[The Udacity Coffee Shop app]

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Executive Summary

Since my product is at coffee, my team is interested in discovering The Udacity Shop app, app as a product. I interviewed 5 about if they prefer and how they use digital products as well as their needs and pain points they face when using these products.

Key Findings

During work or study, students and staff spend a long time in Udacity, and during their rest time they need to drink a drink or eat light food, and the distance is far from the rest time, so they need to receive orders quickly at the time of rest they specify

What did we want to learn?

Our team wanted to explore the experiences of adult learners using existing digital tools to order their drinks. The goal was to identify opportunities that might exist to create new products to make and deliver orders.

Key Research Questions

- [Needs] What is essential for ordering coffee?
- [Behaviors] How do students and employees currently order coffee?

5 Participants

We recruited our participants from friends, family, and a group of students in Udacity

	Drink coffee frequency	The eat with drink is	Type coffee
Participants 1	Once in day	Sweet	Brazilian coffee
Participants 2	3 times in a day	Sandwich burger	French coffee
Participants 3	3-5 times in a day	French fries and hot dog sandwich	Brazilian coffee
Participants 4	More than 7 in a day	French fries and hot dog sandwich and breakfast cereal	Brazilian coffee
Participants 5	3 times in a day	Sweet	Turkish coffee

Key finding 1
Learners use digital tools only for order coffee

finding
All participants need food with drink coffee .

"I spend long time in Udacity so I need some food "
- Participant 4

Recommendations
Number 1: Our new product could focus on some food not drink only

Key finding 2
 Types of coffee
 finding
3 out 5 participants said drink Brazilian coffee
"I big fan for Brazilian coffee"
- Participant 3

Recommendations
 Number 2: Our new product could focus on more type of coffee special Brazilian coffee

Next Step
- Validate findings with surveys
- Conduct foundational studies on how users order coffee
- Run a design sprint for brainstorming

Appendix

Data collection and analysis

Diagram 1

- **user needs**
  - **help users**
    - good color and design
    - interactive user interface
    - Determine the appropriate delivery time

Diagram 2

- **what ordering coffee app are good and bad for**
  - **ordering coffee app are not useful**
    - app not needing all the time
  - **ordering coffee app are used to give needs students and employes**
    - students may be hungry and need food with drink
    - these app are used to students and employes and anyone in Udacity

- **User Behavoir**
  - **where and when stay to use the coffee order app?**
    - in Udacity only
  - **how student use the app to order coffee**
    - like famouse app