Jennifer Rouse Response:

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

The price, definitely. Coffee shop coffee is over-priced and often overly sweet. Waiting in line is a bummer also but I guess ranks second to price.

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

Probably about once per week max, maybe once every two weeks.

How much time do you typically wait in line?

Usually 5 minutes or less.

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

If I am meeting a friend to chat, I will stay for hours. If I am going there to work, I will stay for hours. Other than that, it's in and out. So, either several hours, or zero minutes.

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

Maybe 25% of the time.

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

If there are people in line behind me or if I am in a hurry, then I feel rushed.

(If you feel rushed rushed) Why?

I feel rushed if there is a long line behind me, I'm afraid they are getting irritated at me. If I'm already running late, then I am worried about being later.

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?

Yes, I would.

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

I am slightly suspicious of new technologies. If it's like the thing where you wave your phone in front of a reader and it deducts it form your account, then I am suspicious. If it is just using the internet with your phone and paying via PayPal or something, I am less suspicious.

Is the name CoffeeNow stupid? Can you do better?

I like it.