

# Tasks / Jobs to be Done

Feel

Nervous

Bored

Stuck

Lonely

Anxious

Sad

I have to buy coffee during every grocery run.

I make multiple cups of coffee a day.

I have to watch my caffeine intake later in the day.

I drink coffee first thing in the morning to get started.

I have to clean the coffee pod machine and it's a headache.

"Pods are really easy to use!"

"Pods have a lot of flavors, but they could taste better"

"I thought I'd save money by not buying coffee all day, but I probably consume more now and there's a lot of trash, too."

Say

Think

Why are stores always out?

Why does this taste so bad?

Why do some pods not work?

There's always so much trash.

It's just never the same as it was.

To easily make the perfect cup of coffee every time.

To always have coffee on hand.

To explore different types of flavors.

All Day Coffee Drinker



Buys a lot of coffee to make at home.

Goes to multiple stores to find the coffee pods they like.

Buys coffee flavoring to add to coffee pod flavors.

The coffee I buy just doesn't taste the same

Coffee pods create a lot of waste.

I run out of coffee all the time.

Pods quickly become expensive.

I'm tired of having to constantly buy more coffee.

I miss drinking coffee with my freinds.

Do

Goals

Pain Points