



All Day Coffee

All Day Coffee wants to be able to quickly and easily brew a great cup of coffee with different flavors and caffeine level throughout the day in a cost effective and efficient way without losing out on taste or piling up a lot of waste.

Phases/Steps/ Touchpoints	1	2	3	4	5	6
Actions	Used to get coffee on the way to work and while at work, but currently doesn't leave the house because their whole office now works from home.	Had to find a solution for their coffee fix without leaving home, but wanted something now. Ordered a coffee pod machine from Amazon.	Liked how easy and fast it was to use the pods, but wasn't super happy with the flavors or the inability to find what they wanted at the store.	Wanted to try other types of pods but found they wouldn't work on their machine due to some sort of lock that only works with specific cups.	Realizes they have spent a lot of money, time, and effort on this experience they aren't terribly satisfied with and now notices after 3 months just how much money it costs and waste it creates.	Feels stuck since they made an investment, but if there was an easy alternative, they would be interested.
Thinking/Feeling Positive		"I ordered it and it was here the next day along with a variety of pods to try."	"Pods are really easy to use!"			
Neutral	"I suppose I save money on gas for both me and my car since I don't go into work anymore."		"Pods have a lot of flavors, but they could taste better"			"I've already put all this time and effort in, but I'd consider something else if it was just as easy but didn't have the same problems."
Negative			"I guess a lot of other people had the same idea because they were sold out everywhere."	"I didn't know this lock existed so I wasted a lot of money on pods I can't use."	"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."	
Opportunities	People are home more often now, so they need options to fill their coffee need from home rather than in store.	Our product should be able to be delivered quickly.	Ease of use, flavor, flavor options, and availability is important. Here is where a home delivery subscription might be an option.	They should be able to use our product with whatever they have, but we can also offer other options as long as they don't lock people out.	Cost and effect on the environment are important considerations.	Just because people may have already invested in something doesn't mean they aren't open to other options.