

One Cup at a Time

The simple comfort of a cup of coffee brings stability to the daily routine of individuals the world over. Through convenience and consistency, single-cup coffee brewers simplify a cup's creation, bringing personal brewing to forefront of coffee consumption.

"Real Estate" Rick



"My coffee, me, and the freeway makes three."

"Coffee Lovin'" Liz



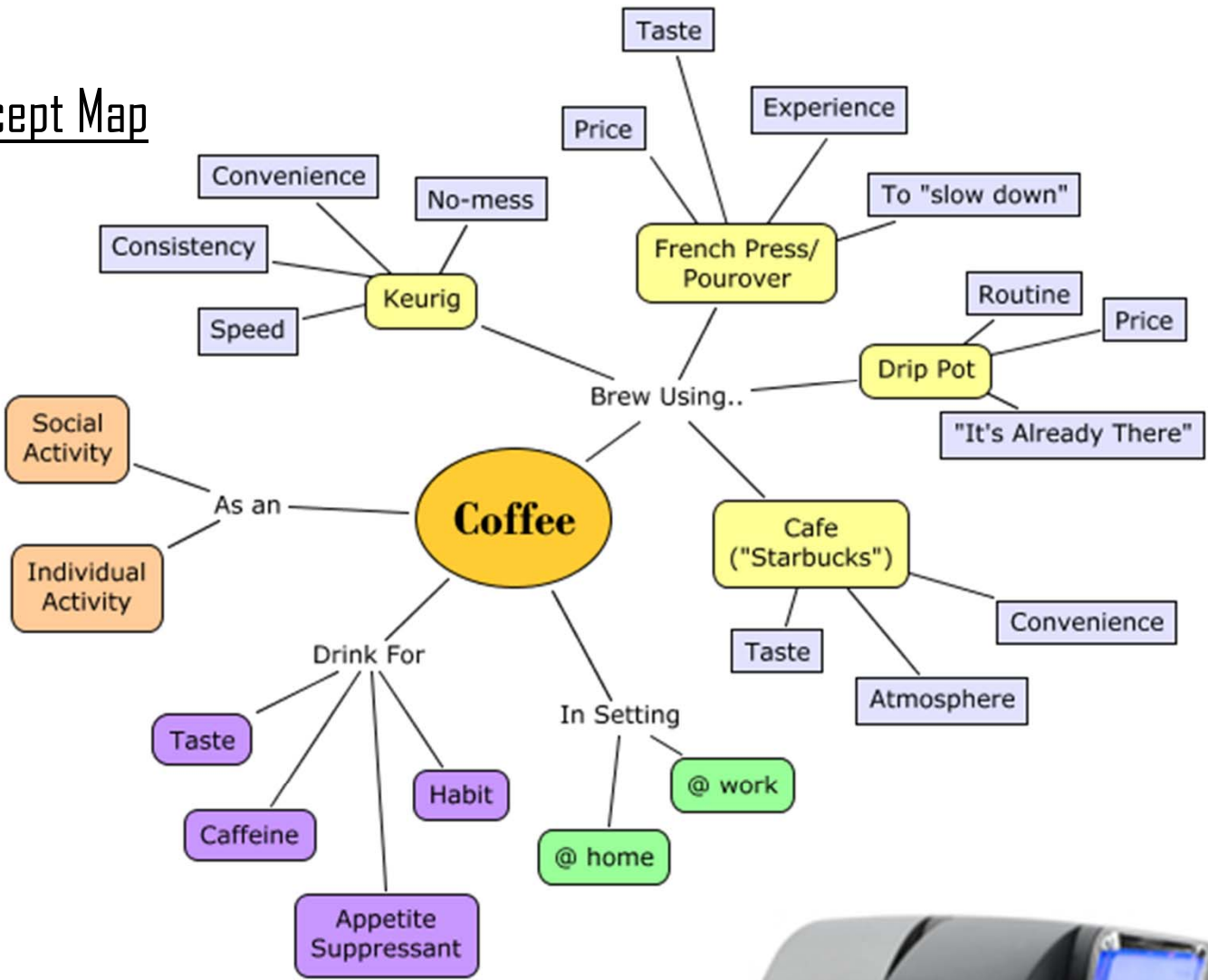
"A fresh cup, right when I need it, gets me through my day."

"Hospitable" Helen



"Make yourself at home. Would you like some coffee?"

Concept Map



Lifetime and Rate of Use of Coffee Brewers



- Average use: 7 - 10 brews/week
- Brewers last 5 - 9 years depending on rate of use

- Total Usage over Lifetime: 2400 brews
- Usage drops 30% in warm summer months
- Keurig does not offer a repair program



Needs

Low startup time
Safety for children

Personalization of each cup
No office conflict
Low environmental guilt

Beverage variety
Welcoming Atmosphere

Consistency

Reliability

Simple operation

Fresh Taste