



Seven Seas Roasting Co.

A2: User Interviews

Team Espresso ~ Alice Ma • Amy Yee • Anson Wen • Kelly La

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Overview

For this project, we are redesigning Seven Seas Roasting Co.'s website. In this stage, we conducted user interviews with 10 people, 7 of whom were customers at Seven Seas Roasting Co., and 4 who were at other coffee shops. From the insights we gathered through interviews, we were able to categorize them into three distinct groups, which we developed into our personas: *the Coffee Enthusiast*, *the Academic Weapon*, and *the Taste Tester*. Based on these personas, we created user scenarios and use cases tailored to the Seven Seas website. Ultimately, we translated our findings into a functionality and features table, ensuring that the website captured features that aligned with both user needs and the client's specific requests.

Personas

John, the coffee enthusiast

Interviewees:

Terra: likes specific coffee beans and goes to coffee shops strictly for the coffee

Naomi: enjoys high quality and consistent coffee, as well as friendly baristas

Emily: comes back to Seven Seas because of the coffee, the baristas, and the community

Pierce: frequents Seven Seas because the coffee quality is better here than anywhere else



John, the coffee enthusiast

35 / Male

John is a coffee lover who appreciates a high quality brew. Since he works nearby, he visits Seven Seas Roasting Co. multiple times a week for their diverse flavors and welcoming atmosphere. Visit after visit, John has built a strong connection with the Seven Seas community and a love for their coffee.

Details

Age: 35 y.o.
Occupation: Designer
Location: Solana Beach, CA
Users: Terra, Naomi, Emily, Pierce

Needs

1. Consistently high-quality coffee that meets his standards
2. Buy coffee beans from Seven Seas to experiment with brewing coffee at home
3. Friendly people and cozy atmosphere that makes him want to return time and time again

Goals

- View coffee bean details to choose which coffee blend matches his taste preferences the most
- See the atmosphere and sense of community be reflected in the website's design
- Sign up for a coffee subscription so he can receive his favorite blend without ordering repeatedly

Jane, the academic weapon

Interviewees:

Melanie: mainly goes to cafes for a study spot and needs steady wifi

Jessica: visits cafes to study and to hang with friends. When picking a cafe, she likes to view the interior to see if it fits her vibes.

Stephanie: looking for good ambiance to work remotely alone and can easily find a table



Jane, the academic weapon

22 / Female

Jane is in her senior year of college and is preparing to apply for jobs while also focusing on her school work. She likes to visit cafes when she really needs focus on her work. Going to cafes has become a social activity for her so loves inviting her friends to study with her.

Details

Age: 22 y.o.
Occupation: College Student
Location: San Diego, CA
Users: Melanie, Jessica, Stephanie

Needs

1. Available seating for her and her friends
2. Good wifi to study
3. A place that has good ambiance to focus on her work

Goals

- To know how much seating and tables are available in the cafe beforehand
- To have reliable WI-FI and to be able to focus on her work in a calming environment
- To be able to view the ambiance of the location to decide if it fits her vibes

Pamela, the taste tester

Interviewees:

Raniel: works in different places every day and likes trying new coffees near his work locations

Joanne: likes to use the website to look at the menu, pricing, and images of the drinks as well as the interior and atmosphere before going to the cafe

Abhishek: likes trying iced mochas or other espresso based drinks from different places and likes to go to modern places with a good atmosphere



Pamela, the taste tester

45 / Female

Pamela is a single mother with a daughter in a high school. She and her daughter love walking around town and trying new places together. Recently, her daughter has taken an interest in coffee, and Pamela is more than happy to try new coffee spots with her.

Details

Age: 45 y.o.
Occupation: Nurse
Location: New York City, NY
Users: Raniel, Joanne, Abhishek

Needs

1. Information about the cafe online such as images of the locations and the menus
2. Visible brand identity and atmosphere

Goals

- To know what's on the menu so she can see if she and her daughter will enjoy the types of coffee beans and drinks the shop serves
- To know if there's seating since she likes to sit with her daughter while waiting for their order
- To know if the atmosphere would interest her daughter

User Scenarios & Use Cases

John, the coffee enthusiast

Scenario 1: **John wants to find a Seven Seas specialty coffee bean that matches his taste preferences.** He is trying to compare different specialty coffee beans on their Seven Seas website. He values detailed information on flavor profiles, roast levels, and origins. As an experienced coffee drinker, he knows what he likes and dislikes in the flavor profile of a roast, so he wants to be able to see the descriptions of their offerings side by side for a more efficient comparison.

Use Cases
View photos of coffee collection
Compare roast levels and flavor profiles of different beans
View customer ratings and reviews
Filter coffee beans based on price/quality
View the ingredients in each menu item
Explore coffee origins and sourcing
Purchase coffee beans online
Set up regular delivery of coffee

Scenario 2: **John decides that he wants to sign up for a regular coffee bean subscription** after he found his new favorite coffee blend during his last visit to Seven Seas. He wants to sign up for a subscription, so he can experiment with brewing coffee at home when he doesn't have time to go out to Seven Seas Coffee. He knows he loves the Myanmar coffee blend but is open to trying out other ones as well.

Use Cases
Set up a regular delivery of coffee
View photos of coffee collection

User Scenarios and Use Cases

Use Cases
Check website for new coffee beans after subscribing
View customer ratings and reviews
Change subscription delivery frequency
Check how big each bag of coffee bag is
Filter coffee beans based on price/quality
Find instructions on how to brew coffee at home
Explore coffee origins and sourcing
Compare roast levels and flavor profiles of different beans

Jane, the academic weapon

Scenario 1: **Jane is looking for a place to study for her midterm.** She has become tired of studying at the library and home and decided that she needs a change of scenery. She wants to find a cafe that has good wifi and small individual tables so she can focus on studying by herself. She'd like to know if they have food options since she plans on staying for a long time. She wants to make sure the place is a calming environment and doesn't have too many distractions.

Use Cases
View photos of the interior to see if it is nice aesthetic
Views photos of the seating and table set up
Find out whether they offer free WI-FI
Finds out how busy the cafe is currently
Looks for outlets near tables
View operating hours
View the menu online

Scenario 2: **Jane wants to find a place where she and her friends can go catch up** and try to get some work done. She likes sharing drinks with friends, so she tries to not get the same drinks as them. She is going with a group of 6 friends and is worried that there won't be enough seats for them to sit together. She wants to find a place that isn't too quiet, so when they are talking, they don't feel like they are disrupting others.

Use Cases
View customer ratings and reviews
Views photos of the seating and table set up
View the menu online
Finds out how busy the cafe is currently
View photos of the interior to see if it is nice aesthetic

User Scenarios and Use Cases

Use Cases
View images of menu items

Pamela, the taste tester

Scenario 1: **Pamela wants to find a new and different coffee spot with a nice atmosphere and vibe** to show her daughter. Pamela's been to plenty of regular coffee shops, so she would like to take her daughter to a place with a new atmosphere and aesthetic. She lets her daughter pick what drinks to order. She also likes to sit with her daughter while waiting for drinks.

Use Cases
View photos of the interior to see if it is nice aesthetic
View photos of the seating and table set up
View customer ratings and reviews
View branding online to get a feel of the cafe aesthetic
View photos of the exterior to see if the coffee spot stands out
View images of menu items

Scenario 2: **Pamela likes coffee shops with a variety of drinks.** While she wants to try new drinks and experiences, her daughter hunts for the best iced mocha in town. Her daughter has been researching different coffee beans and espresso machines and how they affect the taste of the iced mocha.

Use Cases
View the menu online
View customer ratings and reviews
View the type of coffee beans used
View the equipment used at each cafe
View the ingredients in each menu item
Filter items on the menu
View the quality of the coffee beans

Use Case Summary Table w/ Three Columns

Use Cases Summary Table		
Uses Cases	Frequency	Which personas
View photos of coffee collection	4	Coffee enthusiast, Taste tester, Academic weapon
Compare roast levels and flavor profiles of different beans	1	Coffee enthusiast
View customer ratings and reviews	5	Coffee enthusiast, Taste tester, Academic weapon
Filter coffee selection	3	Coffee enthusiast, Taste tester
Explore coffee origins and sourcing	2	Coffee enthusiast
Purchase coffee beans online	2	Coffee enthusiast
Set up regular delivery of coffee	1	Coffee enthusiast
Check website for new coffee beans after subscribing	1	Coffee enthusiast
Change subscription delivery frequency	1	Coffee enthusiast
Check how big each bag of coffee bag is	1	Coffee enthusiast
Find instructions on how to brew coffee at home	1	Coffee enthusiast
View photos of the interior to see if it is nice aesthetic	2	Academic weapon
Views photos of the seating and table set up	2	Academic weapon
Find out whether they offer free WI-FI	1	Academic weapon

Use Case Summary Table

Use Cases Summary Table		
Finds out how busy the cafe is currently	2	Academic weapon
Looks for outlets near tables	1	Academic weapon
View operating hours	1	Academic weapon
View the menu online	3	Academic weapon, Taste tester
View branding online to get a feel of the cafe aesthetic	1	Taste tester
View photos of the exterior to see if the coffee spot stands out	1	Taste tester
View the equipment used at each cafe	1	Taste tester
View the ingredients in each menu item	2	Taste tester, Coffee enthusiast
View the type of coffee beans used	2	Taste tester, Coffee enthusiast

Feature and Functionality Table

Feature and Functionality		
Features	Client	Personas
Subscription + wholesale system	<input checked="" type="checkbox"/>	Coffee enthusiast
Ratings and review system	<input type="checkbox"/>	Coffee enthusiast, Academic weapon, Taste tester
Online menu	<input checked="" type="checkbox"/>	Academic weapon, Taste tester
Coffee bean comparisons	<input type="checkbox"/>	Coffee enthusiast
Updated coffee images + descriptions	<input checked="" type="checkbox"/>	Coffee enthusiast
Emphasize the quality of the coffee	<input checked="" type="checkbox"/>	Coffee enthusiast, Academic weapon
More engaging content (videos/pictures)	<input checked="" type="checkbox"/>	Taste tester
Showcase the uniqueness of coffee shop locations	<input checked="" type="checkbox"/>	Academic weapon, Taste tester
Information on the interior of each location	<input checked="" type="checkbox"/>	Academic weapon, Taste tester
Shares the backstory and sourcing of Seven Seas Roasting	<input checked="" type="checkbox"/>	Coffee enthusiast
Sharing Seven Seas' impact on the community	<input checked="" type="checkbox"/>	Coffee enthusiast
Strong branding	<input checked="" type="checkbox"/>	Taste tester
Filter coffee selection	<input type="checkbox"/>	Coffee enthusiast, Taste tester
View the ingredients in each menu item	<input type="checkbox"/>	Taste tester, Coffee enthusiast
Reflect atmosphere + branding of storefront on website	<input checked="" type="checkbox"/>	Coffee enthusiast, Taste tester, Academic weapon

Appendix

Interview Questions

Customers (Regular or Non-Regular)

How often do you come to Seven Seas Roasting Co.? (Aim to find 3 regulars and 3 non-regulars)

- If regular:
 - What makes you come back to Seven Seas Coffee?
 - What do you enjoy the most? Coffee quality, service, etc?
 - How does it compare to other coffee shops you've visited?
- If not regular:
 - Is it your first time here at Seven Seas Coffee? If not, when was the last time you came to Seven Seas Coffee, and what brought you back?
 - What other coffee shops or similar stores do you go to instead of Seven Seas?
 - What draws you to those other shops?

What do you come here for? (What do you order?)

How did you find out about Seven Seas?

What is important to you when it comes to picking a coffee spot?

What is your first impression of this coffee shop?

Why did you choose to come to Seven Seas over other coffee shops?

Have you ever visited the Seven Seas website?

- If yes:
 - What brought you to the website?
 - What were your first impressions of the website?
 - What do you use the website for when you visit it?
 - Do you think the website reflects the atmosphere and brand of the coffee shop?
- If no:
 - Were you aware of their website?
 - If yes: Why haven't you visited the website?
 - Here's what the website looks like. Could you take a look at it and tell me your first impressions of the site?
 - Do you think the website reflects the atmosphere and brand of the coffee shop?

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Non-Customers

Have you heard of Seven Seas Roasting Co. before today?

- If yes, what have you heard about it?

What is important to you when it comes to picking a coffee spot?

- How do you usually find this information to know the selected coffee spot fits your needs? (ex. pictures/reviews on yelp or google)

How do you typically find out about new coffee spots?

What is the main reason you visit coffee shops? (ex. the drinks, convenience, study spot, etc.)

Have you ever used a coffee shop's website before?

- If yes:
 - Why did you decide to visit the coffee shop's website?

Would you mind taking a look at the Seven Seas website and telling me what your impressions are of its design?

- Does this website make you more or less likely to visit? Why?

If Seven Seas (or any coffee shop) wanted to attract new customers like you, what could they do to stand out?

User Responses

[Link to Raw Interview Notes](#)

Raniel (Non-Regular)

How often do you come to Seven Seas Roasting Co.? (Aim to find 3 regulars and 3 non-regulars)

- If not regular:
 - Is it your first time here at Seven Seas Coffee? If not, when was the last time you came to Seven Seas Coffee, and what brought you back?
 - What other coffee shops or similar stores do you go to instead of Seven Seas?
 - What draws you to those other shops?

★ **This is his first time at Seven Seas. Raniel usually goes to coffee shops like Blue Bottle or other shops in the South area with better vibes. He usually goes to whatever shops are near his work. As for what draws him to other shops, Raniel values flavor and customer service. He also works in different places every day, so he finds nearby places.**

What do you come here for? (What do you order?)

★ **In the morning, Raniel usually gets a hot coffee and maybe bread.**

How did you find out about Seven Seas?

★ **He works nearby and likes to try new coffee, so he decided to try Seven Seas.**

What is important to you when it comes to picking a coffee spot?

★ **Taste, customer service, time, and parking are important for picking a coffee spot.**

What is your first impression of this coffee shop?

★ **Raniel likes the coffee shop, the mirage, the merchandise, and that it has ice cream.**

Why did you choose to come to Seven Seas over other coffee shops?

★ **It's near his work, and he likes trying new coffee.**

Have you ever visited the Seven Seas website?

- If no:
 - Were you aware of their website?
 - If yes: Why haven't you visited the website?
 - Here's what the website looks like. Could you take a look at it and tell me your first impressions of the site?
 - Do you think the website reflects the atmosphere and brand of the coffee shop?

★ **He was not aware of their website, but after looking through it, he thinks that it looks cool and matches the brand identity. He also likes that you can order in advance.**

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Stephanie (Non-Regular)

How often do you come to Seven Seas Roasting Co.? (Aim to find 3 regulars and 3 non-regulars)

- If not regular:
 - Is it your first time here at Seven Seas Coffee? If not, when was the last time you came to Seven Seas Coffee, and what brought you back?
 - What other coffee shops or similar stores do you go to instead of Seven Seas?
 - What draws you to those other shops?

★ **This is Stephanie's first time at Seven Seas. She usually goes to locations like Barefoot, Lofty, or even the cafe in Leucadia. Stephanie usually works at coffee shops, so she likes coffee shops with good places to work.**

What do you come here for? (What do you order?)

★ **Her order depends, but she usually gets drinks and sometimes food. She mainly looks for a good place to work.**

How did you find out about Seven Seas?

★ **Stephanie is familiar with the area, so she has driven by Seven Seas a lot. She also knew the location before it became Seven Seas Coffee.**

What is important to you when it comes to picking a coffee spot?

★ **Since she goes alone to work remotely, she needs somewhere with a good ambiance that is not that busy so that she can find a table.**

What is your first impression of this coffee shop?

★ **She likes the branding and the atmosphere.**

Why did you choose to come to Seven Seas over other coffee shops?

★ **She drives by a lot and wants to try it.**

Have you ever visited the Seven Seas website?

- If no:
 - Were you aware of their website?
 - If yes: Why haven't you visited the website?
 - Here's what the website looks like. Could you take a look at it and tell me your first impressions of the site?
 - Do you think the website reflects the atmosphere and brand of the coffee shop?

★ **She has not seen the website. She loves their branding but does not like their website. She does not like the atmosphere, but she has also seen way worse.**

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Terra (Non-Regular)

How often do you come to Seven Seas Roasting Co.? (Aim to find 3 regulars and 3 non-regulars)

- If not regular:
 - Is it your first time here at Seven Seas Coffee? If not, when was the last time you came to Seven Seas Coffee, and what brought you back?
 - What other coffee shops or similar stores do you go to instead of Seven Seas?
 - What draws you to those other shops?
- ★ **She's visiting from Boston, so this is her first time at Seven Seas. She usually goes to coffee shops such as Thinking Cup, Faro, Gracenote, Phin, Ogawa, and Recreo back in Boston. She likes Gracenote because it's a small community, focuses on coffee, has no food, and is a specialty coffee place. She likes Phin because of the atmosphere and the welcoming vibes. Terra also likes Faro since no laptops are allowed, so you have to talk to other people and be social. There's also a lot of seating there since people can't stay there for hours on their laptops.**

What do you come here for? (What do you order?)

- ★ **Terra just goes to coffee shops for coffee. She's usually in a rush, but lately, she goes to just sit down and people-watch.**

How did you find out about Seven Seas?

- ★ **She was just walking by with her family and decided to get coffee at Seven Seas.**

What is important to you when it comes to picking a coffee spot?

- ★ **Terra likes a specific coffee bean since she doesn't like bitterness. She also looks for a good atmosphere, decoration, and staff. A good first positive experience makes her want to return.**

What is your first impression of this coffee shop?

- ★ **She thought the vibes were good.**

Why did you choose to come to Seven Seas over other coffee shops?

- ★ **She was just walking by.**

Have you ever visited the Seven Seas website?

- If no:
 - Were you aware of their website?
 - If yes: Why haven't you visited the website?
 - Here's what the website looks like. Could you take a look at it and tell me your first impressions of the site?
 - Do you think the website reflects the atmosphere and brand of the coffee shop?
- ★ **She thinks that the site is easy to navigate and the simplicity. There aren't too many words, so you don't need to read a lot to understand what's going on. The site reflects brand identity.**

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Naomi (Regular)

How often do you come to Seven Seas Roasting Co.? (Aim to find 3 regulars and 3 non-regulars)

- If regular:
 - What makes you come back to Seven Seas Coffee?
 - What do you enjoy the most? Coffee quality, service, etc?
 - How does it compare to other coffee shops you've visited?
 - ★ **Naomi comes here all the time, maybe two times a week. She comes back to Seven Seas Coffee because she works close by. Additionally, she thinks the coffee is really high quality and consistent. Plus, the baristas are really nice. Compared to other coffee shops, the taste is better. A nearby competitor (Lofty) has a good atmosphere as well, but the coffee lacks depth of flavor.**

What do you come here for? (What do you order?)

- ★ **She comes here just for the coffee. There are not many other food options.**

How did you find out about Seven Seas?

- ★ **She found out about Seven Seas from her mom because her mom loves coffee and brought her here.**

What is important to you when it comes to picking a coffee spot?

- ★ **There needs to be really good coffee and a place to sit. She prefers to sit and hang out at coffee spots instead of grab-and-go.**

What is your first impression of this coffee shop?

- ★ **Her first impression of this shop was that it wasn't super obvious that it was a coffee shop, even though there was a sign that said coffee. The branding/design didn't convey a coffee aesthetic that she liked. The design aesthetic seems questionable but the coffee is exceptional.**

Why did you choose to come to Seven Seas over other coffee shops?

- ★ **Naomi answered this question earlier, saying how the competition lacks depth of flavor.**

Have you ever visited the Seven Seas website?

- If yes:
 - What brought you to the website?
 - What were your first impressions of the website?
 - What do you use the website for when you visit it?
 - Do you think the website reflects the atmosphere and brand of the coffee shop?

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- ★ She has visited the website once to check out their decaf coffee options. Her first impressions of the site were that it was dark and easy on the eyes. Since she went to design school, she noted that the centered text was not ideal and there was not much going on. She also thought that the text sizing was too small, but overall it was not too bad. She also thought that the website did not reflect the atmosphere and brand of Seven Seas Coffee.

Emily (Regular)

How often do you come to Seven Seas Roasting Co.? (Aim to find 3 regulars and 3 non-regulars)

- If regular:
 - What makes you come back to Seven Seas Coffee?
 - What do you enjoy the most? Coffee quality, service, etc?
 - How does it compare to other coffee shops you've visited?
 - ★ Emily comes here once a day. She keeps coming back because of the coffee, the baristas, and the overall community. Compared to other coffee shops, their location is better

What do you come here for? (What do you order?)

- ★ 90% coffee and only 10% food and miscellaneous items

How did you find out about Seven Seas?

- ★ She found out about Seven Seas because she lives next door

What is important to you when it comes to picking a coffee spot?

- ★ The taste of coffee is important. Seating too. If Seven Seas had more seating, I would be back even more than once a day.

What is your first impression of this coffee shop?

- ★ She thought that the storefront looked quaint. Once she tried the coffee, she thought it was really good.

Why did you choose to come to Seven Seas over other coffee shops?

- ★ She chooses to come to Seven Seas over other coffee shops because their product is better.

Have you ever visited the Seven Seas website?

- If no:
 - Were you aware of their website?
 - If yes: Why haven't you visited the website?
 - Here's what the website looks like. Could you take a look at it and tell me your first impressions of the site?
 - Do you think the website reflects the atmosphere and brand of the coffee shop?

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- ★ **She was not aware that they had a website, but has checked out their Instagram page before and searched Seven Seas online to check their hours**

Pierce (Regular)

How often do you come to Seven Seas Roasting Co.? (Aim to find 3 regulars and 3 non-regulars)

- If regular:
 - What makes you come back to Seven Seas Coffee?
 - What do you enjoy the most? Coffee quality, service, etc?
 - How does it compare to other coffee shops you've visited?
- ★ **Pierce comes to Seven Seas every day because of the people and coffee, claiming that the quality of coffee is better here than anywhere else, hands down.**

What do you come here for? (What do you order?)

- ★ **Always for coffee, not for the food**

How did you find out about Seven Seas?

- ★ **He found out about Seven Seas when he walked by the coffee shop**

What is important to you when it comes to picking a coffee spot?

- ★ **He thinks that the quality of the product and the atmosphere are both important. The Seven Seas team is kind and it feels like you actually get to know them. Kinship makes it feel like you are coming back to see friends. Additionally, Seven Seas' clean environment is also important (the other coffee shop is dirty)**

What is your first impression of this coffee shop?

- ★ **The store is small and tiny. It was a new coffee spot that was closer to where he lives.**

Why did you choose to come to Seven Seas over other coffee shops?

- ★ **Compared to other coffee shops, Seven Seas has good coffee and friendly baristas**

Have you ever visited the Seven Seas website?

- If no:
 - Were you aware of their website?
 - If yes: Why haven't you visited the website?
 - Here's what the website looks like. Could you take a look at it and tell me your first impressions of the site?
 - Do you think the website reflects the atmosphere and brand of the coffee shop?
- ★ **He was not aware of the website, but in this day and age he would expect all places to have a website**

Appendix

Abhishek (Non-Customer)

Have you heard of Seven Seas Roasting Co. before today?

- If yes, what have you heard about it?

★ No

What is important to you when it comes to picking a coffee spot?

- How do you usually find this information to know the selected coffee spot fits your needs? (ex. pictures/reviews on yelp or google)

★ He likes a specific menu item, so he looks for locations with mainly espresso-based drinks, focusing on iced mochas and occasionally hot coffee. He looks for clean locations with seating and outlets. He usually looks for images on maps. Instead of searching for “coffee shops”, he searches for Internet cafes and looks for images of people working at those locations so that he can decide if the cafe suits him.

How do you typically find out about new coffee spots?

★ Abhishek looks on Google Maps and goes by rating.

What is the main reason you visit coffee shops? (ex. the drinks, convenience, study spot, etc.)

★ Usually goes to coffee shops for the coffee. If it's in the morning, he might go to a new coffee shop to get something new instead of his regular order. He also might go and look for a nice environment to do some work.

Have you ever used a coffee shop's website before?

- If yes:
 - Why did you decide to visit the coffee shop's website?
- ★ He has used Starbucks' and Peet's Coffee's websites. He mainly uses Starbucks' website to order ahead of time so that he isn't waiting in store.

Would you mind taking a look at the Seven Seas website and telling me what your impressions are of its design?

- Does this website make you more or less likely to visit? Why?
- ★ He had some minor issues with the website formatting. The main logo isn't properly scaled to the navigation bar and the colors of the navigation bar blend in. He also dislikes that the typography and some of the subheaders are inconsistent with each other on the landing page. However, he did like the images of the hands and how the images and text align. The website does make him more likely to visit since he can look at the shop images and see that the cafe is clean and modern.

If Seven Seas (or any coffee shop) wanted to attract new customers like you, what could they do to stand out?

★ He likes cafes to be clean and have seating, and he would like to see images of the cafe and the drinks before deciding to go.

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Joanne (Non-Customer)

Have you heard of Seven Seas Roasting Co. before today?

- If yes, what have you heard about it?

★ No.

What is important to you when it comes to picking a coffee spot?

- How do you usually find this information to know the selected coffee spot fits your needs? (ex. pictures/reviews on yelp or google)

★ **Variety of coffees. She wants different types of drinks to try and likes open space to be able to sit and do work.**

How do you typically find out about new coffee spots?

★ **On Google and check out the menu to see if it fits her liking. Look at images to see the interior and see if it is spacious and has a calming atmosphere.**

What is the main reason you visit coffee shops? (ex. the drinks, convenience, study spot, etc.)

★ **Social media (Instagram and Tiktok) and word of mouth by friends**

Have you ever used a coffee shop's website before?

- If yes:
 - Why did you decide to visit the coffee shop's website?
- ★ **She uses the website to look at the menu, pricing, and images of the drinks. Also to order ahead of time so the wait time is shorter.**

Would you mind taking a look at the Seven Seas website and telling me what your impressions are of its design?

- ★ **Pretty cohesive with the physical space (via images of the shops) and easy to navigate around. The information is consistent and straight to the point**
- Does this website make you more or less likely to visit? Why?
 - ★ **Personally, it makes her less likely to visit because it seems to sell primarily dark roasting coffee/ black coffee and that is something she's not interested in. She is more interested in having lots of variety and different flavors. She would be more interested if she knew there were different types of latte flavors because it seems they focus more on black coffee/ coffee beans.**

If Seven Seas (or any coffee shop) wanted to attract new customers like you, what could they do to stand out?

★ **More engaging content with a lighter color palette. Right now it is very static and would like more animation as you scroll. She would also like it to have easier access to view the menu.**

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Melanie (Non-Customer)

Have you heard of Seven Seas Roasting Co. before today?

- If yes, what have you heard about it?

★ No

What is important to you when it comes to picking a coffee spot?

- How do you usually find this information to know the selected coffee spot fits your needs? (ex. pictures/reviews on yelp or google)

★ **She thinks that the most important things when it comes to picking a coffee spot is free wifi and seating. She usually finds this information by going on Yelp to see pictures of the interior and searching comments for “wifi”**

How do you typically find out about new coffee spots?

★ **She typically finds out about new coffee spots on TikTok, which she then validates using Yelp to see if they fit her needs,**

What is the main reason you visit coffee shops? (ex. the drinks, convenience, study spot, etc.)

★ **She mainly visits coffee shops for a good study spot**

Have you ever used a coffee shop's website before?

★ No

Would you mind taking a look at the Seven Seas website and telling me what your impressions are of its design?

- Does this website make you more or less likely to visit? Why?

★ **She thinks the design is simple and pointed out the white background and cut outs of hands holding coffee. She is neutral about whether this website would make her more or less likely to visit because she still doesn't know if the locations have wifi based on browsing the website.**

If Seven Seas (or any coffee shop) wanted to attract new customers like you, what could they do to stand out?

★ **Their locations page shows interior for some stores and exterior for others. She would prefer to see pictures of the coffee shop's interior because she wants to see how the seating is, and if there are people working inside, there is a higher chance that there's free wifi.**

Appendix

Jessica (Non-Customer)

Have you heard of Seven Seas Roasting Co. before today?

- If yes, what have you heard about it?

★ No.

What is important to you when it comes to picking a coffee spot?

- How do you usually find this information to know the selected coffee spot fits your needs? (ex. pictures/reviews on yelp or google)

★ She likes to look at apps like Google or Yelp and see visuals of the coffee spot and see if it's visually appealing. She views the ratings to see if it's good because if good ratings means good coffee. Check to see if the menu has a lot of variety.

How do you typically find out about new coffee spots?

★ From friends and assumes her friends find it from online

What is the main reason you visit coffee shops? (ex. the drinks, convenience, study spot, etc.)

★ For the drinks, to study and to hang out with friends.

Have you ever used a coffee shop's website before?

- If yes:
 - Why did you decide to visit the coffee shop's website?
- ★ She visited the website because she saw her friends using it and realized that she could look at the menu there. She usually doesn't look at the website or know there is a website. She would need information to inform her that there is a website, if not, she would usually look at apps like Yelp or Google.

Would you mind taking a look at the Seven Seas website and telling me what your impressions are of its design?

- ★ First, she didn't like that there were a bunch of popups for her to sign up. She likes how simple it is and that she knows where the materials are sourced and made. She didn't like that the first thing on the page isn't centered around the menu, rather it was more focused on shopping for their coffee beans. She thought the navigation bar was unclear which button was to view the menu (didn't know if "coffee" or "order ahead" would lead her to the menu).
- Does this website make you more or less likely to visit? Why?
 - ★ Less likely to visit because the menu is hard to find and it isn't on the homepage. She likes how simple the aesthetic is, but doesn't like the dark/harshness of the theme.

If Seven Seas (or any coffee shop) wanted to attract new customers like you, what could they do to stand out?

Appendix

- ★ Have a cutesy and soft aesthetic to capture her attention. She wishes the website centered around how the coffee shop looks rather than having it primarily showing black coffee and where it is sourced from. She would like if on the main page she could see an image of the coffee shop.