



MindfulBean

An app game incentivizing sustainability



Team Caffinators

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Project Overview

The Problem: The daily coffee shop drinker isn't aware of all the healthier alternatives for coffee, what's exactly in their coffee, or where the coffee beans come from.

The Solution: We enhance the joy of ordering and receiving a coffee for the health and eco-conscious coffee connoisseur by giving them points, rewards, and challenges to make such orders.

Our Roles: UX Everything!

Tools:



miro



Whimsical



Hypothesis



We believe that people between the ages of 35-50 need help to feel better about ordering their daily coffee beverages and that we can help them reduce guilt by enabling them to be more health-conscious.

Meet Kev!

Kevin is stuck! That's why he's dieting. He needs to feel new, better, and less poorly about himself. We can help him feel more confident when he walks into the regular coffee shop where he's always unsure about whether he's making a healthy or sustainable drink choice. We can alleviate Kevin's daily morning stress by helping him to feel confident about his morning drink orders with quick nutrition guides & points for sustainable choices

Miro Board

Where did Kev Come from?! Good Question!

He's a brainstormed proto-persona that the team ideated on in Miro.

By using putting our brains together, we were able to identify a type of human with a clear pain point.

Also, by checking each other, we stayed clear from stereotypes and biases



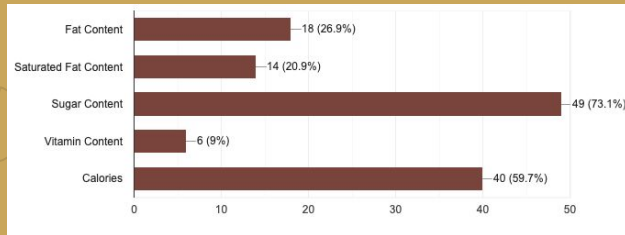
Interview Highlights

- [Interview Transcripts](#)
- [Interview Recordings](#)

"I WOULD REALLY LIKE TO KNOW IS THE CALORIES, ESPECIALLY WHETHER THEY USE CARAMEL OR AN OAT MILK. CARAMEL JUST HAS A LOT OF SUGAR AND MILK COULD HAVE GOOD AMOUNT OF FAT."

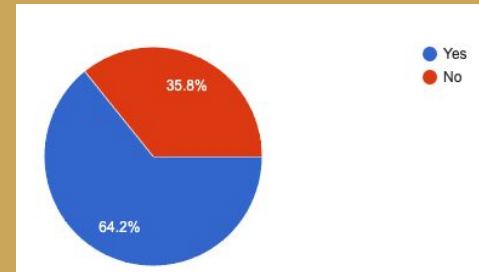
- M.TK

Survey Data (+60 Responses)

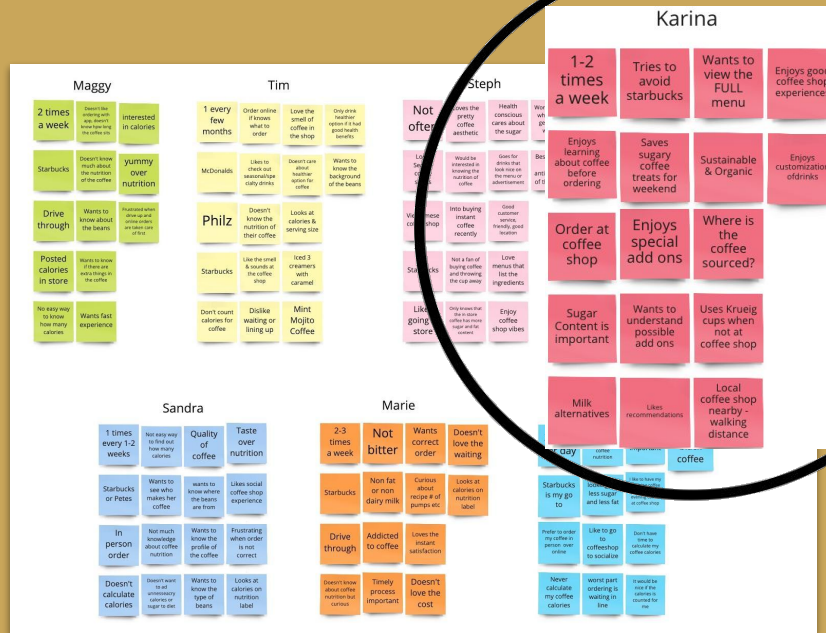


- 73.1% of respondents care most about sugar content

- 64.2% wished they could easily calculate nutrition of their drink.



Affinity Diagram Process



Miro Board [\(Click here\)](#)

Affinity Diagram

Nutrition



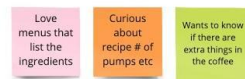
Sugar Content



Sustainability / Sourcing (Ethical Consumption)



Wants to know recipe



Waiting in Line / Speed of Drink Delivery



Preference



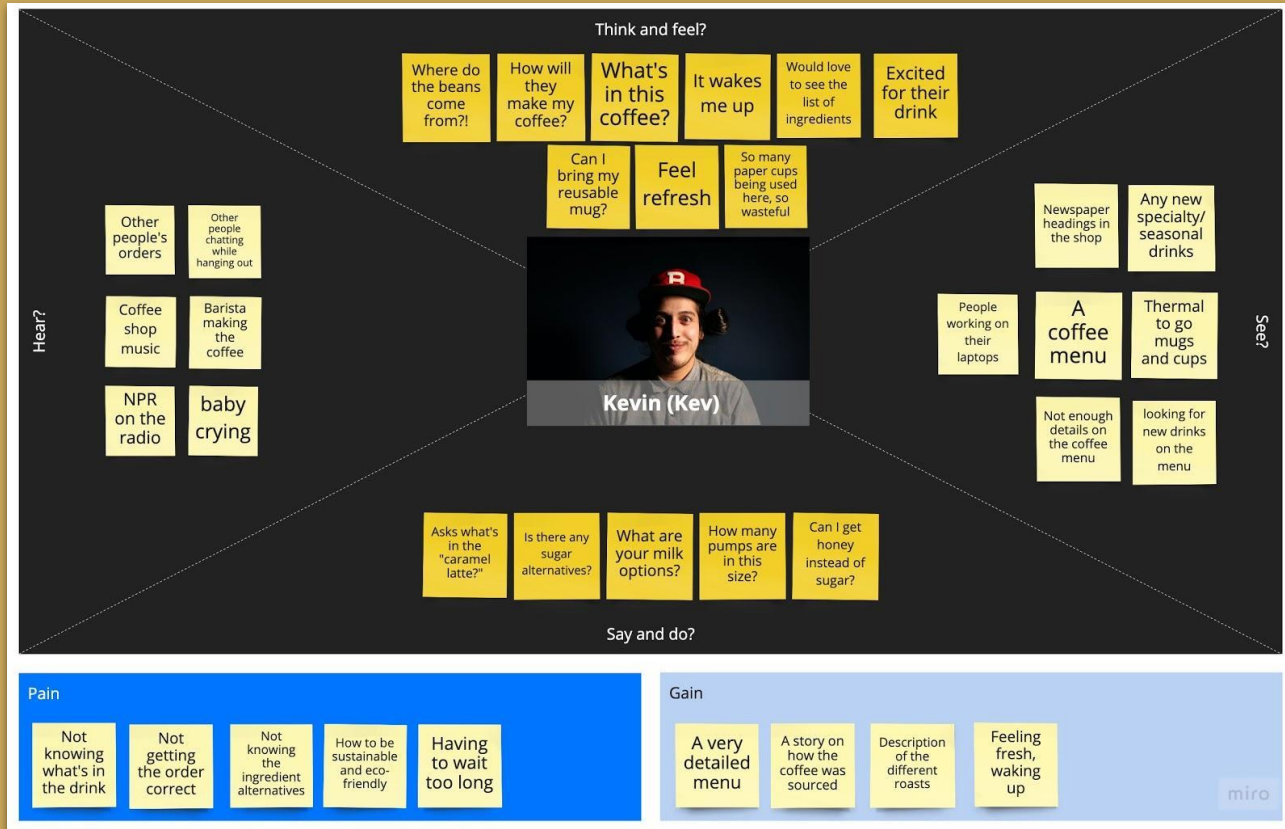
Sharing Coffee Information



Frequency



Empathy Map



User Insight Statement

Kev, an eco-conscious coffee addict, would be pleased to understand where sustainable coffee shops are and the alternative coffee add-ons for his daily morning coffee, because if his drink could be healthier and more eco-friendly he'd have a more fulfilling experience.



Value Proposition



MindfulBean is incentivizing avid coffee shop visitors to mindfully purchase specialty coffee consistently with rewards and social accountability.

We're better than most sustainable apps because we give real rewards: social approval and free/discounted coffee.

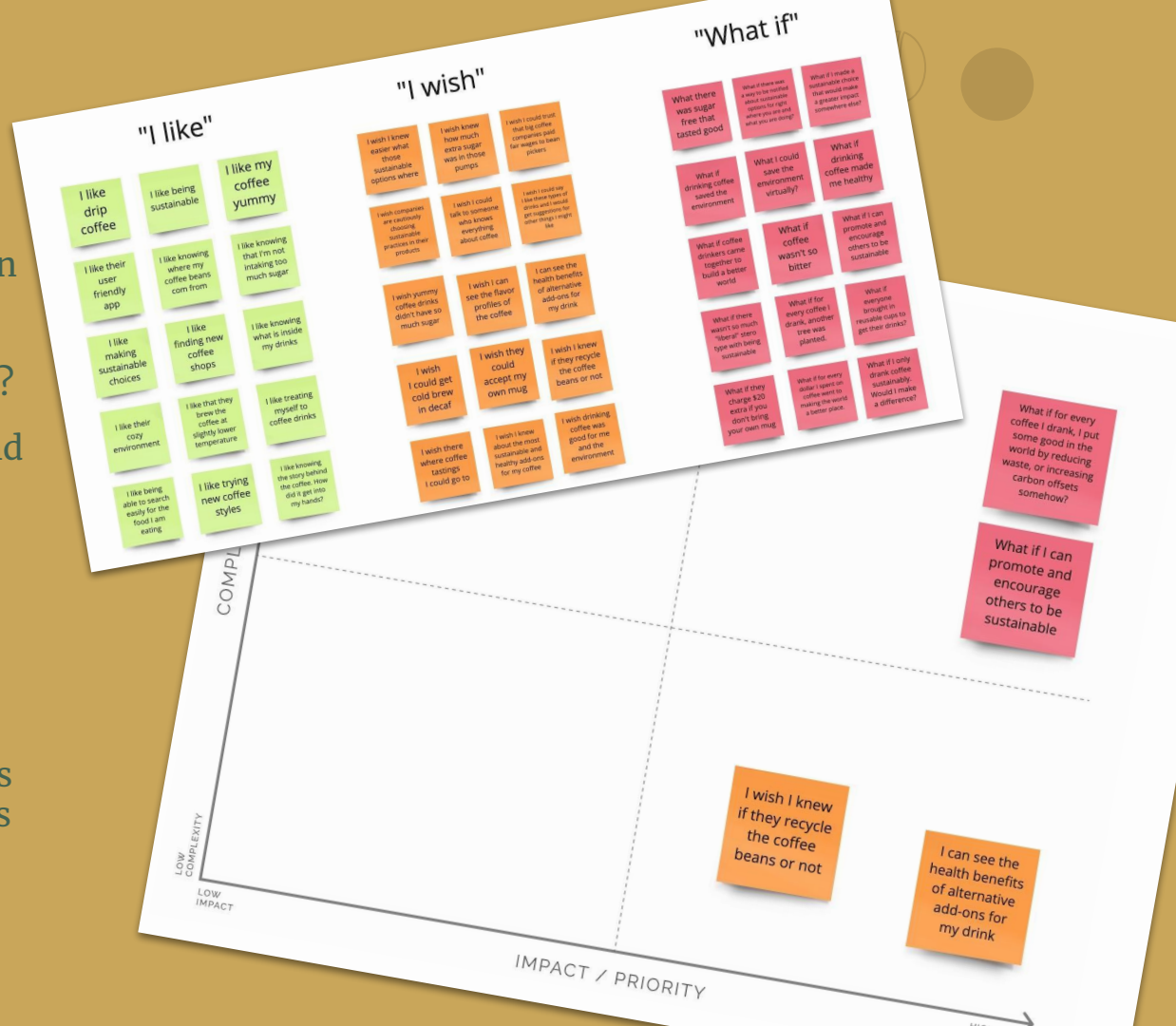
We're believable because we don't need much user information to operate. Therefore, user onboarding will be quick and simple, giving much user satisfaction.

Problem Statement



The daily coffee shop drinker isn't aware of all the healthier alternatives for coffee, what's exactly in their coffee, or where the coffee beans come from. We'd enhance the joy of ordering and receiving a coffee for the health and eco-conscious coffee connoisseur by giving them rewards to make such orders.

Miro Board



Storyboard

Kev taking a coffee break #justcant



Kev, an Asana IT Specialist, needs a coffee break after hours of difficult clients with computer problems. He's dejected about not being near his neighborhood coffee shop that he loves and trusts. He leaves Asana headquarters to walk down Bryant upset he might have to settle for a corporate-chain sugar-polluted latte in a plastic cup.

Not Nearby His Trusted Coffee Shop



He happens across an intriguing coffee shop, Caffe.in, and considers this option. He feels uneasy about not knowing what milk alternatives the shop offers and whether it's a sustainable business; he doesn't have time to research this. Kev is wracked with indecision.

Ad in Shop Recommends MindfulBean



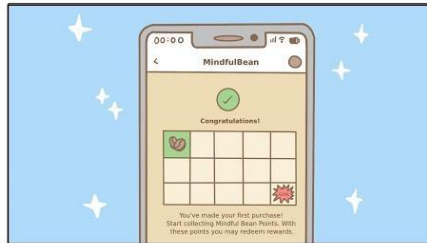
Kev spots a sign (advertisement) that explains how Caffe.in is sustainable with health-nut alternatives. He follows the QR code to an application called MindfulBean, which he mindlessly downloads as he decides to pay Caffe.in a visit.

Finds Sustainable & Nutritional Info



While standing in line at Caffe.in, MindfulBean shows Kev all the eco-friendly practices of the coffee shop, where Caffe.in's beans were harvested, and a guide on the healthy add-ons and milk alternatives available. Kev feels that he can trust Caffe.in and confident about making a good drink order.

Kev Earns Points & Makes an Impact



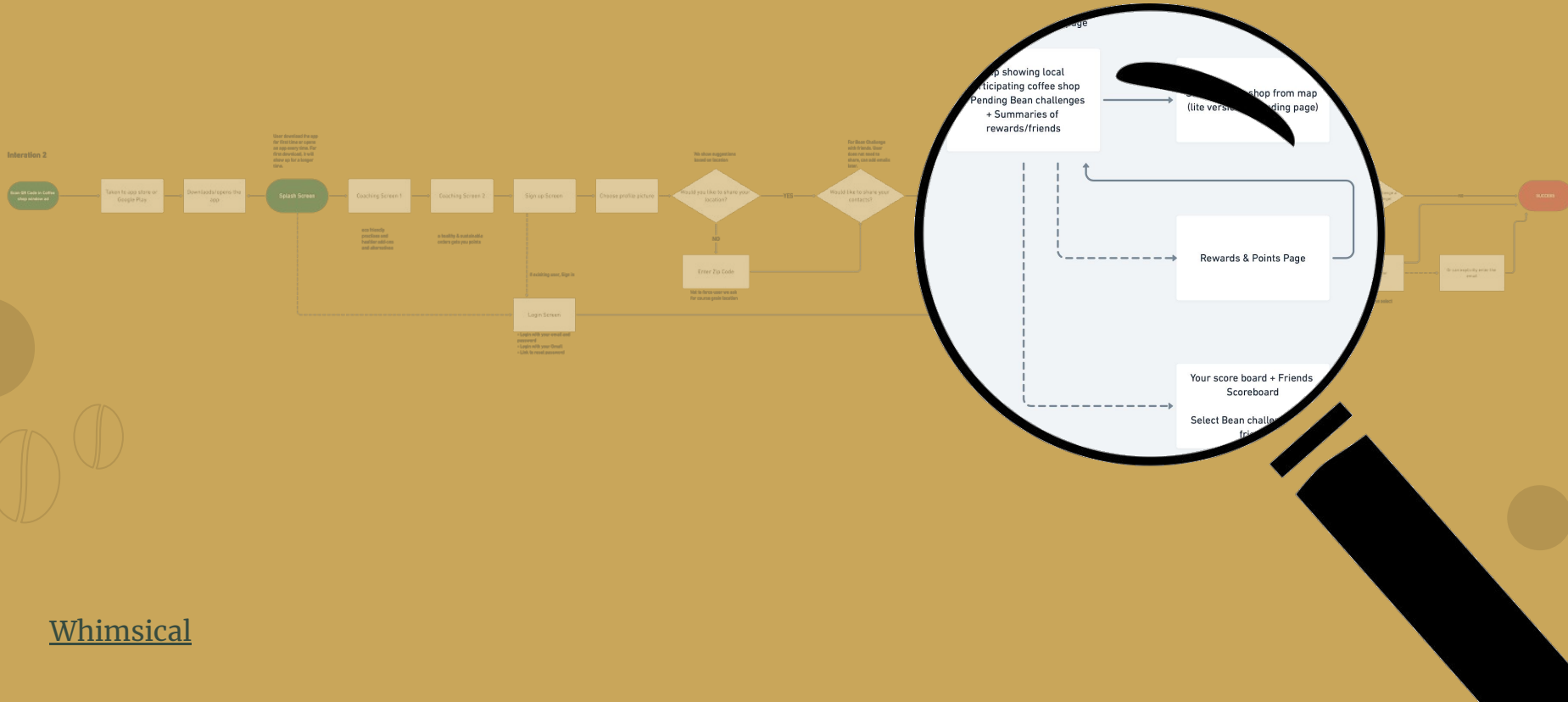
Excited, Kev orders coffee at the counter. The barista asks Kev if he wants Mindful Beans points, Kev nods, and so she asks for the QR code on his phone. After the barista scans Kev's QR code, he receives a confirmation message of the points he's received.

Save the World One Bean At A Time



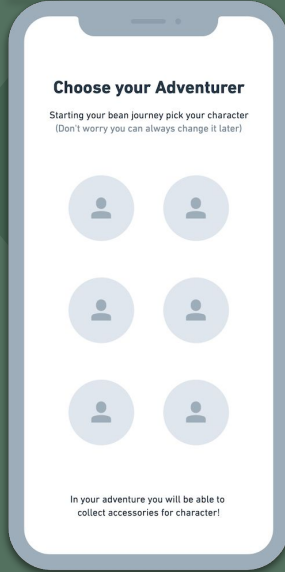
As Kev waits for his drink order, he learns more on MindfulBean about how he can rack up Bean points and start challenges with his friends. He makes a commitment to try a new sustainable cafe in his cousin's neighborhood next week. As Kevin leaves the Caffe.in with a healthy and waste-less cafe, he shares MindfulBean with friends and family on social media. And though Kevin was fulfilled by his coffee break, he's wistful for another one when MindfulBean notifies him that Bianca just accepted his Bean challenge.

User Flow



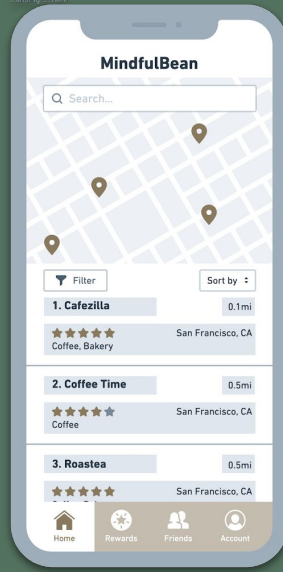
Low Fi Prototype Features

Avatar Selection



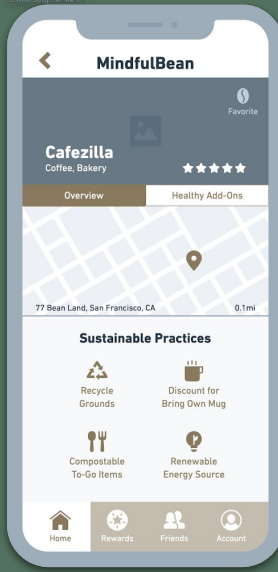
Avatar
Selection

Landing Screen



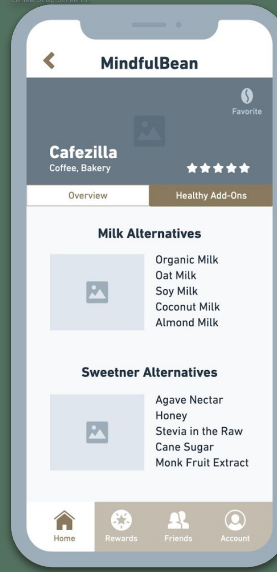
Landing
Screen

Coffee Shop Overview



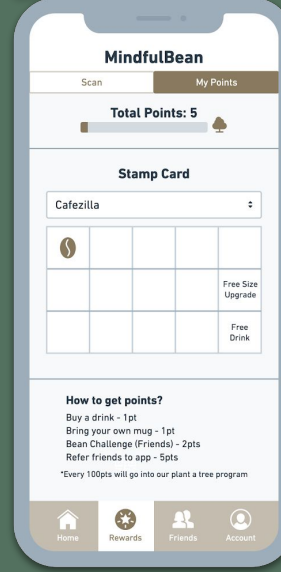
Coffee Shop
Overview

Drink Add-Ons



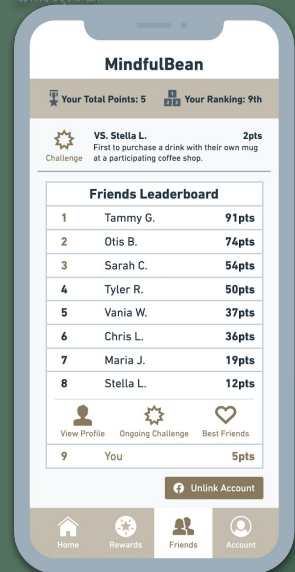
Drink
Add-Ons

Rewards Screen



Rewards
Screen

Bean Challenge



Bean
Challenge

Whimsical

Figma - Clickable Prototype

User Testing Interview Plan

- Users were able to create an account
- Understanding of the tabs, overview, and drink add-ons
- Learning about collecting points and redeeming rewards
- Engaging with friends in challenges and rising among ranks

Usability Testing Plan

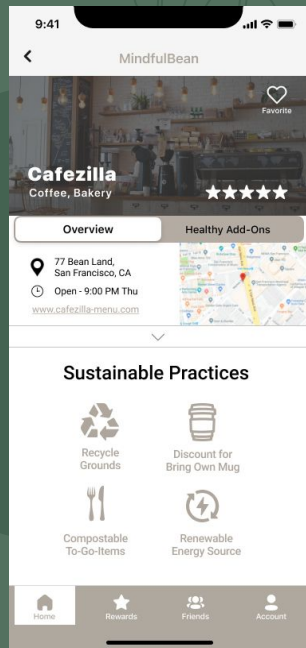
User Testing Recordings



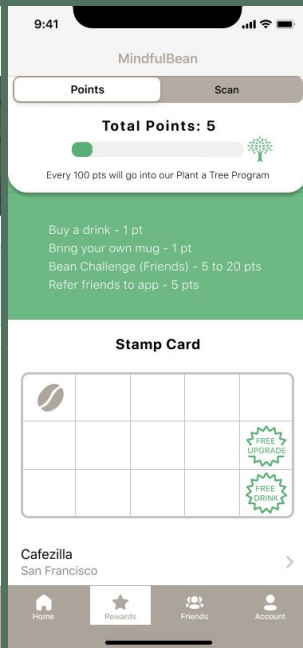
- Overview is missing features
- Clarify Rewards
- Redesign Friends Section



Recommendations



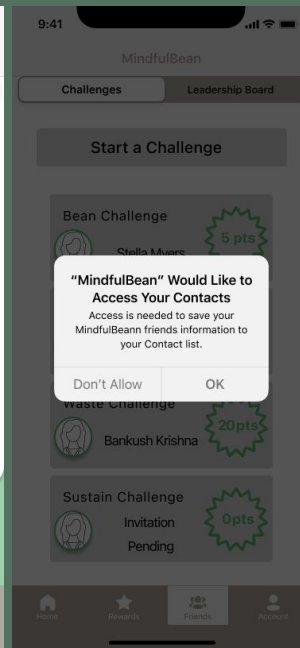
Overview



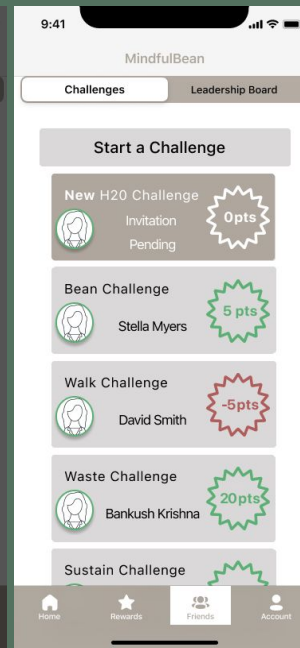
Points



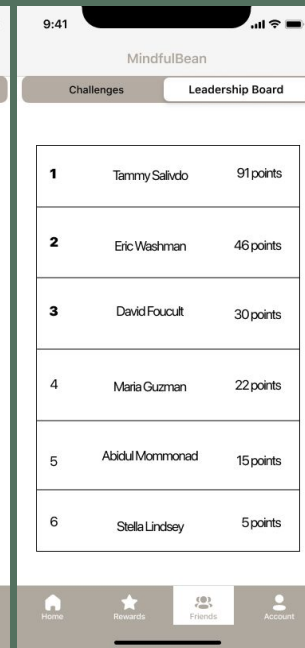
Scan



Pop-ups



Challenges



Leaderboard

