

COFFEE CARD APPLICATION

Scenario: I want to start learning, I've heard of coffee cards and I can fill out a coffee card for a coffee, but if I fill out multiple coffee cards, I have to go through many different physical coffee cards and contemplate if your opinion is still accurate

The Problem

We have to make it easier for people to parse their preferences for different types of coffee or other drinks. Rather than just force people to use a notes app or physical cards that can get messy and unorganized.

How often do we want/expect someone to use this app?

Enter the app:
- app tutorial (simple) information "i" like tool bar
- make homepage informative enough so tutorial can be easy
- account creation

Don't want:
- Chat
- Other drinks
- search? (too difficult) (maybe later if we absolutely need it)
- recommendation
- for coffee shop owners to sell products
- group coffee card

Solution

Create a CRUD app that will allow users to fill out a digital coffee card that can be saved on their phone.

Create
fill out coffee card

Update

Read

user can view previously made coffee cards

Delete

Who Are Our Users?

- William's idea: Individuals who want to buy drinks for friends, but don't always know their tastes. They can use this app to quickly gauge their preferences
- Jose's idea: coffee critics - think of the wine critics from movies. Coffee cards give a somewhat standardized way to rate coffee
- Ryan's idea: people who drink coffee and have multiple types of coffee they drink regularly
- Gnamitha: coffee enthusiasts
- Ruilin: coffee shop owners (even use it in a different way)
- Yuang: anyone in North American with access to the internet
- Age: 18 - 30 (at least high school)

User Persona:

- One user type that I am thinking of is coffee critics - think of the wine critics from movies. Coffee cards give a somewhat standardized way to rate coffee - Jose
- Another possible user type is an individual who is newly starting their coffee journey and isn't aware of their coffee preferences. They are trying out a wide variety of coffees to see what they would enjoy. - Gnamitha
- One user I thought of is an individual who wants to find commonalities and start conversations with others about their tastes using their coffee cards as a place to compare/contrast. - William
 - That might be a characteristic of the user who does share their coffee preferences with friends - they might be outgoing or want to meet others through coffee tastes - Jose
- Their favorite social media is Instagram, where they share food and drinks with friends. - Ruilin

What are user expectations?

- try new coffee
- keep records on what they drink

Features

- share via link on twitter
- export good looking coffee card for ins
- coffee card shape, square ? 4:3
- sort by date/ rating
- different filter for the types of coffee
- display type:
 - media gallery
 - label/ category > image
 - notebook
 - order by type
 - order by user preference
- collaborative:
 - visible to friends
- profile
- label under icon/ hovering

Information on Each Card:
1. acidity
2. picture of the coffee
3. price
4. brand
5. notes

Personal profile

- name
- email
- friends?
- portfolio of cards?

Risks