

A top-down photograph of a variety of coffee cups and a lid. The cups contain different types of coffee, from dark espresso to light lattes with intricate latte art. One cup features a white cloud icon, another has the letters 'btg', and one has a heart-shaped latte art. A lid in the center is orange with a white quokka logo and the text 'QUOKKA BREW'.

A Deep-Dive into Coffee Can Design

Agenda



Team



Jan
Arroyo



Noah
George



Siddharth
Gupta



Jessica
Jaing



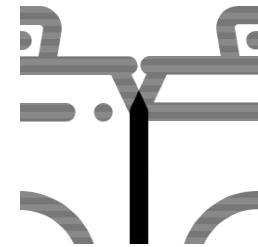
Emma
He

Last Semester Work

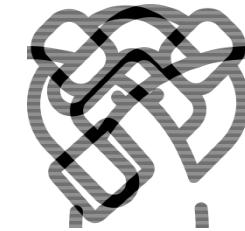
Defining Scopes



Narrow-Down Product Design

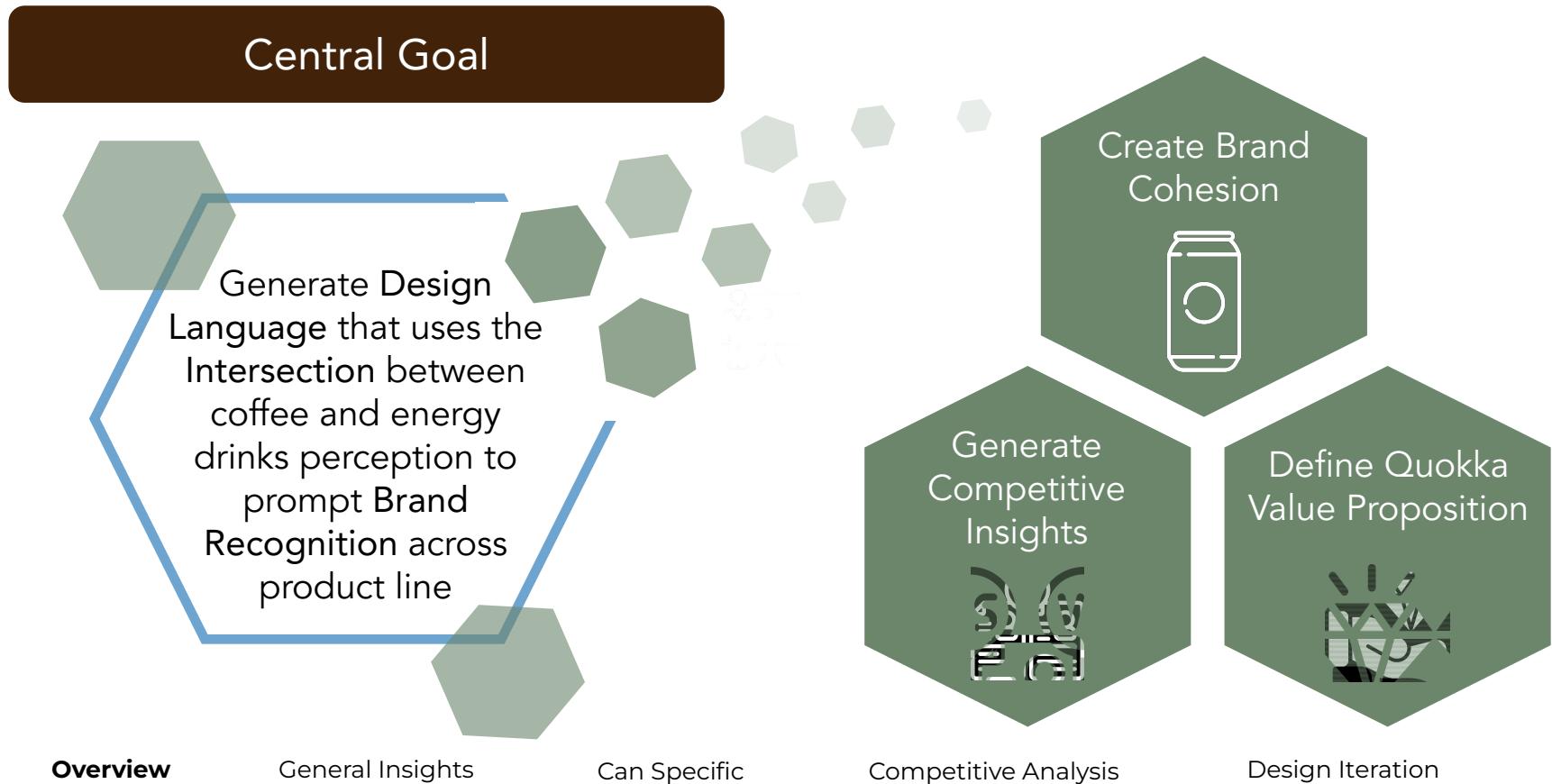


Focus Group Testing



Problem Statement: "How can we refine the can design to make it more appealing to the college underclassmen demographic?"

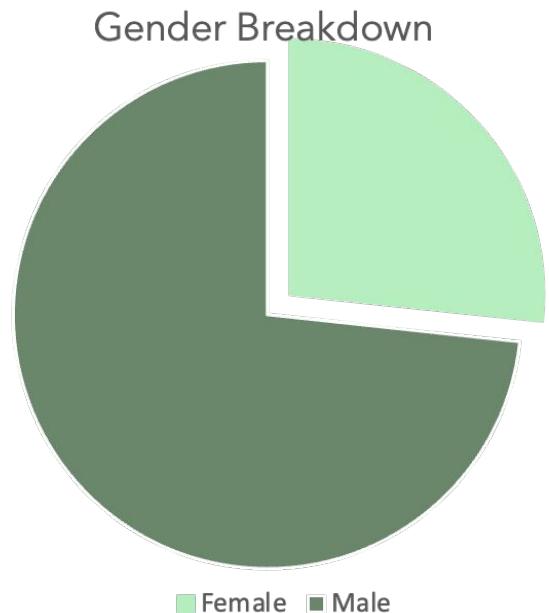
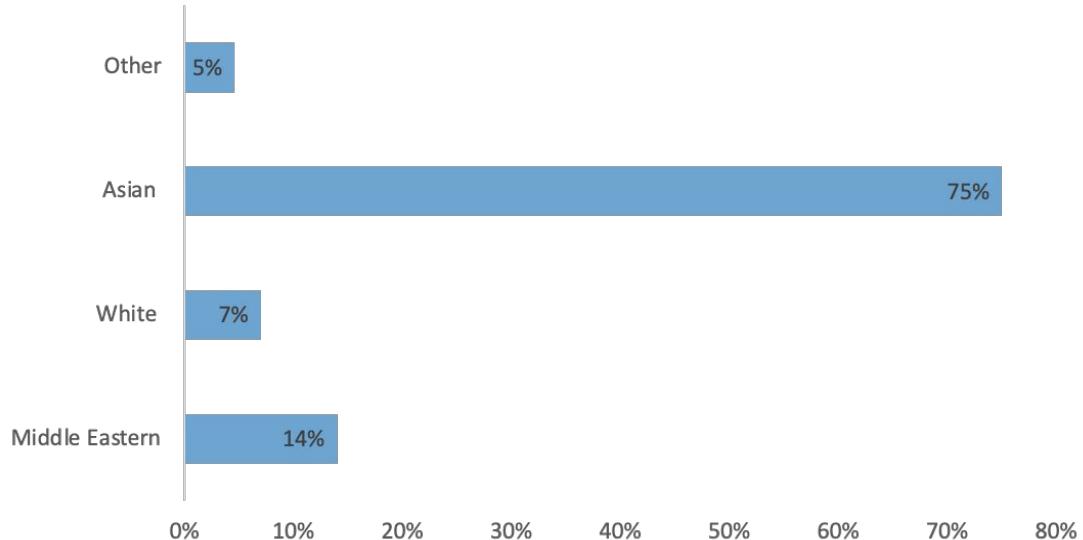
Semester 2 – Project Design



General Insights

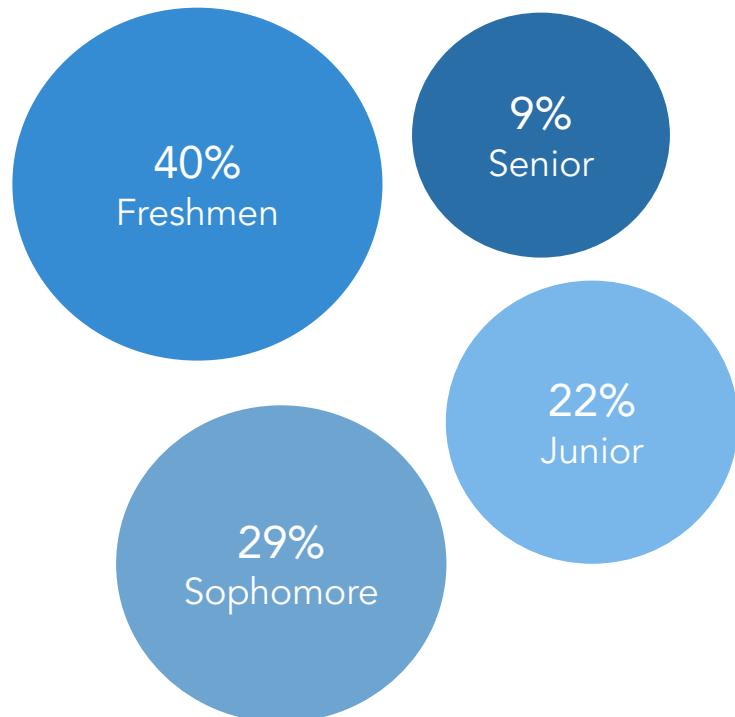


Gender and Ethnicity of Surveyed Students

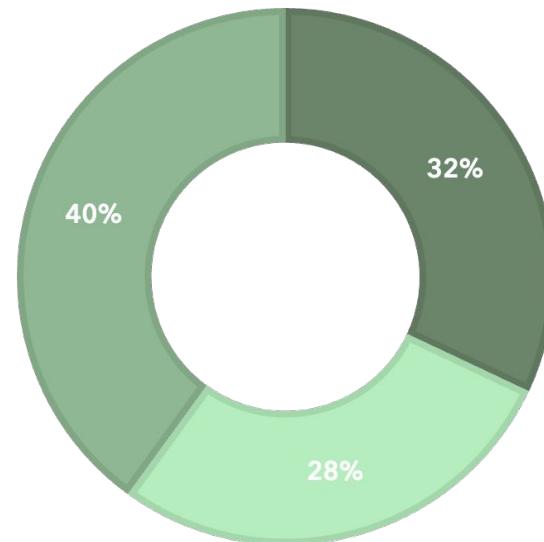


60 Total Interviews

Interview Demographics – Year & Major

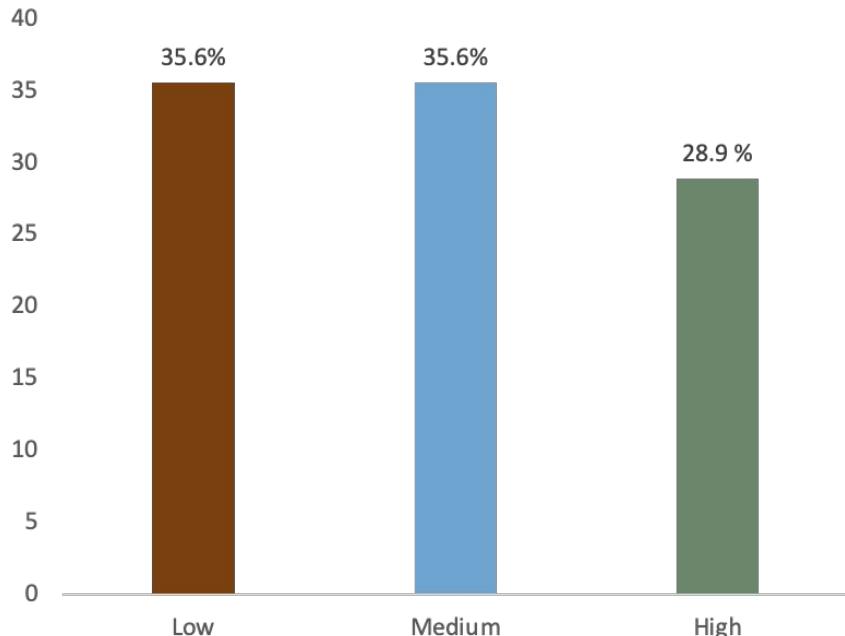


■ Business ■ STEM ■ Humanities



Caffeine Intake & Means of Consumption

Caffeine Intake Levels



Means of Consumption



Design and Color

Design

- Minimalistic design
- Key information
- Neutral, earthy tones

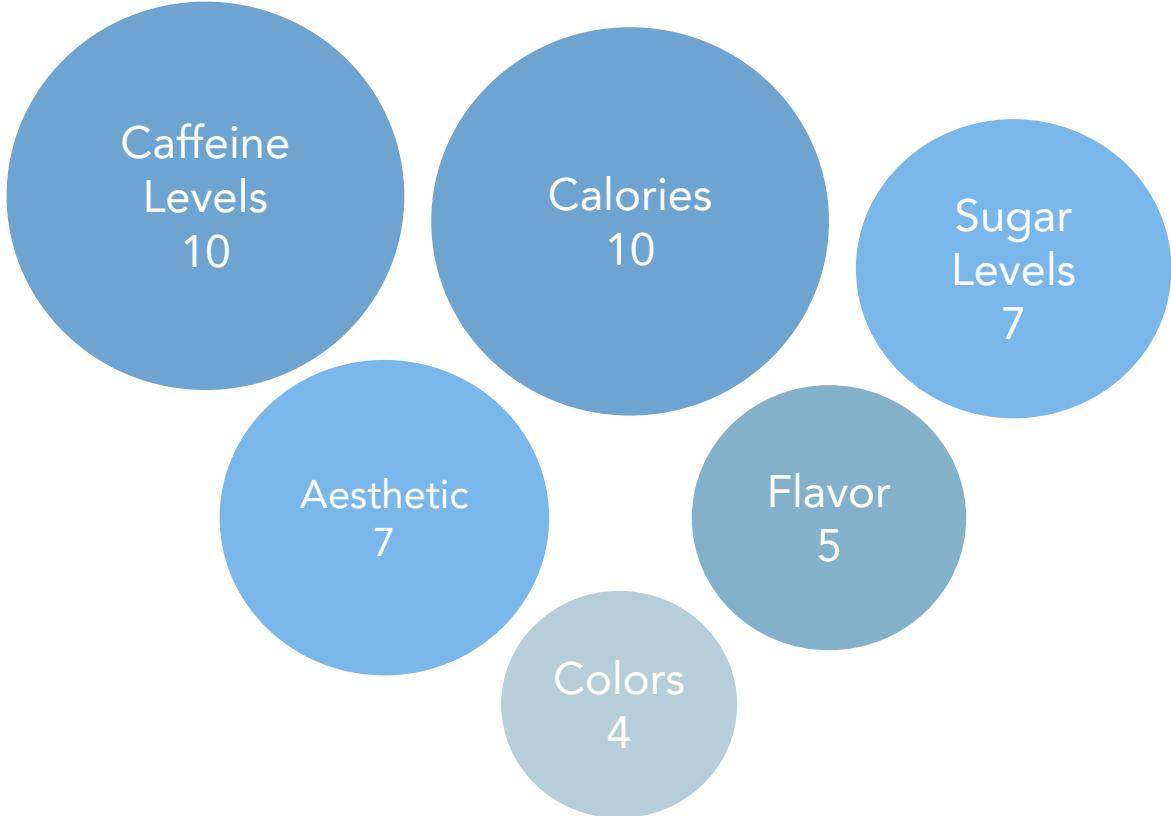
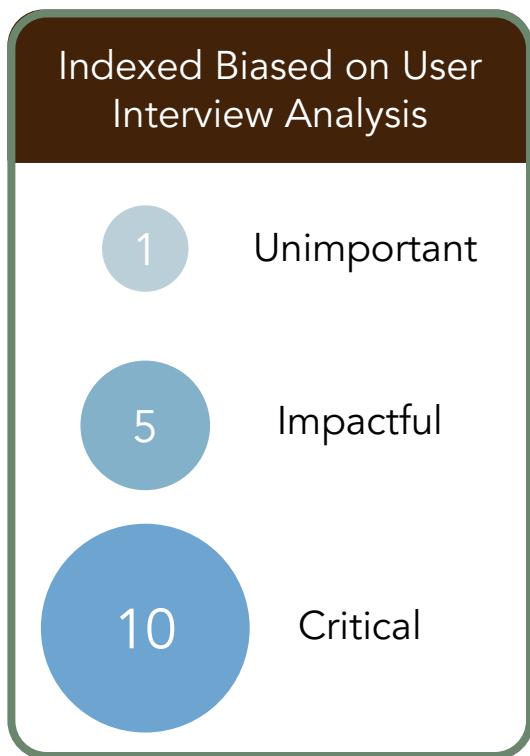
Energy

- Coffee in person rather than canned coffee
- Energy Drinks

Colors

- Energy drinks: neon colors
- Coffee: shades of brown, green

Major Factors Students lookout for



Can Specifics



Can Specific Insights



Color Interaction



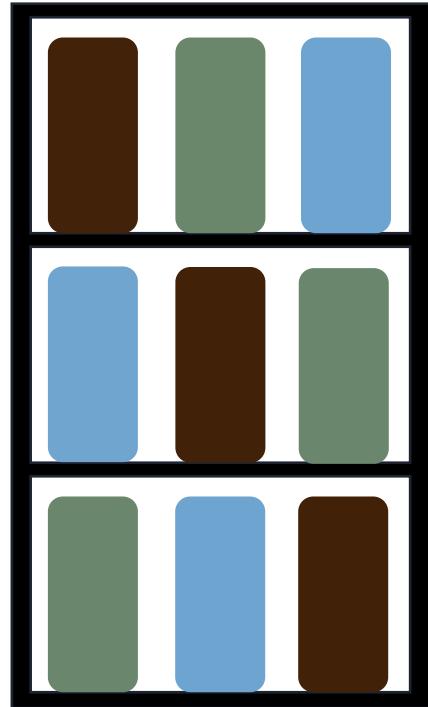
Differentiation & Recognition



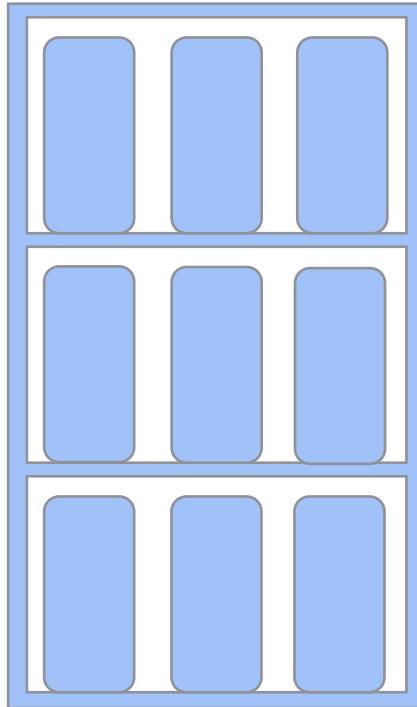
Logo Location + Font

Can Specific Insights

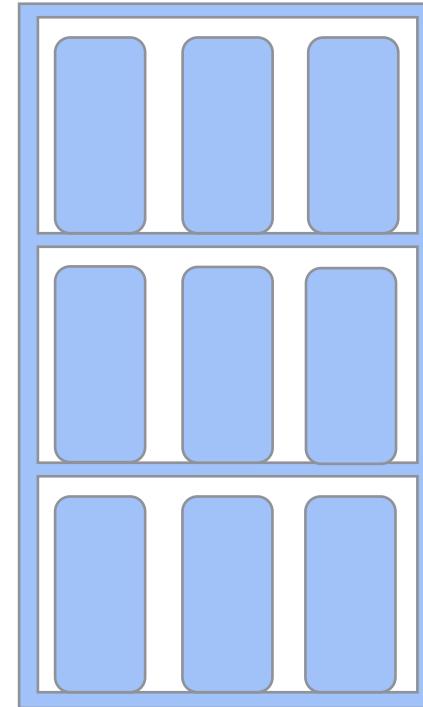
10 Feet



5 Feet



1 Feet



Overview

General Insights

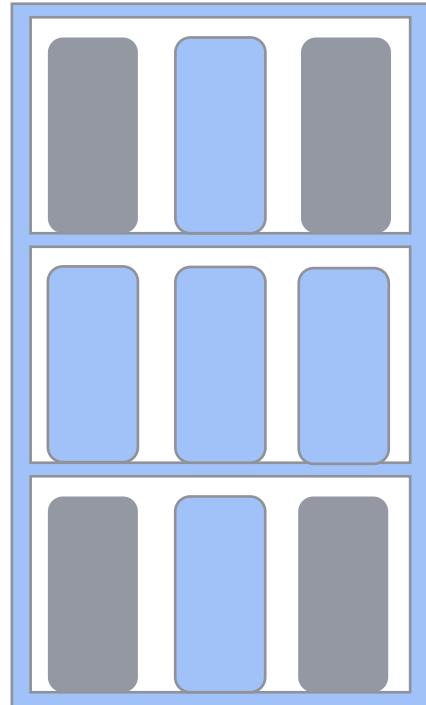
Can Specific

Competitive Analysis

Design Iteration

Can Specific Insights

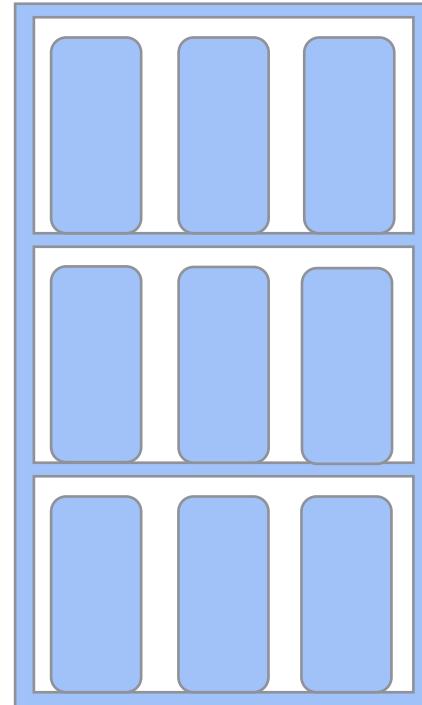
10 Feet



5 Feet



1 Feet



Overview

General Insights

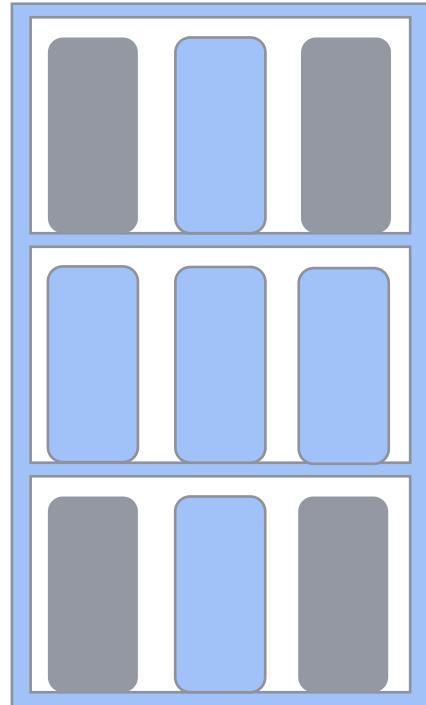
Can Specific

Competitive Analysis

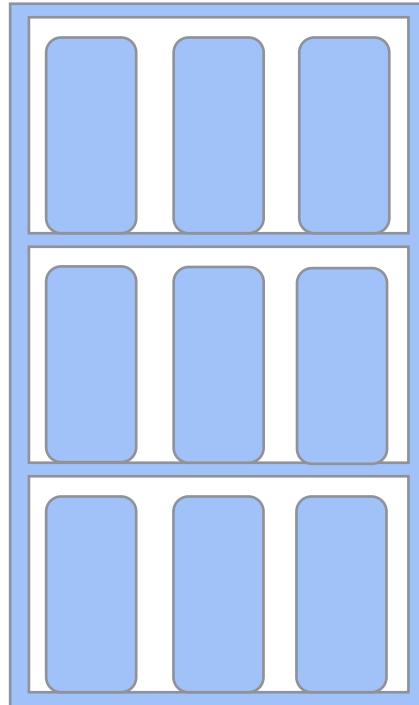
Design Iteration

Can Specific Insights

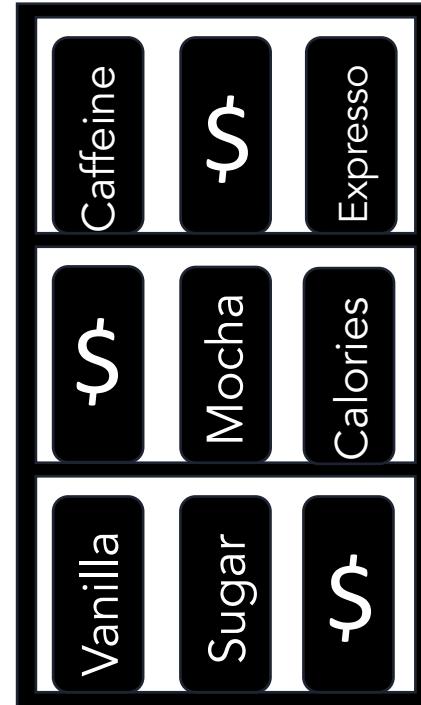
10 Feet



5 Feet



1 Feet



Overview

General Insights

Can Specific

Competitive Analysis

Design Iteration

Quokka Specific Insights



Natural Caffeine:
0%

Jitter-less Coffee:
48%

Quokka Brew:
52%

Quokka Brew Vs. Jitter-less
Coffee:

No Statistical Significant
Difference

Quokka Specific Insights

Willingness to Pay

Mean: \$3.50

Median: \$3.50

Max: \$5.00 Min: \$2.50

Reaction to Color

Mean: 3.8

Median: 4

Max: 7 Min: 1

Participants Rank their reaction to color on a scale from 1-8

Quokka Specific Insights

Population

Male: 33

Female: 12

Other: 0

Mean

Male: 4.06

Female: 3

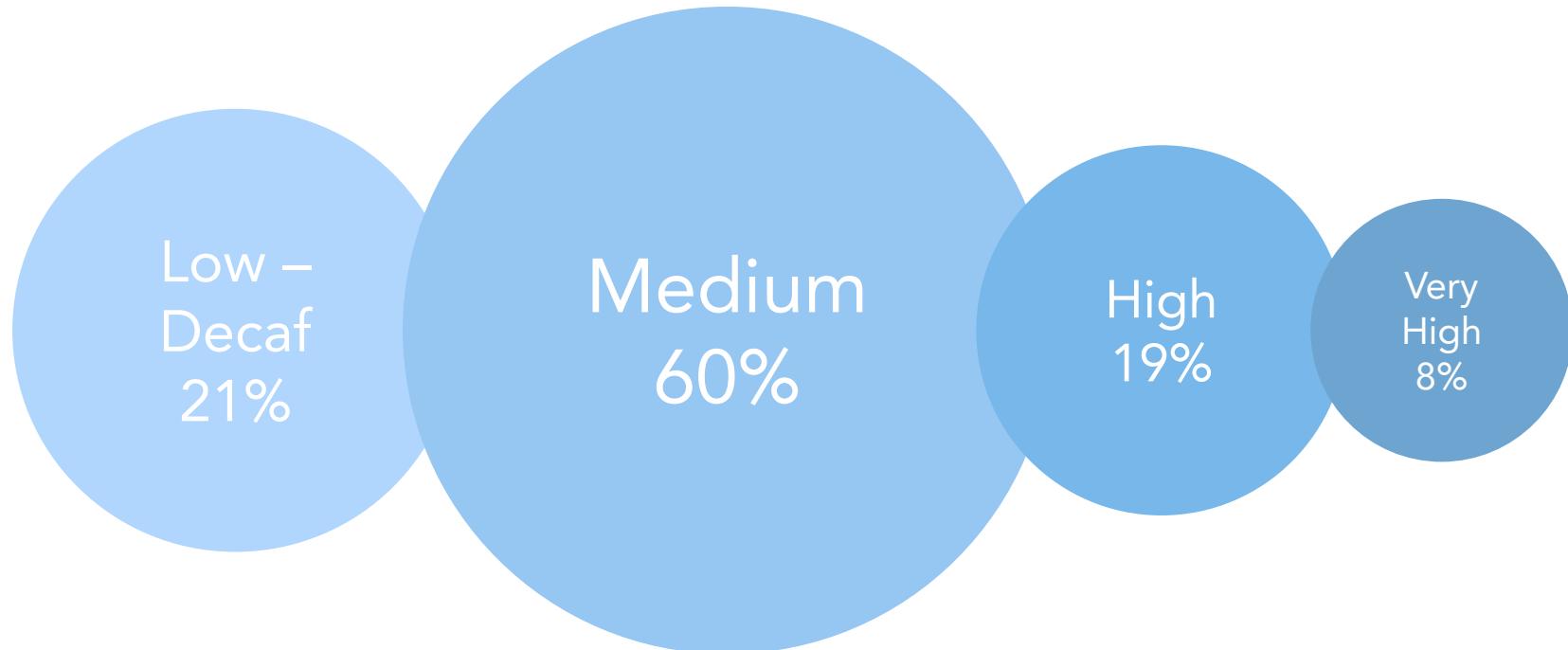
Other: 0

Conclusion:

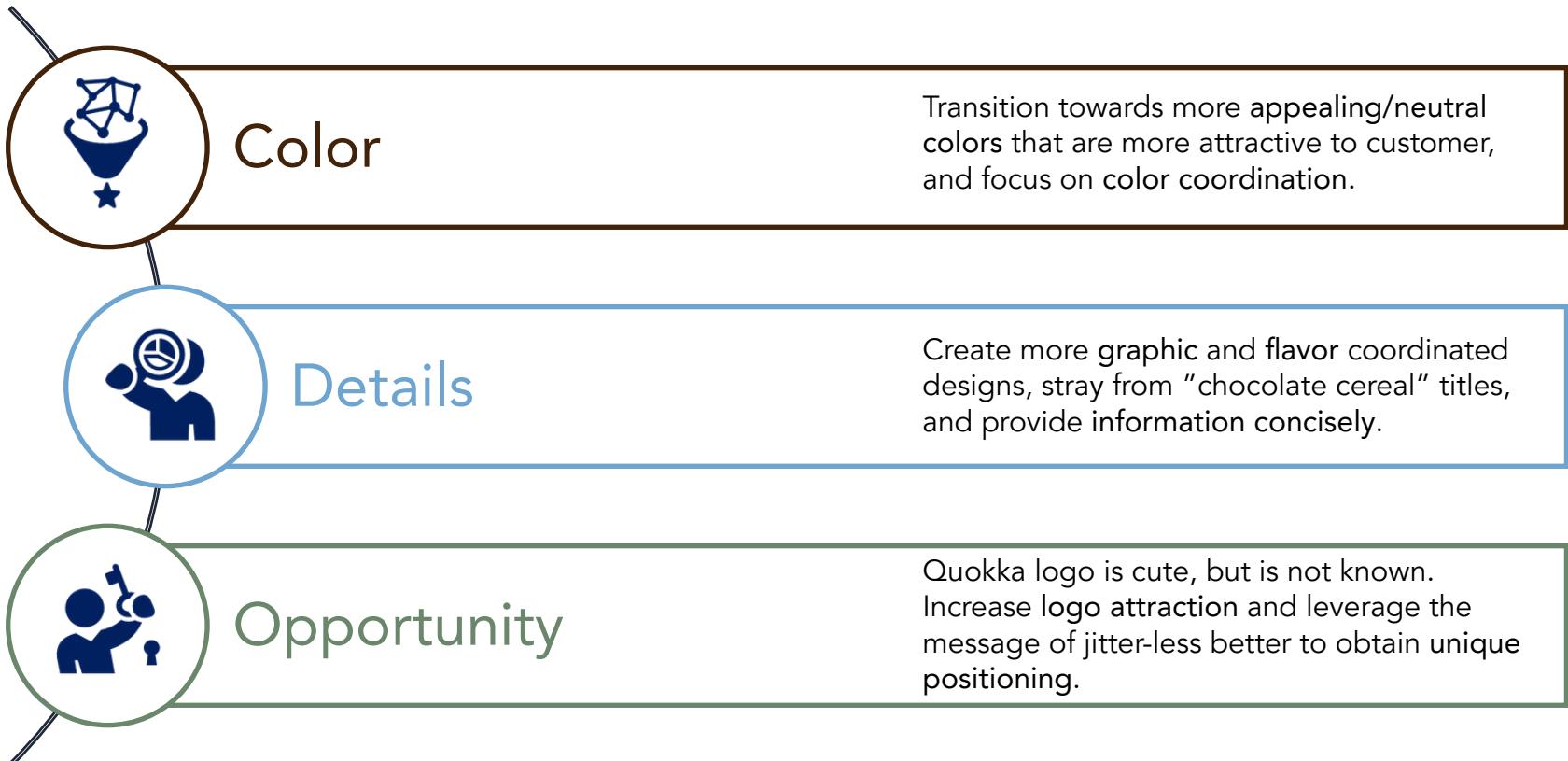
Men had a statistically more favorable reaction to the color scheme

Quokka Specific Insights

Q: What is the perceived caffeine level of this can?



Quokka Critiques



Competitive Analysis



The Competitors



Rise



La Colombe



Starbucks

Data Collection

Can Comparisons				
Rank the Coffee Brands				
	1st	2nd	3rd	4th
Rise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La Colombe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quokka Brew	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Starbucks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Rank the Coffee Brands Logos				
	1st	2nd	3rd	4th
Rise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La Colombe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quokka Brew	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Starbucks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

$1^{\text{st}} = 4; 2^{\text{nd}} = 3; 3^{\text{rd}} = 2; 4^{\text{th}} = 1$

Competitive Analysis

Brands

Ranking the Brand Perception



Quokka Brew

1.800



Rise

2.422



La Colombe

2.733



Starbucks

3.067

Competitive Analysis

Brands

Hypothesis Testing



Quokka Brew

1.800



2.422



RISE
BREWING CO.

Rise



2nd

1st

3rd



Starbucks

3.067



Competitive Analysis

Brands

Ranking Logo Design



Quokka Brew

2.333



Rise

2.222



La Colombe

2.444



Starbucks

3.000

Competitive Analysis

Brands

Hypothesis Statistical Testing



What We Learn from Competitors



Rise

Segmentation of information

Strong logo presence

Space on the can



La Colombe

Simplicity of the can

Font

Strong logo presence



Starbucks

Neutral colors

Strong logo presence

Segmentation of information

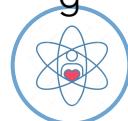
Design Iterations



Design Recommendations



Branding



Health Info



Color Scheme



Tagline

Poor proportion between logo and can design

Larger brand name and logo in the top region

Include symbols of low sugar, jitter-less, and oat milk to share valuable information and segment space

Experiment with different colors

- Orange comes off too harsh
- Coffee is associated with soothing tones

Utilize flavor-specific designs

- Color schemes
- Visual icons

Create a relationship with your mascot, quokkas

"Happiest coffee on Earth"

Design Iterations



Design Iterations



Appendix

Overview

O1: Last Semester Work
O2: Semester 2- Project

General Insights

G1: Gender and Ethnicity
G2: Year, On vs, Off Campus
G3: Majors
G4: Caffeine Intake and Means of Consumption

Can Specifics

CS1: Memorable Cans
CS2: 10ft, 5ft, 1ft Rule
CS3: Brand Name
CS4: Pricing and Color Reaction
CS5: Gender vs. Color
CS6: Perceived Caffeine Level
CS7: Quokka Critiques

Competitive Analysis

CA1: The Competitors
CA2: Data Collection
CA3: Competitive Analysis (Comparative)
CA4: Competitive Analysis (Logos)
CA5: What We Can Take

Design Iterations

D1: Design Recommendations
D2: Design Iteration #1
D3: Design Iteration #2

Appendix

A1: Quokka v Rise (Comp)
A2: Quokka v La Colombe (Comp)
A3: Quokka v Starbucks (Comp)
A4: Quokka v Rise (Logo)
A5: Quokka v La Colombe (Logo)
A6: Quokka v Starbucks (Logo)
A7: Interview Questions

Quokka vs. Rest: The Hard Statistics (Comparative)



Quokka vs. Rise

Test Statistic: 0.622

T-Score: 3.054

P-Value: 0.00149

Significantly Larger



Quokka vs. Rest: The Hard Statistics (Comparative)



Quokka vs. La Colombe

Test Statistic: 0.933

T-Score: 4.702

P-Value: 0.00000473

Significantly Larger



Quokka vs. Rest: The Hard Statistics (Comparative)



Quokka vs. Starbucks

Test Statistic: 1.267

T-Score: 5.941

P-Value: 0.0000000277

Significantly Larger



Quokka vs. Rest: The Hard Statistics (Logo)



Quokka vs. Rise

Test Statistic: 0.111

T-Score: 0.452

P-Value: 0.326

Failed



Quokka vs. Rest: The Hard Statistics (Logo)



Quokka vs. La Colombe

Test Statistic: 0.111

T-Score: 0.549

P-Value: 0.292

Failed



Quokka vs. Rest: The Hard Statistics (Logo)



Quokka vs. Starbucks

Test Statistic: 0.667

T-Score: 3.276

P-Value: 0.000753

Significantly Larger



Interview Questions

General Perceptions

- How would you describe your design style? Clothes? Architecture? Social Media?
(display “pinterest boards” of major design styles to prompt analysis)
 - What are some examples of designs you like?
 - What do you like about them?
- What beverages do you think of when you're wanting energy? What if you have midterms? What if you're about to workout?

General Coffee and Energy Drink Overlap Analysis

- What colors/images do you associate with an energy beverage? A coffee beverage?
(Bring major coffee and energy drink companies to prompt overlap analysis {Starbucks vs Redbull or La Colombe vs Celsius})
 - Do you see any overlap between your perception of coffee and energy drinks? If so, what?
- What do you look for in an E-Drink and Coffee Beverage
 - Health Information? Sugar levels? Caffeine Levels?
 - Flavor Descriptions
 - Colors? General Aesthetic?
 - Price level?

Interview Questions

Can Specific (Transition Section)

- Could you tell me about your most memorable (aesthetically) canned beverage? What about it is striking and why does it stand? Colors? Fonts? Logo?
 - What feeling do you get when seeing the design of the can?
 - What is the first thing that draws your attention to the can? (10ft, 5ft, 1ft)?
- What images come to mind when you think of Coffee Beverages ? Colors? Symbols?
 - How do these images change when you think of jitter-less Coffee beverages? (use scenario: “Let’s say I am bringing you a Coffee beverage, what do you picture?”)

Competition Comparison *** Show Pictures of Competitors*** [Here](#)

- Set up a Shopping scenario for a coffee drink: walk me through how you would decide between these drinks (prefaces this question with “barring your personal biases on flavor, etc”)
 - What attracts you to the items you buy?
 - If you were trying to find something new, what would you look for?
 - Walk me through your comparison process when comparing drinks.
 - What are you comparing it to? Other Similar Drinks? Your Favorite Drink? Other well-known companies? (competitor insight)

Interview Questions

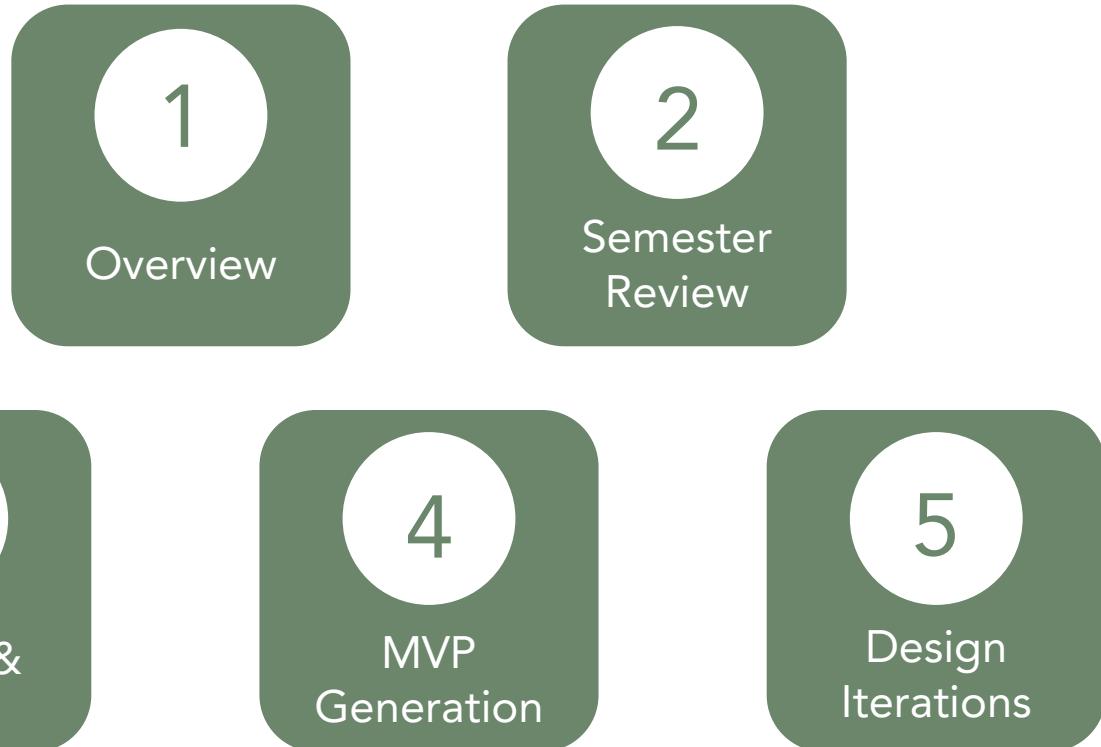
Can Comparisons and Brand Recognition: * Bring out Rest of the Cans**

- Show Original Quokka Coffee Can
 - First Impressions? Is it caffeinated? What is the brand name? Is it effective? Does it remind you of a coffee drink?
 - What does the color of the can make you think of? (be subtle)
 - Would you buy it? Why? Why not?
 - What would you price it at?
 - How would you describe the design style?
 - What feeling do you get when you see the can?
 - What message does the can convey?
 - What do you think the brand is about?/ What information do you get about the brand from the design of the can?
 - What does the logo remind you of?
 - Does it remind you of other coffee beverages? If so, what specifically?
 - What features on this can remind you of an energy drink?

A top-down photograph of a variety of coffee cups and a lid arranged on a light-colored, textured surface. The cups contain different types of coffee, from dark espresso to light lattes with intricate foam art. One cup in the center-right contains the white letters "btg". Another cup in the center-left has a white cloud icon on its black coffee. A lid in the center-left features an orange Quokka Brew logo with a white quokka silhouette and the brand name. The arrangement is somewhat scattered, with some cups facing up and others facing down.

A Deep-Dive into Coffee Can Design

Agenda



Team



Jan
Arroyo



Noah
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Siddharth
Gupta



Jessica
Jaing



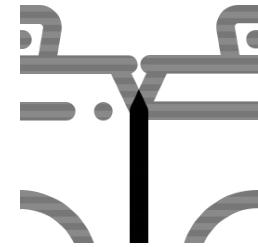
Emma
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Last Semester Work

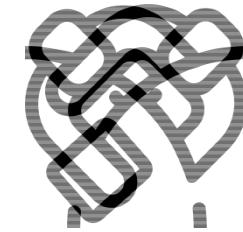
Defining Scopes



Narrow-Down Product Design

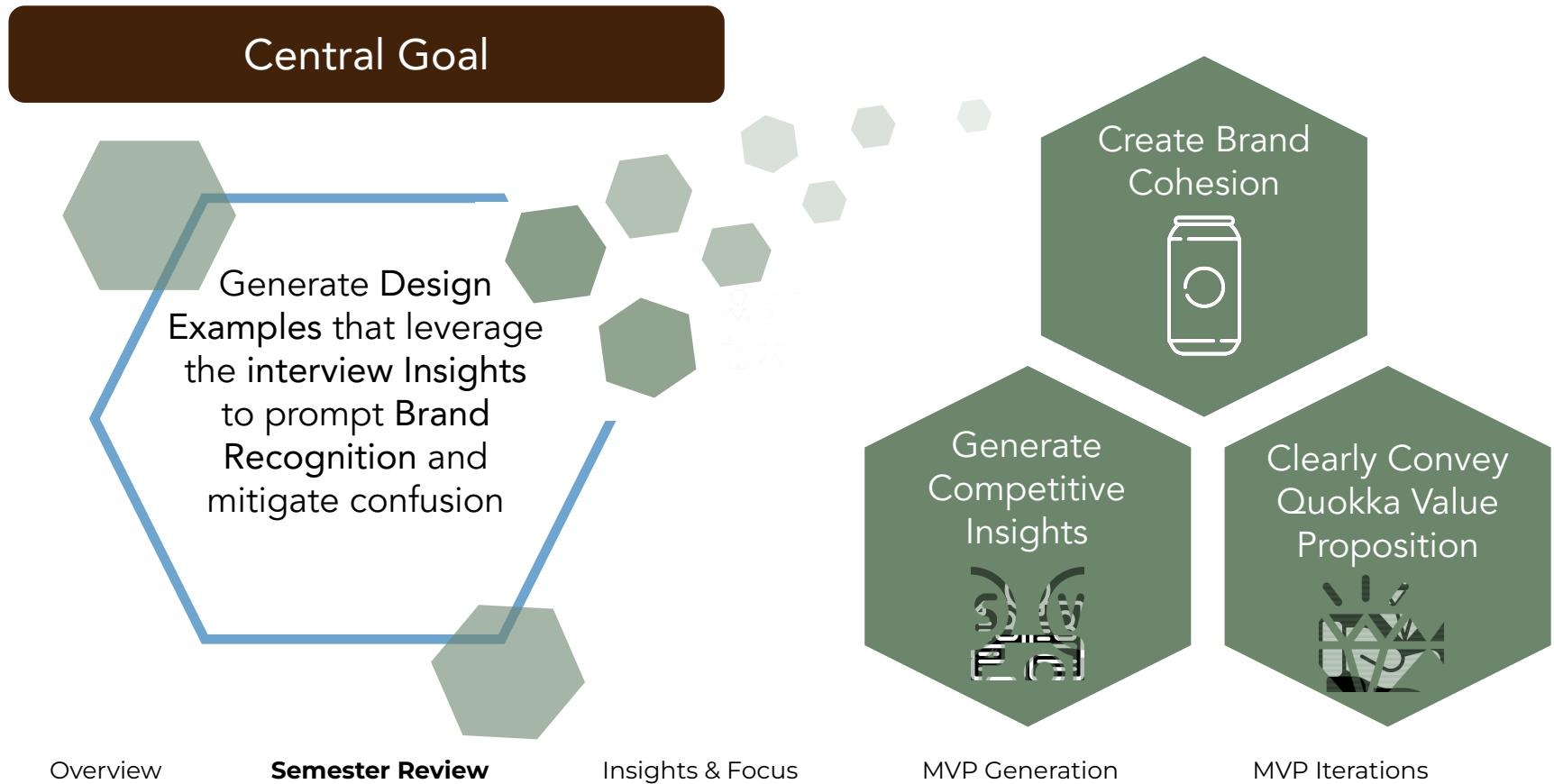


Focus Group Testing



Problem Statement: "How can we refine the can design to make it more appealing to the college underclassmen demographic?"

Semester 2 – Project Design



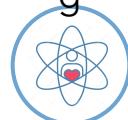
Focus Area - Recap Definition



Design Recommendations



Branding



Health Info



Color Scheme



Tagline

Poor proportion between logo and can design

Larger brand name and logo in the top region

Include symbols of low sugar, jitter-less, and oat milk to share valuable information and segment space

Experiment with different colors

- Orange comes off too harsh
- Coffee is associated with soothing tones

Utilize flavor-specific designs

- Color schemes
- Visual icons

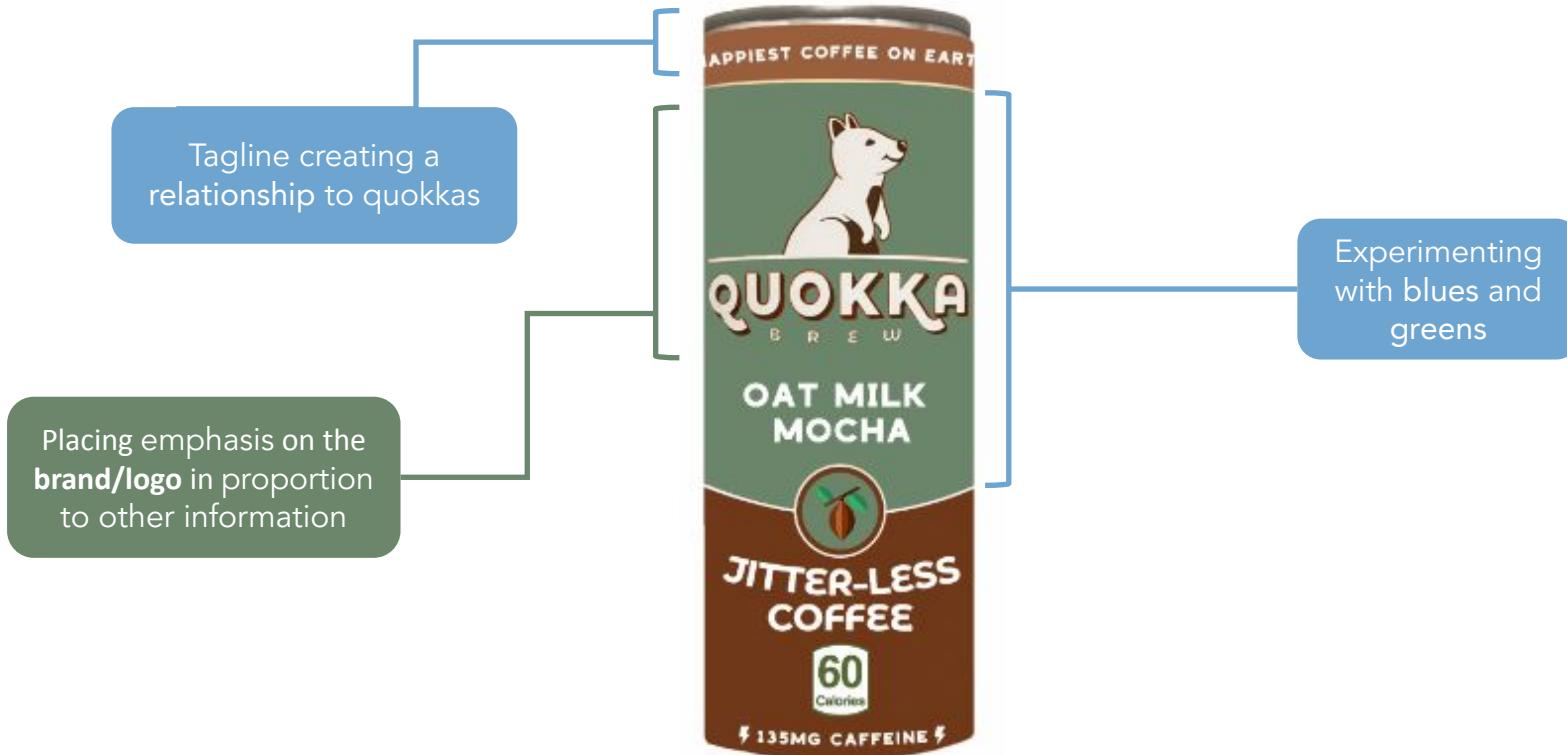
Create a relationship with your mascot, quokkas

"Happiest coffee on Earth"

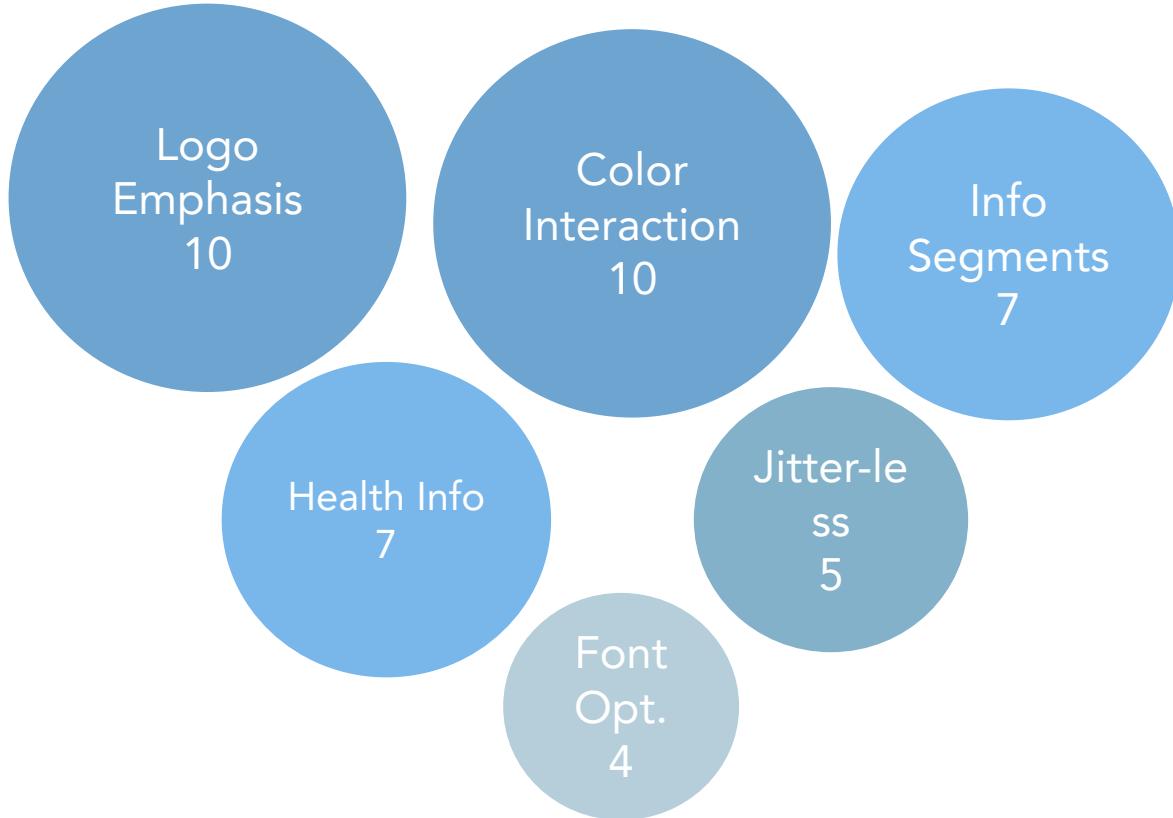
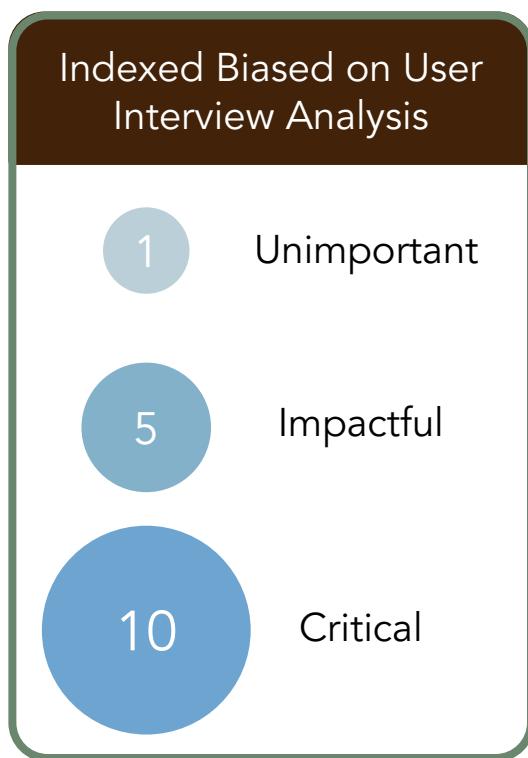
Design Iterations



Design Iterations



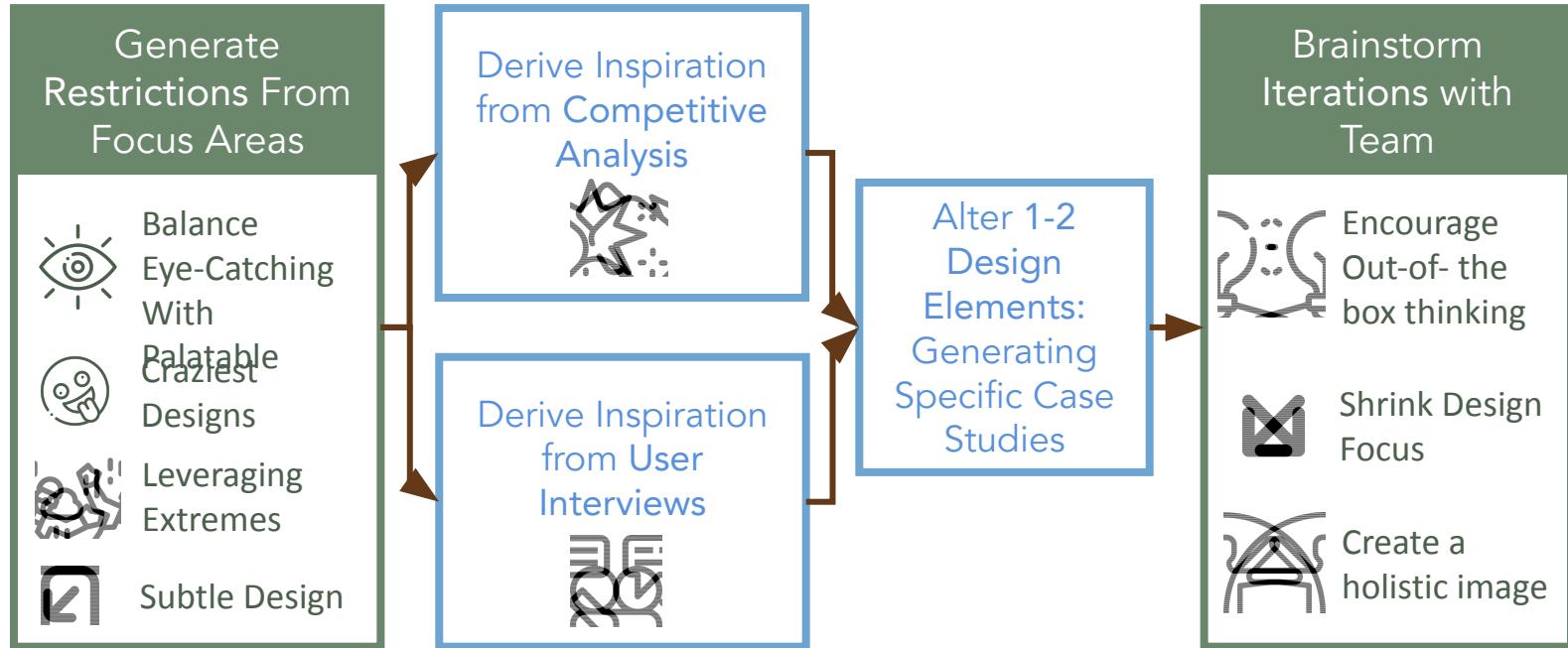
Focus Area Importance Ranking



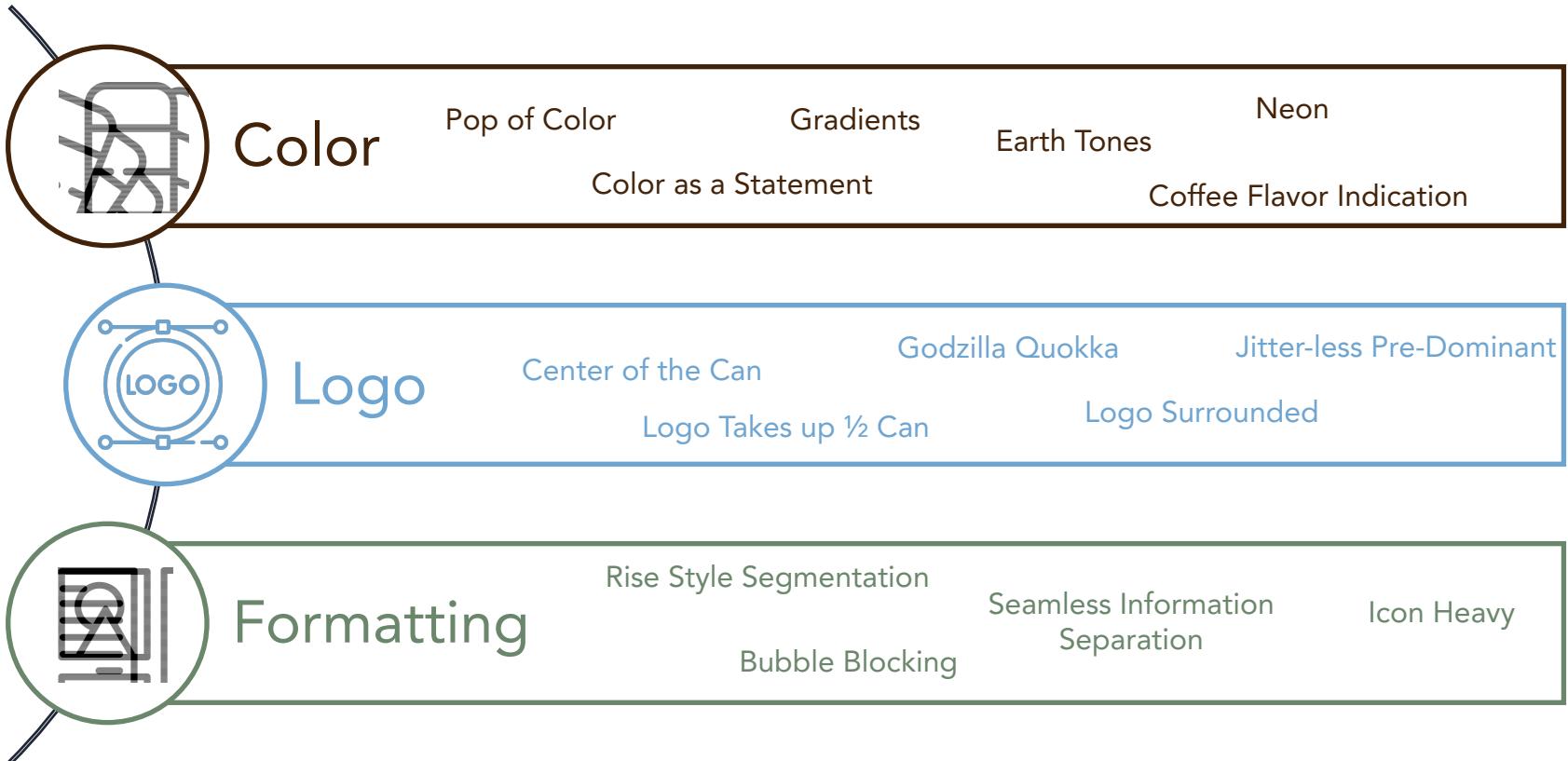
MVP Generation



How We Generated our MVPs



Restricted Brainstorming



Design Iterations



Can Specific Insights



Color Interaction



Differentiation & Recognition



Segmentation + Logo

Color Interaction

- Color scheme
- More appealing, less harsh than the original
 - Utilizes blues and browns

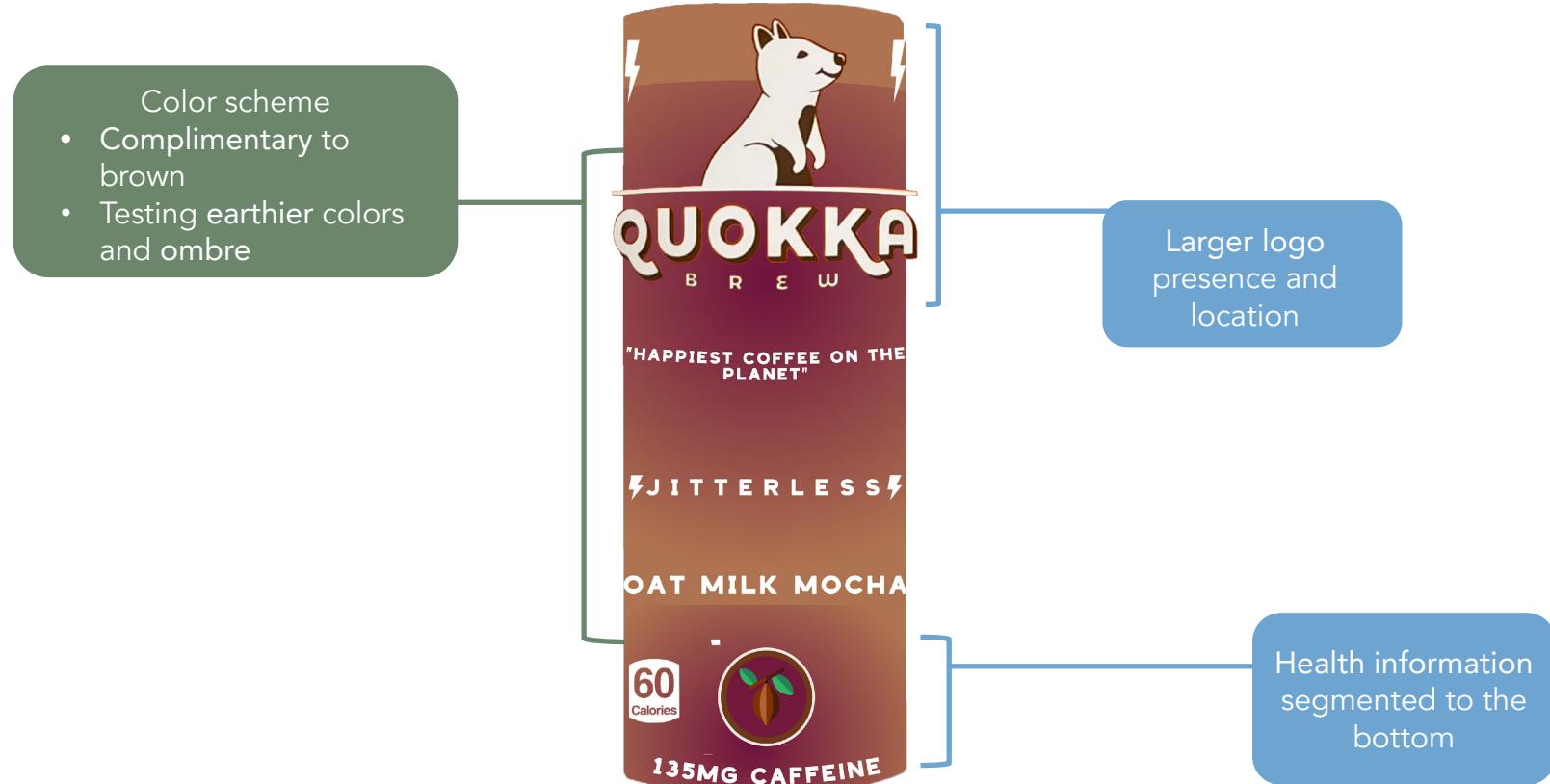


Different flavor location

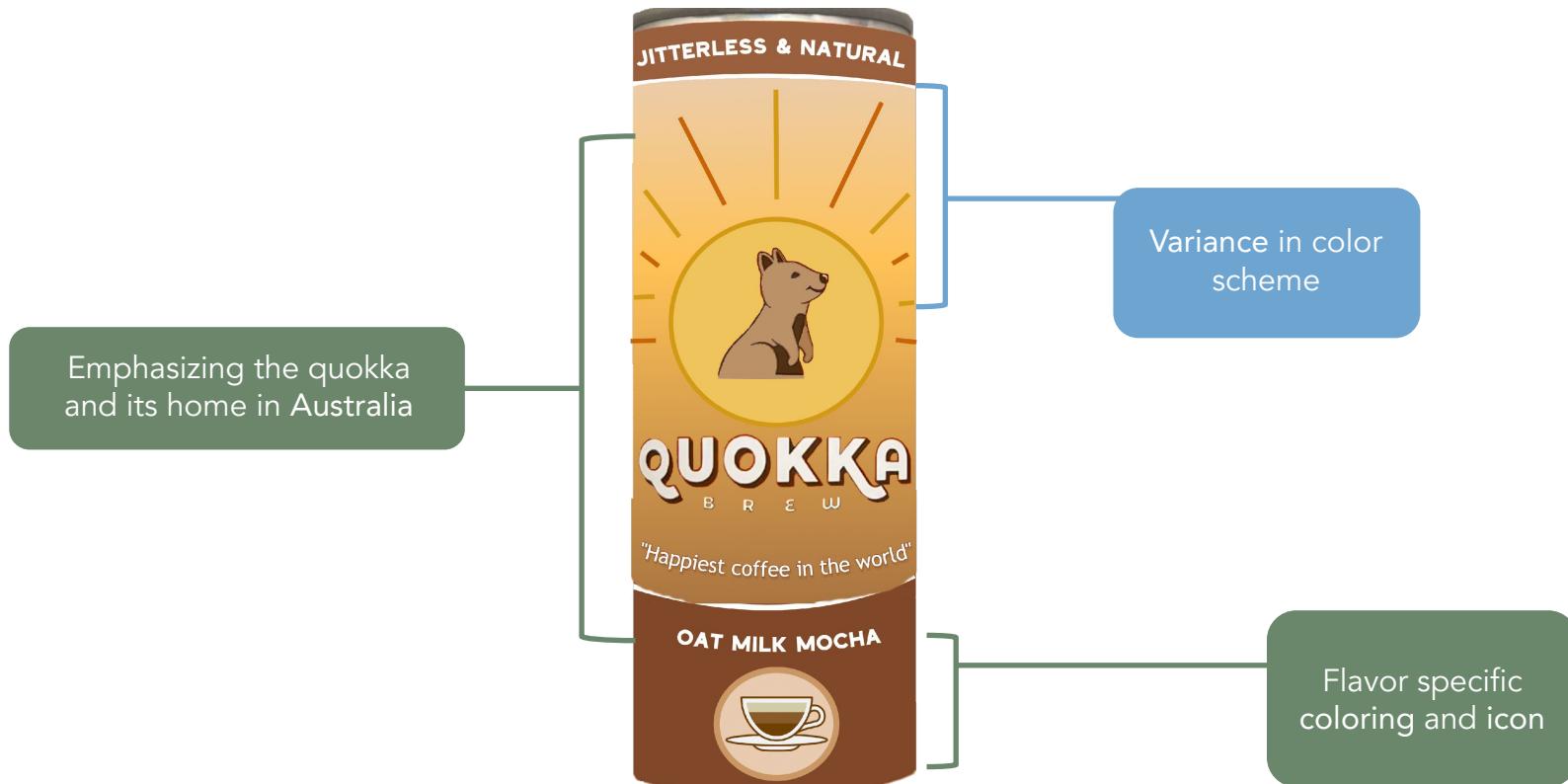
Adding a quote to characterize Quokkas

Caffeine location which has been tested

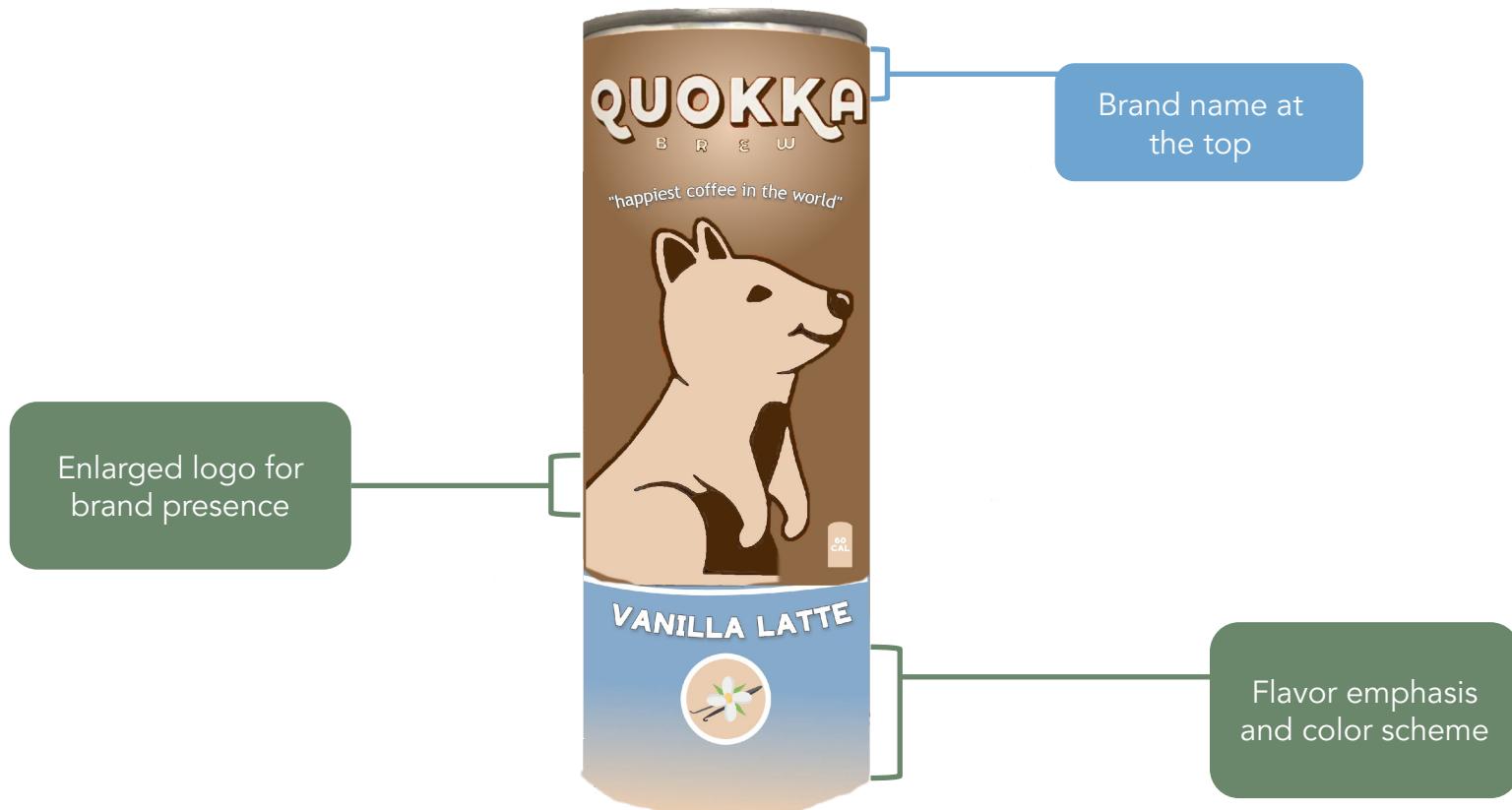
Color Interaction



Differentiation & Recognition



Differentiation & Recognition



Differentiation & Recognition

Leveraging the Logo as Silhouette to bring attention to the brand



Experimenting with subtle color schemes to differentiate

Segmentation and Utilizing Open Space

- Simple/neutral colors
- Utilizes blues and browns



Drip for visual appeal

Visual for extra amount of caffeine

Segmentation and Utilizing Open Space

- Based on Alani with focus on open space/icons
- Utilizes blues and browns



Having flavor as a focus

Segmentation and Utilizing Open Space

- Pastel colors
- Color coordination
- Green indicated with high correlation to coffee



Utilizing lines for emphasis

Highlight important health information



Thank You
We Will Now Take
any Questions.