
CSE 110 ProForce CRUD APP PITCH

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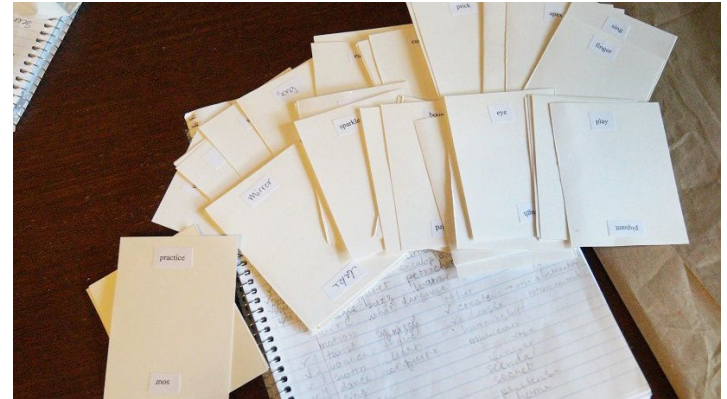
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Statement of Purpose

- Not eco-friendly or organized to use paper coffee cards.
- Storage of paper coffee cards is difficult.
- Time-consuming to find useful patterns from the paper coffee card is.
- Inconvenient to share preferences with others using paper coffee card
- There does not exist a fast and reliable method to both track and display users coffee preferences

We want to design an app to solve all of these problems!



Statement of Purpose

**To create a fast and reliable method to both track
and display users coffee preferences**

Who are the users that we want to connect with?

- Individuals who want to buy drinks for friends, but don't always know their tastes.
- Coffee critics
- People who drink coffee and have multiple types of coffee they drink regularly
- Coffee enthusiasts
- Coffee shop owners



Patric H.

Age, gender: 50, man

Marital status: married

Occupation: product manager

Hobbies: latest technologies, cycling, spending time with family

Technology familiarity: advanced

Devices used: iPhone, PC

I used to have a passion for coffee; however, as I became busier with work, it became more of an essential to work well. I want to start exploring my preferred taste in coffee once again. I want an easy place to keep track of what I think about the different types of coffee I try.

Jess C.

Age, gender: 20, woman

Marital status: single

Occupation: university student

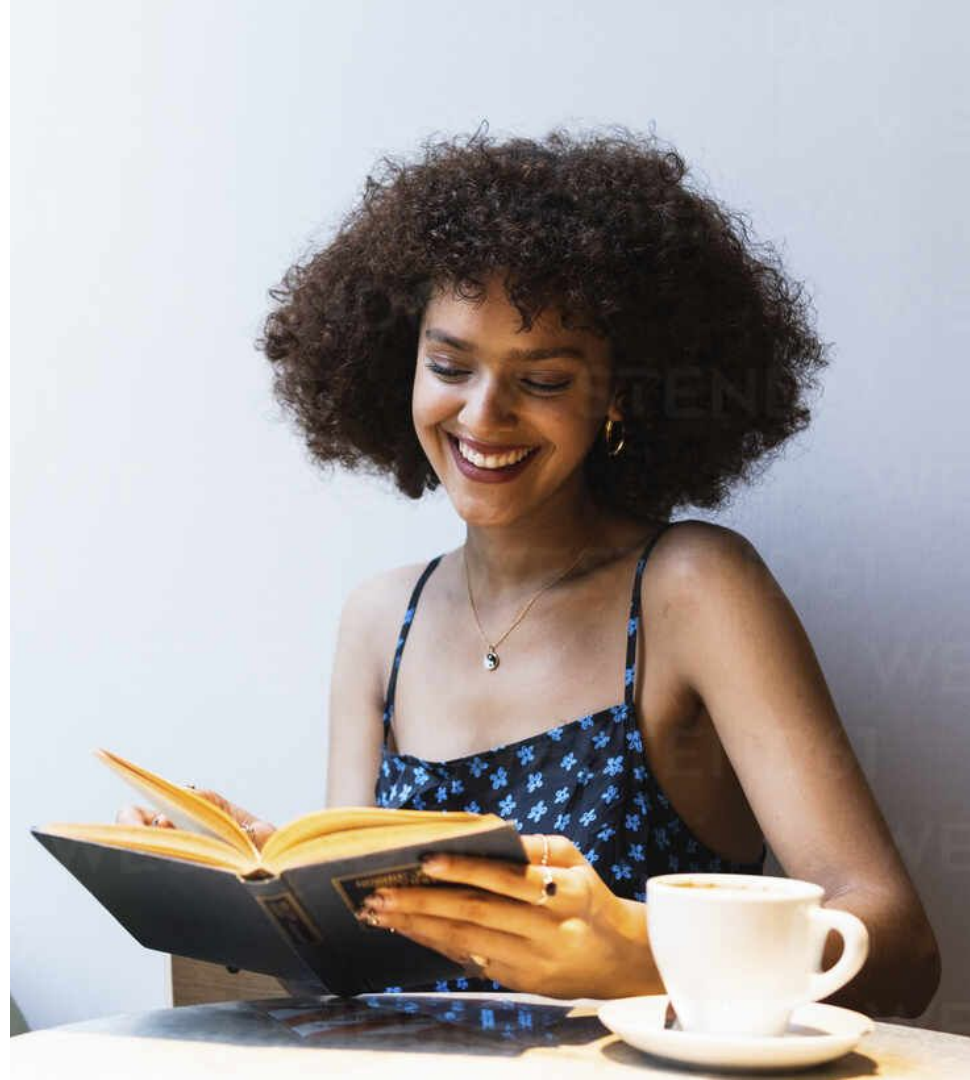
Hobbies: reading, going to cafes, travelling

Technology familiarity: advanced; social media savvy

Devices used: iPhone, macBook

Everyday I spend most of my time taking lectures, doing homework at library, or working at my lab.

I usually enjoy drinking different flavors of coffee and I often use coffee to keep myself awake to study for long intervals at a time.





Victor T.

Age, gender: 31, man

Marital status: single

Occupation: writer

Hobbies: latest technologies, cycling, spending time with family

Technology familiarity: advanced

Devices used: iPhone, PC

I used to have a passion for coffee; however, as I became busier with work, it became more of an essential to work well. I want to start exploring my preferred taste in coffee once again. I want an easy place to keep track of what I think about the different types of coffee I try.



1. What is our appetite?

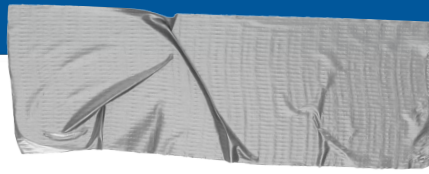
→ Our Time Frame

We have 4 weeks to build our solution, which will require that we do the following

- Scout technical solutions
- Development and Coding
- Testing and Maintenance with CI

→ What are we willing to work on?

With this in mind, our software will only implement the fundamental functionalities necessary to solve the problem and address user pain points



2. Our Solution

→ **Responsive**

Keep records on coffee users rated in an easy-to-read format and fast access

→ **Easy to Use**

Clean/Modern UI

→ **Track and Share**

Export aesthetic coffee card and user preferences of drinks to others via social media

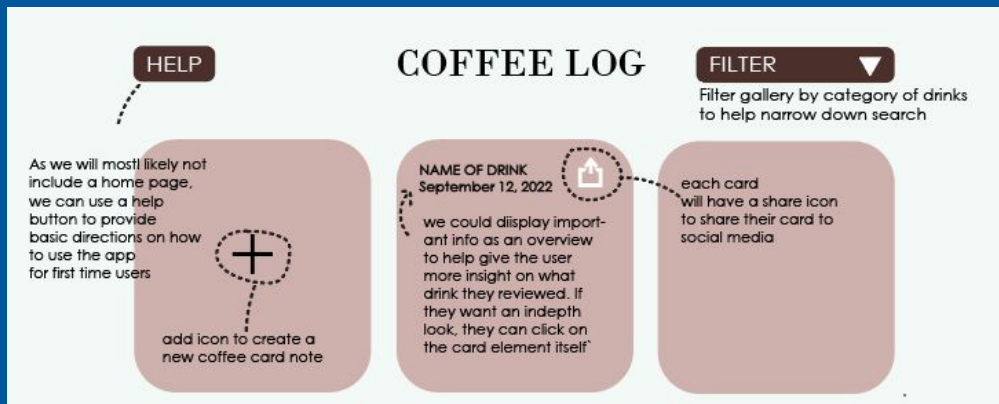
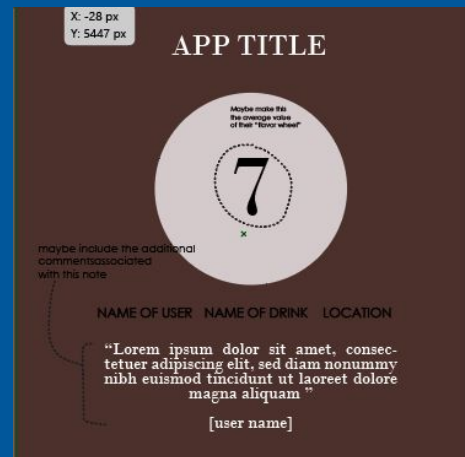
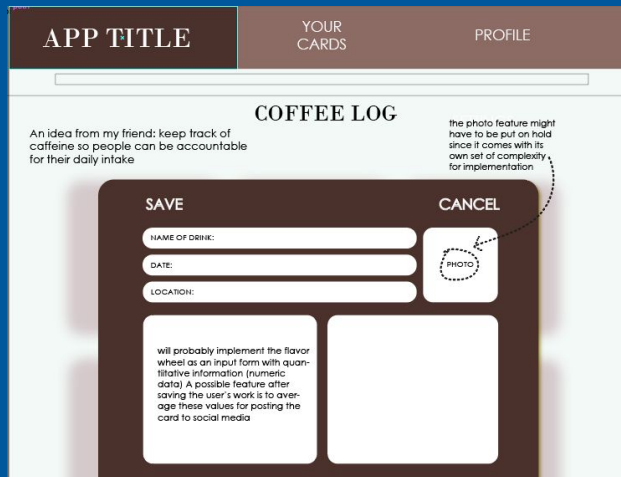
Important Features

- Create new coffee cards with information containing the following fields: acidity, picture of the coffee, price, brand, notes that is saved on their device
- View and update previously created coffee cards
- Share their coffee cards and view coffee cards made by others through Instagram/ Twitter
- Delete specific coffee cards they previously made

How well does this address User Needs

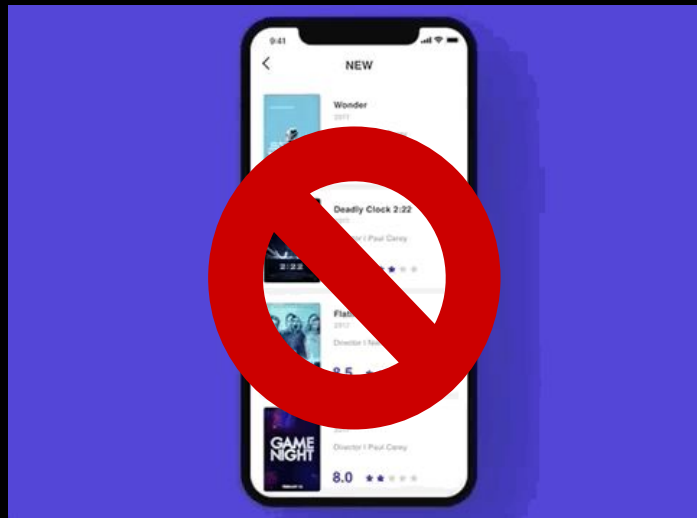
- Now Jess can look at the saved coffee cards on the app to figure out what type of coffee she is interested in drinking at the moment
- Patric can look at previous cards he made, or look at any coffee cards shared with him
- Also much easier for users to view all past coffee cards digitally than physically!

Potential UI



Risks? Rabbit Holes?

- While our app can be designed to present the coffee cards in a scrolling linear fashion, it is too technically demanding given our appetite
- This problem would only become harder if sorting and categories are implemented
- Stick with a nice and simple UI to display cards like grids

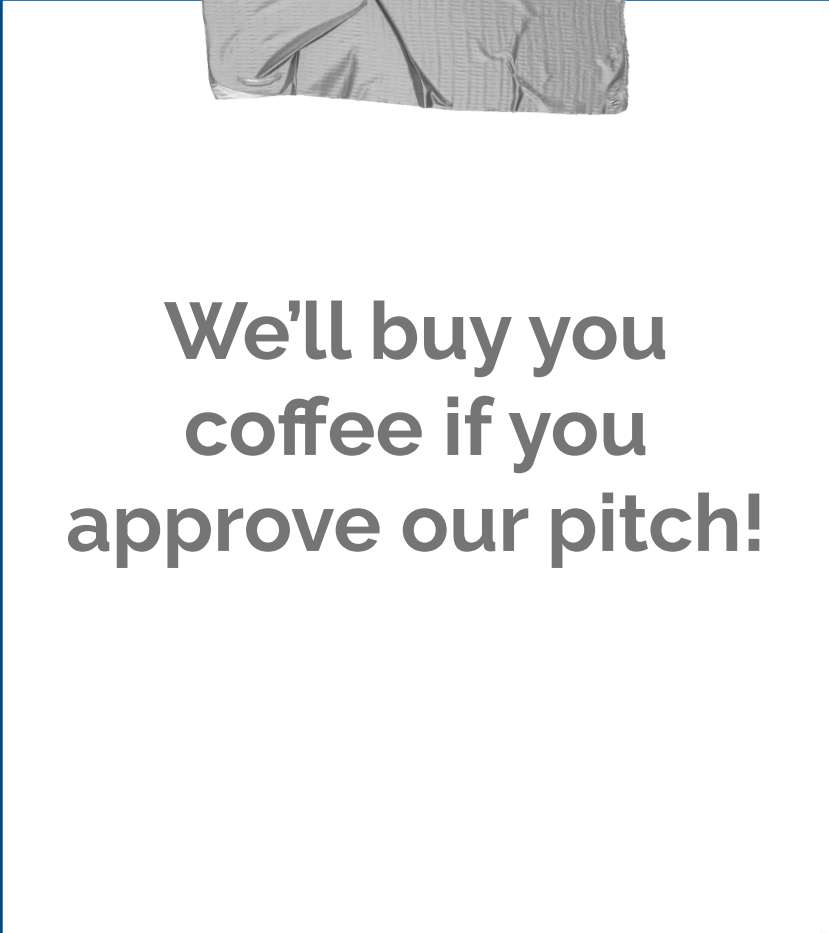


Note

We are not necessarily choosing to implement a grid UI, but it is nice to rule out what we are not implementing

What are we not doing?

- Chat function
- Cover drinks other than coffee
- Search feature to find user records
- Drink recommendations
- Sell coffee on our platform
- Implement coffee cards to represent group preferences



**We'll buy you
coffee if you
approve our pitch!**