Jason Harris Response:

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

Usually the price. I'm fairly cheap, or at least I think I am. You know that. :) Other than that, I like buying coffee.

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

Usually 2-4 times.

How much time do you typically wait in line?

About 1-2 minutes.

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

Usually about 1 hour. On occasion, I'll stay 30 mins or leave right after.

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

About every 3rd or 4th order.

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

Always rushed. Always fumbling for my virtual money. Except at Dutch Brother's when I'm in my car, then I don't feel rushed unless people are behind me.

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?

I would try if it was free. It would seem a bit odd to show up and not have to order, so I'd have to get used to NOT ordering and figuring out where to go when I get there and whether my drink will still be hot. The timing would be a challenge too. What if I'm late, what happens? FAQ's would be in order, for sure.

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

Fine with it. I use my Starbucks app all the time. Of course, only if it's the same price I'd pay in the store.

Is the name CoffeeNow stupid? Can you do better?

I wouldn't say it's stupid. Definitely clever. I can't do better right now though, but if you have other ideas, I'd be glad to hear 'em. :)