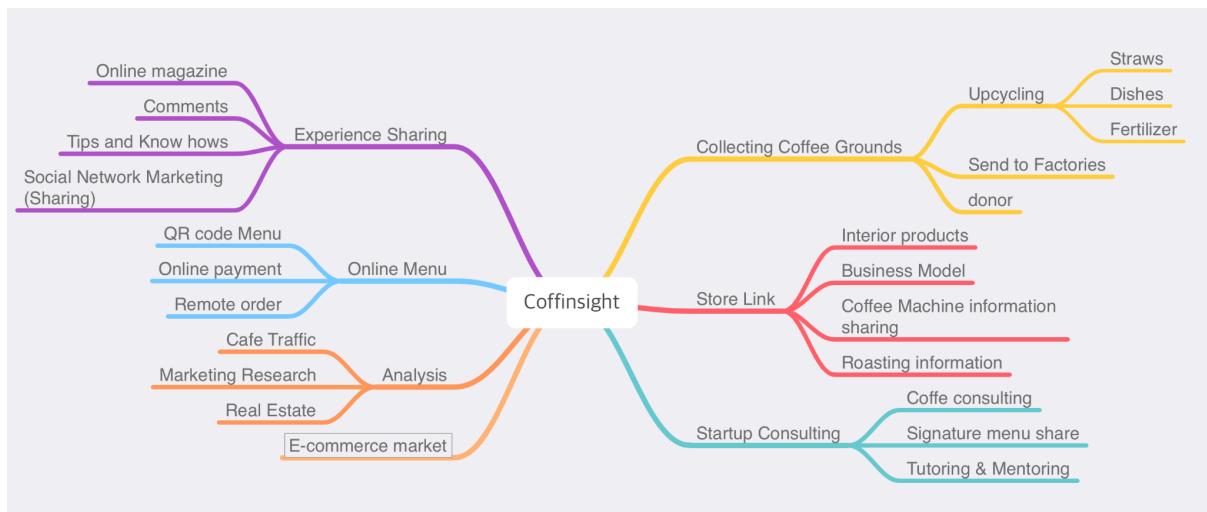
Primary(α).



After



Appendix



[Appendix 1. Primary task brainstorming diagram]

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Feedback from Woohyun Park, Hyerin Choi, Hanseo Eun

1. For the QR menu storyboard, It would be great if we had a panel that describes how user scans the QR code to access the menu website.
2. For the experience sharing service, location map seems unnecessary and only list the address. (maybe popup the map page when the address is clicked)
3. Also for the experience sharing service, the position of recommend button seems somewhat unnatural.

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[Appendix 2. Design Critique from other group]