

# Udacity Coffee Shop

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# Executive Summary

This product is seeking to bring a better coffee shop experience for our students. Our team is interested in seeing students get the same feel of a local coffee shop on a mobile application. We interviewed 5 students enrolled in some of our study programs. We found the problems they were facing while collaborating and connecting with other students, and how they use digital-enabled system to gain coffee shop experience.

## **Key Findings:**

Students have short leisure times during the day and take coffee breaks at a coffee shop to drink some coffee and join fellow students to discuss about their course work. We found out that students take out some of their time to collaborate with others. We also found out that, students want to know about those whose activity status is currently online or offline.

# Research Questions

We carried out one-to-one interviews with participants to find out how they collaborate with other students and interactions with coffee shop app. We however have as key research questions;

- [Needs] What is essential for collaborating with other students studying the same course material?
- [Behaviours] How do students currently collaborate in a coffee shop (traditional coffee shop or through an app)?

# Participants

We recruited 4 participants from our engineering team who are currently enrolled in a Udacity course and belong to study groups. The participants also meet some set of requirements, that is we can not address all as we promised during the interview that we would not expose all of their details

	Collaborations with peers per week	Coffee apps used	Purpose of app
Participant 1	Above 3 times a week	BeansUp	Pre-order and prepay coffee to pick up later
Participant 2	2 times a week	CUPS	Place coffee order
Participant 3	2 to 3 times a week	-	-
Participant 4	Daily	Starbucks	Place coffee order

# Key finding #1

All participants collaborate at least twice or thrice a week.

Participants take out time to collaborate with other students. Two of them use different coffee apps just for the purpose of ordering coffee and making payments online. One of the participants said, “ I use the BeansUp app to pre-order and prepay for my coffee and I just go to the coffee shop to pick it up at a time I set through the app. Well I as well collaborate with students on the Udacity classroom up to 3 times a week.” Another Participant said, “ The CUPs app is what I use to place my coffee order and have it delivered to me.” Another one said, “ I use Starbucks app to place the order for the coffee and have it deliver to me”.

# Recommendation #1

Since we have students who collaborate with fellow mates, to make it more interesting and interactive we would consider the following:

- Each student would begin a discussion posting a captivating title
- Discussion would be kept in an archive so that students can reference it for future use.
- The Coffee app would have a self-explanatory interface to make usability easy.

## Key finding #2

One of the participants noticed that it is difficult to tell when someone is available for discussion on the app. The participant asked; “Why can’t I see the students who are currently offline or online so that they might know who are currently available for discussion?”

## Recommendation #2

- From the findings, we will have to add a section on the app to show all the students currently online (using the app) in the coffee shop app, and they would optionally set their status to show if they are open for collaboration at that moment.
- Also from the app students would be able to recognize peers from their Udacity classroom so that the discussion does not go off topic or become boring to others.



# Next Steps

- Validate findings with surveys
- Conduct studies on how students can collaborate in a coffee shop
- Evaluate that rate of students who places coffee orders and collaborate to those who just place coffee orders or those who just come to collaborate.

# Appendix

# Affinity diagram

