USER EXPERIENCE
PROJECT 2

DOWNTOWN'S DAILY CUP OF JOE BY JACQUELINE BLAISE

USER STORY GRID

	Flexible Schedule	Moderate	Constantly On-The-Go
Little to No Traffic	Do you want to find a place to relax and rewind at? Could I meet up with friends here?	How quick is the service? Do you want to find a good, reliable study spot?	How quick is the service? How reliable and consistent is their service? Am I able to do work here without being interrupted?
Moderate Traffic	Can I get busy work done here? How customer-friendly is the service?	Can I use this location as a study spot? How quick and reliable is the service?	How quick is the service? Is pre-ordering available? Can I get busy work done without getting distracted?
Busy Oasis	How distracting is this environment? Do I just want to meet up with friends? How customer-friendly and quick is the service?	How reliable is the service? Is pre-ordering available? Are there suggested items I can look at quickly?	How quick is the service? Is pre-ordering available? How reliable and consistent is their service? Are there suggested items I can look at quickly?

VALUE PROPOSITIONS

1

THE FOLLOWING APP WILL SATISFY THE USER'S NEEDS THROUGH ITS FEATURE OF BEING ABLE TO ORDER AHEAD. NOT ALL CUSTOMERS HAVE THE ABILITY OF SITTING DOWN AT A COFFEE SHOP, BUT ARE IN NEED OF GRABBING A DRINK OR FOOD QUICKLY. ORDERING AHEAD ALLOWS THE USER TO WASTE LESS TIME IN THEIR SCHEDULE.

2

THE FOLLOWING APP WILL SATISFY THE USER'S NEEDS THROUGH ITS FEATURE OF ACCEPTING FLEX AND DINING DOLLARS AS A MEANS OF PAYMENT. SINCE THE TARGET AUDIENCE OF THIS APP IS JMU STUDENTS, ALLOWING THESE OPTIONS OF PAYMENT WILL INCREASE THE AMOUNT OF STUDENTS WHO GO DOWNTOWN.

3

THE FOLLOWING APP WILL SATISFY THE USER'S NEEDS THROUGH ITS FEATURE OF ALLOWING A USER TO SEE THE AMOUNT OF TRAFFIC A COFFEE SHOP HAS. WHETHER A USER NEEDS TO GET IN AND OUT OF THE SHOP QUICKLY OR IF THEY WANT A PLACE TO STUDY, THIS FEATURE WILL HELP THEM GRASP WHICH COFFEE SHOP LOCATION IS BEST TO GO TO.

USER STORIES

1

"AS A USER, I NEED THE ABILITY TO ORDER AND PICK UP FOOD OR A DRINK QUICKLY, OR EVEN AHEAD OF TIME. IT'S IMPORTANT SINCE MY SCHEDULE CAN BE INCREDIBLY BUSY AND I DON'T HAVE TIME TO WAIT."

"AS A USER AND A STUDENT, BEING ABLE TO USE MY DINING PLAN OFF CAMPUS WILL ALLOW ME TO SAVE MORE OF MY PHYSICAL MONEY ON OTHER THINGS. I ALSO GET TIRED OF THE FOOD OPTIONS ON CAMPUS, SO IF OFF CAMPUS PLACES WERE TO ACCEPT MY DINING PLAN, IT WOULD ALLOW ME TO HAVE A BETTER VARIETY OF OPTIONS."

2

3

"AS A USER, I WOULD LIKE TO BE ABLE TO SEE HOW BUSY A COFFEE SHOP IS THROUGHOUT THE DAY SO THAT I KNOW WHETHER I SHOULD PLAN TO STUDY THERE OR BE ABLE TO ESTIMATE HOW LONG THE SERVICE WILL TAKE."

USER NARRATIVE 1

Alex is a sophomore JMU student in the Architecture and Design major program. During the spring semester of 2019, she got unlucky with her class schedule, due to a hold on her account, and has classes all day starting at 8 am. She loves her major, but it causes her problems because she has to run from classes on the Quad, to East Campus, then to the Studio Center located near Downtown Harrisonburg. Since she has a jam tight schedule, she needs to use her car to travel everywhere. This means if she wants to get food between her classes, she has to get it on-the-go. She decided to get sandwich and coffee at one of the local downtown coffee shops near the Studio Center. After taking some time to park, she walked in the shop to order to find out that it was incredibly busy and waited to get food. Alex ended up being late for class, losing important time she could've spent on her project.

Alex was so annoyed frustrated throughout the rest of the day. She really needed that time to spend improving and build her project. She was venting to one of her good friends in class about it, and he told her about the app Daily Cup of Joe and how it saves so much time. The next time Alex needed to pick up food between classes, she was able to check the traffic of the shops and whether or not a certain shop was busy. She was able to go to the least busy store and made it to class with time to spare.

USER NARRATIVE 2

Dexton is a fifth-semester at JMU, finishing out his Accounting program. Being a busy guy, he never has the time to cook nor is he truly good at it, so he decided the best option for him is to have a meal plan still. After class all morning, he has to go straight to job as a waiter. Last night Dexton had to pull an all-nighter because one of his spreadsheets got deleted and he had to fix the calculations for class the next day. He has an hour break between school and work, so he decided to take a quick nap. Unfortunately, the nap didn't do much because he was still so exhausted and was in need to get coffee before work. When he ordered at the coffee shop, Dexton's card got declined. He messed up the dates and realized he gets paid this week, not last week. Embarrassed he had to walk away from the coffee shop, and late for work.

After being reprimanded by his manager, one of his co-workers who is also a JMU student told him about how the Daily Cup of Joe app allows students to order ahead of time using the dining plan. The next day, Dexton was able to get a nice rest in after class and make it to work on time because he pre-ordered a coffee at the shop closest to the bar he works at. And didn't have to worry about the amount on his card because the app allowed him to use is FLEX.