

Coffee shop research plan

Study 1: Semi-Structured Interview

Coffee shop students and what they need

Background

Drinks ordering online have become a trend. Our market research shows that there are most of the students are drink coffee and other drinks in In our Arab society and 5/10 of them are ordering coffee online via different applications. Our team is interested in creating a digital product (mobile app) for adult students who order drinks online in their break time to continue learning. Since adult students usually have a busy schedule, our platform aims to speed up the orders for busy adult students.

Research Goal

Our team wants to learn about how adult learners use digital tools to order drinks online, including what goals they try to achieve when using these tools. We want to determine what opportunities and needs might exist for new drinking-order products so that we can use these findings to help us shape the direction we take in developing our product.

Research Questions

- [Needs] what is essential for drinking orders?
 - What are users' current pain points?
- [Behaviors] how do students currently order the drinks?
 - How do they interact with existing digital products?
- Do users really need other drinking orders applications?
 - How do users feel about existing products?

Method

- 30-minute in-person or video semi-structured interview to gather in-depth qualitative data
- The researcher will use the interview script as a guide and ask follow-up questions

Based on answers from the users

Recruiting

- 5 participants
- Adults with full-time learning who:
 - Use drinking order application once a day
 - Have been using the drinking order application at least 2 times per day
- To recruit participants, we will send emails to students who study full time at college X's drinking orders group

Screening Questions

1. What is the primary reason for you to order drinks?
 - a. For fun (screened out)
 - b. For continued study
 - c. For passing time (screened out)
 - d. Other (screened out)
2. What is your primary way to order drinks?
 - a. coffee shop terminal
 - b. Use digital products
 - c. Other (screened out)
 - d. Currently, I am not drinking hot and soft drinks (screened out)
3. How long have you been using digital products to order drinks?
 - a. Less than 3 months (screened out)
 - b. 3 months to a year
 - c. Over a year
4. When was the most recent time you have used these digital products?
 - a. Within a week
 - b. every single day
 - c. Over a month ago (screened out)

5. How often do you use these orders drinks' digital products?

- a. A few times a week
- b. About once a week
- c. 2-3 times a month (screened out)
- d. About once a month (screened out)
- e. Fewer than once a month (screened out)

Timeline

- Design proposal: Dec 8—11, 2021
- Recruiting: Dec 13—15, 2021
- Sessions: Dec 18—21, 2021
- Readout: Dec 23, 2021

Script

Notes: [italicized brackets] are used to document what we wish to learn from each question

Introduction

My name is [Mohammed Ali]. Thank you very much for participating in this study. I am currently working on a project related to online drinks orders. I would love to learn more about your experience with drinks orders applications. This interview will take about 30 minutes. If you want to leave the session or take a break at any point, please let me know. Do you have any questions before we start?

Do you mind if I record this session for note-taking purposes? The recording won't be shared with anyone outside of our team.

Warm-up Questions [Build rapport. Start with easy questions to get to know the participant]

1. Could you tell us more about yourself?
2. Which are your favorite drinks?
3. Which apps or websites are you currently using to order drinks? Have you tried other apps before?

Probe into needs and behaviors

4. How did you get started using drinks orders applications? [Motivation: what did participants hope to achieve?]

Follow-up questions:

- When did this happen?
- What was the trigger?
- How was the orders experience?
- What was the outcome of the orders? Did you reach your orders goal?

5. How long have you been ordering the drinks?

- Where did you take your very first drink?
- (If not digital) why did you decide to switch to using digital products? [Which needs did digital products meet that other types of ordering failed to meet?]

6. How often do you order? What motivates you to continue to order on a daily/weekly/etc. basis? [There might be internal motivation "I want to be able to get fun time with my partners" and external motivation "I want to keep my brain ready to receive knowledge".]

- What are your major achievements? [What makes users feel proud and excited?]
- How do you track your orders? [Do users care about progress? Do existing apps do a good job at celebrating progress?]

7. How do you decide what to order? Why? [Do participant build their own orders plan or follow the app?]

- Do you set up orders goals? [Do participants set up orders goals in the app?]

8. What do you use to order drinks now?

- Have you used other products/tools?
- What was the very first product you were using? Why did you switch to other products? [Pain points]
- (If participant is using more than 1 product concurrently) what do you use each Product for? [Needs]

9. You mentioned you are currently using the X app, what time of day and where do you usually use the X app? [Does the participant have a daily routine? Is it spontaneous?]

Follow-up questions:

- Ask participants about the context [when and where]: At noon every day? Are they on a short break? When they are waiting for a lecture?

- Ask participants why they choose to use the app in certain locations or during certain times

10. When was the last time you opened up the X app? Could you walk me through how you were using this app? [How do students interact with existing tools? Better to ask participants to show than tell]

Observation & follow-up questions:

- Observe what features the participant is using and how the participant uses them.
- Ask what participants like or dislike about each feature, why they like/dislike each feature.
- Which features do participants not use and why?
- What's on participants' wish list for the app?
- If participants talk about frustrations, ask why and their current workarounds [Unmet needs]

Wrap-up

Thank you so much for sharing your experience and insights. Your answers will help our team build a better product. If you have any additional thoughts and comments, I would love to hear about them at any time. I can be reached at [mymyosef2@gmail.com]. Hope you have a wonderful day.

Study 2: Survey

How to order drinks?

Background

In our previous study, we learned that Drink seekers like to preview the orders during breaks throughout their study day. This is a promising opportunity we may be able to target with our product, but more data is needed to better understand the needs and whether they generalize to the larger population of drinking seekers.

Research Goal

This study focuses on better understanding users' needs related to drinking orders during study breaks, as well as better measuring the extent to which these needs are held by the majority of drinks seekers.

Research Questions

How can digital products best support students in drinking orders, particularly during Study breaks?

- Which features/functions are useful?

Method & Recruiting

- Use surveys to collect data from at least 30 students
- Test survey questions with 5 volunteers recruited from our engineering team
- Send surveys to College X's student's group whose answers in our screener meet our recruiting criteria:

Use mobile drink orders product(s) at least once a week

Have been using the drink orders app for at least 3 months

Survey Questions

1. Which drink orders app are you currently using? (If you are using more than one app, select the one you spend more time on.) [Assumption: people might order different drinks when ordering drinks]

- a. app X
- b. app Y
- c. app Z
- d. Other (Specify____)

2. In the past month, how did you order drinks? (Select all that apply.) [orders method]

- a. Use mobile device(s) [if respondents do not select mobile, the survey ends]
- b. Use desktop(s)
- c. Other digital devices (e.g., Kindle, tablet)
- d. coffee shop terminal

3. In the past month, which types of mobile products did you use? (select all that apply)

[current tools]

- a. drink orders app(s)
- b. calling
- c. takeaway
- d. Other (Specify____)

4. In the past week, how often did you use a mobile app to order drinks? [Frequency]

- a. A few times per day
- b. About once per day
- c. 4-6 times per week
- d. 2-3 times per week
- e. Once per week
- f. I didn't order any drinks [survey ends]

5. In the past week, how long was every order duration? [How much content should be fit into each order?]

- a. Less than 2 minutes
- b. 2 to 5 minutes
- c. 5 minutes to 10 minutes
- d. Longer than 10 minutes

6. In the past week, how many orders did you order? [Do students have specific orders goals?]

- a. 1–5 orders
- b. 6–10 orders
- c. 11–20 orders
- d. 21–50 orders
- e. I didn't make any order

Demographic Questions

7. What is your favorite drink? [Assumption: favorite drink affects how students order more drinks]

- a. Hot drink
- b. Soft drink
- c. Energy drink
- d. Smoothies
- e. Frappuccino
- f. Other (please specify: _____)

8. What is your payment? [Assumption: payment method affects how students order more drinks]

- a. Cash
- b. Credit card
- c. Other (please specify: _____)

9. What is your age? [Assumption: People in different age groups might have different drink category.]

- a. Under 18
- b. 18–25
- c. 26–35
- d. 36–65
- e. Above 65

10. What is your education level? [Assumption: Education level affects drink category.]

- a. Less than a high school degree
- b. High school degree or equivalent
- c. Associate's degree
- d. Bachelor's degree
- e. Graduate degree