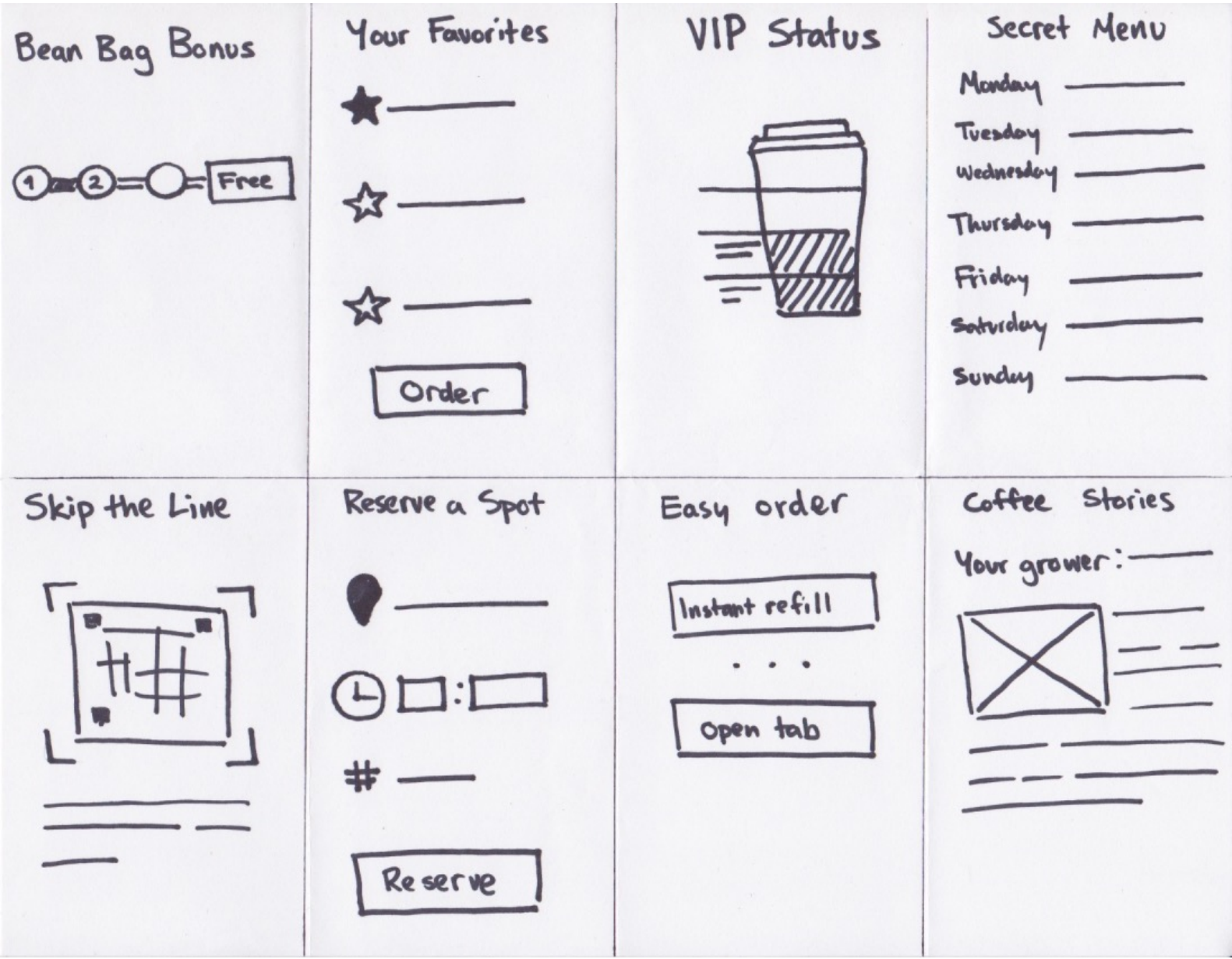# Optional - Activity Exemplar: Ideate for your CoffeeHouse project using Crazy Eights
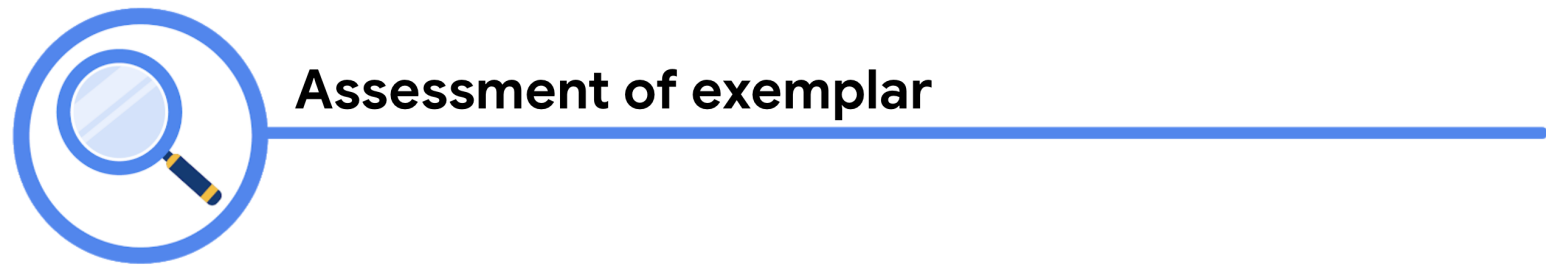
⭐ **Exemplar**

Here's an example of a Crazy Eights drawings for the CoffeeHouse app.

1. Identify your problem scenario.
CoffeeHouse is underutilizing its app. It isn't using it to build customer loyalty.

2. Provide an image of your Crazy Eights drawing below, like the image below:

3. Describe at least three of the ideas you generated with your Crazy Eights activity.

- Easy reorder options in-app. Store favorites, click for an instant refill of your last order or open a "tab" if you are dining-in and connected to the CoffeeHouse guest Wi-Fi and you want to keep ordering without going through the complete check out process every time.

- Bean Bag Bonus program to build loyalty of patrons who buy 1-pound bags of whole bean or ground coffee.

- Reserve a spot option to encourage more patrons to stay and work or socialize. A small subset of tables are opened up for 2-hour reservation slots each day.

🔍 **Assessment of exemplar**

Here is an explanation of how the Crazy Eights activity was completed.

1. Identifying gaps and opportunities

Based on the competitive audit done for CoffeeHouse, gaps and opportunities were identified:

CoffeeHouse is underutilizing its app. CoffeeHouse is not using the app effectively to build customer loyalty.

2. Completing the Crazy Eights exercise

Eight solutions were drawn for the problem scenario, and after that three of the best ideas were described.

Mark as completed

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