



# DOWNTOWN'S

## DAILY CUP OF JOE

EXPOSING JMU STUDENTS TO LOCAL HARRISONBURG COFFEE SHOPS



# **RESEARCH QUESTIONS**

**HOW MIGHT WE BETTER THE CHANCES OF JMU STUDENTS  
GOING DOWNTOWN TO GET THEIR DAILY CUP OF COFFEE?**

**HOW OFTEN DO YOU GO TO DOWNTOWN HARRISONBURG?**

**WHAT YEAR ARE YOU IN SCHOOL?**

**HOW OFTEN DO YOU DRINK COFFEE?**

**DO YOU, OR HAVE YOU TRIED, STUDYING DOWNTOWN?**

**HOW OFTEN DO YOU GO TO MAINSTREAM COFFEE SHOPS?**

**WHAT DO YOU GET WHEN THERE?**

**WHY DO YOU GO TO THESE MAINSTREAM COFFEE SHOPS?**

**WHAT MAKES YOU KEEP GOING BACK THERE?**

# RATIONAL FOR APPROACH

When trying to find a solid design question, I wanted to make sure I chose a topic I was interested in and something that could be a useful. I knew I needed to propose an app that not only I would use but other JMU students could use as well. Along with finding a target audience, I realized it was important to me to create an app that would benefit local Harrisonburg small businesses.

As I dabbled in many ideas, I came to the realization that Harrisonburg offers many locally owned coffee shops but I tend to only go to mainstream coffee shops; such as Starbucks and Dunkin Donuts. Coffee is something that I can't go a day without, and being a student I knew other JMU students are the same way. Once I stuck with this concept, I began to get curious about how I could create an app that would influence students to go to downtown coffee shops over mainstream ones. Since I wasn't too sure of what features this app could have to influence students, I took two approaches to interviews.

My first approach was to create a Google Form. Google forms is a software that allows people to create and send out polls. For this approach, I created a set of seven generic questions that helped me get an overall idea of my audience and their coffee shops habits. I sent this poll to my friends of all genders, ages, and majors. I also sent this poll in Facebook group chats to get a more diverse audience and a higher quantity of interviewees.

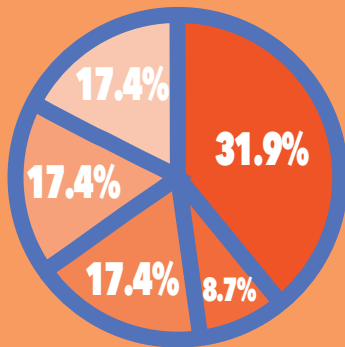
My second approach was to interview JMU students one-on-one. I interviewed a diverse set of five students, asking them more open-ended questions. This approach allowed me to dig deeper into a student's mind in order to mold together an app that students would want to use. By doing this, I was able to form my hypothesis.

# HYPOTHESIS

IF THERE WAS AN APPLICATION THAT MADE DOWNTOWN COFFEE SHOPS MORE CONVENIENT, RELIABLE, AND EASY, THEN STUDENTS WILL GO DOWNTOWN MORE OFTEN.

# GENERAL INTERVIEWS

USING A POLL, I WAS ABLE TO GET 46 RESPONSES THAT HELPED ME GET A GENERAL UNDERSTANDING OF WHAT JMU STUDENTS ARE LOOKING FOR IN A COFFEE SHOP.

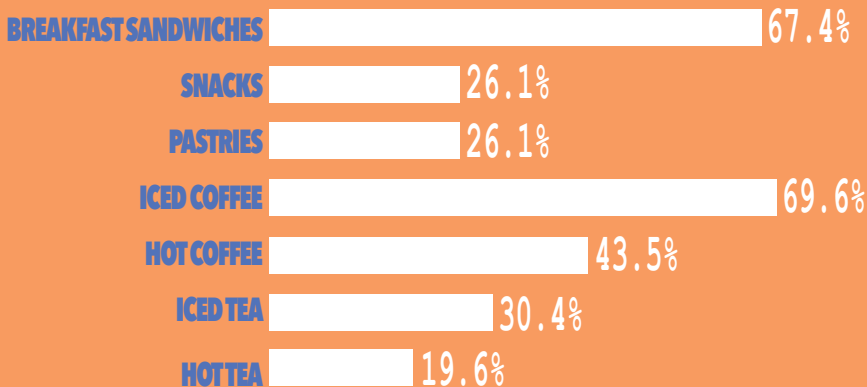


## HOW OFTEN DO YOU GO TO DOWNTOWN HARRISONBURG?

- 1-3 TIMES A WEEK
- ONCE EVERY TWO WEEKS
- AT LEAST ONCE A MONTH
- NOT TOO OFTEN
- NEVER

## WHAT DO YOU GET AT COFFEE SHOPS?

A SUMMARY OF THE MOST POPULAR ITEMS INTERVIEWEES GET AT COFFEE SHOPS



**"RELIABLE"**

**"THEY TAKE DINING DOLLARS AND FLEX"**

**"CONVENIENT LOCATIONS"**

**"THE ATMOSPHERE"**

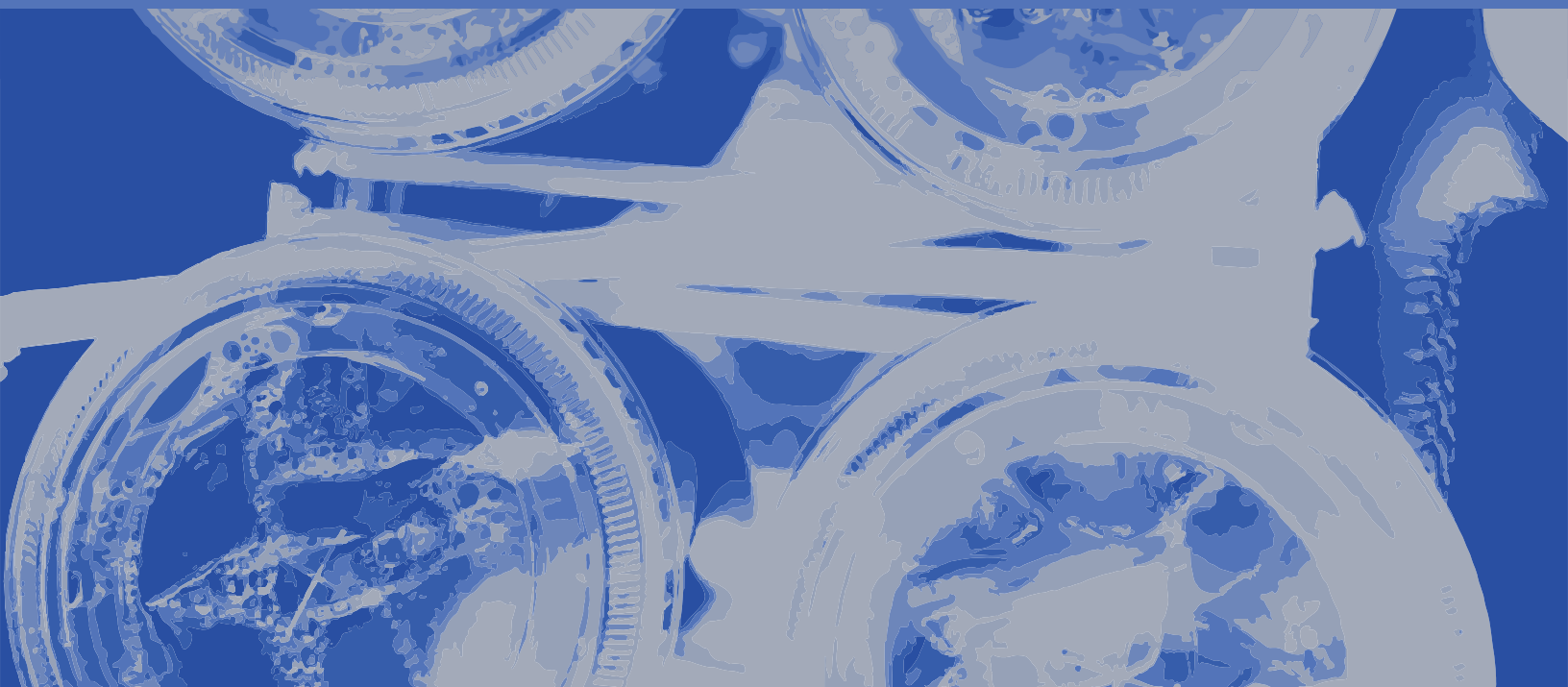
**"IT'S EASY"**

**THOSE INTERVIEWED WERE ASKED WHY THEY LIKE MAINSTREAM COFFEE SHOPS. THESE WERE THE COMMON RESPONSES.**

# INTERVIEWS TO APP REQUIREMENTS

Using my Google Forms poll, I was able to get basic information about my target audience. I found out that the age of the student didn't affect whether or not students go to downtown coffee shops, which allowed me to factor out the problem of transportation. I knew bigger franchises and chains of coffee shops have factors of convenience, reliability, and efficiency, but not to what degree. Students repetively claimed that they go to more mainstream coffee shops over locally owned ones because of these factors. Thus, I needed to find a way to make downtown more convenient to students. As I was trying to discover a convince factor that my app could have, I thought about expanding the audience to all Harrisonburg residents because not only students drink coffee and go to coffee shops. This way of thinking made me compare the two audiences. I realized that Harrisonburg residents don't have a JMU Meal Plan. I believe that if I tailor the app in a way that students could use their meal plans at certain coffee shop locations, then they'd be more inclined to go downtown.

Interviewing students one-on-one helped me discover my other app requirements. It was clear to see that convience was a huge reason students go to mainstream coffee shops since they're all on campus. Knowing that I couldn't move downtown locations on campus, I decided if the app had features that allowed students to order online a convience factor would be added. Having this app tailored specifically for students, I included traffic flow as a requirement. This would allow users to see when stores are busy or empty, providing them the ability and option to see if they should go downtown to study.



# DESIGN REQUIREMENTS

- 1. The app must include basic information about the different coffee shops downtown (hours, location, food and drink menu, prices).**
- 2. This app must have a setting that allows users to order ahead and to-go, by using the app.**
- 3. This app must feature to users the all-time favorite items at each location.**
- 4. This app must have updates about the amount of traffic each coffee shop establishment has (by this meaning: how many tables are available, how long lines are, etc. to notify users if a coffee shop is too busy or not to study in).**
- 5. This app must allow users to use FLEX or Dining Dollars when ordering online.**



"BE BOLD OR  
BE BORING.  
IT'S YOUR  
CHOICE."

### TECHNOLOGY

USES INSTAGRAM, TWITTER,  
SNAPCHAT, AND FACEBOOK DAILY.  
NOT THE BEST WITH COMPUTERS  
AND TECHNOLOGY, BUT IS ABLE  
TO GET HER WAY AROUND.

### ARCHITECTURE AND DESIGN MAJOR

ALEX HAS ALWAYS BEEN ARTISTIC AND CREATIVE  
GROWING UP. BEING AN ARCHITECTURE AND DESIGN  
MAJOR IS VERY IMPORTANT TO HER AND IS SOMETHING  
THAT SHE IS VERY PASSIONATE ABOUT. SINCE HER  
MAJOR IS TECHNICALLY A PROGRAM, SHE CARES ABOUT  
FINISHING HER GENERAL EDUCATION CLASSWORK IN A  
TIMELY MANNER SO THAT SHE CAN FOCUS ON HER MORE  
IMPORTANT ARCHITECTURE WORK.

### FRUSTRATIONS

HATES THE LIBRARY  
HATES CROWDED PLACES  
GET BORED OF WORKING IN THE STUDIO

### NEEDS

A CREATIVE OASIS  
ENDLESS CUPS OF COFFEE AFTER HER LONG STUDIO CLASSES  
QUIET PLACE TO THINK

FROM PHILADELPHIA, PA

# ALEX

19 YEARS OLD



## ACCOUNTING MAJOR

DEXTON HAS ALWAYS BEEN HARDWORKING. HIS GOAL IN LIFE IS TO BE AS SUCCESSFUL AS HE CAN POSSIBLY BE. WITH THAT BEING SAID, HE IS IN A FIVE YEAR MAJOR AND HAS A JOB AT NIGHT WORKING AT A BAR. HE IS CONSTANTLY RUNNING AROUND AND IN A RUSH. HE MIGHT BE STRESSED OFTEN, BUT HE ENJOYS THE LIFE HE LIVES AND IS SAD ABOUT GRADUATING FROM JMU.

## FRUSTRATIONS

FEELS SUPER OLD  
TIRED OF THE DINGY LIBRARY LIGHTING  
ALWAYS IN A HURRY

## NEEDS

HIS MORNING COFFEE  
SOMEWHERE TO REST AND COOL DOWN  
A PLACE TO GO THROUGH EMAILS AND READ THE NEWS

**FROM RICHMOND, VIRGINIA**

"IF YOU AREN'T  
WORKING HARD,  
ARE YOU WORKING  
AT ALL?"

## TECHNOLOGY

DOESN'T CARE ABOUT SOCIAL MEDIA, BUT HAS ALL THE PLATFORMS. HE USES IT VERY MINIMALLY. HE IS A CIS MINOR, THUS, HE IS VERY ADVANCED AND SKILLED WITH TECHNOLOGY.



# DEXTON