

# Project Proposal – CoffeeNow

## ***Team Members:***

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## ***Project Description:***

When faced with the challenge of ordering a beverage from a coffee shop, consumers must complete a predefined and somewhat arbitrary number of steps. The exact steps depend on granularity of analysis.

### **Generally, steps involved include:**

Step 1: Going to a coffee shop.

Step 2: Waiting in line.

Step 3: Figuring out your order (Often this happens while others are waiting behind you).

Step 4: Placing your order (Must communicate verbally, creating an opportunity for errors).

Step 5: Waiting for your order to be completed.

Step 6: Verifying and adjusting the beverage's sweetness, adding cream, etc.

The current system is fraught with frustrations and usability problems. Obviously the main problem is the time wasted waiting in line. Eliminating this step alone is a huge usability win. Queueing in such a manner hinders the consumer (user) from completing their task (placing an order).

Next, the user is required to decide what they want. Often this is done in haste because of the impatience of the rest of line, not to mention the barista. This has potential to make the user experience stressful. A user is forced to choose a drink quickly, not considering all the potential benefits of each drink.

Another area of user friction is that the user must place the order verbally. At first glance this seems like a minimal problem. However, things are often “lost in translation” in verbal transactions. Add in haste and it creates a definite potential for mistakes.

Finally, the user is forced to wait for the order to be made. This adds to the overall time spent in acquiring the desired drink. This time could most certainly be appropriated by the user to more desirable tasks. If a mistake is made, the consumer must lodge a complaint (probably after waiting in line again) and then wait once more for the appropriate order.

Furthermore, for the majority of coffee drinkers, this ritual is repeated throughout the week, sometimes more than once per day. Taking that into account, the probability that a consumer experiences one or more of these usability problems grows rather large.

Hence, the current system of ordering a beverage from a coffee shop is a usability catastrophe.

### **Solution:**

Fortunately this process is no longer necessary.

### **With CoffeeNow, steps involved include:**

- Step 1: Opening the Coffee Now application.
- Step 2: Browsing all the options from your favorite coffeehouses.
- Step 3: Placing an order.
- Step 4: Going to the coffee shop.
- Step 5: Grabbing your beverage.
- Step 6: Doing whatever you want, drink in hand.

The CoffeeNow application will be alleviate a number of the usability problems discussed above. This application will provide a more suitable and flexible way for consumers to order their favorite beverages.

This will be accomplished in several key ways. First, the coffee application will entirely eliminate the need for the consumer to wait in line. This increases the efficiency of placing orders every morning. As mentioned before, eliminating standing in line is the biggest and, frankly, easiest usability problem to eliminate.

Browsing all the possible drink options in a non-threatening space is more comfortable to the user and allows users to spend as much time as needed to create their own unique beverage. This increases the effectiveness of the consumer's order and also allows them to create or try new drinks depending on their mood.

Using the CoffeeNow application to place an order will send that order electronically to the coffee

shop. This eliminates the chance of verbal miscommunication between the consumer and the coffee shop employees.

Waiting for your order to be processed and completed is also taken out of the process altogether. This again helps the consumer to carry out the task of placing an order (effectiveness) and allows them to get on with the rest of their day.

## **Target Users**

Our primary target demographic will be frequent patrons of coffeehouses (i.e., people who visit coffee shops at least once a week) and who own smartphones and regularly use apps.

Our secondary target demographic is coffee shops. This application must serve as an effective communication tool between coffee shops and consumers. Thus, both sides must be considered.

## **Potential Users**

Each member of this team has access to family and friends who frequent the kinds of coffeehouses we are targeting. Without exaggeration, utilizing social networks and personal relationships, we have access to well over 100 possible “user” candidates.

While it is the goal of this team to focus on consumers, our primary target demographic, we also have definite access to a handful of our secondary demographic, coffee shop owners.

## **Why we’re the best team for this project**

We are the best team for this project because we are frequent coffee drinkers and have experienced the frustrations of standing in line in a coffee shop only to have our order made incorrectly. Furthermore, having used the apps provided by other establishments, there is a definite opportunity for those companies to grow their business by engaging the service of CoffeeNow. This concept is not entirely new in the app world, as other (non-coffee) companies have designed something similar. For example, Chipotle, Subway, and most major pizza delivery companies have an app that allows the user to build their order for delivery or pickup. Being able to experiment with their apps will allow us to rapidly refine the CoffeeNow application.

We are a diverse group of talented and passionate individuals ready to disrupt a service model that is ripe for change.

## ***"P": predispositions***

### **What do we know**

- "65% of coffee consumption takes place during breakfast hours  
(Facts and Statistics about Coffee Consumption in the United States,  
<http://www.coffeemarvel.com/blog/post/2010/05/11/Facts-and-Statistics-about-Coffee-Consumption-in-the-United-States.aspx>)
- Consumers don't like the wait time to be too long (i.e., more than 15 minutes).
- Currently, consumers don't have the option to place their coffee order directly from an app.
- When people make multiple coffee orders, they often need to make a list on paper or remember what they want.
- An app that helps people keep track of multiple orders would make things more effective and efficient for customers.
- An app that remembers your order history/favorite drink makes reordering easy.
- Most coffee shops also sell non-coffee drinks and pastries.
- Many coffee shops develop new drinks routinely and offer seasonal drinks.

### **What do we not know**

- Is there a geographic difference in coffee consumption?
- Who is the most likely to use an app to order coffee? Who is the least likely to use it?
- What do customers want to see in addition to the menu on the app (e.g., option to edit/cancel the order after it is placed, optional message to barista)?
- What makes people's online shopping experience enjoyable?
- How fast do people expect their order to be ready?
- What do consumers think of the idea of using the app to pay for their order (i.e., payment method: credit card/gift card)?
- What questions/concerns do coffeehouses have about such an application?