

# Udacity Coffee Shop app research plan

## Study 1: Semi-Structured Interview

### Background

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This is a study of the possibility of designing a mobile or web-based app to digitally enable coffee shop experience amongst students so that they can be more collaborative and more engaged in their course. This app will exist separately from the Udacity Classroom and as such would permit students to go deep into understanding each other as they can order coffee through this app and study together.

Good user experience is vital for a successful mobile or web-based app.

### Research Goal

Our team wants to learn about how to boost collaboration between students while encouraging the consumption of Coffee, which is a great energy boost. We want to evaluate how students would increase their course engagement and successfully complete their programs, so we are carrying out these findings to provide a suitable platform for students to grow together and also help guide us develop a suitable product.

### Research Questions

- [Needs] What is essential for the Udacity Coffee App?
  - What are its features that enhance student collaboration?
- [Behaviors] which platform do students prefer to interact with each other?
  - How do they interact with existing digital products?
- Do users really need another Coffee App?
  - How do users feel about existing products?

### Method & Recruiting

The methods of carrying out the research will be:

- We use surveys to collect data through a 30-minute recorded semi-structured interview with students enrolled in a study program.
- We will use the interview script as a guide to be consistent with the questions and also use the students' responses to refrain the interview questions.

The Recruiting will be:

- 3 participants
- Sending emails to students currently enrolled in a study program.
- Students who are listed in study groups.

## Screening Questions

Questions

1. What is your primary reason for consuming coffee?
  - a. For energy boost
  - b. For its health benefits
  - c. For no reason (screened out)
  - d. For pride (screened out)
2. How often do you drink coffee?
  - e. weekly
  - f. More than 3 times a month
  - g. Less than 2 times a month (screened out)
  - h. Never (screened out)
3. How would you rather spend time collaborating with another student?
  - i. Over a cup of coffee
  - j. Over a cup of tea
  - k. Over a glass of beer (screened out)
4. How often do you use digital-enabled (mobile or web-based) products?
  - l. More than 3 times a week
  - m. Once a week (screened out)
  - n. Once a month (screened out)
  - o. Regularly

5. Where do you buy your coffee from?
- p. Order online
  - q. From a coffee shop
  - r. Both
6. How long have you been using digital products to order coffee?
- s. Less than 3 months (screened out)
  - t. 3 months to a year
  - u. Over a year
  - v. Never (screened out)

## Timeline:

- Design proposal: February 10 - 12, 2020
- Recruiting: February 15 - 17, 2020
- Session: February 21 - 24, 2020
- Readout: February 27, 2020

## Script

### Introduction

My name is Isidore Fru. Thank you very much for participating in this study. The research we are carrying out here is to enable us to build a product that would serve as a digital-enabled coffee shop. It is an app (mobile or web-based) through which students will collaborate and engage in their course material while drinking coffee. I would love to have a 30mins interview with you. During the interview, you can pause at any time to ask a question and feel free to share your views. Do you have any questions before we start?

Do you mind if I record this session to us as a reference when carrying out analysis? The recording would only be used within my team to complete the app development.

### Warm-up Questions

1. Could you tell us more about yourself? ***[Rationale: Want to have a brief understanding of the participant's background.]***
2. Which devices do you use for online services? ***[Rational: Want to know which device platform the participant is comfortable using.]***
3. Which sites do you use to place coffee orders and communicate with peers? ***[Rational: want to find out how participant communicates over and app]***

Probe into needs and behaviors

4. How often do you visit coffee shops? ***[Rational: want to find out how participant reacts to regular coffee shops]***
  - a. What triggered you to visit?
  - b. How do you feel about coffee shops?
  - c. What do you archive going to coffee shops?
5. How do you collaborate with your study peers? Is it on a study group platform online or during a local meetup? ***[Rational: want to find out how participants collaborates with study peers and which platform they use.]***
  - a. How many study peers do you have?
  - b. How do you interact with study peers?
  - c. What do you do to stay in contact with study peers?
  - d. Why would you prefer an online or local study meetup?
6. Do you drink coffee? ***[Rational: Want to know if the participant consumes coffee, as it would be necessary for our research. ]***
7. What is your experience with digital-enabled services(mobile or web-based)? ***[Rationale: want to know if the participant is familiar with using apps to place orders. The response given here will help us know the participant's experience with ordering apps.]***
  - a. For what purpose do you use digital-enables services?
  - b. What digital-enable service do you use for collaborating with study peers?
  - c. What features do you like/dislike on digital-enabled services?
  - d. What are your opportunities/pain points on digital-enabled services?

Wrap-up

Thank you for taking out time to share your experiences and insights. All the answers you provided here will be of help to our team in building a better product. However, If you have any additional thoughts or comments that are relevant to our research or whatever you may like me to help you with, do not hesitate to reach out at any time. I can be reached at [isidorefruche@gmail.com](mailto:isidorefruche@gmail.com). Hope you have a wonderful day.

## Study 2: Survey

### Digitalizing Coffee Shop Experience for Students to Collaborate

#### Background

In our previous study, we found out that mobile and web-based apps have become the best means of getting people to connect with each other. Students feel comfortable collaborating with their peers through an app also find it easy placing orders online to get stuff delivered to them so they save time to do other stuff. Our research has proving it is promising to engage in our product development, but we need data to better understand the needs and whether they generalize to the entire student on our study platform.

#### Research Goal

This study focuses on improving collaboration among students in the coffee shop during their leisure time. We want to build a digital-enabled app to replicate the coffee shop experience for students to use in collaboration which is separate from the Udacity Classroom.

#### Research Questions

- How can a digital-enabled coffee shop experience be used to improve students' collaboration in a coffee shop?
  - Which features/functions are useful?

#### Method & Recruiting

- Use surveys to collect data from at least 30 students who visit coffee shops
- Test survey questions with 5 volunteers recruited from our engineering team
- Send surveys to students enrolled in courses on Udacity platform who's answers in our screener meet out recruiting criteria:
  - Use mobile or web-based apps to collaborate with peers at least once a week
  - Have been using digital learning tools for at least 2 months

#### Survey Question

1. Which tools do you use to collaborate with other students in a coffee shop? **[Assume students use different means of collaborating their fellow course mates while in the coffee shop] (select all that apply)**
  - a. Udacity Classroom
  - b. Whatsapp

- c. Facebook Messenger
  - d. Telegram
  - e. Other (Specify\_\_\_\_)
2. How much time do you spend in a coffee shop? **[How much time do you need to finish carrying out your activities in a coffee shop]**
- a. Less than 10 mins
  - b. Between 10 to 30 mins
  - c. 30 mins to 1 hour
  - d. Above 1 hour
3. Which of the following best describes when you collaborate with other students? **[Do participants have a routine]**
- a. I discuss course material on a topic when I have a block of time to do so, sharing my difficulties and findings [Spontaneous]
  - b. I set aside time to respond to other students difficulties [Has a routine]
  - c. The app reminds me when to take a coffee break [the tool does planning work]
  - d. Other (Specify\_\_\_\_)
4. In the past month, how many times did you set out time to collaborate with peers? **[Do students set out time to collaborate with peers?]**
- a. Daily
  - b. Less than 4 times a week
  - c. Above 5 times a week
  - d. Never
5. In the past month, how did you collaborate with your study peers? **[Medium used to collaborate with study peers.]** (select all that apply)
- a. Use mobile or web-based app
  - b. Physical meetup
  - c. Phone call
  - d. Emailing