

# Coffinsight

## Interactive Prototype and User Study Report

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# Representative Prototype Screenshot

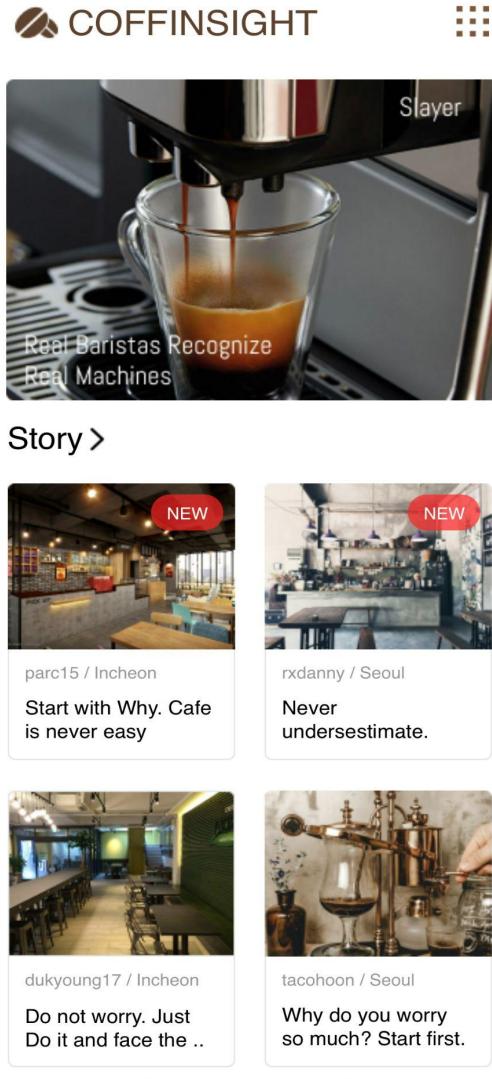


Figure 1: Home Page - Can select the story that the user wants to read.



PARC's Cafe / Incheon

Start with Why. Cafe is never an  
easy task.

22. 04 18 MONDAY

#STARTUP #SUCCESS #CAFE #EXPERIENCE



Location	Incheon	Category	Dessert Cafe
Budget	\$15,000	Parking	Possible
Kids	Allowed	SNS	@parc15
Pets	Allowed	Phone	010-5018-1737



"How did you overcome? 😮"



As I was doing it alone, it was the most difficult part at first to take responsibility for even the smallest things and make a decision. Everything is my job, so if I put it off for a while, the work to do doubles. I think it was really painful when two things came at once, when the moment of consecutive decisions was approaching and when I was behind in my work. However, thanks to this, I think my decision-making and procrastination habits have been fixed a little bit.

#### Interior Pictures



Figure 2: Story Page with its Details

PARC's Cafe / Incheon  
Start with Why. Cafe is never an  
easy task.  
22. 04 18 MONDAY  
#STARTUP #SUCCESS #CAFE #EXPERIENCE



Location	Incheon	Category	Dessert Cafe
Budget	\$15,000	Parking	Possible
Kids	Allowed	SNS	@parc15
Pets	Allowed	Phone	010-5018-1737

Request for a Meeting / Consulting

The first reason I came across coffee started  
with Cafe Alba. After graduating from college.

N CESC Q ☰ ≡



커피 브루잉 품2,617 +스토어찜하기  
SLAYER STEAM EP 2GR 슬레이어 스팀 EP  
2그룹  
★★★★★ 0건 리뷰  
21,450,000원  
21,446,000원 쿠폰 할인가 ⓘ

쿠폰받기 >



Figure 3: Store Link to the Products using by current cafe owners



## Request Form

Ask your cafe mentor to talk about  
your cafe startup.

Customer Name >

Please enter your name

Phone Number >

Please enter your phone number

Name of the mentor cafe >

PARC's Cafe

In which area do you want to talk about?

- Coffee
- Interior
- Exterior
- Marketing

Etc :

Please list the subjects you want to talk about

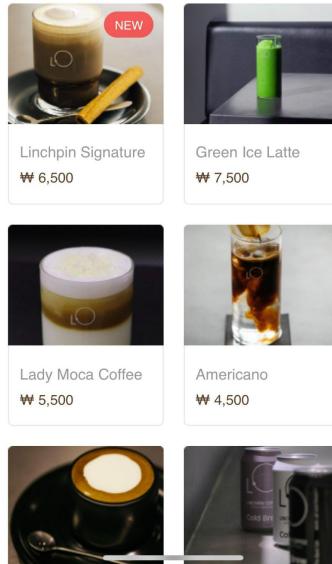
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Figure 4: Request Form for consulting with current cafe owners



## Menu

Click the menu and find out its ingredients information



## Menu

Click the menu and find out its ingredients information

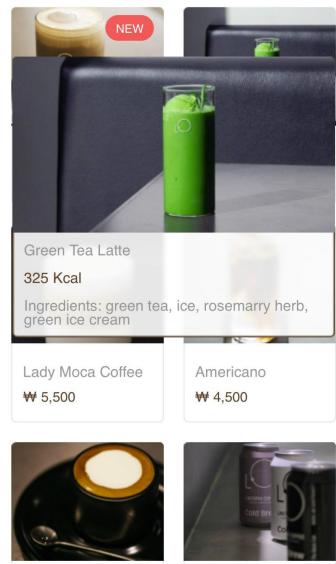


Figure 5: QR menu Link and detailed information about the menu

# Change since iterative prototype 1

We have gone through some minor changes since interactive prototype 1. Minor details to the layouts of the application have been changed with its crooked design due to the deployment of the application. Also, we have got some feedback from other group members for our application: 1. Readability of the stories 2. QR code inserted to the stories so that it can lead to the QR menu link 3. Visibility of the Product Item tag because it is easy to miss the section. Through this feedback, we were able to polish our application better so that it can be much easier for the users of the application to maneuver through our product.

## Research Study Summary

Coffinsight has the feature called QR menu link which helps both cafe owners and cafe customers. We wanted to demonstrate the QR menu link can support users when they make an order at the counter by reducing ordering time while providing enough information and concern about the menu from the customer side.

We recruited participants who have experience visiting private cafes which is not a franchise. Therefore, we can recruit 10 participants from our friends who have visited private cafes. All of them were between 20 to 30 years old. 3 of them are men and the rest of them are women. All of the participants are familiar with mobile devices.

We conducted 2 main user studies: one is observation and the other is an A/B testing style test. At first, the purpose of the observation is to justify the needs of our product "Coffinsight". We measure the time for making an order. We split the ordering process into two phases: the first phase is the conversation to make an order and the second phase is the payment phase. We only measure the first phase because the QR menu link can only affect that phase. We collected the data in a real cafe and observed 15 orders within an hour. The A/B testing is conducted to measure the performance of the QR menu link - how much can we reduce the ordering time and how much can we increase the order for the unfamiliar menu. For the study participant, we provided a menu full of unfamiliar menus except "Americano", one of the most popular beverages. In the first round, we provided the menu only with the text, and in the second round, we provided a QR menu with extra information and pictures of the menu. We measured the time difference and menu variation between each round.

According to the observation, we found the minimum conversation time before the payment between customers and cafe clerks was 10 seconds. The maximum conversation time was more than 30 seconds. Therefore, we concluded that if the QR menu reduces the conversation time, it would make the cafe clerk process more orders in the same amount of time.

Before the A/B test, we asked the participants “Have you ever experienced the pressure to make a rapid order because many people are waiting behind you?” and “Have you ever ordered a familiar beverage because you cannot figure out what other beverage is only within their name?”. 70% of the participants answered “Yes” for the first question and 80% of the participants answered “Yes” for the second question.

Before we provided the QR menu link, 80% of the participants ordered “Americano”. However, after we provided the QR menu link, only 50% of the participants ordered “Americano”. Therefore, we concluded that the QR menu link can increase the order for unfamiliar menus by providing more information about the menu and considering time.

## Prototype Quality Argument

### **“Get at least three information at one click” - Reference: figure 4 and 6**

This is a statement that we defined while making this project. From the user’s point of view, most of their click motion starts from their right hand thumb. We wanted to convey at least three significant pieces of information with that single thumb movement. In that way, the story, store, and menu pages all have one button and a grid view layout, allowing users to obtain various and important information such as price, story, title, and description.

### **Summing up primary features into story detail page - Reference: figure 2, 3, 4**

We made it possible to connect the most important features and functionalities in one context. Store link, item information, story, and even consulting requests are in one place. If all of these primary cases were scattered, it would have been very inconvenient for the user and had to pass a lot of clicks and buttons. There were opinions from users that putting this all together would be too complicated, but this feedback came from only two users from 12 users we asked for. After the beta service (demo) launch, users said it was too simple because all the functions mentioned above were naturally included in a single page (story detail page).

### **Focusing on mobile view - Reference: figure 1**

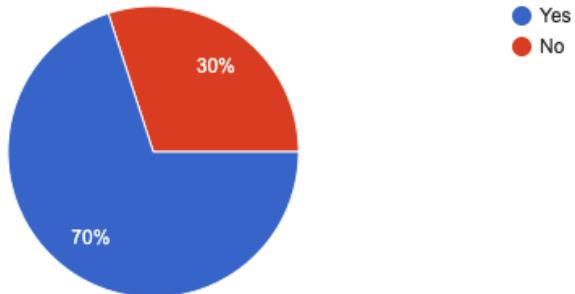
Mobile is overwhelming the technological inflow of average IT platforms in Korea. Among them, we focused on iOS view, which now occupies more than half of the market, and we focused on the “scrolling” event. Many horizontal scrolls in the middle of the page have been found to be inconvenient for users according to the user feedback. Thus, we changed the positioning of the carousel banner to the very top and bottom of our main page, and placed a vertical scrolling view at the middle of the page. Most of our pages are made of grid views, so that users can focus on thumbnails, title, and description.

## Appendix

뒤에서 기다리는 사람이 많아서 급하게 주문을 하신 적이 있습니까? Have you ever experienced the pressure to make a rapid order because many people are waiting behind you?

 Copy

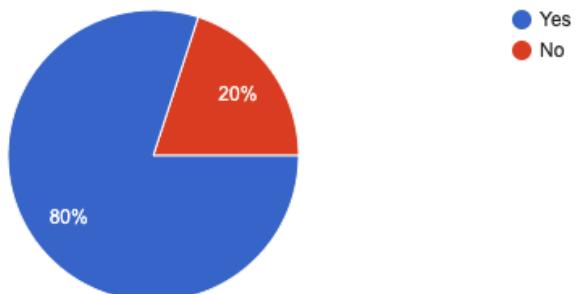
10 responses



메뉴에 적힌 이름만으로 무슨 메뉴인지 알기 어려웠던 적이 있습니까? Have you ever ordered a familiar beverage because you cannot figure out what other beverage is only within their name?

 Copy

10 responses



[Appendix 1 survey for the QR menu Link - Google survey]

## MENU

### Coffee

---

Americano (hot/iced)	5.0
Panama	6.0
Ethiopia	5.5
Costa Rica	6.0
Nicaragua	6.0
Café Kahlua	6.5
Lutzen Cappuccino	7.0

### Beverage/Tea

---

London Fog Tea	5.5
M.S.G.R Shake	5.8
Darjeeling	6.0
Coffee Sake ade	7.5
HutGae Honey	6.0
Gellaccino (Banana/Orange)	7.0
Unicorn Frappe	7.0

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[Appendix 2. Menu of the Cafe (A/B User Testing) - Original]

Original Questions:

Interview from prospective cafe owners

- Is this your first time opening a cafe?
- Why do you want to open a cafe?
- What kind of problems do you encounter when opening a cafe?
- Do you prefer ice coffee or hot coffee?
- How long did you prepare?
- What kind of insights do you want to get from current cafe owners?

Interview from current cafe owners

- Is this your first time opening a cafe?
- What kind of problems did you encounter when opening a cafe?
- Do you prefer ice coffee or hot coffee?
- How long did you prepare to open this cafe?
- What is the main distinction between you and other cafe owners?
- What aspects are the most important factors to be successful in this field?

Feedback from another team:

- Why do you ask “Do you prefer ice coffee or hot coffee?” it seems unrelated.

**We included this question as an icebreaking question for the relaxed interview mood.**

[Appendix 3. Formative User Research Question Feedback in-class]



Photo taken after the interview

#### [Appendix 4. Interesting moments with current cafe owners]

The screenshot shows a Windows search interface with the query '카페 장업' entered. The results are divided into several tabs: 'Windows 예보장' (Windows Forecast), '파워BI 블로그', '서울의 보이스 노동정보', '현재 어떻게 준비하고 계시지?', '→ 저도 카페 장업 준비하면서 정말 많은 어려움을 겪었습니다.', '제대로 된 커피에 대한 지식은 물론 인테리어, 둘셋, 기구 등 디자인 카페 메뉴뿐만이 아닌 전체적인 부분들을 충실히하여 신경써야 했고, 이러한 경험에서 부족한 대처 생각보다 꽤 힘들게 창업 준비를 하고 있습니다.', '커피 관련 지식을 얻기위해 서적도 구매하고, 유튜브도 찾아보며 창업준비를 하는데 이 방법으로는 제가 정말 원하는 정보와 커피산업에 대한 이해를하기에 부족했습니다.', '전국에 있는 많은 카페들, 다양한 종류의 카페들을 인터넷 블로그에서 찾아보고, 말풀꽃이 현장에 직접 가보며 정보를 얻는 수밖에 없었습니다.', '→ 확실히 개인카페는 프랜차이즈에 비해 변수가 많아보니 정보를 찾기 어렵기도하고 대부분의 창업 사이트들도 프랜차이즈에 집중이 되어 있어 개인 카페 장업에 관한 정보를 얻기 더욱 힘들다.', '카페 사업장님들의 소리를 제공한다면?' → 먼저 개인한 생활가지가 있거나, 계획을 구체화하는데 어려움을 많이 줄일 수 있을 것 같습니다. 이미 창업하시는 분들을 해석해 전국의 여러 사업장들의 인터뷰도 접할 수 있으며 그 내용의 분석과, 어떤 생활가지가되고 매장을 운영하시는지, 또 어떤 것들을 참고하여 내 매장을 어떻게 만들어야 할지에 대한 고민들을 충분히 해결해 줄것이라 생각됩니다.', '커피 로스팅 학원을 다니기에는 다수 1인다보니 개인의 발전이 더디거나 힘들거같다 → 직접 유통하는 카페에 로스팅 과외를 요청할 수 있었으면 좋을 거 같다.

## Note: Prospective Cafe Owners (Zoom)

## [Appendix 5. Note takings from interview with prospective owners]

## Note: Current Cafe Owners (In-Person)

## [Appendix 6. Note takings from interview with current cafe owners]

# Coffinsight survey for prospective cafe owners

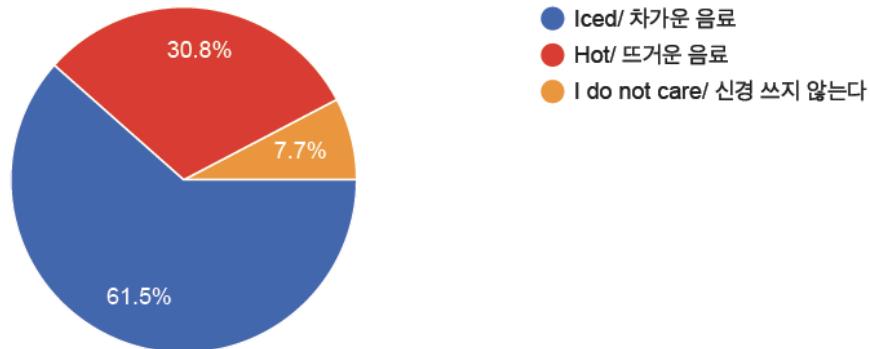
응답 13개

[통계 게시하기](#)

What type of coffee/beverage you prefer?/ 어떤 커피 또는 음료를 선호하시나요?

복사

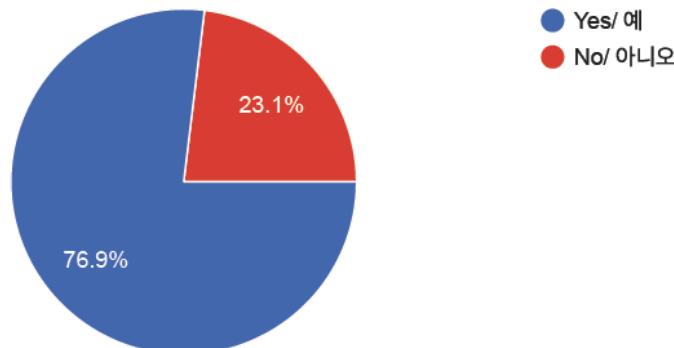
응답 13개



Is this your first time opening a cafe?/ 카페 창업이 처음인가요?

복사

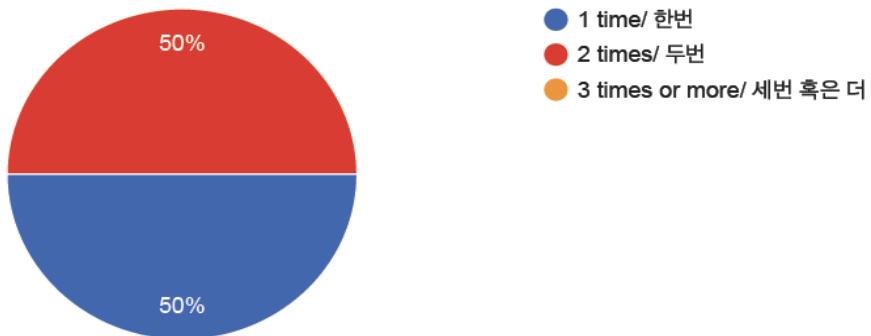
응답 13개



[Appendix 7. Google survey 1]

If yes how many times you opened cafe before?/ 만약 카페 창업을 해본 경  
험이 있으시면 몇번째 인가요?

응답 4개



제목 없는 섹션

Why do you want to opening a cafe?/ 카페를 창업하고 싶으신 이유는 무엇인가요?

응답 13개

돈을 벌기 위해서

Why not? Its a great way to experience the whole process of running a business if you enjoy and have a skills to create and produce (bake) something to others.

퇴직 후 돈을 벌기 위해서

나만의 자유로운 공간에서 고객들에게 내가 경험한 것을 전달하고 싶어서.

커피를 좋아하기도 하고 나만의 가게를 열고 싶어서.

나만의 색을 나타낼 수 있는 공간을 사람들과 공유하고 싶어서

내가 가지고 있는 브랜드 이야기를 오프라인에서 표출하고 싶어서

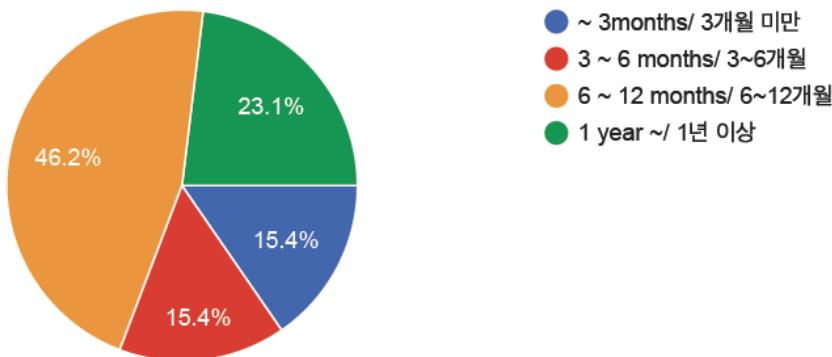
회사다니다가 너무 힘들어서 100만원을 벌더라도 저만의 일을 하고 싶어서입니다.

연속된 실패를 통하여 나만의 성공 공식을 찾았고 그것을 적용하기 위해서.

How long did you prepared to open a cafe?/ 카페를 창업하기 위해 어느 기간 동안 준비하셨나요?



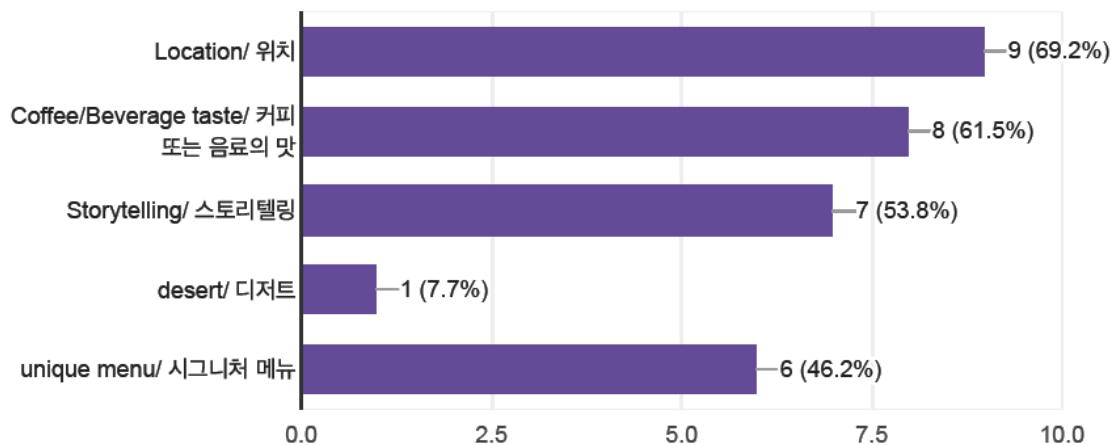
응답 13개



What is the most important aspect to be successful cafe?/ 성공적인 카페 창업을 위해 무엇이 가장 중요하다고 생각하시나요?



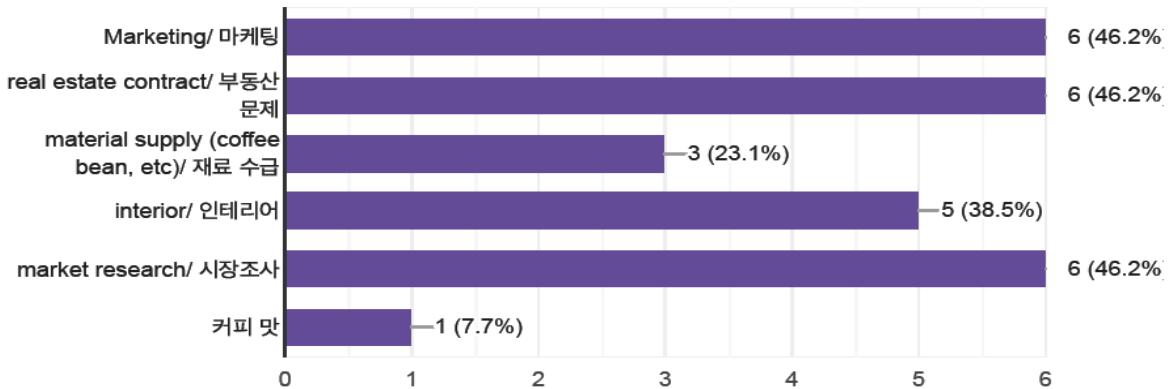
응답 13개



[Appendix 9. Google survey 3]

What kind of problems do you encounter when opening cafe or during the preparation step? / 카페 창업 또는 준비 기간 동안 어떤 문제를 맞닥뜨리셨나요?

응답 13개



What kind of insights do you want to get from current cafe owners? / 현재 카페 사장님들에게서 어떤 조언을 받길 원하시나요?

응답 13개

신메뉴 개발은 어떻게 하는지?

Profit margin, 재료수급처

카페 재료 수급업체 컨택방법

다른 카페 사장님들의 경험에서 현실적인 문제를 마주했을때의 처치법

시그니처 메뉴나 음료의 발전을 위해서 어떤식으로 노력하고 있는지

자신의 취향에 맞는 인테리어 구상이나 업체 선정방법

대중적인 맛을 포기하고 본인만의 커피를 위해 끝까지 포기하지 않으셨던 분들의 이야기

작은 평수에서 큰 매출을 지속적을 끌어내는 분들의 팁

어떤식으로 카페를 지속해 나갈것인지.

[Appendix 10. Google survey 4]

What is the main distinction between you and other cafe owners? (current cafe owners only)/ 다른 카페들과의 차이점은 무엇인가요?(현재 카페 사장님들만)

응답 4개

Products we sell to the customer and interior concept

커피와 공간에 대한 경험을 고객들에게 알려주는것

우리 가게만의 시그니처 메뉴를 만들고 적극적으로 홍보함

The whole interior of the cafe is designed by me and I have a vision to make people happy and relax when they visit my cafe.

[Appendix 11. Google survey 5]

## **Coffinsight Mid-Fi Survey**

Date: 2022-04-21

MemberName: Youngho Kim

Q1. What do you think about the product's name "Coffinsight"?

- It directly gives me an imagination of Coffee + Insight. Naming is great.

Q2. Did you have any difficulty during the test?

- No, I could do everything on one or two clicks and pages. It was very simple.

Q3. What is your favorite feature of Coffinsight?

- I liked the QR menu link. Since our café changes the menu frequently, we had to print out each quarter for the new menu lists. If QR menu exists, I do not have to print out the menu.

Q4. Do you have any features willing to add?

- It would be great if customers can directly buy products in the QR menu link, and baristas can check on their tablets which table ordered.

Q5. Are you going to use Coffinsight if you are the owner of the café?

- Sure, unless I have to pay to read the stories and use the QR menu link, I would love to use it.

[Appendix 12. Interview session 1, April 21, 2022, 07:45 by Youngho Kim.]

~~X~~. The participant is not familiar with English, so the survey was done verbally in Korean, and I wrote it down in English.

**Coffinsight Mid-Fi Survey**

Date: April 21<sup>st</sup>, 2022

MemberName: Junghun Park

Q1. What do you think about the product's name "Coffinsight"?

It sounds like somewhat related to coffee or cafe.

Q2. Did you have any difficulty during the test?

The layout and design were simple and familiar, so there was no difficulty but there are too many steps to use store link.

Q3. What is your favorite feature of Coffinsight?

I like QR menu, as a waiter updating and explaining ~~about~~ the menu is always burden and annoying. QR menu will make my life better.

Q4. Do you have any features willing to add?

If I can directly order the menu from the QR menu, it would be great. I can save money to hire people or buy kiosk.

Q5. Are you going to use Coffinsight if you are the owner of the café?

Yes,

**Coffinsight Mid-Fi Survey**

Date: April 22<sup>nd</sup>, 2022

MemberName: Hamin Lim

Q1. What do you think about the product's name "Coffinsight"?

Combining coffee and Insight is witty.

I wish I could have used that for my cafe name.

Q2. Did you have any difficulty during the test?

No, it is fairly easy to navigate through the application.

Q3. What is your favorite feature of Coffinsight?

QR menu link is the most impressive one and

I am willing to use this in my cafe.

Q4. Do you have any features willing to add?

Not that I have in mind now, but I will  
let you know if I have one

Q5. Are you going to use Coffinsight if you are the owner of the café?

Yes, I will use it. I can share my thoughts  
and experience to the prospective cafe owners.

## Coffinsight Mid-Fi Survey

Date: 2022/04/25

MemberName: Dukyoung Eom

Q1. What do you think about the product's name "Coffinsight"?

The name sounds a little bit funny even though the coffinsight is combined word of "coffee + insight" but it sounds like "coffin + sight".

Q2. Did you have any difficulty during the test?

During the testing, most of the buttons were not functional, so I had difficulty finding out what to click and what to do with menus.

Q3. What is your favorite feature of Coffinsight?

Requesting form was a brilliant feature, it will be very helpful for people who are trying to open a café very soon and will be a big help to form a community with other café owners.

Q4. Do you have any features willing to add?

Adding on top of the request form, it would be great if the website can help recruiting baristas or café staffs. Also, it would be great if there is a community that people can freely share topics regarding the café.

Q5. Are you going to use Coffinsight if you are the owner of the café?

As I will open my café very soon, I would try to use it. Contacting café owners are not very easy to us but, if coffinsight can become a medium that helps communicating with other café owners, it would be a great chance for people like us.

[Appendix 15. Interview session 4, April 25, 2022, 15:00 by Dukyoung Eom.]