

# **Drinking Seekers:**

## **Their desires and behaviors**

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## **Executive Summary**

Since our product is at a very early stage, our team is interested in exploring opportunities in adult Coffee shop applications. We interviewed 5 leisure students on their needs, pain points, and how they use digital products to order drinks.

## **Key Findings**

Leisure students have fast drink during their study breaks throughout the day. They use their mobile apps primarily to order their favorite drinks to can continue studying, not for fun.

Major products in the market may place too much emphasis on entertainment and fun. We identified opportunities to build a product with a focus on energy drinks and caffeinated drinks.

## **What did we want to order?**

Our team wanted to explore adult students' experiences with existing digital tools for ordering drinks. The goal was to determine what opportunities may exist for creating new drinking ordering applications.

## **Key Research Questions**

- [Needs] What is essential for ordering drinks?
- [Behaviors] How do students currently order drinks?

## 5 Participants

We recruited our participants from College X's drink seekers group

	Order frequency	Digital products they currently use	Drink(s) they are currently drinking
Participant 1	1-5 orders a week	app S	Coffey
Participant 2	6-10 orders a week	app X	Espresso
Participant 3	11-20 orders a week	app Y	Code Red
Participant 4	21-50 orders a week	app Z	Red Bull
Participant 5	More than 50	app M	Frappuccino

Key finding 1

**Students use digital tools only to can continue studying**

## Finding

All participants order  
during short breaks  
(~15min) throughout the  
study day

Participants don't set time aside  
to order drinks. Instead, they  
take advantage of short breaks,  
such as waiting for a shuttle,  
taking a lunch break, or waiting  
for code to compile.

"I like to spend ~15 min taking my drink  
after I finish my Lecture. It is a  
nice mental break in the middle of the  
busy study day."

- Participant 4

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## Recommendation 1

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**Our new product could solely focus on fast drinks to stimulate the brain**

**Things to consider:**

- **Each order duration should be shorter than 5 min**
- **The product should have stimulated and energy drinks categories**
- **Orders should be organized by categories containing items**

Key finding 2

**Seeing progress and achievement is the key motivation for students to keep ordering**



## Finding

3 out 5 participants said  
little offers from  
the app encourage them  
to continue ordering



A screenshot of app X provided by participant 2

Emotional design plays a key role  
in making orders fun. Green  
checkmarks, celebratory  
animations, badges, and simple  
“good jobs made participants  
feel motivated.

“I have no idea of what ‘silver league’  
means, but somehow I got motivated to  
keep ordering to keep my status. It sounds  
silly but it works” .

- Participant 2

# Next Steps

- Validate findings with survey
- Conduct foundational studies on how students order the drinks
- Run a design sprint for brainstorming

# Appendix

