



User Research and Personas

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Introduction

The goal of this assignment was to create and conduct a user research survey. From the results of the user research survey, the team built two personas.

The survey was built to receive results to create personas about Dutch Bros Coffee Company.

Methodology

As a team, we built the survey involving the following criteria:

- Name
- Age
- Gender
- Education
- Work experience
- Computer skills
- Frequency of Internet usage
- Web sites visited on frequent basis
- Knowledge of subject of your Web site
- Key reasons why to visit your Web site
- Key needs from a Web site on your subject

Survey

Dutch Bros

Please complete the questions below regarding general information about yourself, computer usage, and you coffee preferences. Questions requiring answers are marked with a red asterisk.

* Required

1. Name *

2. Age *

- ☐ 18-24
☐ 25-30
☐ 31-40
☐ 41-50
☐ Over 50

3. Gender *

- ☐ Female
☐ Male
☐ Prefer not to say
☐ Other:

4. Education *

- ☐ High School or GED
☐ Some College
☐ Trade School
☐ Associates Degree
☐ Bachelors Degree
☐ Masters or PhD

5. What is your occupation? *

6. How skilled are you with using computers? *

- ☐ Very skilled
☐ Somewhat skilled
☐ No skill with computers at all

7. How often do you browse the internet? *

- ☐ More than once per day
☐ Once per day
☐ Several times per week
☐ Less than once per week

8. Do you visit any of these websites regularly? *

- ☐ Dunkin Donuts
☐ Starbucks
☐ Dutch Bros Coffee
☐ Google
☐ Yahoo
☐ Bing
☐ None of the Above

9. Do you purchase coffee while on the go? *

- ☐ Yes
☐ No

10. If yes, how often?

- ☐ Every day
☐ Three times a week
☐ Twice a week
☐ Once a week
☐ Once a month
☐ Other:

11. Do you make your coffee at home? *

- ☐ Yes
☐ No

12. If yes, what do you prefer?

- ☐ K-Cups
☐ Grounds
☐ Whole Bean
☐ Instant Coffee
☐ Other:

13. Have you visited DutchBros.com? *

- ☐ Yes
☐ No

Survey Results

We received a total of 12 responses from the survey. The following includes the data we collected from the participants.

Participant 1:

Age: 25-20

Gender: Female

Education: Masters or PHD

What is your occupation? Architecture

How skilled are you with using computers? Very skilled

How often do you browse the internet? More than once per day

Do you visit any of the following websites regularly? Google

Do you purchase coffee while on the go? Yes

If yes, how often? Three times a week

Do you make your coffee at home? Yes

If yes, what do you prefer? Whole bean

Have you visited DutchBros.com? No

Why would you visit DutchBros.com? Find a location, Order coffee beans, Learn about the company

What is something you would like to see in a coffee website such as DutchBros.com?

Sourcing of coffee beans and company agenda, something that is altruistic and would make me want to support the company.

Participant 2:

Age: Over 50

Gender: Female

Education: Bachelor's Degree

What is your occupation? Management

How skilled are you with using computers? Very skilled

How often do you browse the internet? More than once per day

Do you visit any of the following websites regularly? Google

Do you purchase coffee while on the go? Yes

If yes, how often? Once a month

Do you make your coffee at home? Yes

If yes, what do you prefer? Whole Bean

Have you visited DutchBros.com? No

Why would you visit DutchBros.com? Find a location

What is something you would like to see in a coffee website such as DutchBros.com? Specials and discounts

Participant 3

Age: 25-30

Gender: Female

Education: Some college

What is your occupation? Student

How skilled are you with using computers? Very skilled

How often do you browse the internet? Once per day

Do you visit any of the following websites regularly? Google

Do you purchase coffee while on the go? Yes

If yes, how often? Three times a week

Do you make your coffee at home? Yes

If yes, what do you prefer? K-Cups

Have you visited DutchBros.com? No

Why would you visit DutchBros.com? Find a location, Order coffee beans

What is something you would like to see in a coffee website such as DutchBros.com? Photos that are pleasant as well as recipes that use the products.

Participant 4:

Age: 31-40

Gender: Female

Education: Some college

What is your occupation? Addiction Technician

How skilled are you with using computers? Somewhat skilled

How often do you browse the internet? More than once per day

Do you visit any of the following websites regularly? Google

Do you purchase coffee while on the go? Yes

If yes, how often? Once a week

Do you make your coffee at home? Yes

If yes, what do you prefer? Grounds

Have you visited DutchBros.com? No

Why would you visit DutchBros.com? Find a location, View Menu

What is something you would like to see in a coffee website such as DutchBros.com? Free coffee coupons

Participant 5:

Age: Over 50

Gender: Female

Education: Associates Degree

What is your occupation? Stay at home house/family manager

How skilled are you with using computers? Somewhat skilled

How often do you browse the internet? More than once per day

Do you visit any of the following websites regularly? Google, Yahoo, Bing

Do you purchase coffee while on the go? Yes

If yes, how often? Once a week

Do you make your coffee at home? Yes

If yes, what do you prefer? Grounds

Have you visited DutchBros.com? No

Why would you visit DutchBros.com? Find a location, View menu, Learn about the company

What is something you would like to see in a coffee website such as DutchBros.com? menu/location/coupons/rewards

Participant 6

Age: Over 50

Gender: Male

Education: Masters or PHD

What is your occupation? Program Manager

How skilled are you with using computers? Very skilled

How often do you browse the internet? More than once per day

Do you visit any of the following websites regularly? Google

Do you purchase coffee while on the go? Yes

If yes, how often? Twice a week

Do you make your coffee at home? Yes

If yes, what do you prefer? Grounds

Have you visited DutchBros.com? No

Why would you visit DutchBros.com? Find a location, View menu, Learn about the company

What is something you would like to see in a coffee website such as DutchBros.com? Coupons; growth plans

Participant 7

Age: Over 50

Gender: Male

Education: Associates Degree

What is your occupation? Entrepreneur

How skilled are you with using computers? Somewhat skilled

How often do you browse the internet? Several times per week

Do you visit any of the following websites regularly? Google, Yahoo, None of the above

Do you purchase coffee while on the go? No

If yes, how often? N/A

Do you make your coffee at home? Yes

If yes, what do you prefer? Whole bean

Have you visited DutchBros.com? No

Why would you visit DutchBros.com? Learn about upcoming events

What is something you would like to see in a coffee website such as DutchBros.com? History of coffee

Participant 8

Age: 25-30

Gender: Female

Education: Bachelor's Degree

What is your occupation? Workplace Communication Coordinator

How skilled are you with using computers? Somewhat skilled

How often do you browse the internet? More than once per day

Do you visit any of the following websites regularly? Starbucks, Google, Yahoo

Do you purchase coffee while on the go? Yes

If yes, how often? Once a month

Do you make your coffee at home? Yes

If yes, what do you prefer? K-Cups

Have you visited DutchBros.com? No

Why would you visit DutchBros.com? Find location, View menu, Learn about the company

What is something you would like to see in a coffee website such as DutchBros.com? Maybe a feature where you can see the coffee maker you have, and be able to select the type of k-cup you use with ease (and not buying the wrong type of coffee for your machine by accident...not that I am speaking from experience or anything...)

Participant 9

Age: 31-40

Gender: Female

Education: Bachelor's Degree

What is your occupation? Bartender

How skilled are you with using computers? Somewhat skilled

How often do you browse the internet? More than once per day

Do you visit any of the following websites regularly? Starbucks, Google

Do you purchase coffee while on the go? Yes

If yes, how often? Every day

Do you make your coffee at home? No

If yes, what do you prefer? N/A

Have you visited DutchBros.com? No

Why would you visit DutchBros.com? Find a location, View menu, Learn about the company

What is something you would like to see in a coffee website such as DutchBros.com? Discounts

Participant 10

Age: 31-40

Gender: Male

Education: Associates Degree

What is your occupation? Bartender

How skilled are you with using computers? Somewhat skilled

How often do you browse the internet? More than once per day

Do you visit any of the following websites regularly? Google

Do you purchase coffee while on the go? No

If yes, how often? N/A

Do you make your coffee at home? Yes

If yes, what do you prefer? K-Cups

Have you visited DutchBros.com? No

Why would you visit DutchBros.com? Find a location, View menu, Order coffee beans

What is something you would like to see in a coffee website such as DutchBros.com? Specials and coffee knowledge

Participant 11

Age: 41-50

Gender: Male

Education: Some college

What is your occupation? Firefighter

How skilled are you with using computers? Somewhat skilled

How often do you browse the internet? More than once per day

Do you visit any of the following websites regularly? Google, Yahoo

Do you purchase coffee while on the go? Yes

If yes, how often? Once a month

Do you make your coffee at home? No

If yes, what do you prefer? N/A

Have you visited DutchBros.com? No

Why would you visit DutchBros.com? Other: Why would I

What is something you would like to see in a coffee website such as DutchBros.com? Where do you get your beans from

Participant 12

Age: Over 50

Gender: Female

Education: Some college

What is your occupation? Retired

How skilled are you with using computers? Somewhat skilled

How often do you browse the internet? More than once per day

Do you visit any of the following websites regularly? Google, Yahoo

Do you purchase coffee while on the go? No

If yes, how often? N/A

Do you make your coffee at home? Yes

If yes, what do you prefer? Grounds

Have you visited DutchBros.com? No

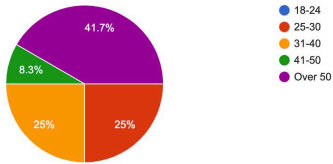
Why would you visit DutchBros.com? Learn about the company

What is something you would like to see in a coffee website such as DutchBros.com? Decaf flavors

Graphical Survey Results

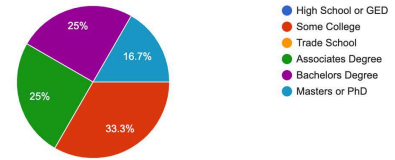
Age

12 responses



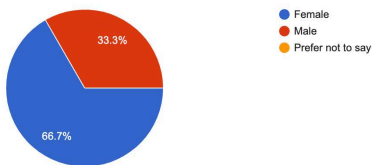
Education

12 responses



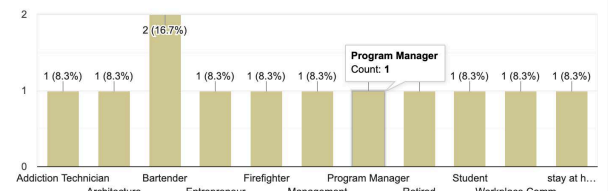
Gender

12 responses



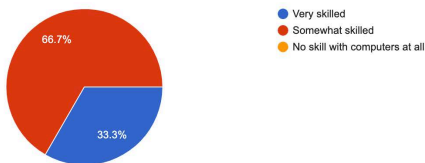
What is your occupation?

12 responses



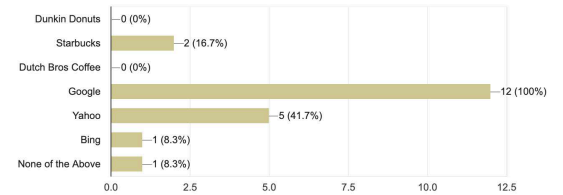
How skilled are you with using computers?

12 responses



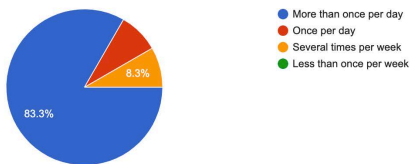
Do you visit any of these websites regularly?

12 responses



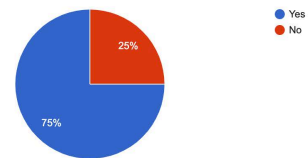
How often do you browse the internet?

12 responses



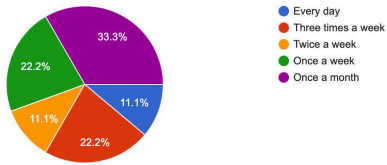
Do you purchase coffee while on the go?

12 responses



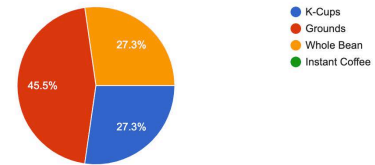
If yes, how often?

9 responses



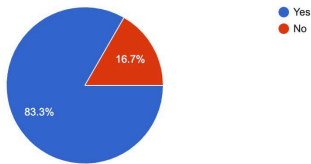
If yes, what do you prefer?

11 responses



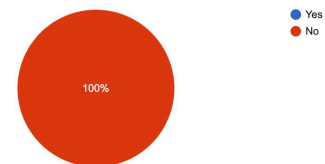
Do you make your coffee at home?

12 responses



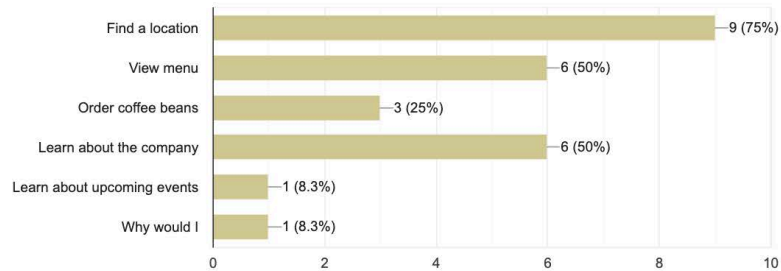
Have you visited DutchBros.com?

12 responses



Why would you visit DutchBros.com?

12 responses



What is something you would like to see in a coffee website such as DutchBros.com?

12 responses

Sourcing of coffee beans and company agenda, something that is altruistic and would make me want to support the company.

Specials and discounts

Photos that are pleasant as well as recipes that use the products

Free coffee coupons

menu/location/coupons/rewards

Coupons; growth plans

History of coffee

Maybe a feature where you can see the coffee maker you have, and be able to select the type of k-cup you use with ease (and not buying the wrong type of coffee for your machine by accident...not that I am speaking from experience or anything...)

Personas

Based on the results of the survey, we were able to create two personas from the varying responses from the participants.

Ashton Vargas



Photo by kyyrll ushakov on Unsplash

ABOUT

Age: 27
Gender: Male
Education: Bachelor's Degree
Work: Bartender

Outgoing Extrovert Sociable
Cultured Confident Adventurous

PERSONALITY

Likes: Responsibly sourced coffee, whiskey, history
Dislikes: Bad energy, traffic, baking
Communication Style: In-person, verbal

TECHNICAL

Computer Skills: Somewhat computer savvy, has an iPad and iPhone
Internet Use: Uses internet daily, looking up cocktails and researching
Websites frequently visited: Google, Starbucks, Instagram, YouTube, Reddit

KNOWLEDGE BASE

Topic Knowledge: Advanced
Key Reasons: Sourcing of coffee beans and company agenda, something that is altruistic and would make me want to support the company
Key Needs: Find a location, learn about the company, view menu

NARRATIVE

Ashton Vargas is a 27-year-old bartender who is always on the go. Whether it is to an early morning gm session or a late shift at the bar, caffeine is a must. With Ashton's sociable lifestyle and interest in responsibly sourced coffee, he is always on the lookout for the next best blend.

Bianka Weeks



Photo by Victoria Heath on Unsplash

ABOUT

Age: 53
Gender: Female
Education: Master's Degree
Work: Program Manager

Introvert Self-sufficient
Observant Excitable Focused

PERSONALITY

Likes: Typically makes coffee at home, prefers black coffee, bike rides
Dislikes: Storytelling, horror films, small spaces
Communication Style: Written

TECHNICAL

Computer Skills: Computer novice, owns a desktop, laptop, and Samsung
Internet Use: Uses internet daily, mostly uses internet for work to manage teams
Websites frequently visited: Google, Yahoo, Project Cubicle, Slack

KNOWLEDGE BASE

Topic Knowledge: Intermediate
Key Reasons: Order coffee beans, find a location, learn about the company
Key Needs: A feature where you can see the coffee maker you have, select the type of k-cup you use with ease

NARRATIVE

Bianka Weeks is a 53-year-old Program Manager who strives for nothing less than excellence. To Bianka, there is nothing better than waking up to a fresh pot of coffee before her early morning bike ride to another productive day at the office. When not stressing over the multiple programs she manages, she can also be found curled up on the couch reading a good book.



Conclusion

The results from the survey allowed for us, as a team, to work together on creating the personas. We were able to create a persona for male and female target audiences.

The personas will be used in later assignments.