Acaia

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INTREPID 🚀

Understand & Build Context

A solution can only be as good as your understanding of the problem.

Who is Acaia?

A company that builds tools that enable people to develop deeper relationships with coffee in the brewing process.
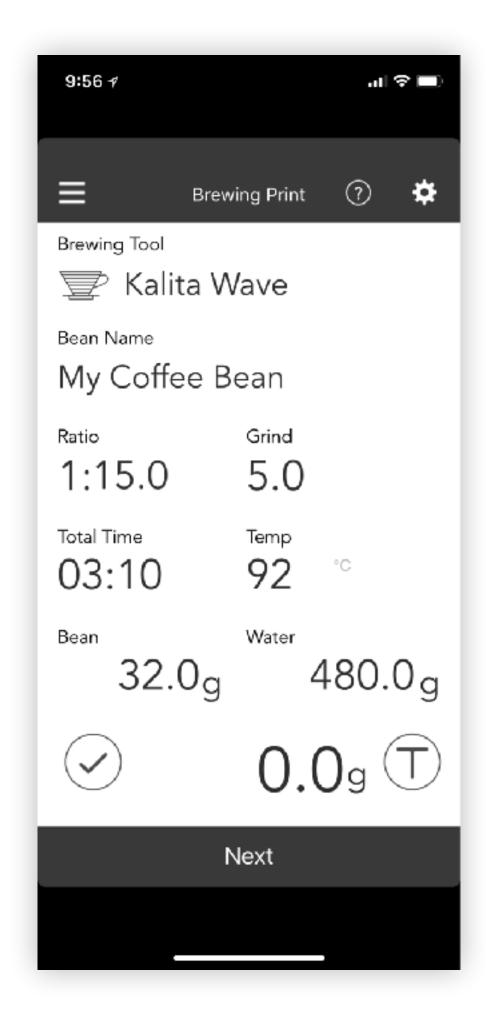
What is Pearl?

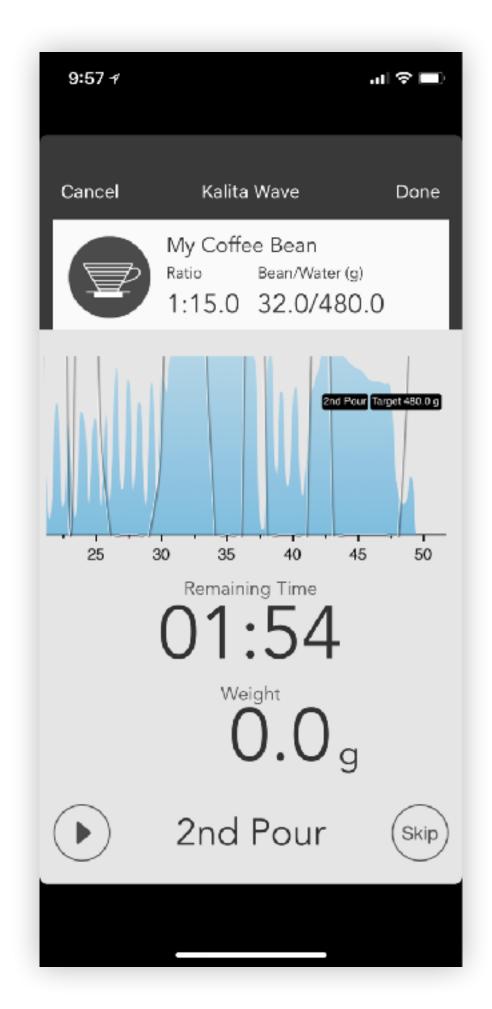A bluetooth enabled electric scale that measures weight.

What is the Acaia App?

An app that records weight data from Acaia devices in real time.

Current App

Who are the users?

Commercial User
Usually make several
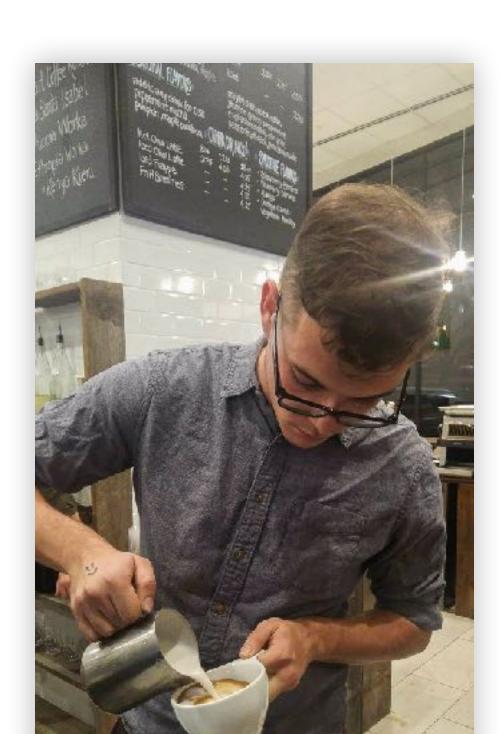coffees a day for business.

Consumer User
Usually brew at home.
Once a day in the mornings.

Super User
Dedicates a lot of time and
resources into making coffee.
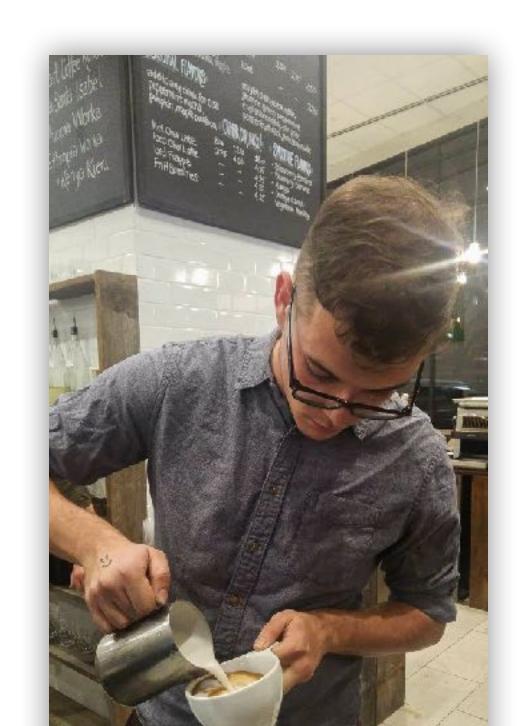Probably competes.

Who are the users?

Consumer User
Usually brew at home.
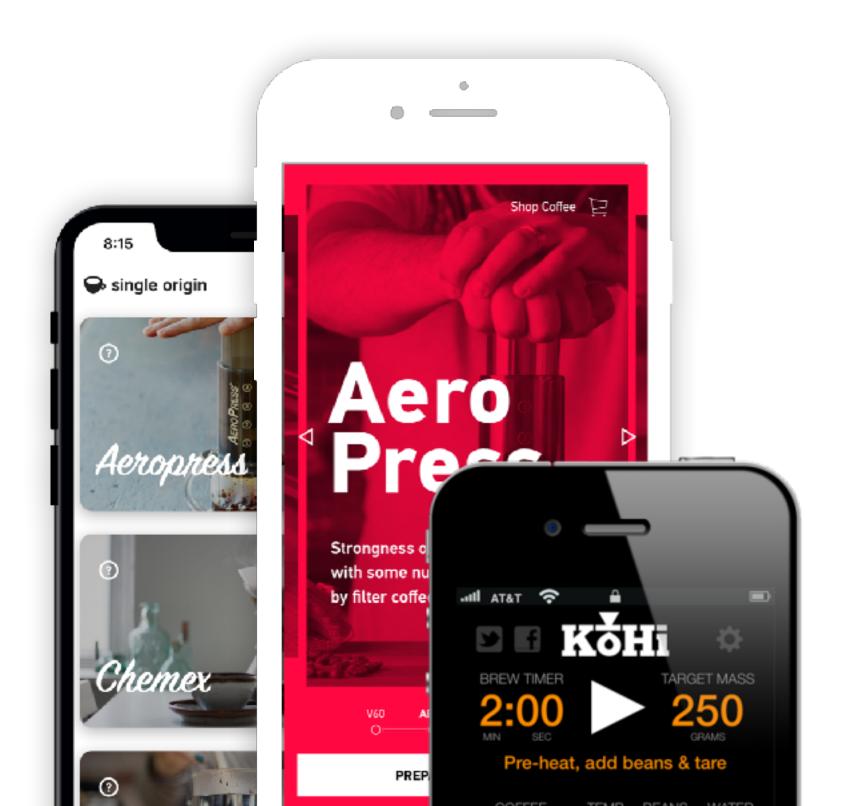Once a day in the mornings.

I'm a consumer user too.....!
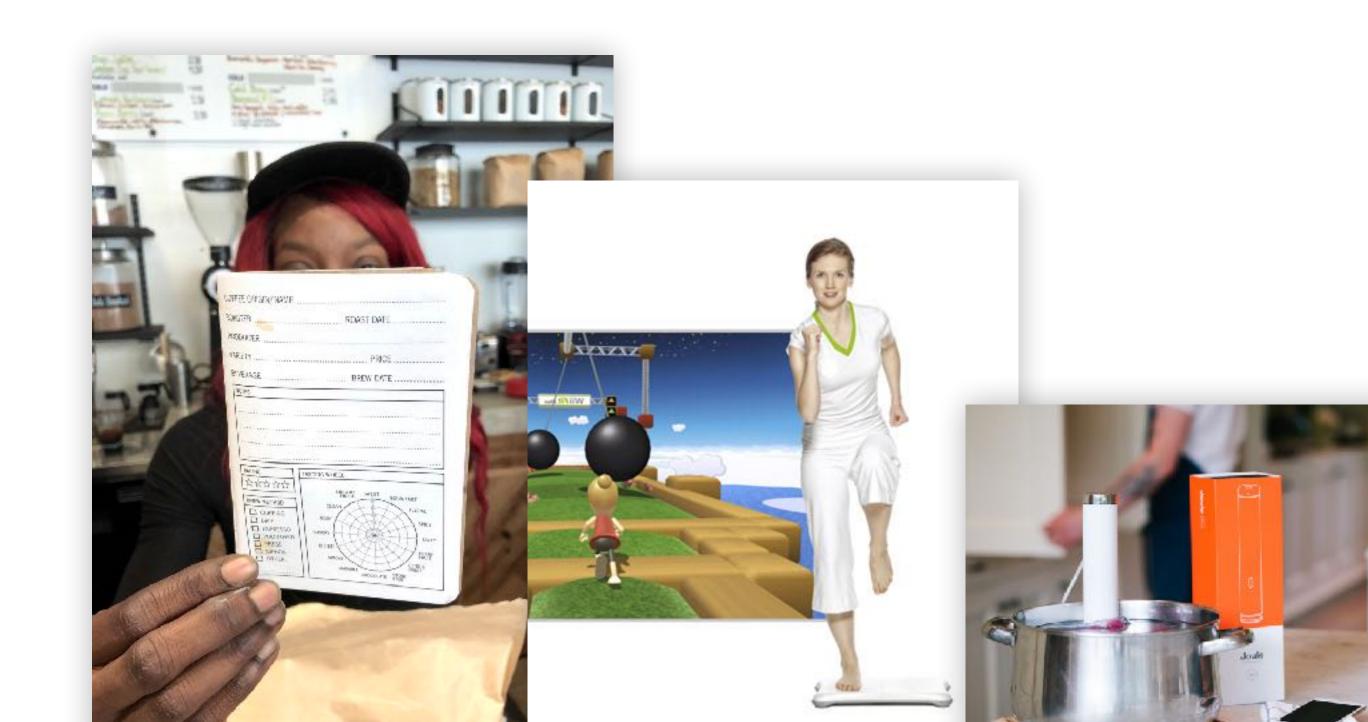
Competitive

How do competitors approach the pourover process through an app?

Comparative

How is coffee represented in analog?

How are connected devices considered in other industries?

Define the Problem

Solve the right problem before you solve the problem right.

Build Empathy

I worked to build empathy
in three ways—

OBSERVING

LISTENING

DOING

EMPATHY

Build Empathy

I worked to build empathy
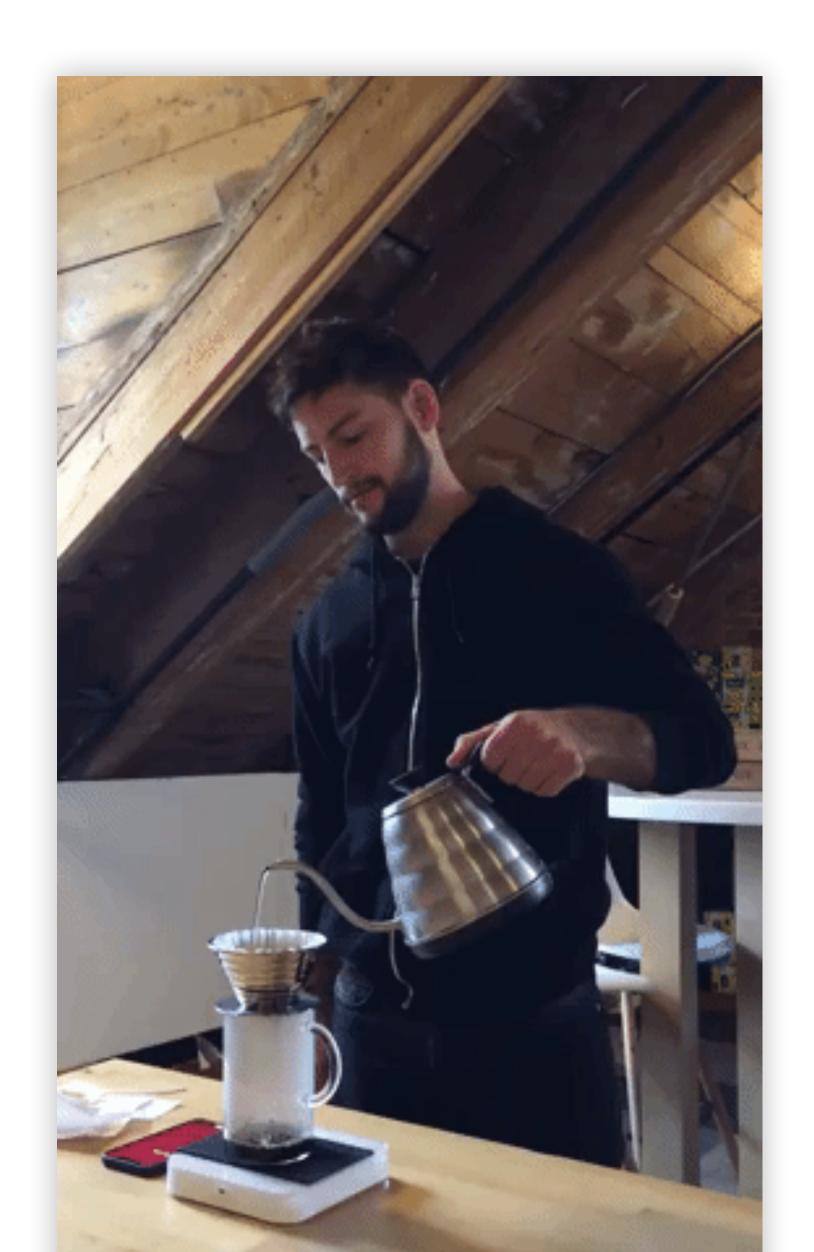in three ways—

OBSERVING
LISTENING
DOING

OBSERVE   LISTEN

DO IT
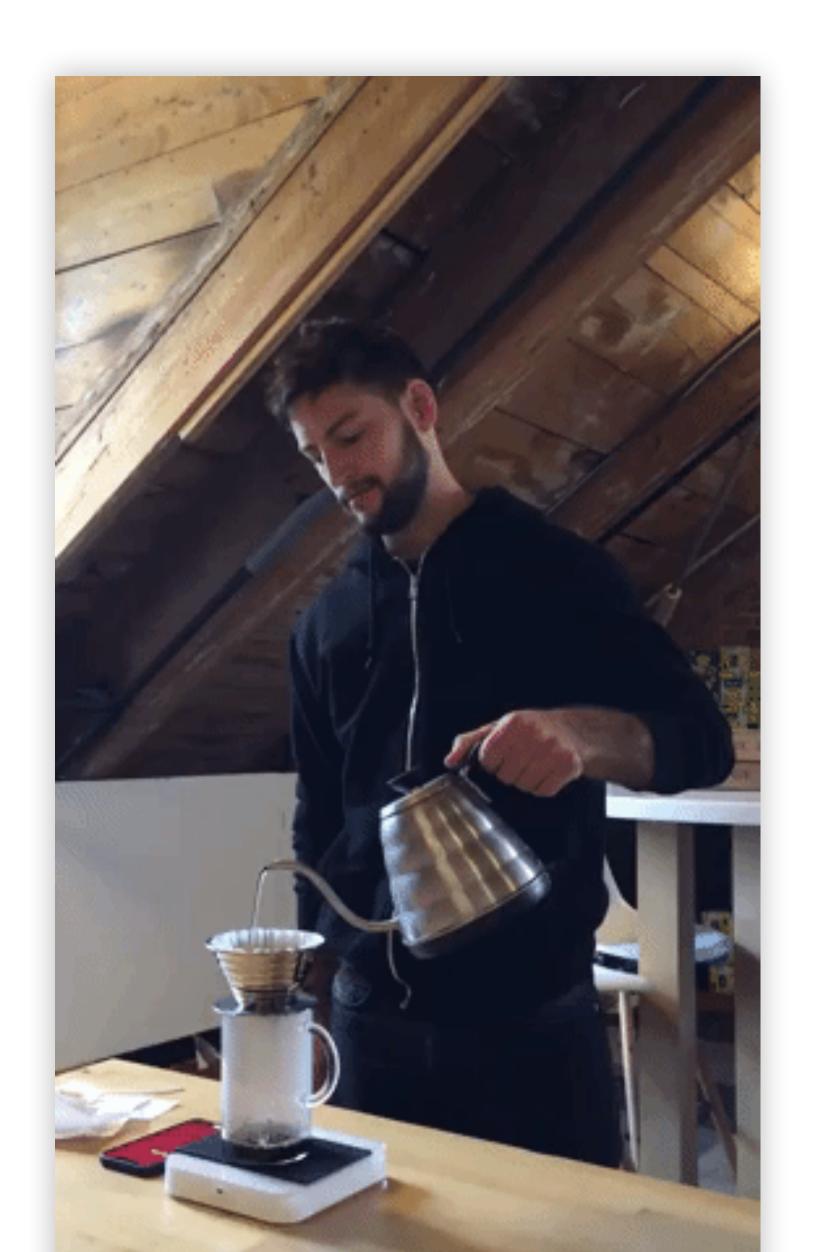
How are pourovers made in a commercial setting?

How do amateur coffee enthusiasts make pourovers?

How do amateur coffee enthusiasts make pourovers?

Nina, the expert

Tanner, the novice

Every single origin coffee is different.

I just take a mental note of what I need to change for tomorrow.

It really depends on what beans and how old the beans are.

I just want to know if I'm going fast or slow.

Beliefs

Behaviours

🤔

Why would I use this app unless I REALLY didn't know how to pour hot water down a cone?

Making Coffee

Don't want to think about it too hard in the morning.

Have to take a mental note of changes for the next day.

Using the App

Way too many things going on in one screen.

At times I'm unsure of what I can tap.

Difficult to interpret data from graphs.

Unsure how to leverage the information I receive.

● **Problem Statement**
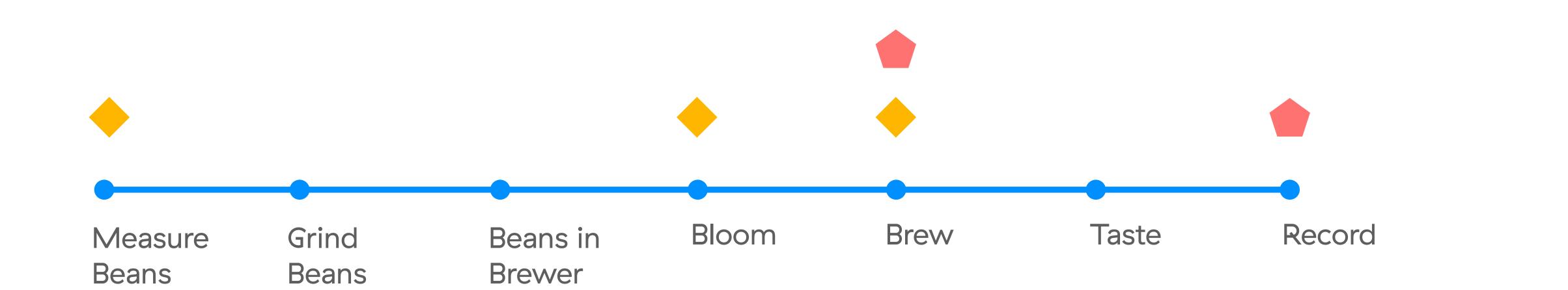
Acaia app users need to **become masters of brewing pourovers** by **leveraging their brewing data without adding stress to their morning routine**.
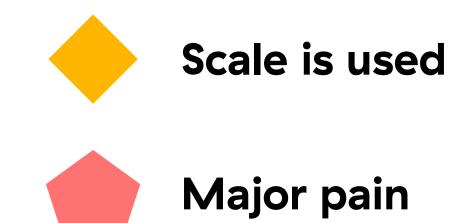
WHO   **WHAT**   **WOW**
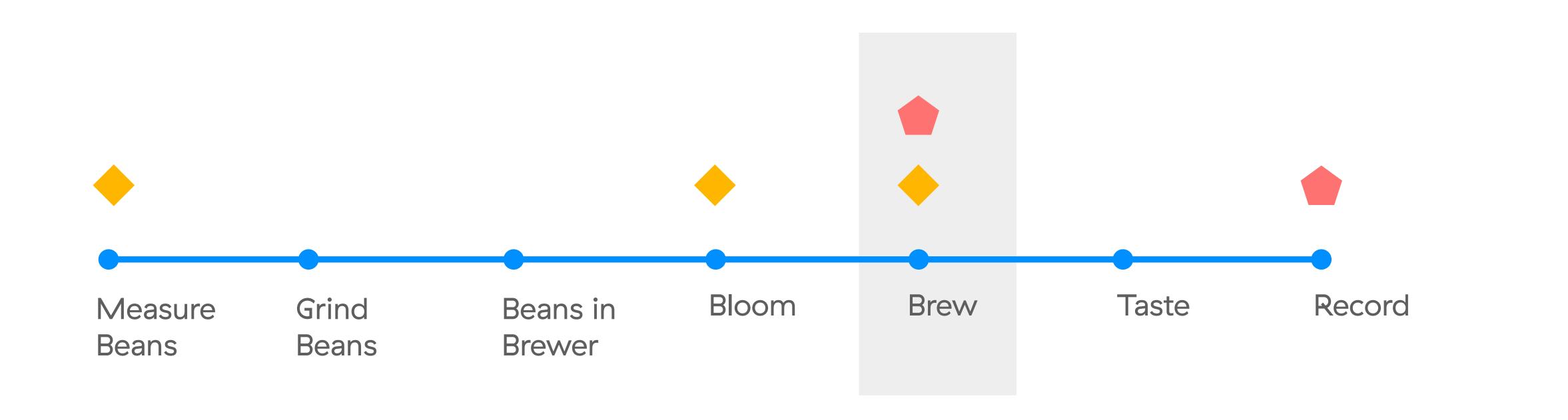
Why Does it Matter?

The movement for coffee is about appreciating the long and difficult journey that coffee has taken to get to our mugs. Acaia products allow users to extend that respect for coffee in perhaps the most important parts of the process: sharing and enjoying a cup of coffee with the ones you love. ❤️

Ideation & Wireframing

Iterate, Iterate, Iterate, Iterate.....

Divergent Sketches
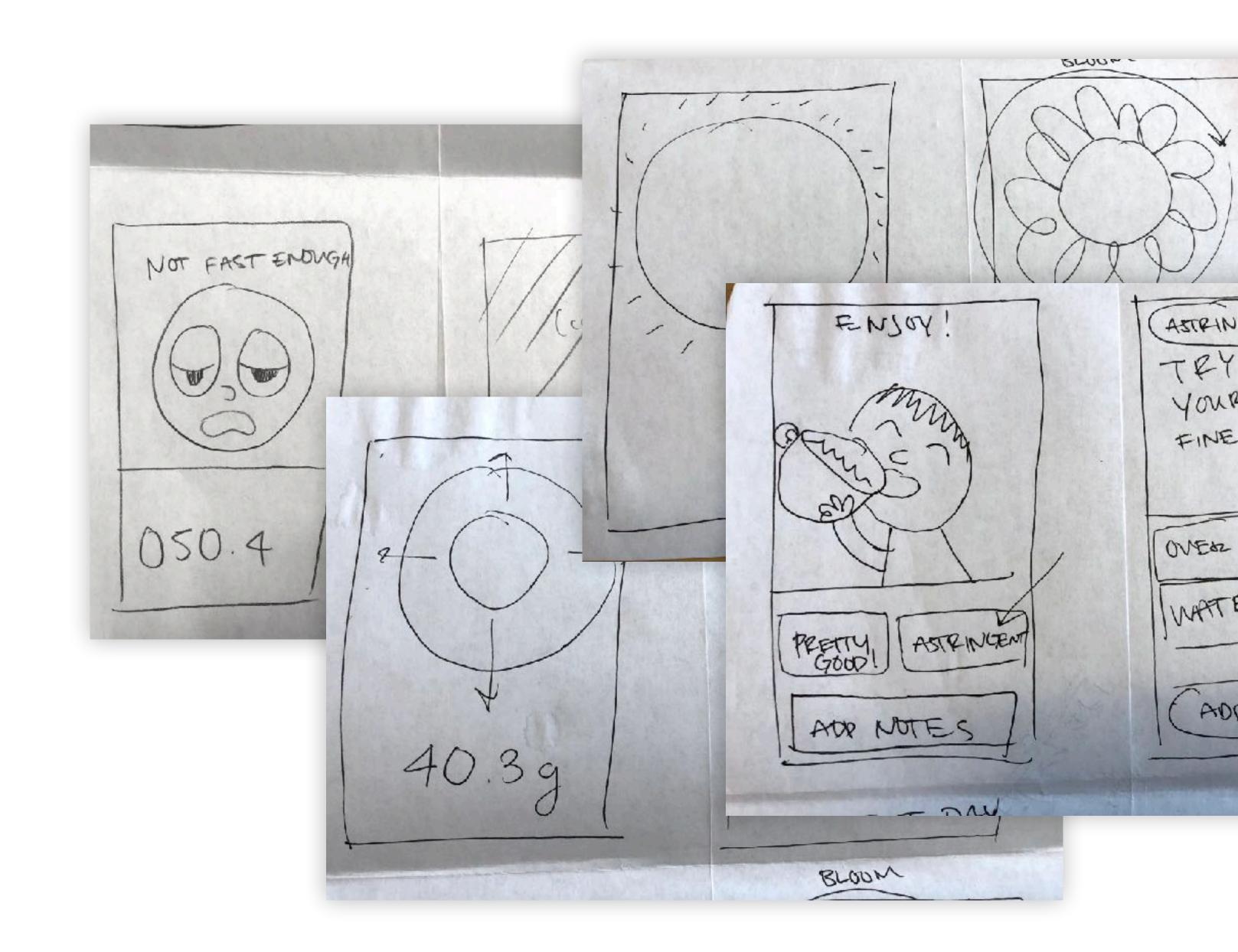
How might brewing coffee be more like a game?

How might we leverage routine to add value?
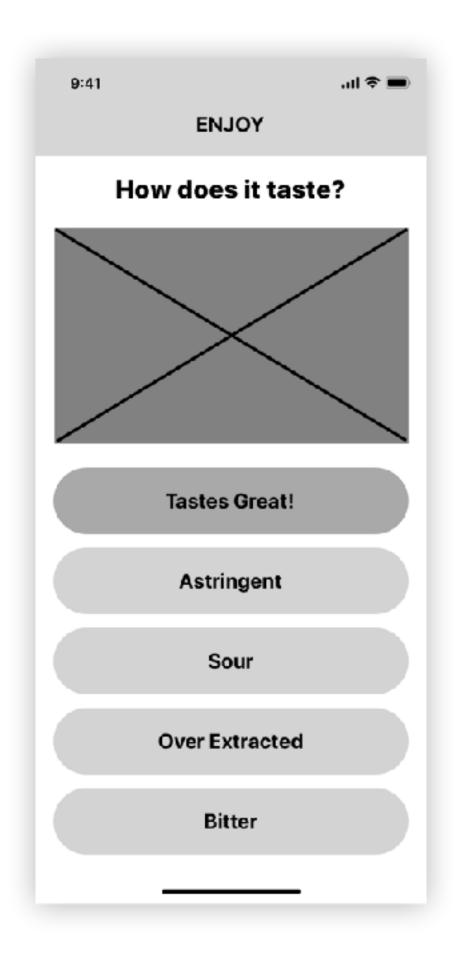
How might data be represented in a more interesting way?
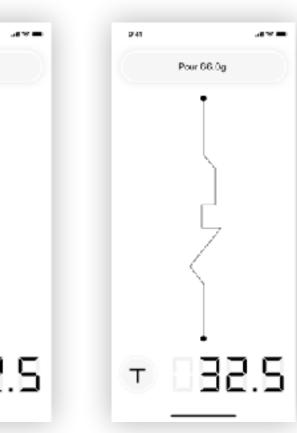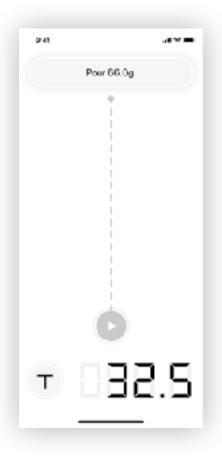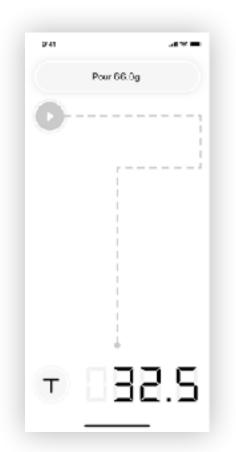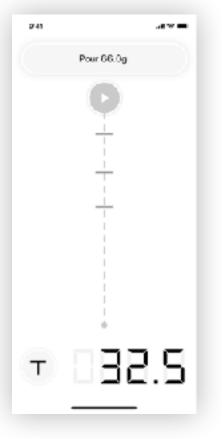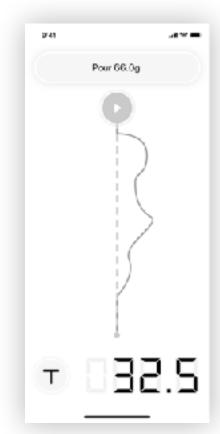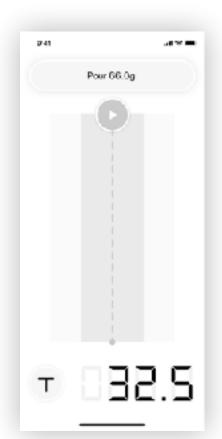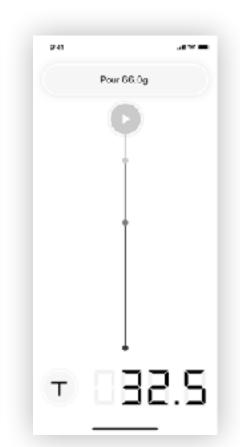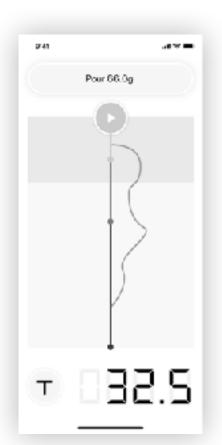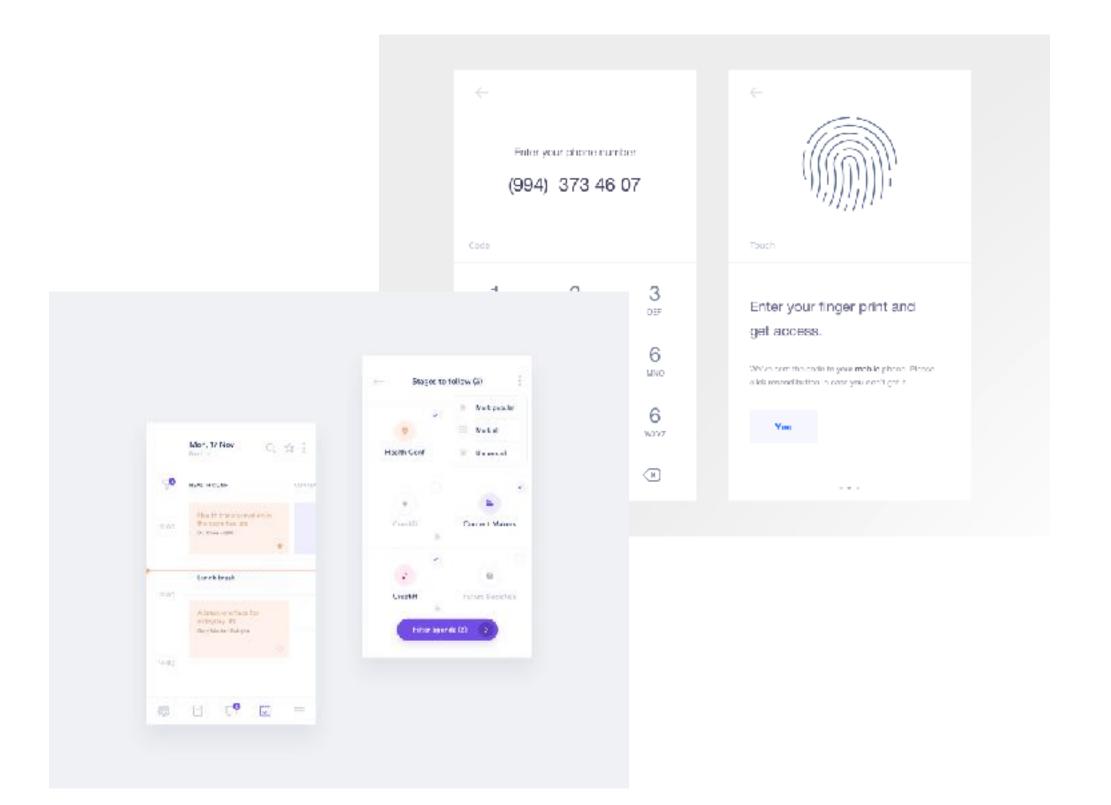
● **App Flow**

Record

Choose
Beans

Brew
Clue

Brewing
Print

Bloom

Brew

Results

Record

Wireframes

Wireframes— Second Pass

Final Design
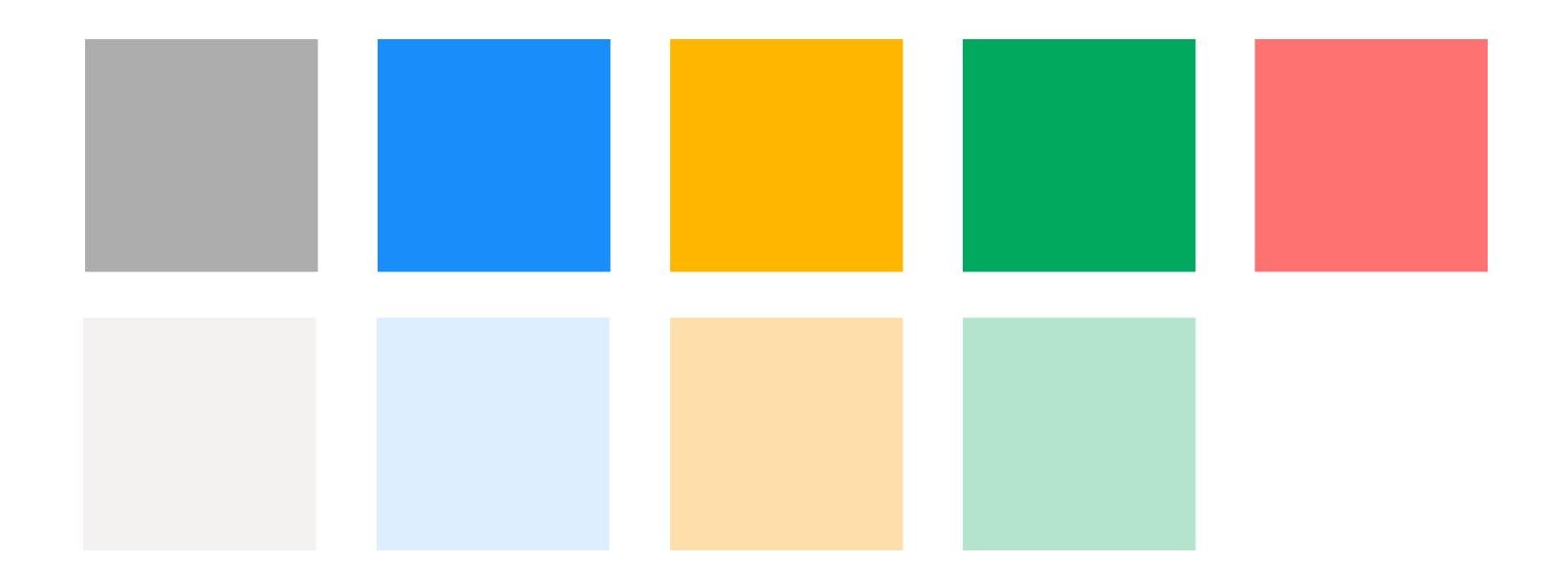
GT Haptik

Apercu

Bean Stash
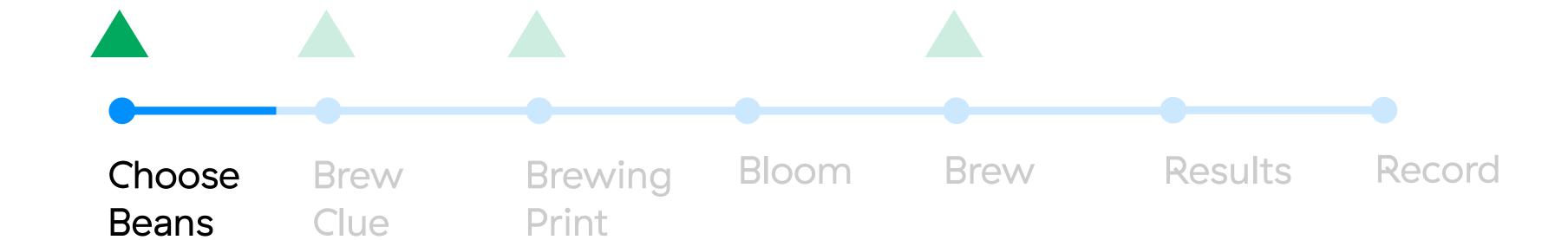

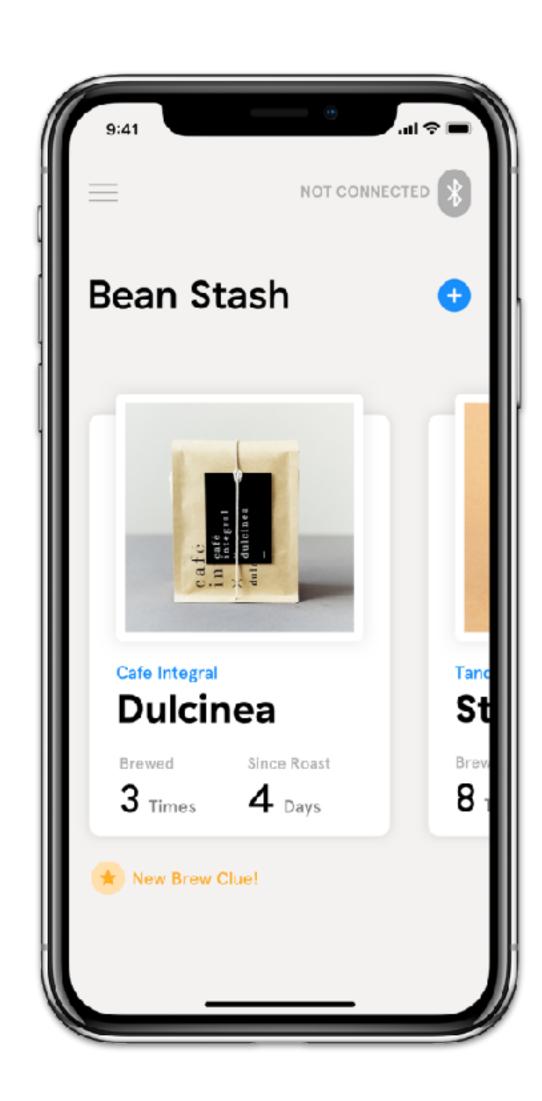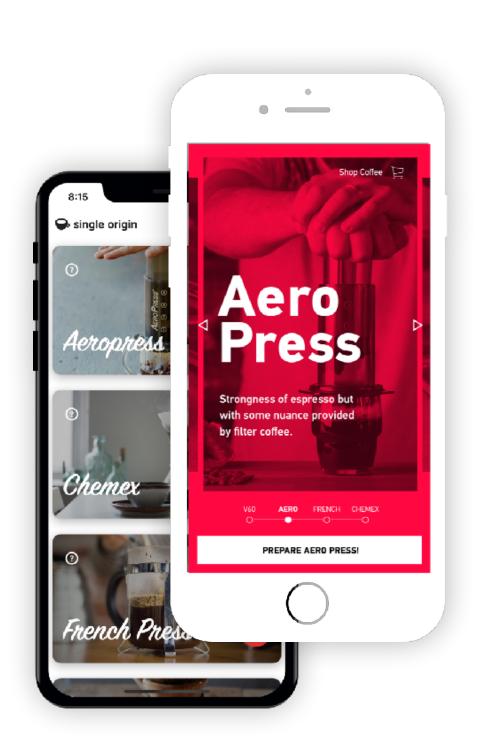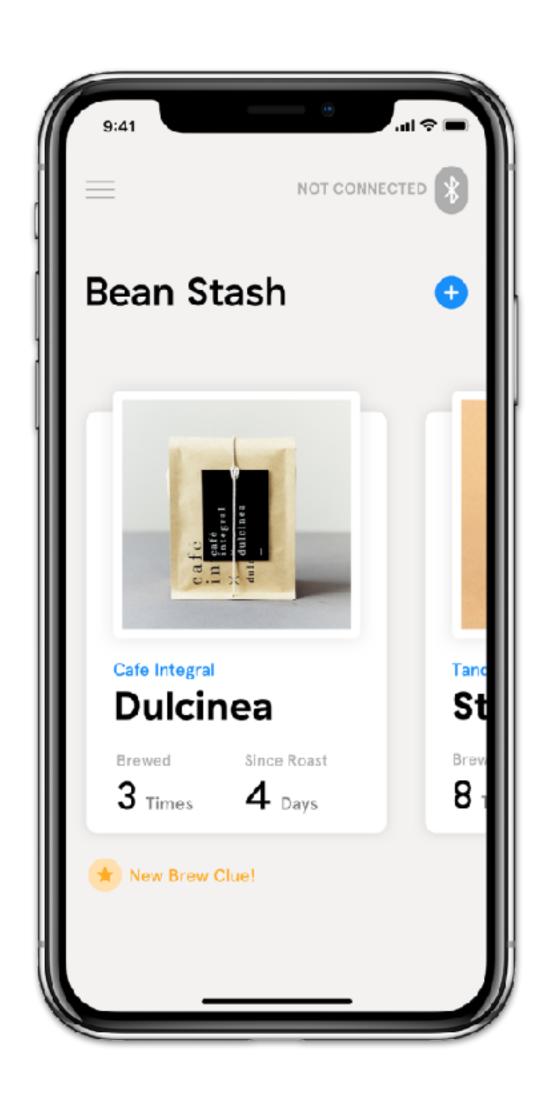Choose Beans · Brew Clue · Brewing Print · Bloom · Brew · Results · Record
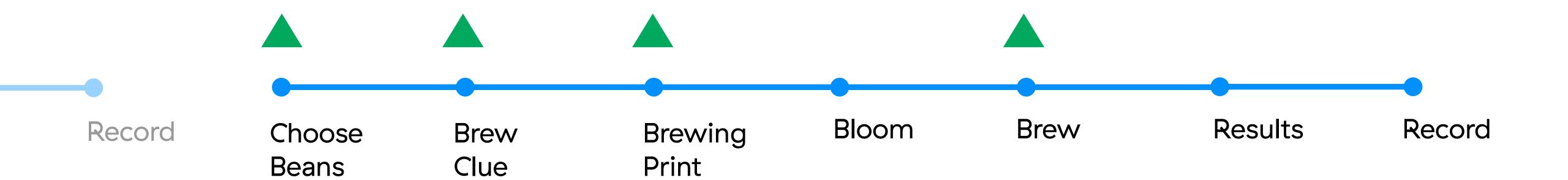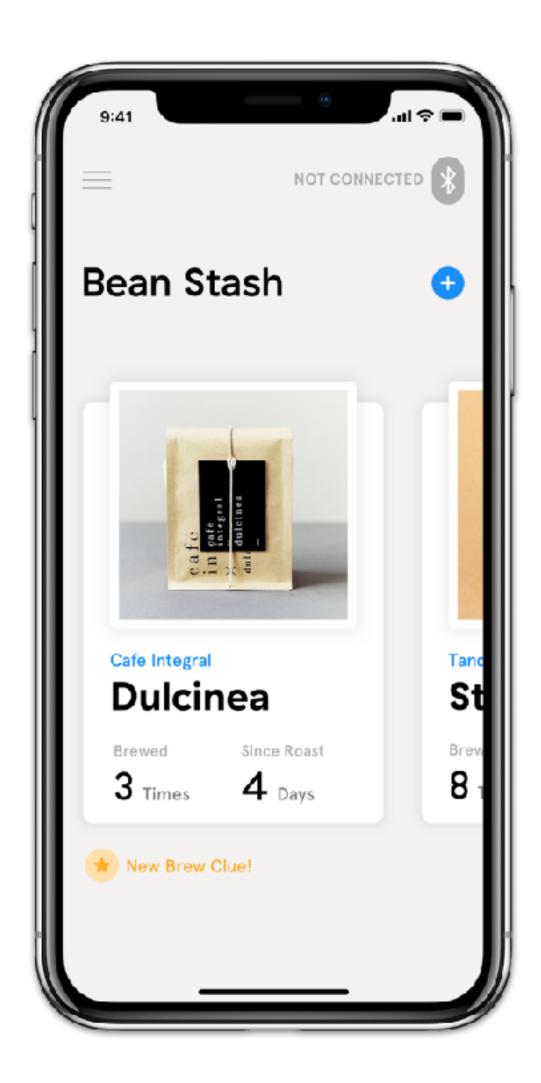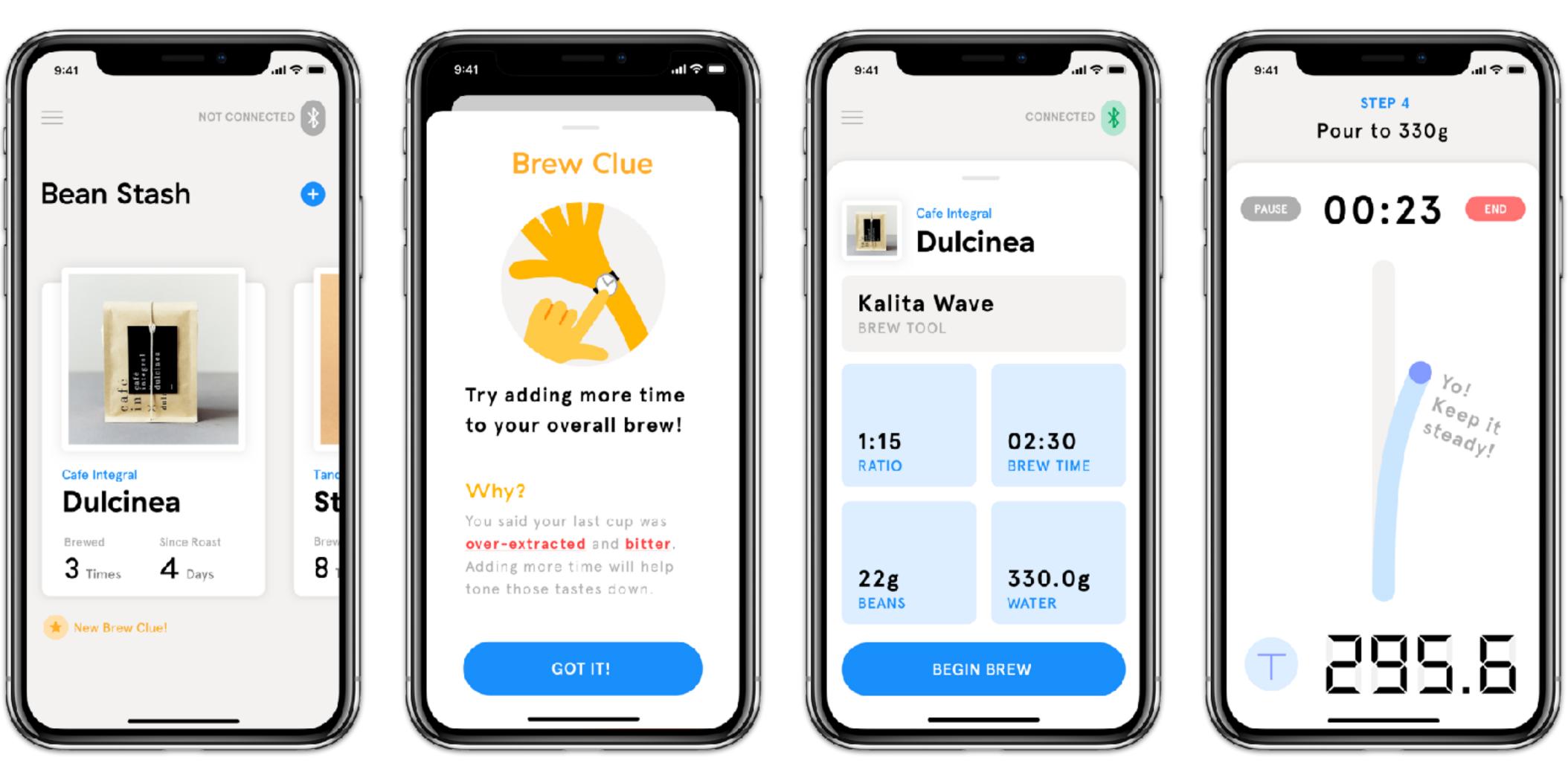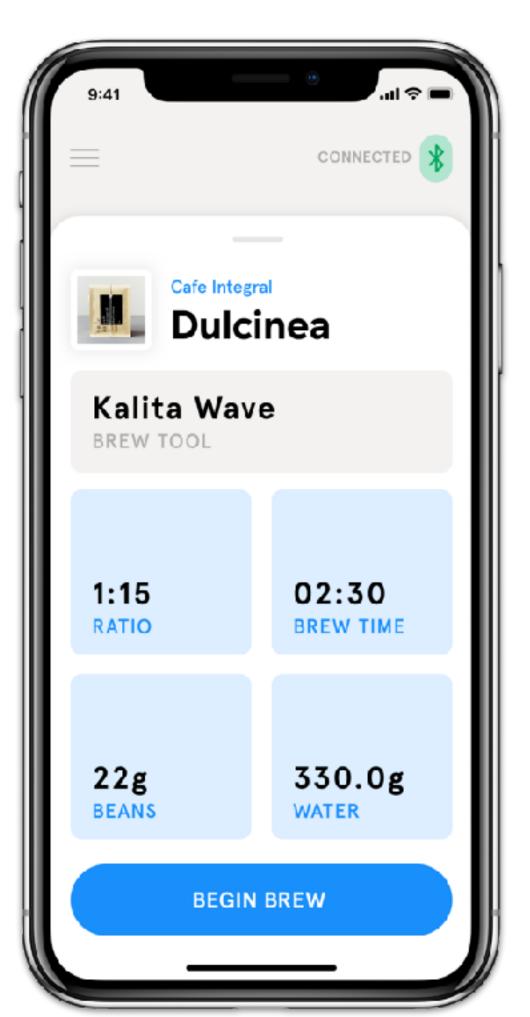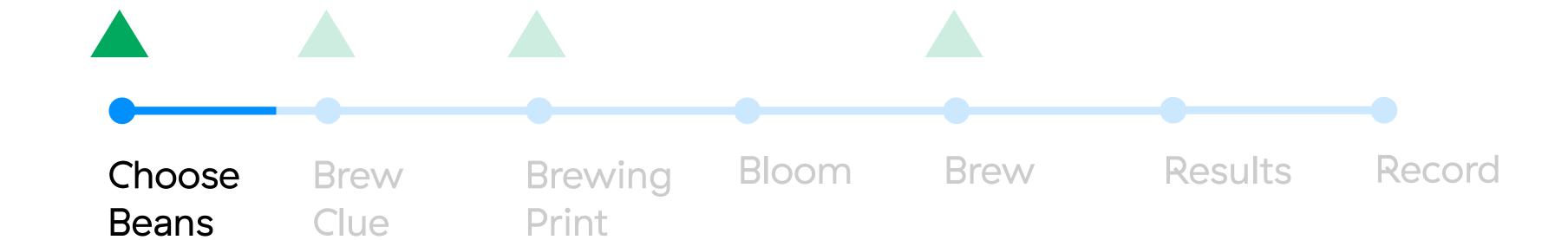
Bean Stash

Every single origin coffee is different.

It really depends on what beans and how old the beans are.

Nina, the expert
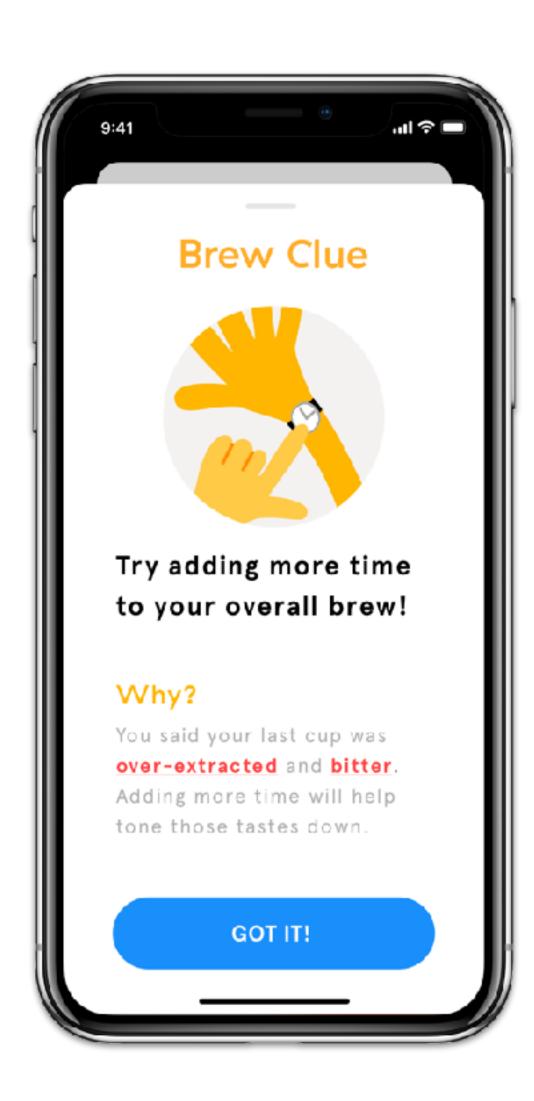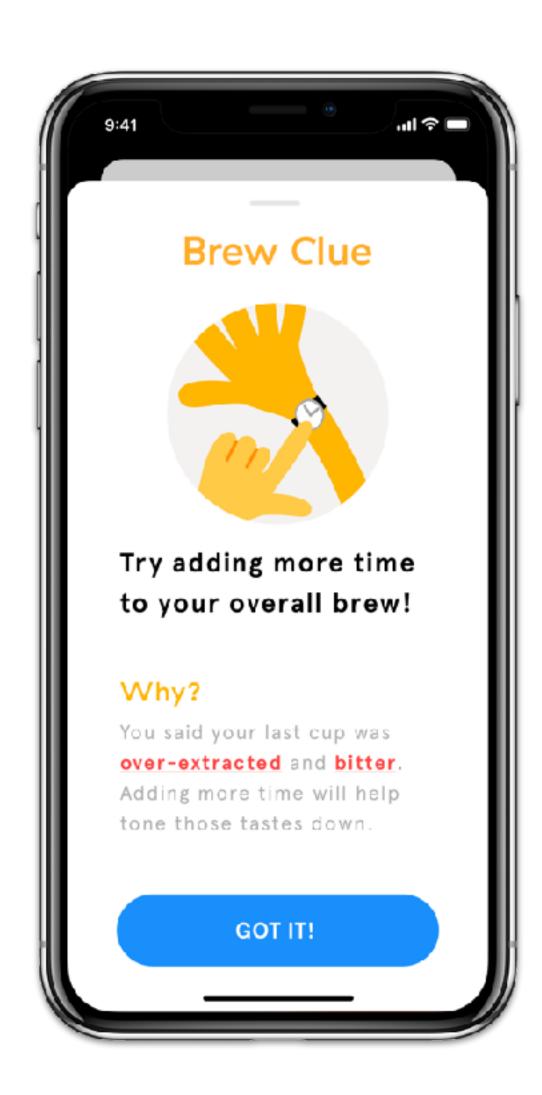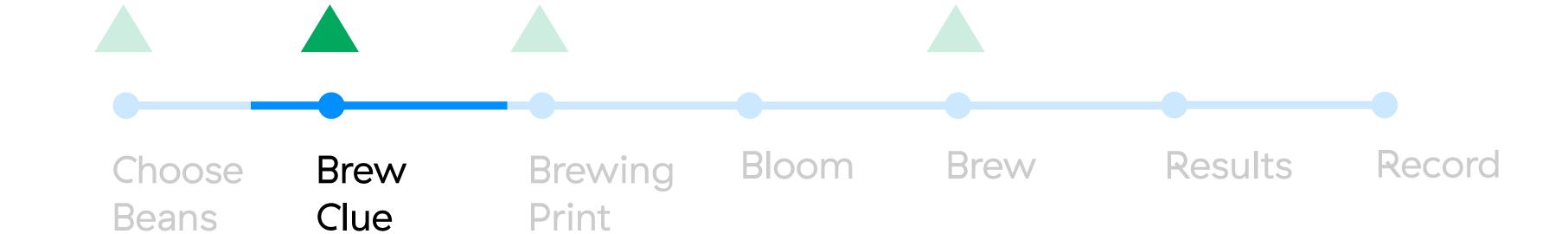
Bean Stash

Choose
Beans

Brew
Clue

Brewing
Print

Bloom

Brew

Results

Record

Brew Clue

Brew Clue

Try adding more time to your overall brew!

Why?
You said your last cup was **over-extracted** and **bitter**. Adding more time will help tone those tastes down.

GOT IT!

Choose
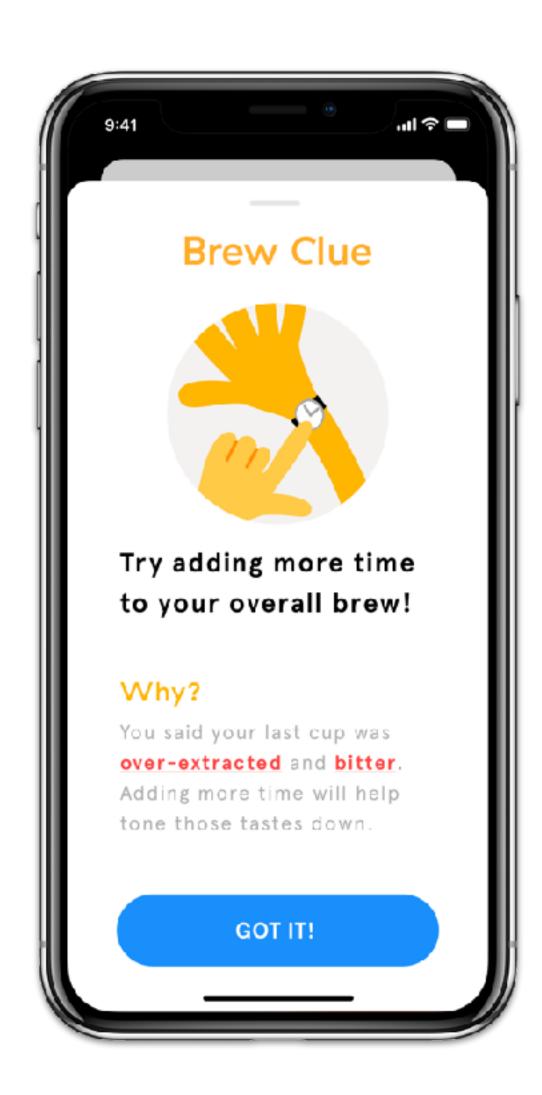Beans

Brew
Clue

Brewing
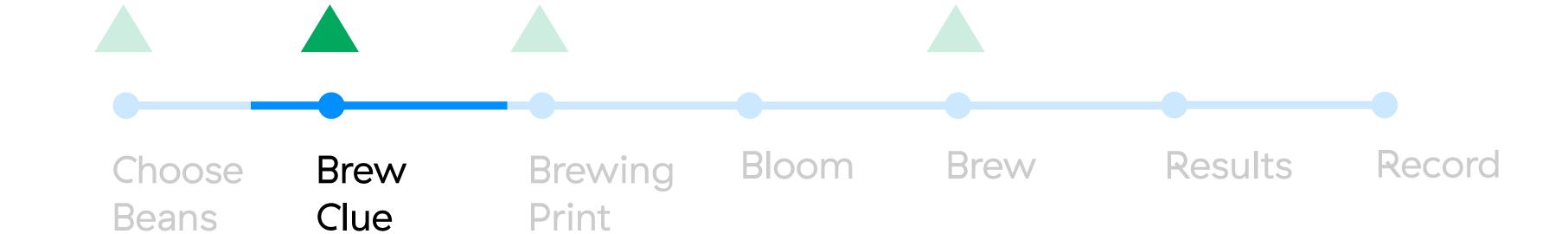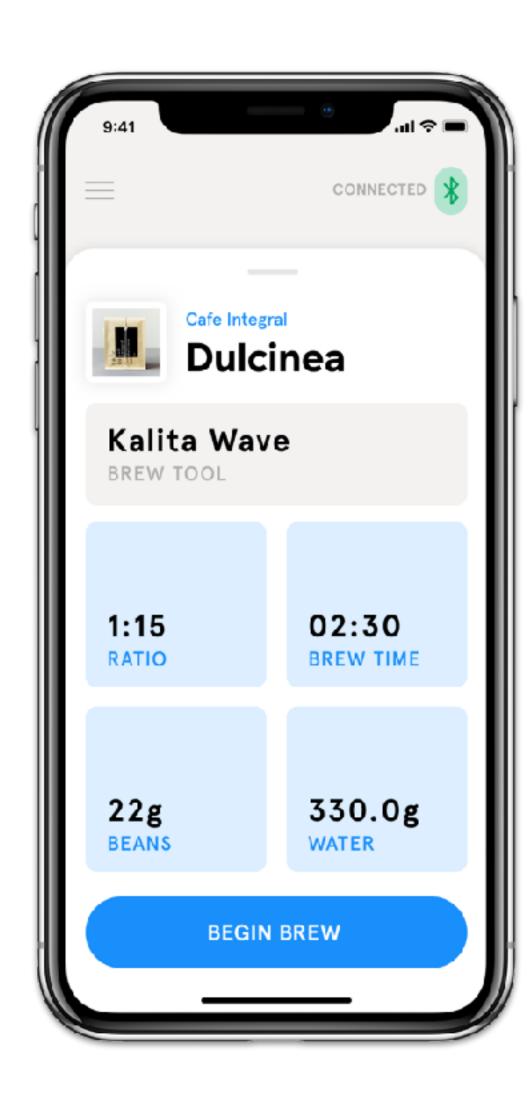Print

Bloom

Brew

Results

Record

Brew Clue

I just take a mental note of what I need to change for tomorrow.

Brew Clue

Brewing Print

9:41

CONNECTED

Cafe Integral
Dulcinea

Kalita Wave
BREW TOOL

1:15
RATIO

02:30
BREW TIME

22g
BEANS

330.0g
WATER

BEGIN BREW
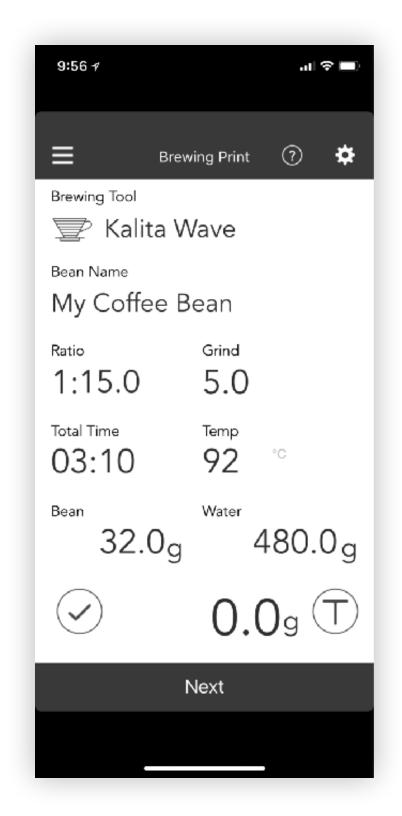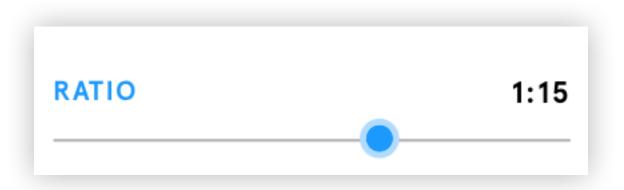
Choose
Beans

Brew
Clue

Brewing
Print

Bloom

Brew

Results

Record

Final Designs— Screen 3
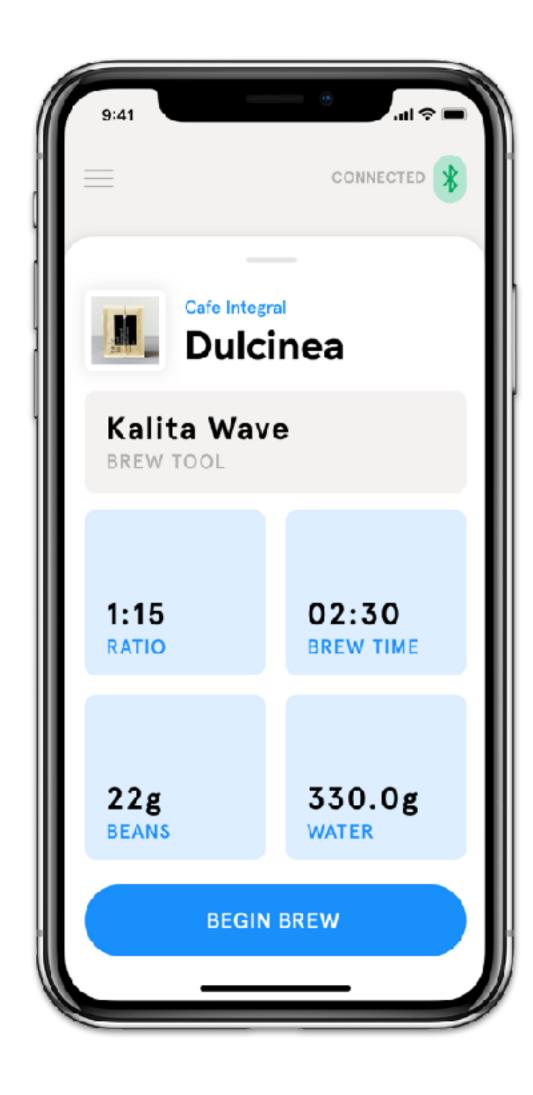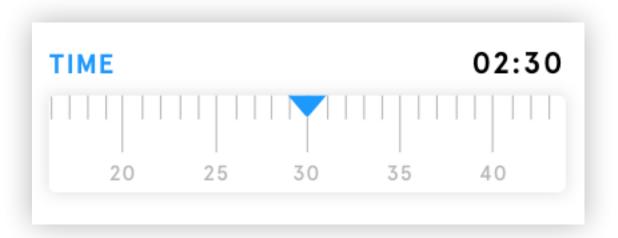
Brewing Print

Brewing Print

Brew

STEP 4
Pour to 330g

PAUSE 00:23 END

Yo!
Keep it
steady!

295.6

Choose
Beans

Brew
Clue

Brewing
Print

Bloom

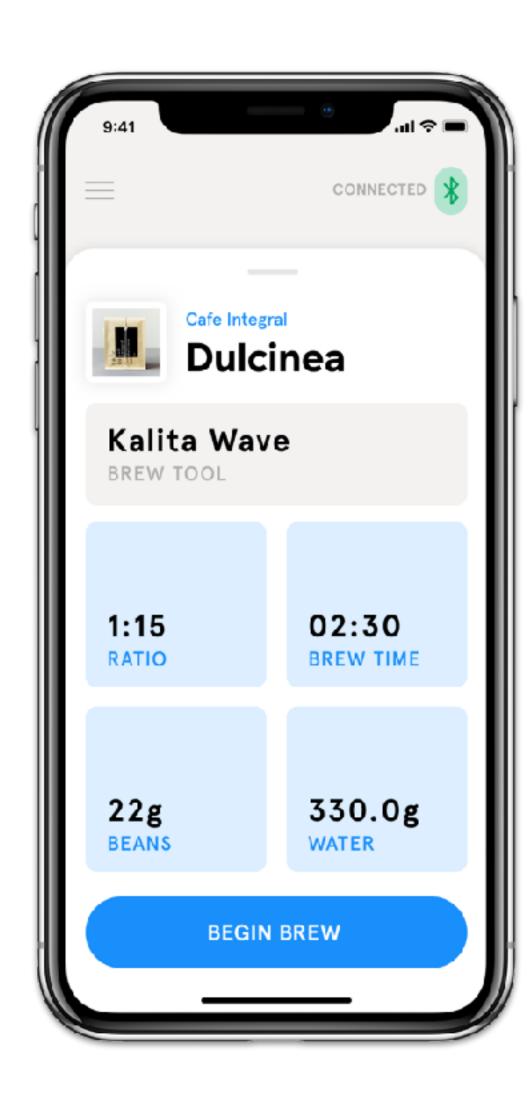**Brew**

Results

Record

Brew

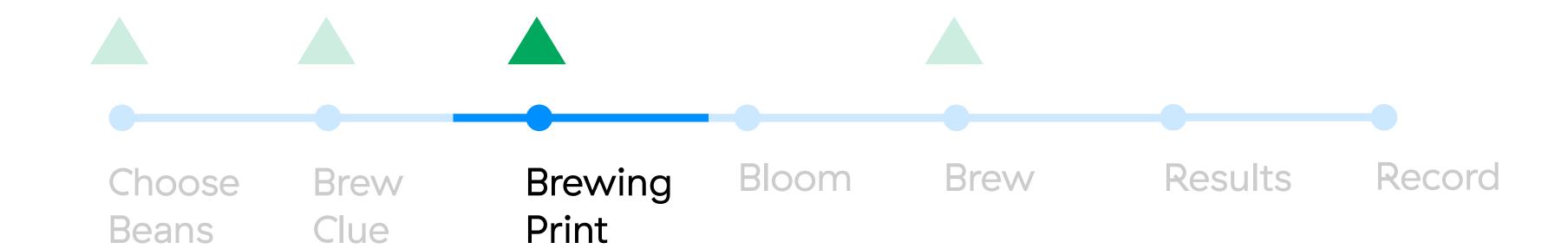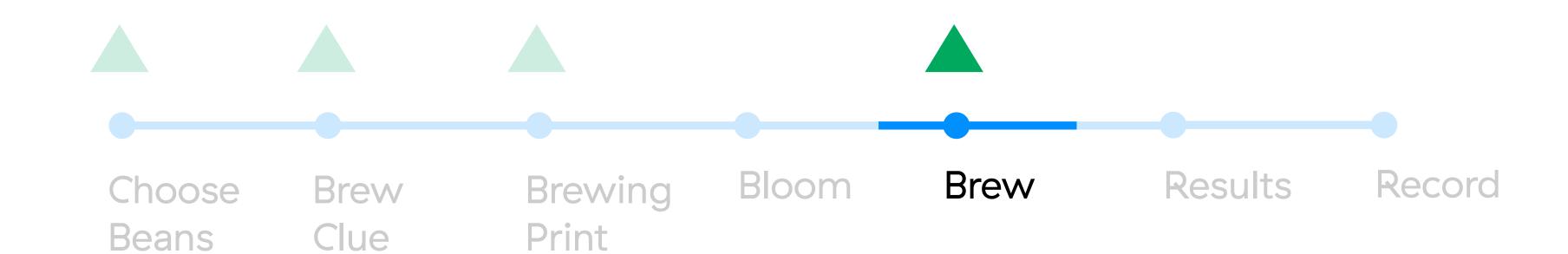# Brew

I just want to know if I'm going fast or slow.

Future Thoughts and Things I've Learned

Thank you!

Any questions?