What are your biggest complaints when buying coffee/tea/whatever from a coffee shop (is it standing in line, the price, etc.)?

Waiting for my coffee after I’ve ordered it.

About how many times a week do you typically buy coffee?

0-1

How much time do you typically wait in line?

1 to 5 minutes of hell

How often after ordering your drink do you actually spend in the café?

0 minutes

How often do you order other things (sandwiches, muffins, etc.) when ordering your drink?

Almost never.

Do you feel comfortable taking your time when ordering at the counter or do you feel rushed?

I feel rushed.  Unless I’m ordering a plain cup of coffee…(am I weird that I do that?)

(If you feel rushed rushed) Why?

Wtf is a caramel mustard echo machicatto?  Do I want the special?  The people behind the counter talk too fast.

If there was an app that allowed you to build our own cup of coffee and place your order before arriving, would you use it?

Maybe.  If it were free.

How do you feel about paying for coffee with your phone?

I haven’t paid for anything with my phone yet.  I would do it if I had the technology (data plan).

Is the name CoffeNow stupid? Can you do better?

That depends on your opinion of stupid…no, but here’s what I thought of in a couple of minutes…I don’t think they are any better than CoffeeNow.

.Instant Joe, Joe, Java Lava,  GMMFCN. (give me my freaking coffee now).   Mycup.  Ejava, Ejoenow, Happy Happy JO JO,  Easycupojoe.

Lovecoffee