The purpose of ExpressO is for customers/users to be able to search local coffee shops in the area of their choosing. When that list of coffee shops is provided the customer/user then can search a coffee shop for a list of products that they have available for sale. If the customer/user wishes to do so they can then make a purchase from that store. They can then add items to a virtual shopping cart, however this is only available for customers/users whom have registered an account with ExpressO and are successfully logged into the application. They then proceed with the purchase and are emailed confirmation of their order and should receive their product as soon as they arrive at the coffee shop.