



# Coffeetivity

Reducing Anxiety  
Encouraging Productivity  
Bringing a virtual coffee shop to you for  
your everyday needs

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Mighty Morphin  
Powell Rangers

# Problem Summary

02 —



## COFFEE SHOP VIBES

Many students and professionals alike needed a study escape outside of dorms, libraries, etc. and turned to coffee shops.

## QUARANTINE BLUES

Many people who once found solace working in their local coffee shop no longer have access due to new safety concerns.

## DISTRACTIONS GALORE

A bedroom-turned-home office is teeming with distractions and the stuffiness is not conducive for a productive session.

# Product Synopsis



## POMODORO TIMER

It's the only time management timer that implements the Pomodoro technique accurately.

UX/UI design resembles atmosphere of a real life cafe

Task customization, activity log, saved sessions

# Consumer Analysis & Market Opportunity

## EDUCATION & OCCUPATION

College Students,  
professionals in the industry



## AGE

18-27

## GROUP MEMBERSHIP

Millennials / Gen Z

## INNOVATION GAP

Pomodoro timers are loud, in distracting colors, and can't replicate the benefits of working in coffee shops

## CUSTOMER NEEDS

Research shows that ambient noise from coffee shops enhances productivity & creativity

# User Persona - College Student

05 —

## Hello, my name is Samantha (SD, CA)

### PAIN POINTS

Need a change in environment, tired  
of working from her dorm all day,  
feels distracted

### DESIRED OUTCOME

Be surrounded by people who are  
doing the same thing, save money

### PASSIONS

Learning new things and exploring  
the world around her while  
prioritizing studying

### STRATEGY

Samantha values the Pomodoro timer  
feature. Word of mouth about  
Coffeetivity around campus where  
Samantha attends



# User Persona - Arsty Hipster

Hello, my name is  
Picasso (SF, CA)



## PAIN POINTS

Cant focus at home when theres  
stuff everywhere and surrounded by  
people they dont vibe with

## PASSIONS

Relaxing lofi music, aesthetic  
surroundings, interacting with  
surroundings

## DESIRED OUTCOME

Wants to simulate creativity, seeking  
novelty and feel productive

## STRATEGY

Picasso values the clean  
atmosphere at Coffeetivity

# Consumer Benefits

07 —

## 1. MINIMIZE DISTRACTIONS

Clean design minimizes distractions and creates a calm work environment

## 2. ENHANCE PRODUCTIVITY

Pomodoro technique, combined with the coffee shop ambience, enhances productivity

## 3. SIMPLIFY STARTING SESSIONS

Easy-to-use interface decreases the learning curve and allows quick starts



# Competitors

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## MOMENTUM

A Chrome extension to facilitate productivity and provides a Pomodoro timer as part of a paid plan

## POMOFOCUS.IO

A website that provides a customizable pomodoro timer, a task list, and user report

## COFFTIVITY

A website that recreates the ambient sounds of a cafe to boost creativity and productivity

# Competitive Advantage

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## FREE

All features are free, including the coffee shop ambient sounds, Pomodoro timer, task list, etc.

## CALMING INTERFACE

A clean and simple design that calms the user and adds to the coffee shop ambience

## BEST OF BOTH WORLDS

Combines the researched benefits of both the Pomodoro technique and coffee shop environment

# Features

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## POMODORO TECHNIQUE

- Unobtrusive timer
- Rearrangeable task list

## COFFEE SHOP VIBES

- Ambient sound
- Natural, calming colors
- Simple, non-distracting UI

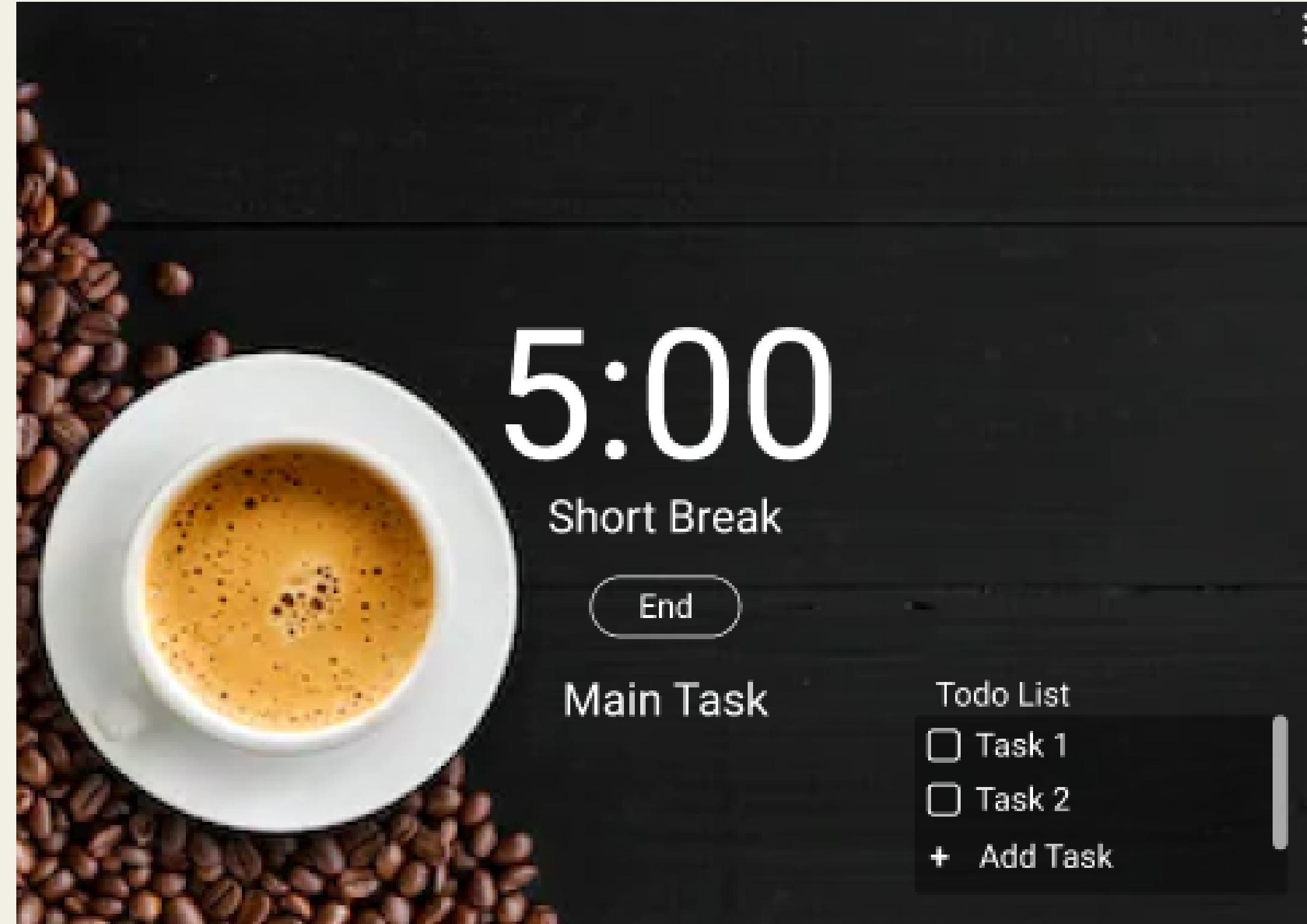
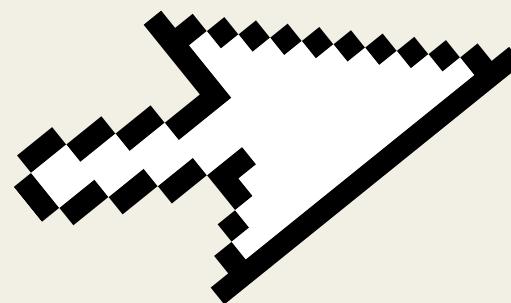
## QUICK START

- Easy-to-use interface
- Low learning curve

# Prototyping

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REFER TO FLOW CHART AND WIREFRAMES

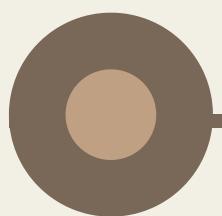


# Development Plan

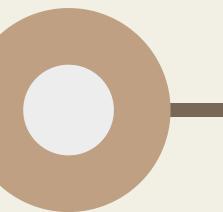


**Step 1**  
Q1 2020

Project Pitch | CI/CD Pipeline

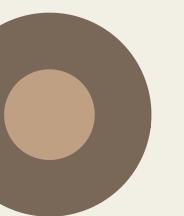


**REFER TO ROADMAP AND C4**



**Step 3**  
Q3 2020

Final Pitch



**Step 2**  
Q2 2020

Week 1: MVP | Week 2: Additional Features | Week 1 + 2: Testing

# Design Risks

## RISK

Initial website design too similar to Momentum

Lack of experienced designers can lead to clutter and over-theme

Coffee-shop related sounds and notifications can distract the user from important tasks



1

2

3

## SOLUTION

Adopting coffee shop theme allows us to differentiate our product without adding additional features

Using stock images and minimizing features allowed us to speed up the design process and reduce the chances of clutter

Ability to adjust volume (mute option) and choose quieter, relaxing sounds

# Timeline Risks

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## RISK:

1. Syncing our website with Google Calendar to automatically import tasks into the TO-DO list
2. Displaying an activity log and stats after each Pomodoro session.

## SOLUTION:

1. Since Google Calendar mixes events with tasks, we would have to implement an algorithm to differentiate events and tasks. This could potentially push our project past the deadline. So, we decided to remove this feature
2. We decided not to implement this feature because statistics is not essential to the working of the Pomodoro timer

In addition, it would require extra effort on the design (data visualization) to fit in the coffee shop theme

# Technical Risk

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## RISK #1

We made the assumption that web local storage has unlimited memory that we can access optimally to allow the users to store their TO-DO list.

## SOLUTION # 1

After conducting more researches, we found out that the web has from 2 MB up to 10 MB of storage space, which is more than enough for our feature.

## RISK #2

We assumed the CSS flexbox allows the user to edit each field (task) in the TO-DO list after they input a task

## SOLUTION # 2

We will solve this by exploratory programming



# CoffeeTech



**HTML**



**CSS**



**JS**





# Coffeetivity

Building a product around your everyday needs



THANK YOU  
QUESTIONS?

GITHUB: CSE110-W21-GROUP12

# Appendix

# ROADMAP

Step 1   8	Step 2   10	Step 3   7	Step 4   9	Step 5   7	Step 6   3	Step 7   2
<p>What is done   7</p> <div style="border: 1px solid red; padding: 2px;">Brainstorm, Design, Prototype</div> <div style="border: 1px solid green; padding: 2px;">Build MVP</div>	<p>+</p>	<p>Testing MVP</p>	<p>Additional Features that we can do</p>	<p>Additional features if we have time</p>	<p>Test additional Features</p>	<p>Future after this class</p>
<p>Inputs/Tasks   34</p> <div style="border: 1px solid red; padding: 2px;">User-centered thinking documents</div> <div style="border: 1px solid red; padding: 2px;">Wire framing</div> <div style="border: 1px solid red; padding: 2px;">High-fidelity prototypes</div> <div style="border: 1px solid red; padding: 2px;">System Diagrams - how will app be decomposed?</div> <div style="border: 1px solid red; padding: 2px;">Build personas, user stories, and use cases</div> <div style="border: 1px solid red; padding: 2px;">Document initial design decisions (i.e. hide stop button, No login for now)</div> <div style="border: 1px solid green; padding: 2px;">An accurate timer</div> <div style="border: 1px solid green; padding: 2px;">User fill in time they want to work for and how much time they want to rest (ESTIMATION)</div> <div style="border: 1px solid green; padding: 2px;">Start and stop buttons (no pause/resume)</div> <div style="border: 1px solid green; padding: 2px;">Multiple short breaks followed by long break</div> <div style="border: 1px solid green; padding: 2px;">Add and select tasks to work on</div> <div style="border: 1px solid green; padding: 2px;">Autoplay, cycle pomodoro and break times in the background (hard coded 4 pomodoros and breaks)</div> <div style="border: 1px solid green; padding: 2px;">Audio/visual notification at end of sessions</div> <div style="border: 1px solid green; padding: 2px;">One click start</div>	<p>+</p>	<div style="border: 1px solid purple; padding: 2px;">Check whether each feature works correctly</div> <div style="border: 1px solid purple; padding: 2px;">Evaluate Pomodoro as an entire app</div> <div style="border: 1px solid purple; padding: 2px;">Go back to fix any issues/compensate for unsatisfactory qualities</div> <div style="border: 1px solid purple; padding: 2px;">Test platform compatibility</div> <div style="border: 1px solid purple; padding: 2px;">Have friends/families test?</div>	<div style="border: 1px solid green; padding: 2px;">Checklist with history of saved sessions</div> <div style="border: 1px solid green; padding: 2px;">Activity log and statistics</div> <div style="border: 1px solid green; padding: 2px;">Change theme, dark mode, light mode</div> <div style="border: 1px solid green; padding: 2px;">Point/Karma system: gain points for finishing tasks and lose points for resetting</div> <div style="border: 1px solid green; padding: 2px;">when stop clicked, are you sure popup</div> <div style="border: 1px solid green; padding: 2px;">Autoplay based on user inputted tasks</div> <div style="border: 1px solid green; padding: 2px;">Keyboard commands</div>	<div style="border: 1px solid yellow; padding: 2px;">Provide recommendation for better study time</div> <div style="border: 1px solid yellow; padding: 2px;">Re-arrange tasks (drag around / re-order based on personal preference/priority)</div> <div style="border: 1px solid yellow; padding: 2px;">Customize alarm sound for end of a session</div> <div style="border: 1px solid yellow; padding: 2px;">GCal / other todo list app integration</div> <div style="border: 1px solid yellow; padding: 2px;">Visualization of workflow throughout a session / day</div> <div style="border: 1px solid yellow; padding: 2px;">Statistics on sessions</div>	<p>Similar to step 3</p> <div style="border: 1px solid blue; padding: 2px;">Test additional Features</div>	<p>Monetization</p>
<p>Outcomes   5</p> <div style="border: 1px solid red; padding: 2px;">Make sure its a simple and clean interface</div> <div style="border: 1px solid green; padding: 2px;">Make sure we have working features</div>	<p>+</p>	<div style="border: 1px solid purple; padding: 2px;">Try to make it break</div>	<div style="border: 1px solid green; padding: 2px;">FINISH STRONGGGG LETS WIN</div>	<p>+</p>	<div style="border: 1px solid blue; padding: 2px;">Break it but dont break it too much</div>	<p>+</p>

# C4

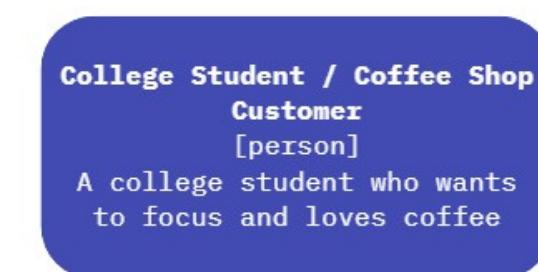
## Level 1



Manages Tasks, and uses pomodoro timer to focus on work using

**MMPR Pomodoro Timer System**  
[Software System]

## Level 2



Visits our wrknow-coffeeltr.com using [HTTPS]

Manages tasks, and uses pomodoro timer to focus on work using

**Web Application**  
[Container: Javascript, CSS, HTML]  
Delivers dynamic content and the timer single-page application

Renders the web app to the user's browser

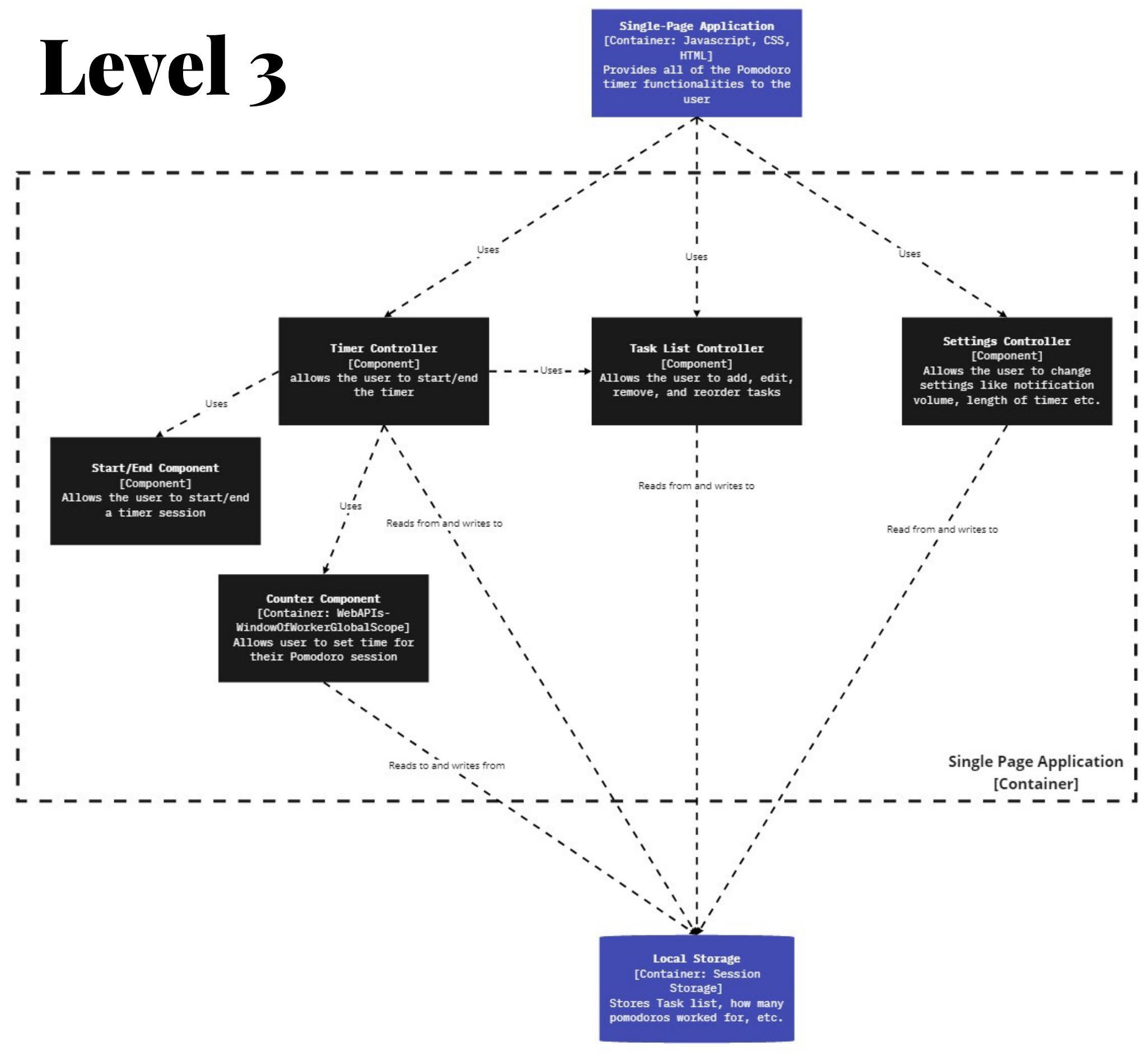
**Single-Page Application**  
[Container: Javascript, CSS, HTML]  
Provides all of the Pomodoro timer functionalities to the user

Reads from and writes to

**Local Storage**  
[Container: Session Storage]  
Stores Task list, how many pomodoros worked for, etc.

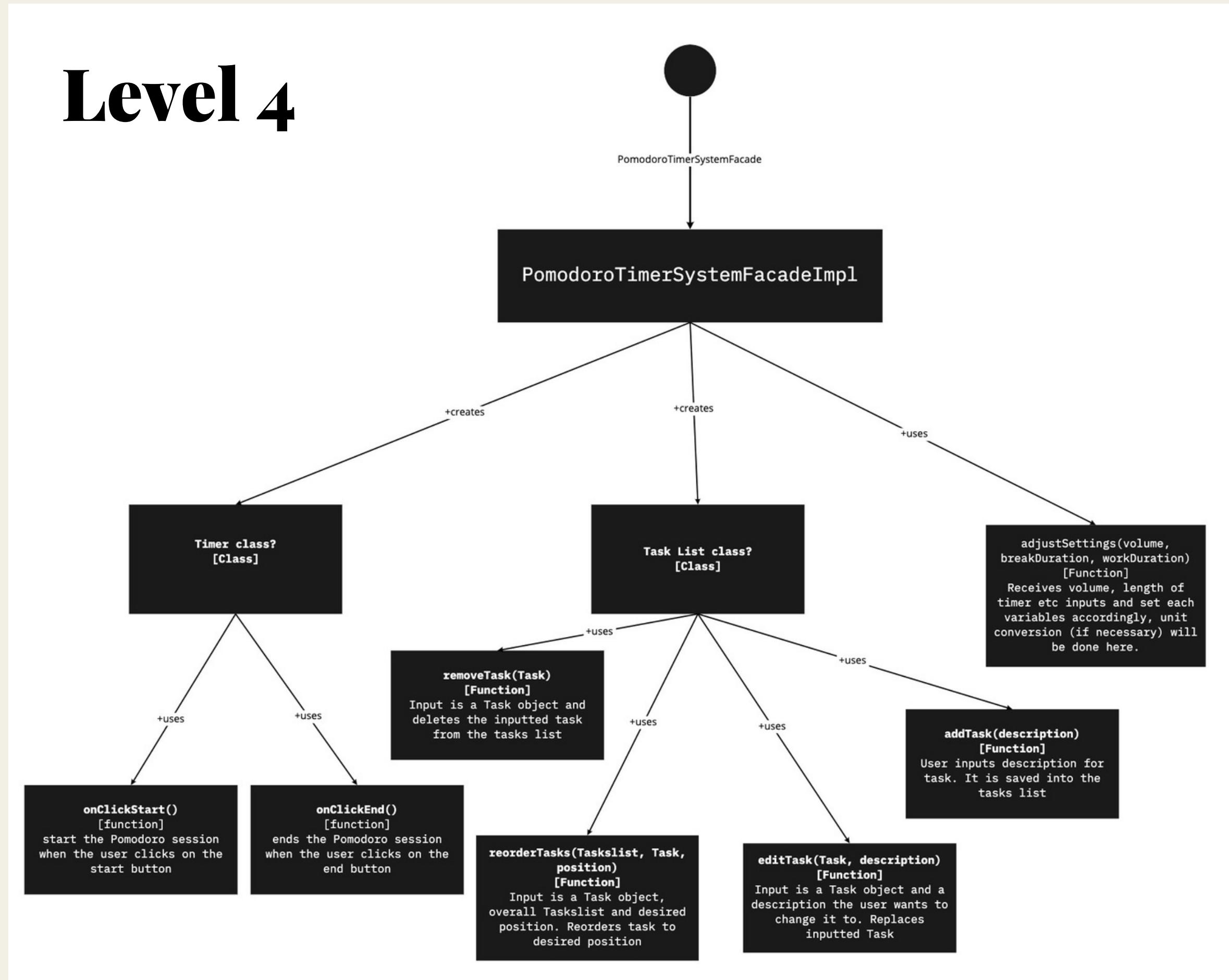
# C4

## Level 3

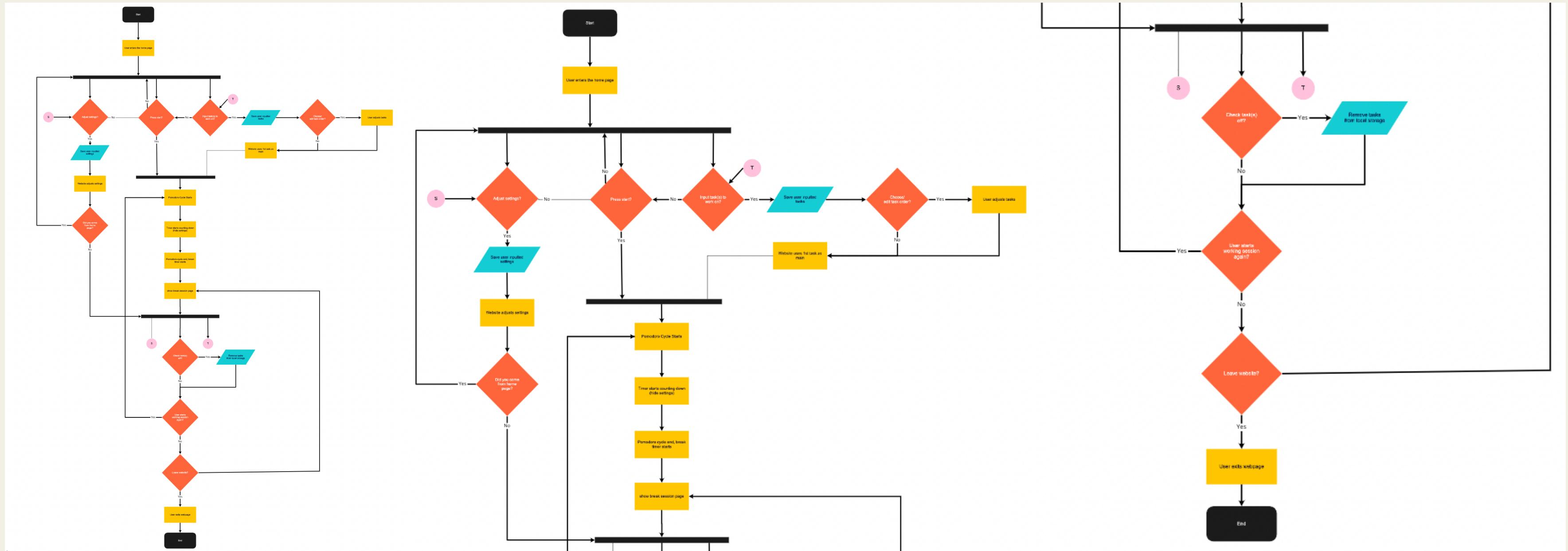


C4

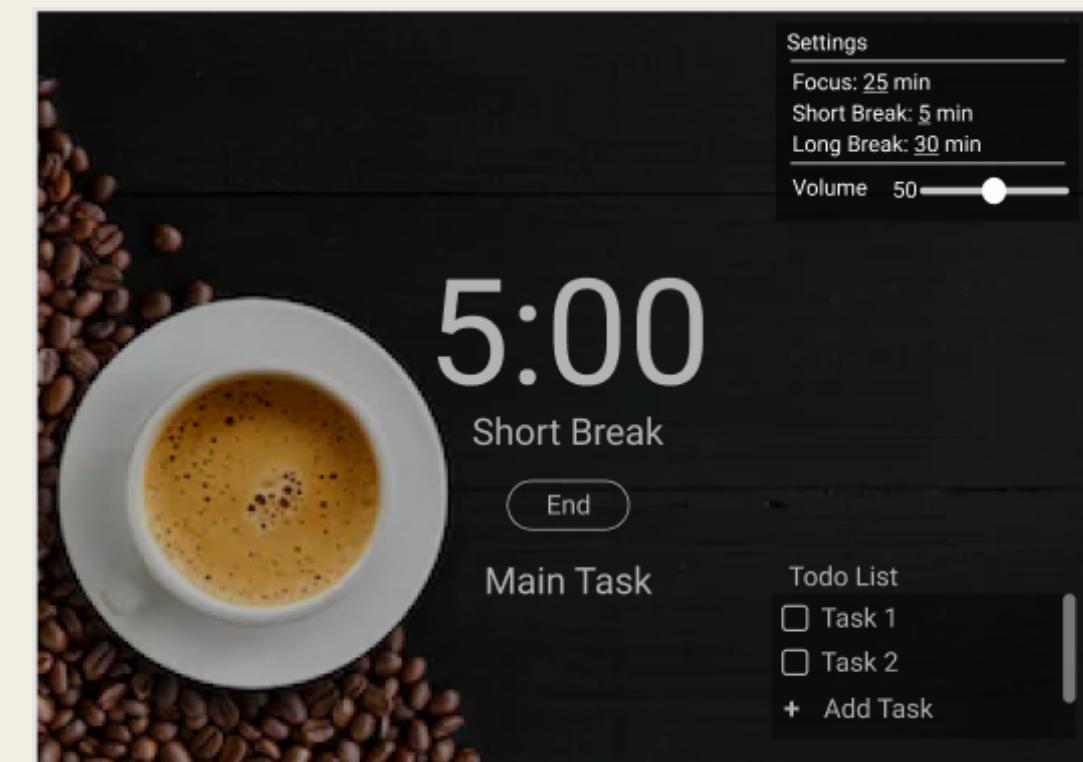
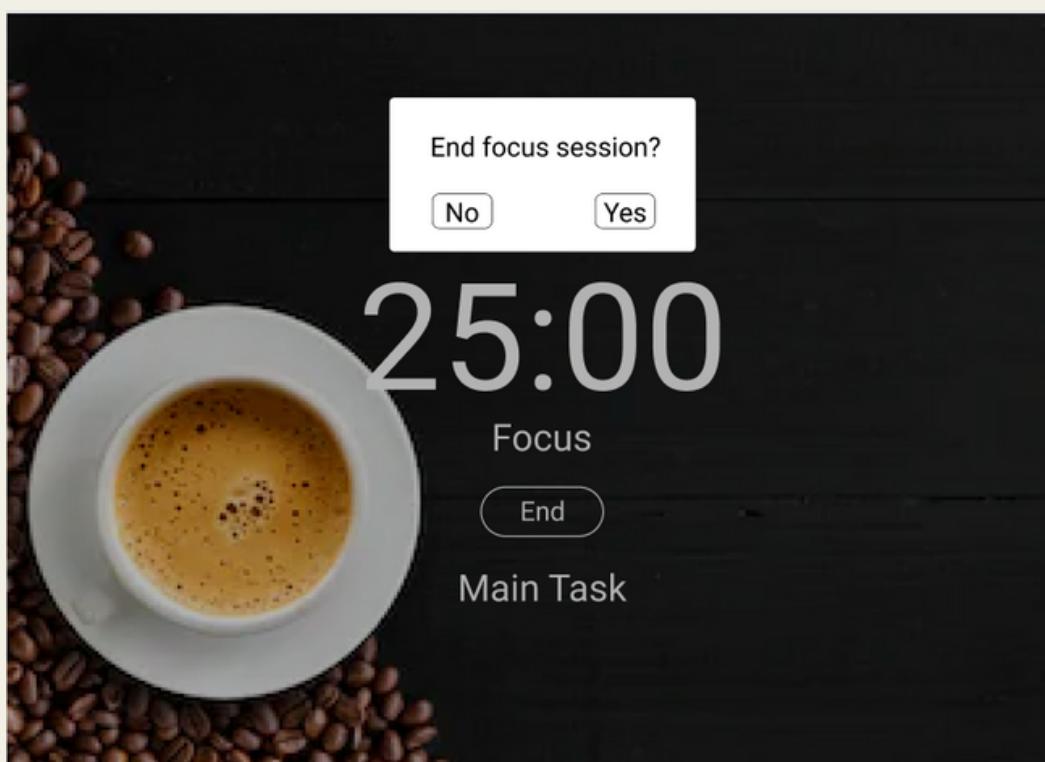
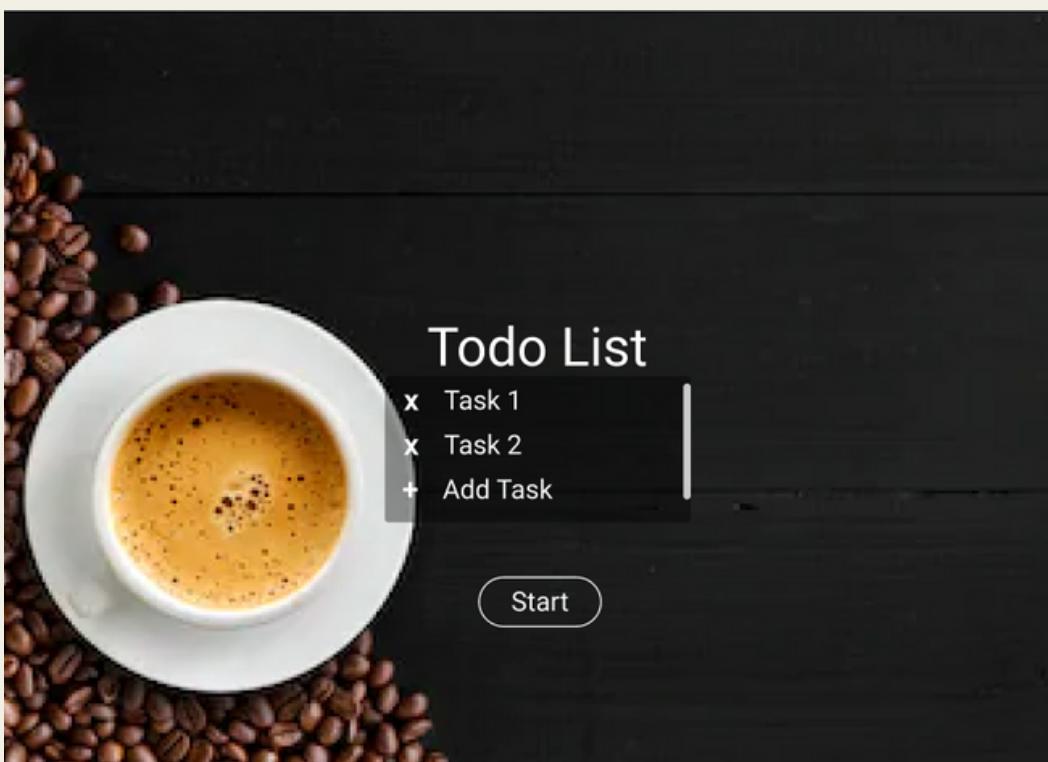
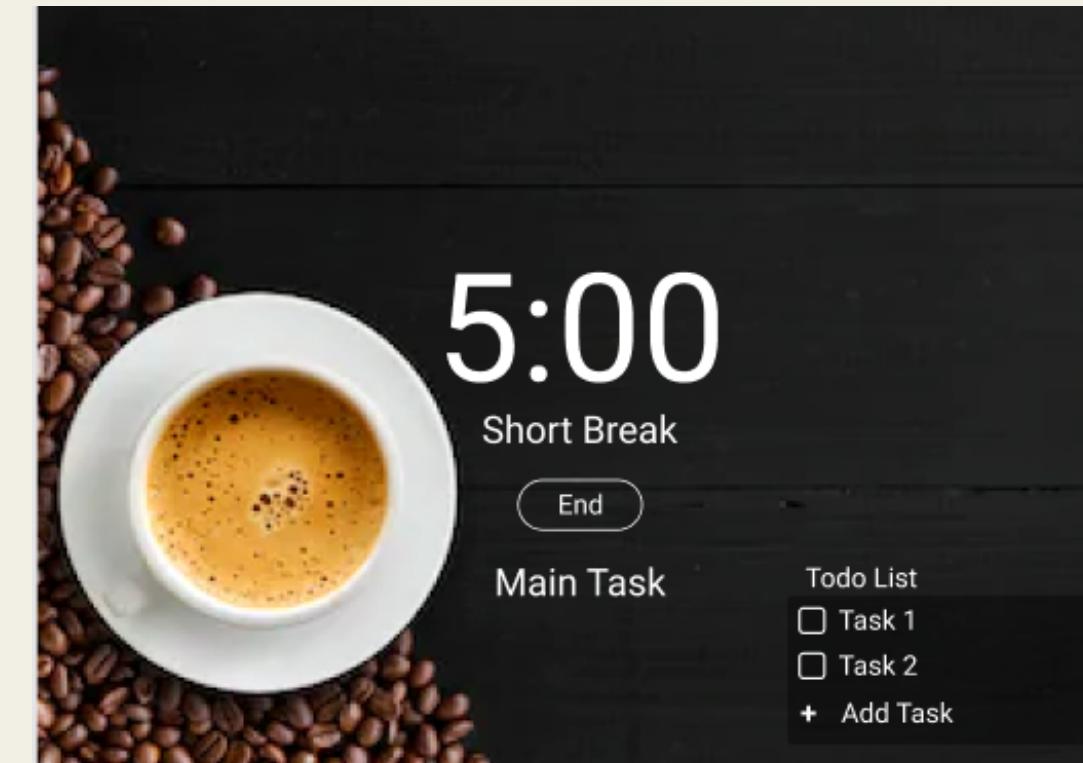
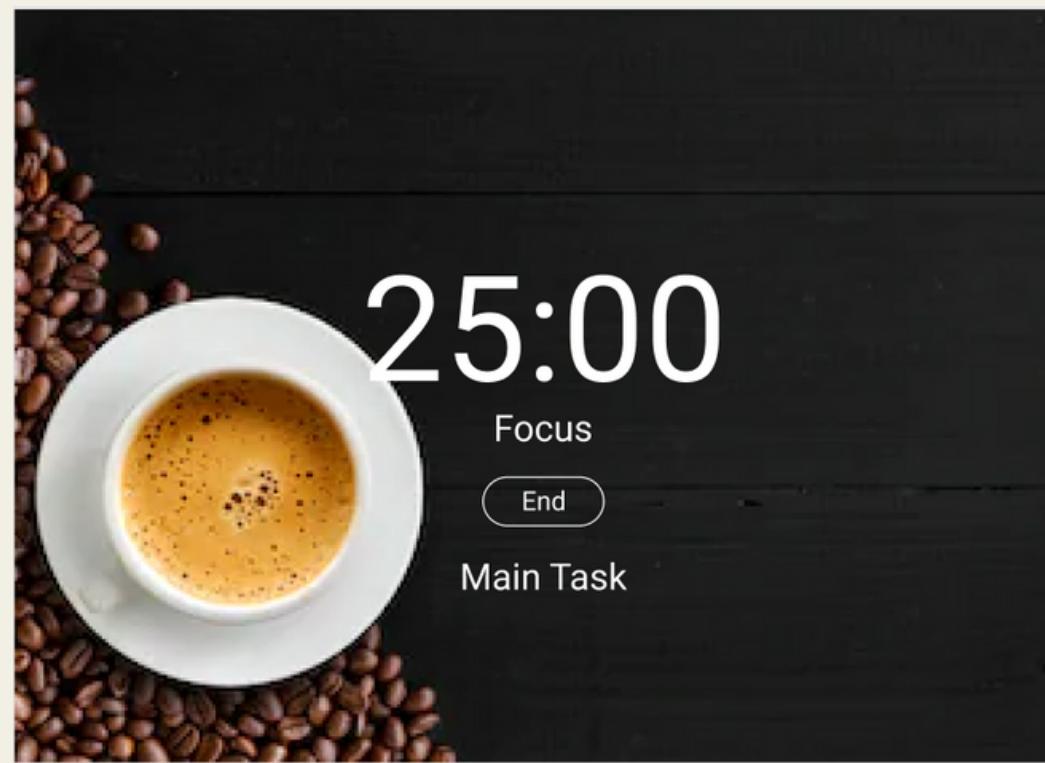
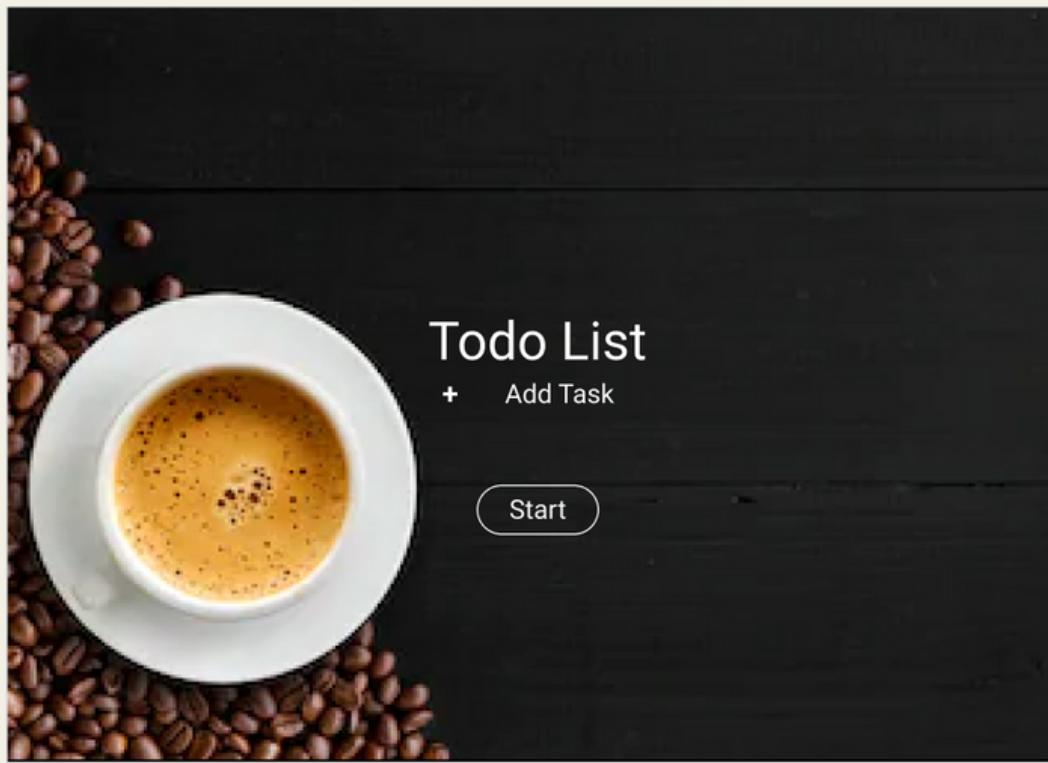
# Level 4



# FLOWCHART



# WIREFRAMES



# References

Mehta, Ravi, et al. "Is Noise Always Bad? Exploring the Effects of Ambient Noise On Creative Cognition." *Journal of Consumer Research*, vol. 39, no. 4, 2012, pp. 784-799. JSTOR, [www.jstor.org/stable/10.1086/665048](https://www.jstor.org/stable/10.1086/665048). Accessed 5 Feb. 2021.

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<https://momentumdash.com/blog/pomodoro-timer>

<https://pomofocus.io/>

<https://coffitivity.com/>