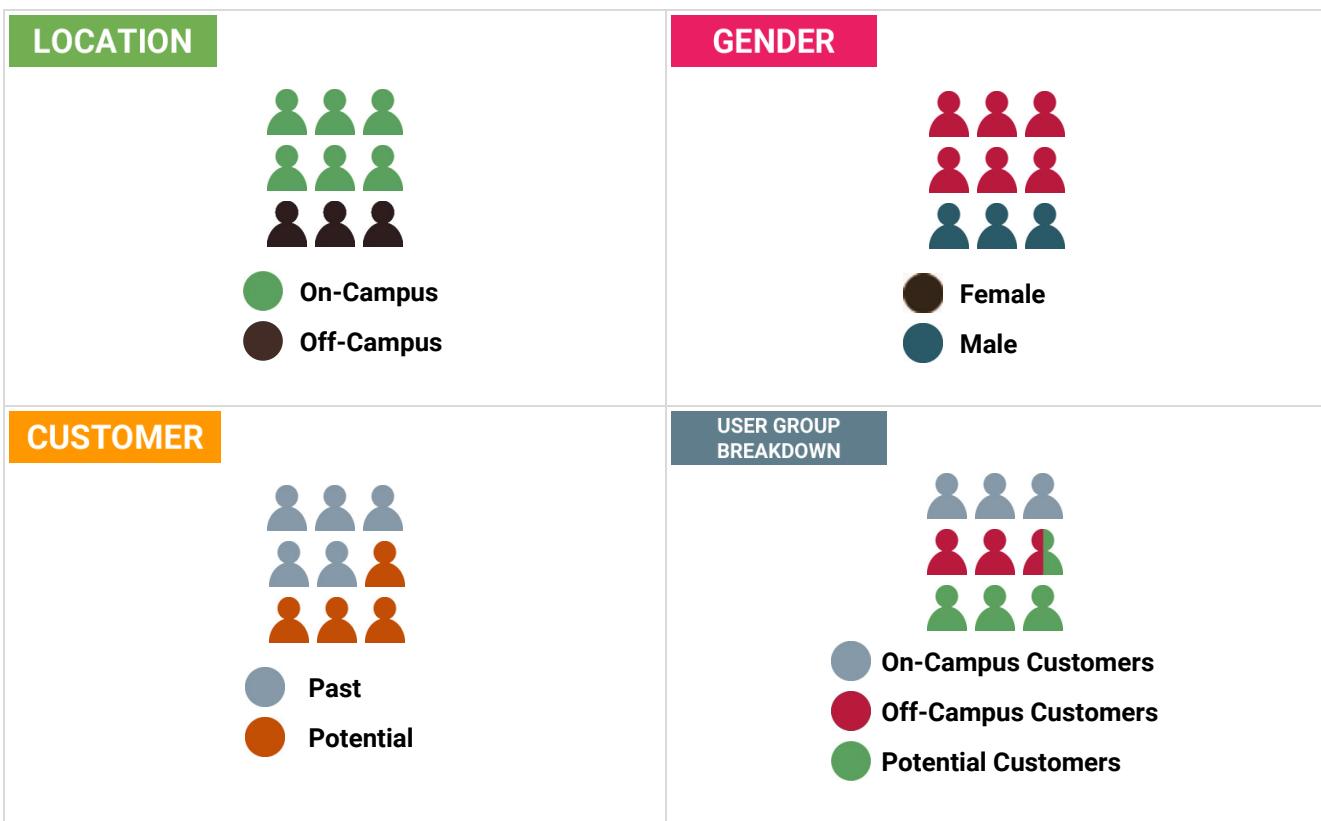


User Interview Data

Total Interviewees: 9



USER GROUP RATIONALE

Through our initial client interview, in which we discussed with the director of Muir Woods Coffee House about the different customers that are most probable to use the website, we gained a rough idea of what user groups we wanted to target. The director concluded that mostly UCSD students would be the ones he'd be aiming the website towards.

Then after we interviewed 9 different users, we concluded that these were our 3 main user groups:

- UCSD students that live on-campus & are continuing Muir Woods Coffee House customers
- UCSD students that live off-campus & are continuing Muir Woods Coffee House customers
- UCSD students that haven't been to Muir Woods Coffee House but are potential customers

On-campus & off-campus students were different enough that we believed it warranted two different groups. The main difference being that because on-campus students have the luxury of dining dollars, it detracts them from spending any real money at Muir Woods. So the fact that they're continuing customers despite this is interesting. According to the director, off-campus students are the most prominent customers that frequent Muir Woods. Finally as a result of our user interviews, there were many who don't know or have never been to Muir Woods, but are looking for a good coffee shop on campus to go to.

User Interview Summary

General Interview Questions

1. What types of services do you look for in a coffee shop?

Typically, our users are looking for coffee shops that sell good coffee, of course. The more experienced coffee-drinkers elaborated to say that they preferred it if the coffee shop was able to customize orders such as providing different coffee blends, dairy options, decaf option, etc. The second most prominent service our users seem to look for is the availability of drinks other than coffee such as teas, hot chocolate, and slushies. Many of our users also sought a coffee shop with a comfortable enough environment to study in.

When designing our website, we will make sure to provide a menu of what types of drinks are available. We will also consider putting a section that specifies what kinds of customizations one can have for their coffee. Photos showing the environment of the coffee shop may also help users get a better knowledge of whether or not it's a good study space.

2. What type of information would you expect to see on a coffee shop website?

Overall, a majority of our interviewees agreed that they would definitely expect to see hours and locations on a coffee shop website because both are key in deciding whether or not they'll go to the physical coffee shop or not. The majority also wanted to see aesthetic photos of the coffee or the coffee shop. Typically, the potential customers wanted to be able to see the menu along with the prices in order to know what types of drinks they sell and how expensive it is. A couple of our continuing customers actually expected to see a background about the coffee shop as well as background on where the shop sources their beans.

When designing our website, we'll make sure to include these expectations as possible pages and features on our own site. Especially the top most expected information like hours and location. We'll make sure to have a detailed map to guide people to Muir Woods Coffee House from anywhere in campus. Aesthetic photos are a must as well as a menu. The menu would be very important in bringing in more potential customers to Muir Woods Coffee House.

3. What kind of atmosphere do you expect from a coffee shop?

The most prominent keywords our interviewee's gave us were "chill", "comfortable", "cozy", and "warm". This side of the atmosphere emphasizes the environment that the interviewees desire. Other words they used to describe the atmosphere they expect from a coffee shop include "welcoming", "friendly", and "inviting". This side of the atmosphere really emphasizes the customer service aspect of the coffee shops that the interviewees implicitly expect from the baristas.

Follow-up: And its website?

Our interviewee's typically expected the atmosphere of the website to be similar to what they expect in the physical coffee shop. Becoming more specific, a good amount of our interviewees expected the color brown to be on the website as it's very reminiscent of coffee grounds as well as other earthy colors. They also expected good photos and for it to be more friendly and personalized than corporate retail coffee shop websites are.

As for design decisions, based on these answers we'll definitely be adding some variant of brown in our color palette for the website. We'll make sure that the website brand reflects how it feels in the physical

Muir Woods Coffee House by making it as personalized as possible. We'll reflect the atmosphere of "comfortable" and "cozy" by having photos of the interior of Muir Woods Coffee House with people enjoying their coffee and/or studying. We'll reflect the atmosphere of "welcoming" and "friendly" by adding a page to introduce the baristas and to give them and the shop personality.

4. Please rank from 1 to 6, 1 being the most important:

We have mapped following factors with keys for readability of data:

| Key | Factor |
|-----|------------------------------|
| A | Location |
| B | Quality of Services |
| C | Price |
| D | Discounts & Offers |
| E | Environment of a Coffee Shop |
| F | Approachability of Baristas |

The following are the responses of rating in regards to the above factors:

| | A | B | C | D | E | F |
|--------------|---|---|---|---|---|---|
| User One | 3 | 1 | 2 | 5 | 4 | 6 |
| User Two | 1 | 2 | 2 | 3 | 3 | 3 |
| User Three | 3 | 2 | 6 | 5 | 1 | 4 |
| User Four | 2 | 4 | 1 | 5 | 3 | 6 |
| User Five | 3 | 1 | 2 | 6 | 4 | 5 |
| User Six | 3 | 1 | 4 | 5 | 2 | 6 |
| User Seven | 1 | 2 | 4 | 5 | 3 | 6 |
| User Eight | 2 | 1 | 4 | 6 | 3 | 5 |
| User Nine | 5 | 1 | 2 | 6 | 3 | 4 |
| Overall Rank | 2 | 1 | 4 | 6 | 3 | 5 |

Location

Among all but one of our interviewees, location has constantly been ranked in the top three of importance, but most typically in the 3 range. This is because most of our interviewee's are students, so they would prefer a coffee shop close by so location would be a very important factor. Off-campus interviewee's tended to be more flexible with location since they have cars, but on-campus interviewee's ranked location in the 1-2 range.

Quality of Services

Quality of services was the most important for more than half (5) of our interviewee's and the second most important for another three of our interviewee's. Overall, quality of services is the single most important factor for our interviewees.

Price

On average, our interviewee's ranked price around the 4 range. It's important, but it's not terribly important. Potential customer interviewees tended to rank it higher since they don't want to pay too much if they're not sure how the quality of the drinks are. Continuing customer interviewee's were more liberal about the price. They felt that the more expensive it is, the more assured they feel that it's going to be of good quality.

Discounts/offers

Most of our interviewees ranked this dead last or second to last. This is because they wouldn't go out of the way to claim those discount or offers unless they know the coffee shop serves really quality drinks/food. Most would only care about it if they are already at the coffee shop or are in the area, but none put it as a high priority of importance.

Environment of a coffee shop

The environment of a coffee shop seems relatively important to most of our interviewee's as most of them ranked it 3rd. This is because most of our continuing customer interviewee's also like to work/study in coffee shops. They'd prefer that the environment of the coffee shop be comfortable and welcoming enough that they'd want to study. However, it isn't as important as the quality of their drinks or where it's located. Of course, the main focal point of coffee shops for most of our interviewees is the coffee and drinks. The good environment would simply be a plus.

Approachability of Baristas

Our interviewee's didn't rank the approachability of barista's too highly. This is because they don't feel it's too relevant. They typically go to coffee shops with the goal of getting their coffee or drink so they would only interact with the barista for only a minute or two. However, one of our interviewees noted that if the coffee shop's menu is too overwhelming, it'd be nice if a kind and knowledgeable barista would be able to help guide them through the menu. In most of our interviewee's eyes, a friendly barista would be a plus but not a complete necessity.

Overall

In our design, we will most definitely emphasize the quality of Muir Woods Coffee House's products. We'll consider having a separate page that describes where the coffee beans and loose leaf teas get sourced from and that their philosophy is to source from the best. We'll make sure to make the map of where Muir Woods Coffee House is located very prominent on the site as this is an important feature for many. We'll insert nice photos of the interior and the friendly baristas throughout the website to exhibit the friendly & comfortable environment. We won't make a discount/offer page a priority as our interviewee's typically don't look for it.

5. In general, how would you like to give feedback in regards to services to the coffee shop?

Our interviewees were split on this particular question. 5 of our interviewees preferred to give feedback online via google forms or survey monkey while the other half preferred to give it in person on a piece of paper while they are waiting for their coffee or when they get their receipt. However, all of them wanted the feedback to be fast, easy, and convenient. Nothing too out of the way, otherwise they wouldn't do it. Quoting one of our interviewee's, "Make it easy on me. If it's not easy, make it so I want to do it". So if the

feedback isn't easy, then our interviewees wanted an incentive to do it like a raffle for a gift card or something similar.

We may consider creating a short feedback form on the site for the half of the users that prefer the online form route. Probably a short Google Form would suffice, making certain sections of the form optional to answer. Incentives would probably increase the likelihood that these forms get filled out.

6. When do you usually drink coffee?

Continuing customers tend to drink coffee more often than potential customers. Potential customers tend to drink it only if they have to wake up early or if they have to stay up late to get some work done.

Continuing customers drink it during those times as well as when they're thirsty or when they are just craving some coffee. One interviewee even drinks it at any time of the day just to relax.

This is good information to find out at what times would be the peak times of when potential customers would go to a coffee shop or search for a coffee shop to go to. Having the hours on the site would aid these customers in their search for a coffee shop at their particular time of need. It's also good to note for future "Happy Hour" times that Muir Woods Coffee House can publicize to attract more customers at hours/times that customers don't come in as often.

Interview Questions for Potential Customers

1. How frequently do you order/drink coffee from a coffee shop? Why? If you don't order/drink coffee, what do you usually order instead and how frequently do you order that?

Our potential customer interviewees were split on this question. Half frequently drinks coffee a couple times a week and one even drinks it a couple times a day. The other half doesn't order or drink coffee very often, but they do order other drinks at coffee shops such as tea and hot chocolate around twice a week.

This reinforces that we should definitely have a diverse menu of not just caffeinated drinks but also other drinks such as teas and non-caffeinated drinks as well for those that prefer those types of drinks. We may also consider having a "featured drink" section for both caffeinated and non-caffeinated drinks to help in the decision process.

1. What factors do you consider when choosing a coffee shop to go to?

All of our potential customer interviewees, agreed that proximity/location is one of the factors they consider when choosing a coffee shop to go to. In addition to location, they're also concerned about the quality of the drinks as well as the whether or not the environment was a good place to study and has wifi. A couple interviewees heavily considered recommendations and ratings by other customers as a solid factor in their decision.

We'll definitely be putting the location of Muir Woods Coffee House on our website. We'll also definitely be linking the Muir Woods Coffee House Yelp page as they have high reviews and ratings from other customers on there. This will help sway the potential customers to come to Muir Woods Coffee House and help publicize that the quality of their drinks are actually pretty good.

2. If you have been to other coffee shops before, what parts did you like/not like about that coffee shop?

LIKES: Our potential customer interviewees seemed to really like the type of music in the coffee shops they've been to. They also liked the fact that most of the coffee shops had free wifi and a comfortable environment to study in. They also really liked the friendly and knowledgeable baristas they can casually talk to or ask about the menu if the menu is too overwhelming.

DISLIKES: One of our interviewee's doesn't seem to like it when the coffee shop has too many people loitering in the coffee shop and taking up space in the shop so that they can't even sit in the shop themselves.

In our design, we'll consider adding something like a barista profile and include how knowledgeable they are in the coffee/tea areas to let the potential customers know they can trust their barista to make quality drinks because they know what they're doing.

3. What do you typically like to do in a coffee shop? (if previous questions didn't answer this)

All of our potential customer interviewees typically just drink coffee in a coffee shop. A couple of them read and work in the coffee shop if the environment is comfortable and it has enough outlets.

This reinforces that we'll need to have some photos showing the environment of the coffee shop on the website and include a menu of all the drinks that are available.

4. When you visit a coffee shop website, what motivates you to visit that particular coffee shop?

The four interviewees varied in their responses to this question. The plurality answered that pictures were the strongest motivating factor, namely they must be of high resolution and professional quality. There were other logistical answers such as hours, location, and menu. These logistics should be something we put somewhere prominent, perhaps on the homepage where it is readily accessible and highly visible. Of note, an interviewee mentioned that they cared about how aspects such as photos look relative to other websites. Overall, these answers reaffirm the logistical elements that are to be expected on the Muir Woods website.

5. What's the first thing you want to see on a coffee shop website?

Answers to this interview question varied very little. The most popular answers were "pictures of [their] coffee" and a "menu". These are aspects that seem to be expected on any [coffee] shop website and it should be something that we should strongly consider featuring on the website. An interesting point that an interviewee brought up was that she wanted to "feel welcome" and see "special stuff they have". This is a good reminder to create a website that also isn't just another generic coffee website.

Interview Questions for Continuing Customers

1. How did you find out about Muir Woods?

A plurality of interviewees find out about Muir Woods through chance discovery while the remainder heard about it through word of mouth. Muir Woods is tucked away under Pines and only noticed by interviewees who happen to be at Roots or around the Muir area. Others were simply told of its existence in passing. Perhaps highlighting the location of Muir Woods would bring about awareness of its existence in Muir and increase customer traffic to an oft unexplored area of Muir/the campus as a whole.

2. What was your first impression of Muir Woods Coffee House?

Muir Woods had a good first impression on all five of the interviewees. An even distribution of answers from five interviewees tied friendliness, good coffee, and comfort for the top first impressions of Muir Woods. For potential customers that have yet to visit or hear of Muir Woods, this is the type of accurate, genuine image that we should strive to personify for Muir Woods on their website.

3. What has your overall experience at Muir Woods been like?

All of the five interviewees said that they had a positive experience at Muir Woods. A majority go to Muir Woods to study and another plurality expressed that Muir Woods was comfortable, had good service, and tasty drinks. Muir Woods seems to have an already have a well established reputation. With the website, we can work to clearly convey that reputation to potential customers.

4. How often do you visit?

There were mixed responses as to exactly how often interviewees visited Muir Woods, but a majority (4 out of 5) of responses indicated a general pattern of frequency that ranged from a couple times a week to a couple times every couple of weeks.

5. When was the last time you visited Muir Woods?

As a follow up to the above question, there were mixed responses as to when the last time interviewees visited Muir Woods. Two of the five interviewees had not been recently while the other three interviewees had collectively been a few times since the new quarter started a couple weeks ago. The two past customers cited a loss of convenience (no classes near Muir) as their reason for not going recently. It's important to note that although their frequencies differ, interviewees' overall experiences at Muir Woods do not differ greatly.

6. Why do you come to Muir Woods? What makes you inclined to go to Muir Woods?

Overall, the three most salient reasons interviewees gave for why they go to Muir Woods was how comfortable Muir Woods feels, the quality of their coffee compared to other sources of coffee on campus, and the convenience of its location (in relation to the interviewee's classes or its proximity to other places in Muir). These are three things that we can emphasize on the website, especially through photographs of things that people feel accurate represents exactly how comfortable, quality, and convenient Muir Woods is. This will be a good primer for potential customers—a good way for them to get a feel of the space before they physically go.

7. How often do you check the Muir Woods Coffee House's Facebook page?

Of the five interviewees in the category of past/continuing customers, three had no idea of the existence of Muir Woods' Facebook page. Of the two that did, one liked the page, but only passively saw posts on her newsfeed while the other had never had any direct interaction with the Facebook page. To increase Muir Woods' social media presence, we could include an icon that links to their Facebook on the website. Alternatively, if it is appropriate, we could find some way to integrate a stream of their Facebook posts on the website, but this feature is not a priority.

8. What about their Instagram?

The unanimous response past/continuing customers gave when asked if they checked or followed Muir Woods' Instagram account was that they did not know of the existence of such a thing. Like for Facebook above, their Instagram could be included on the website, through a feature like a social media icon linking to their Instagram. Another option that's akin to the options for Facebook above, would be to integrate and stream their Instagram feed on the website (perhaps in a way that looks like a gallery/grid of images).

9. What type of Muir Woods events are you aware of?

Four of the five past/continuing customers said that they have never heard of any events held or hosted at Muir Woods. A possible website feature would be to spotlight certain upcoming events and/or include a calendar overview of events so that users are aware of potentially interesting events and can plan accordingly.

Follow-up: What types of events would you be interested in attending at Muir Woods?

The two off-campus customers said they would not be inclined to go back to campus for any type of event, but the three on-campus customers indicated that music and free food are the types of events that would attract them to Muir Woods. This is informative for Muir Woods as they can tailor their events to match the interests and attract the attention of undergraduate students. In addition, this would be helpful in knowing what types of events to specifically spotlight on the website.

10. How would you describe Muir Woods?

Muir Woods received a good feedback from continuing customers. The most common words they have used are: comfortable and friendly as well as quiet, inviting, and good-service. They visit for good coffees and felt convenient for a study environment.

As a designer, we can use these words as our advantage. For example, the words can be explicitly being used to persuade potential customers. We can also utilize this word to create a brand and theme of the website to accurately represent Muir Woods truly is.

Similar Website Walkthrough

1. What do you like about Peet's Coffee & Tea's website?

Many of our interviewees first responded in appearance side of the website. They pointed out the color scheme (mainly brown), the quantity and quality of pictures, and availability of many different coffees were appropriate for the site. Some stated that showing "best coffee" on main page really drew their attention in a good way.

There are couple web elements we can highlight through these responses. It allows us to easily decide appropriate color scheme, and what will draw their attention. Perhaps we could have a "today's special" (or similar) section on main page highlighting good parts of Muir Woods and draw potential customers to come. However, Muir Woods may not have same quantity of coffees as Peet's.

2. What do you not like about Peet's Coffee & Tea's website?

Not every websites are perfect, but there seemed to be major downside of Peet's website according to interviewees. When they first open the site, they found the popup quite annoying. Once they are out of the popup, interviewees had difficult time navigating through the site. In other words, there are just "too much" going on their site. Good amount of interviewees were looking for menus and prices in which they had difficult time finding one (and one couldn't find one at all). The location of the coffee shop is almost invisible for them, too. Few minor points were the choice of font, an incorrect link, and no personal connection with users.

From users' perspective, the website needs some work on organization and information architecture. The good news is that Muir Woods Coffee House less content to present to their users and customers. It's still great to note that cluttered and unnecessary information are big "no's" for users. The website we should also prioritize what is important. For example, finding location should be easy for user or else they won't even make a time to visit a coffee shop.

3. What do you think about the navigation and layout?

Most interviewees thought navigation was okay. Some highlighted specific part of navigation to be good; the display of submenu/secondary navigation on left side helped them navigate through the site. The downside of their navigation is that the website's menu is cluttered with information makes it hard for interviewees to find what they are looking for. They understand that it is difficult to organize, in terms of

both navigation and layout, with the amount of information Peet's has, but better organization could help usability significantly. On a side note, interviewees had mixed opinions about hover dropdown on main menu.

The key point is that we want to inform where user is at, and that's exactly what we need to bring out on Muir Woods Coffee House website. For example, some kind of breadcrumb or secondary navigation bar could be helpful. We can also take advantage of less information to organize navigation and layout more efficiently.

4. What kind of atmosphere/feeling do you get from this website?

Interviewees answers were very diverse for this question. One commonly shared part of opinions was that Peet's made it clear that their brand is commercial-based, retail-oriented, and uses its name to establish a brand. On the other side, some stated that it gave relaxing feeling with pictures of nature Peet's present. One commented that they did a good job on the display coffee -- "Peet's coffee looks good". Other answers include excessive focus on their products and has a "grocery store" feel.

This is one part that Peet's website might have failed to accomplish. Their overall brand isn't clear enough for users to give common feels about the website. What message do they try to convey their users? It, however, is still somewhat clear that they showcased retail and marketing side of Peet's, and that may be their main intention on creating the website.

For our design, we should really focus on what message client wants to convey, and in this case, it would be "stories" behind Muir Woods rather than commercial aspect of the store. Digging deeper in this kind of identification is a key.

5. If you were to choose one feature to improve to Peet's Coffee & Tea's website, what would it be?

The customers of a coffee shop hopes to order coffee from a website, so they can just pick it up and continue with what they were working on. Some wants better highlighting of menu (the list of Peet's items) and should include price of each item. Many felt that the website has extensive amount of information and hence doesn't need additional information.

Through interviewees' answers, we predict that users who visit a coffee shop's website expect to see marketing-related contents. Although it makes sense since coffee shop exist to sell coffee, this creates conflict from what our client wants. Our client didn't mention anything about no menus of their products, but it is clear that he wants less of retail-side on the website.

6. In the end, what degree of inclination to visit Peet's Coffee & Tea after going through their website? Explain.

The degree of inclination to visit Peet's Coffee & Tea were fairly low for most interviewees with different opinions. The cluttered information, hidden coffee menu (and price), and the size of images impacted their low degree of response. In general, the website doesn't convince them to visit the shop. One person responded that the quality of picture convinced them to visit.

Analyzing interviewees' answer would be difficult in our part in terms of design. We really have to focus on competitive analysis and guess what users would want or what will convince them to visit the shop. However, we at least know what to avoid thanks to their answers.

Miscellaneous Interview Questions

1. What's your opinion about a website that has and involves "storytelling"?

(“Storytelling” being defined as: the stories of people’s experiences at Muir Woods Coffee House)

Follow-up: Along the same storytelling theme, how important is it for you to read and get to know about the Muiristas? Get to know about the background/history of Muir Woods?

The intention of this question to see the overlap of client and users desire in terms of "storytelling". Our client wants "storytelling" to be a main feature of the website whereas most interviewees disagreed. Some didn't want it to be in the website in general while others thought that it would be cool, but it definitely shouldn't be the main feature of the website because they felt that most people wouldn't take the time to read it.

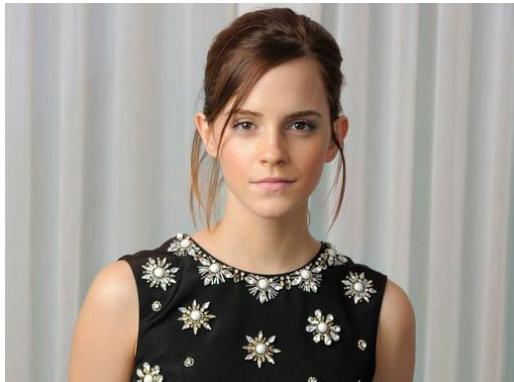
This is a major pain in designers' standpoint since there are two conflicting ideas between client and user. We must decide who to prioritize most when presenting the website. Alternatively, we can discuss users' wants with our client to find a compromisable plan.

User Personas

On-Campus/Continuing

Off-Campus/Continuing

Potential Customers



Katie Robertson

Background

21 years old
Lives on campus
Full-time UCSD Undergraduate
Used to frequent Muir Woods Coffee House, but hasn't visited in a while

Goals

- To find a comfortable place to study for exams, drink, and finish her homework efficiently.
- To find a place that has appropriate environment for night time studying with a group.
- To take short break once in awhile from her excessive amount of studying.

Needs

- A picture of artifacts -- couches, tables, and chairs -- as well as the proof of quiet environment (e.g. music) and large spaces.
- A list of caffeinated drinks so she and her study group can stay up late if needed.
- Hours of Muir Woods
- The list of possible events happening at Muir Woods

Katie Robertson is a fourth-year human biology and pre-med student at UCSD preparing for MCAT and dreams of attending Johns Hopkins School of Medicine to become a neurosurgeon which can support her family from financial difficulty. Reviewing the concepts and reading test preparation books are very challenging and tiring. Recently, she pulled "all-nighters" for three consecutive days to study for her exam. On top of her studying, she is taking rigorous chemistry classes including Honors Organic Chemistry and Physical Chemistry. Many of her classes this quarter are located near Muir College and has an awkward one hour gap between them. Similar schedule happened three years ago when she visited Muir Woods Coffee House often. She found Muir Woods Coffee House convenient and often visited there to study, to grab a coffee, and to finish homework. The first time she visited MWCH is to visit her TA's office hour to meet with her TA during Katie's first-year. This coffee shop left a good first impression on her through comfortable seats and the taste of their coffee. However, because her schedule, she hasn't visited Muir for three years. She plans to visit Muir Woods sometime this quarter to study for her MCAT exam and for group studying with her friends at evening or night time. However, due to her vague memory of Muir Woods artifacts and hours, she is unsure if MWCH is an appropriate place to study in general. Also, she feels that she needs to take a short break from her intensive studying and rumor states that there are various events going on Muir Woods which she can advantage of.



Hannah Montgomery

Background

20 years old
Lives off campus
Full-time UCSD Undergraduate
Frequents Muir Woods Coffee House often

Goals

- To carefully and thoroughly review her drink options at her own leisure
- Determine exactly which drink she would like to order before the next time she goes to Muir Woods
- Figure out if/when Muir Woods is open without having to physically walk there and check

Needs

- Online menu listed with prices
- Accurate descriptions of coffee flavors, espresso drinks, and any specialty drinks
- Hours for Muir Woods

Hannah Montgomery is a third year communications major at UCSD student in Revelle. She moved off-campus her second year and hasn't looked back at dining hall food and shared bathrooms since. She heard about Muir Woods her freshman year, but it wasn't until her second year, when she wandered around Muir for a place sit during a gap period before class, that she physically step foot in the shop. Since then, Muir Woods has been her go-to spot for studying and the occasional espresso drink. Hannah is an extremely cautious consumer, health-conscious, and a frugal college student. She likes to determine whether or not something is worth the price and calorie count for the quality before taking the plunge. Moreover, Hannah commutes from Pacific Beach and so it's often inconvenient for her to check if Muir Woods is open or closed at certain hours on certain days since she can't just easily walk to Muir and physically check for herself.



Norman Chan

Background

19 years old
Lives on campus
Full-time UCSD Undergraduate
Knows about Muir Woods Coffee House, but has never gone

Goals

- Wants to make sure the caffeinated drinks are good quality
- Find out what kinds of mochas are served
- Be able to study comfortably without feeling too isolated from the rest of the world

Needs

- Reviews of the drinks at Muir Woods Coffee House made by other customers
- Menu of Caffeinated Drinks
- Images of how the lounge looks like on a typical day in Muir Woods Coffee House

Norman Chan is a second year UCSD student majoring in Computer Science. He lives on campus in the Warren apartments. Because he's swamped with programming classes, he often spends late nights and early mornings trying to finish his programs. His apartment-mates are usually quite loud as well, so sometime it's hard for him to concentrate on writing his program during the day. Because of both of these factors, he is heavily reliant on caffeine and is in need for a better study space. He usually goes to Warren's local market, Earl's, to get his caffeine fix because it's nearby. He especially likes mochas but Earl's doesn't have an entirely wide selection of mochas. He's also not exactly ecstatic about the taste of their mochas either. He's tolerated it for a quarter, but now he's really sick of the taste of Earl's' caffeinated drinks and is really looking for something of better quality. He's frequented a good amount of coffee he shops so he has an experienced tongue. He really knows what quality coffee tastes like and Earl's is not it. To avoid his noisy apartment-mates he also frequently goes to the Computer Science labs to work and study. He's the type of person to like being in other's company and have small talk. He wants to find a new place on campus where he can get quality mochas to help him get through the day as well as a more comfortable study spot where he won't feel so isolated from the world.

User Scenarios & Use Cases

UCSD Undergraduate On-campus Resident (Knowledge of MWCH)

Finding a Study Group Place -- After an hour of her physical chemistry lecture, Katie and her study group realize that Muir Woods Coffee House is located nearby. Drinking coffee could be helpful for group to stay up late and they do need a place to study. As Katie recalls, MWCH is a great place to study due to its quiet environment with some tasty coffee, and she is tempted to go visit there to finish her physical chemistry homework with her study group. The clock shows that it is 6 PM which is an ambiguous time for Katie to tell if MWCH will be open. Even so, she is not sure how crowded the place will be.

| Use Cases for "Finding a Study Group Place" |
|--|
| Check the hours of operation |
| Check if they have free wifi and outlets available |
| View images of the space/coffee |
| Find out how crowded it is (if open) |
| Find the exact location on campus |

Study Break -- It's a Friday night and Katie has been staying up late to study for MCAT this entire week. Her brain feels like exploding if she thinks about more academic related materials. Surprisingly, most parts of this campus has been really quiet this week, and she can't figure out what to do to relax her brain. She heard that Muir Woods Coffee House is hosting an event tonight and wants to know if MWCH hosted good events in the past. Perhaps, she can find some new friends and listen to music.

| Use Cases for "Study Break" |
|---|
| Check hours of operations |
| Check for event dates and time |
| Find out how crowded it is (at given point of time) |
| Read reviews (relating to events) |
| Find out if they play music |

Job Search -- Katie is worried about her family's situation. Although she is working hard on her career path, the time isn't in her favor. She is desperate to help our her family and earn little bit more money to support them. As she was looking through the list of open position on campus, she came across an open barista (Muirista) position in Muir Woods Coffee House. She does need money, but her working environment is quite important, too. She wants to learn more about MWCH's background and details about Muiristas' experience before she starts applying.

| Use Cases for "Job Search" |
|---|
| Learn more about the background of MWCH |
| Read about baristas' stories on MWCH |
| Check what the responsibility of baristas are |
| Read reviews |
| Learn how MWCH makes their coffee |

UCSD Undergraduate Off-Campus (Knowledge of MWCH)

Conscious Consumer -- Although Hannah goes to Muir Woods a couple times a week, she always ends up getting the same drink: An almond milk latte. Now, after a few dozen almond milk lattes, Hannah thinks it's finally time to try something new. Although she could easily scan the menu in line at Muir Woods, Hannah would much rather explore the menu, look at prices, compare calorie counts, and read drink descriptions at her own leisure to carefully consider and review all her options.

| Use Cases for Scenario Name |
|---|
| View menu with prices |
| Read drink descriptions |
| Check nutritional information (Calorie count) |
| Look for specials/deals/discounts |
| See most popular/suggested drinks |
| Check custom drink options |

Catching Up -- Hannah's friend from freshman year COMM 10 wants to meet up and catch up over "old times" since they never see each other now that Hannah moved off-campus. Hannah feels that Muir Woods is the best place for casual conversation and she really wants to show how cool she is for hanging out in a place with a "chill vibe" like Muir Woods. Hannah needs to make sure that she chooses an optimal time that strategically highlights the "best features" of Muir Woods.

| Use Cases for Scenario Name |
|--|
| Check type of music played (and when, by whom) |
| Check baristas profiles |
| Check how crowded Muir Woods is |
| Check for dates of specials/deals/discounts |

| |
|------------------|
| Check for events |
|------------------|

UCSD Undergraduate with no prior knowledge of Muir Woods Coffee House

Lured by Yelp – Norman has been meaning to replace Earl's Market Place as his main source of coffee. In Norman's search for a quality coffee shop close by UCSD on Yelp, he came across the 4.5 star Muir Woods Coffee House. He's been to many good coffee shops but even those had less than 4.5 stars on Yelp so he's convinced that this place is really good. He wants to learn more about what makes them so good and find out what kinds of drinks they serve and how customizable each drink can be.

| Use Cases for "Lured By Yelp" |
|---|
| View the menu with the prices |
| Look up where they source their coffee |
| Find out how the baristas make their coffee |
| Learn about the types of add-ons/customizations they allow for their drinks |
| Check the hours of operation |
| Find the exact location on campus |

Exploring Options – Norman is bored of the places nearby Warren and he wants to explore the campus a bit more and is curious of what the campus has to offer in terms of food. He just finished eating breakfast and he's craving a good morning coffee that will help wake him up. He heard from his friends that Muir Woods Coffee House has really good coffee so he wants to go and try it out.

| Use Cases for "Exploring Options" |
|---|
| View the menu with the prices |
| Read reviews made by other customers on the quality of the drinks |
| Check the hours of operation |
| Find the exact location on campus |
| View images of the coffee |

Comfortable Space – Norman is trying to find a better study spot on campus because his current study spots are too isolating. He likes being in the presence of other people so he doesn't feel completely lonely but he wants a controlled noise level where he will still be able to concentrate on his work. He usually goes to the computer

science labs but they are too impersonal with little to no sunlight coming into the building. He deemed Geisel too loud on the first floor and the rest of the floors are eerily quiet that it still makes him feel lonely. He knows that coffee shops typically have a good vibe so he's wondering if Muir Woods Coffee House would be less isolating to work in yet still have a controlled noise level.

| Use Cases for "Comfortable Space" |
|--|
| Find out if they play music |
| View images of the space |
| Find out how crowded it is |
| Check the hours of operation |
| Check if they have free wifi and outlets available |

Common User Scenarios

| Scenario Name | Katie | Hannah | Norman |
|-----------------------------|-------|--------|--------|
| Lured By Yelp | | | ✓ |
| Exploring Options | | | ✓ |
| Comfortable Space | ✓ | ✓ | ✓ |
| Conscious Consumer | | ✓ | |
| Catching Up | | ✓ | |
| Finding a Study Group Place | ✓ | ✓ | ✓ |
| Study Break | ✓ | | |
| Job Search | ✓ | | |

Use Case Summary Table

| Use Cases | Frequency of Use Case in User Scenarios | # of Personae With This Use Case |
|-------------------------------|---|----------------------------------|
| View the menu with the prices | 3 | Norman, Hannah |
| Read reviews | 3 | Katie, Norman, |
| Check the hours of operation | 4 | Katie, Norman, Hannah |

| | | |
|---|---|-----------------------|
| Find the exact location on campus | 2 | Katie, Norman, |
| Find out if they play music and what type | 3 | Katie, Norman, Hannah |
| View images of the space/coffee | 3 | Katie, Norman, |
| Find out how crowded it is | 4 | Katie, Norman, Hannah |
| Check if they have free wifi and outlets available | 2 | Katie, Norman, |
| Check for event dates | 2 | Katie, Hannah |
| Read drink descriptions | 1 | Hannah |
| Check nutritional information (Calorie count) | 1 | Hannah |
| Look for specials/deals/discounts | 2 | Hannah |
| See most popular/suggested drinks | 1 | Hannah |
| Check out baristas profiles | 1 | Hannah |
| Learn about the types of add-ons/customizations they allow for their drinks | 1 | Hannah |
| Find out how the baristas make their coffee | 1 | Norman |
| Look up where they source their coffee | 1 | Norman |
| Learn more about the background of MWCH | 1 | Katie |
| Read about baristas' stories on MWCH | 1 | Katie |
| Check what the responsibility of baristas are | 1 | Katie |
| Learn how MWCH makes their coffee | 1 | Katie |

Features & Functionality Table

| Features/Functions | Client | Personae |
|---|--------|----------------|
| Map of Location | ✓ | Katie, Norman |
| Hours of Operation | | Norman, Hannah |
| Menu of Drinks/Pastries with Prices | | Norman, Hannah |
| Barista Profiles | ✓ | Hannah |
| Testimonials/Stories of Past Customers & Baristas | ✓ | Katie |
| Background/History About Muir Woods Coffee House | ✓ | Katie |
| Images of the coffee | ✓ | Norman |
| Images of the space/interior | | Katie, Norman |
| Reviews/Yelp integration | ✓ | Katie, Norman |
| Feedback Form | ✓ | |

Original User Interview Questions

General Interview Questions

1. What types of services do you look for in a coffee shop?
2. What type of information would you expect to see on a coffee shop website?
3. What kind of atmosphere do you expect from a coffee shop and its website?
4. Please rank from 1 to 6, 1 being the most important:
 - location
 - quality of services
 - price
 - discounts/offers
 - environment of a coffee shop
 - approachability of baristas
5. In general, how would you like to give feedback in regards to services to the coffee shop?
6. Describe to me what you think a coffee shop should [look and] feel like.
7. When do you usually drink coffee?
 - In which types of situations do you usually drink coffee?

Interview Questions for Potential Customers

1. How frequently do you order/drink coffee from a coffee shop? Why?
 - If they say "no", ask what they usually order instead and how frequently they order that.
2. What factors do you consider when choosing a coffee shop to go to?
3. If you have been to other coffee shops before, what parts did you like/not like about that coffee shop?
4. What do you typically like to do in a coffee shop? (if previous questions didn't answer this)

5. When you visit a coffee shop website, what motivates you to visit that particular coffee shop?
6. What's the first thing you want to see on a coffee shop website?
7. Do you know where Muir Woods Coffee House is located? (Keep it in original question section, but not for actual summary of answers).

Interview Questions for Continuing Customers

1. How did you find out about Muir Woods?
2. What was your first impression of Muir Woods Coffee House?
3. What has your overall experience at Muir Woods been like?
4. How often do you visit?
5. When was the last time you visited Muir Woods?
6. Walk me through what you did last time at Muir Woods.
7. Why do you come to Muir Woods? What makes you inclined to go to Muir Woods?
8. How often do you check the Muir Woods Coffee House's Facebook page? What about their Instagram?
9. Do you know of any events happening in Muir Woods? What types of [Muir Woods] events would you be interested in attending?
10. How would you describe Muir Woods Coffee House to your friends?
11. What are 3 words you would use to describe Muir Woods?

Similar Website Walkthrough

1. After looking through Peet's Coffee & Tea's website, what are your favorite features?
2. What do you like/not like about this website?
3. What do you think about the navigation and layout? (If previous question didn't answer this)
4. What kind of atmosphere/feeling do you get from this website?
5. If you were to choose one feature to add to Peet's Coffee & Tea's website, what would it be?
6. In the end, would you be inclined to visit Peet's Coffee & Tea after going through their website? Why or why not?

Miscellaneous Interview Questions:

1. How often do you visit websites through mobile devices?
2. What's your opinion about a website that has and involves "storytelling"?
 - "Storytelling" → Stories of people's experiences at Muir Woods;
 - Along the same storytelling theme, how important is it for you to read and get to know about the Muiristas? Get to know about the background/history of Muir Woods?



Cognitive Science Coursework

Interview Recording Consent Form

As part of an assignment for a class I am taking, I would like to record an interview with you. I will treat everything you say in confidence, but just to be safe, please do not discuss sensitive topics. I will transcribe the recording of our interview and when the transcription is complete, I will erase the tape. This is completely voluntary and up to you. You may request to stop the taping at any time or to erase any portion of your taped recording. I will then analyze parts of the interview for the class project. You will not be identified by name in the write up of the project.

You have read the above description and agree to participate in the study.

A handwritten signature of Brian Soe.

Signature

1/20/15

Date

A handwritten signature of Christine Do.

Witness

1/20/15

Date



Cognitive Science Coursework

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You have read the above description and agree to participate in the study.

A handwritten signature in black ink that appears to read "Brian Hill".

Signature

A handwritten date in black ink that appears to read "1-20-15".

Date

A handwritten signature in black ink that appears to read "Karen Ede".

Witness

A handwritten date in black ink that appears to read "1-20-15".

Date



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Date



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A handwritten signature in black ink, appearing to read "Brian Soe".

Signature

A handwritten date in black ink, appearing to read "01/20/15".

Date

A handwritten signature in green ink, appearing to read "Christine Do".

Witness

A handwritten date in green ink, appearing to read "01/20/15".

Date



Cognitive Science Coursework

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Witness

Date



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You have read the above description and agree to participate in the study.

Handwritten signature of Stephan Smith.

Signature

Date

Handwritten signature of Donna Yee.

Witness

1/20/15

Date