

Reusable Coffee Cup: through ease-of-use to market penetration

Team – 4 Layers

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COMMUTER

30-50, WORKING

- » ca. 20-60min train rides – ideal for drinking coffee
- » Earning well, buying coffee to go is a daily routine
- » Voting and caring for sustainability to insure future for kids



STUDENT

18-29, STUDENT

- » enjoying cosmopolitan city life and wanting to feel hip
- » The “Starbucks-Generation” and Digital Native, but caring for earth
- » Own income or getting money from parents
- » well equipped with apps like TWINT, SBB/Swisspass



TOURIST / TRAVELLER

30-50, INDIVIDUAL

- » Able to afford Swiss Coffee prices
- » In a leisure time
- » Travelling by train, individually (no group)
- » Not necessarily equipped with Swiss apps.



ACTIVE PENSIONER

>60, OLDIE GOLDIE

- » Well off, digitally educated by grandchildren
- » Feeling young, caring for earth, open to new things
- » Not neccessarrily TWINT / Swisspass App

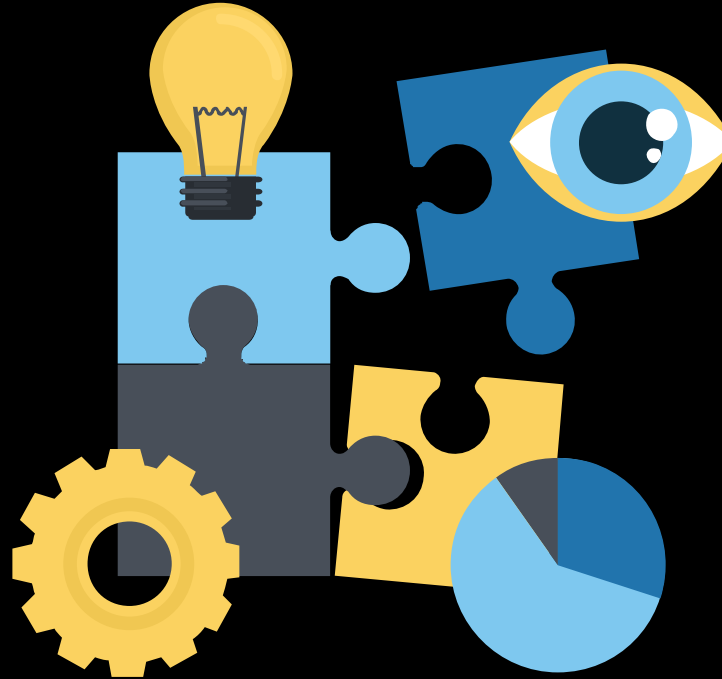
#WHO



NO REGISTRATION NEEDED



NO EXTRA TIME



NO UNNECESSARY DATA



SIMPLE PRICING,
ACCESS FOR EVERYONE



#ACCEPTANCE



*scan QR-code to
define refund method*

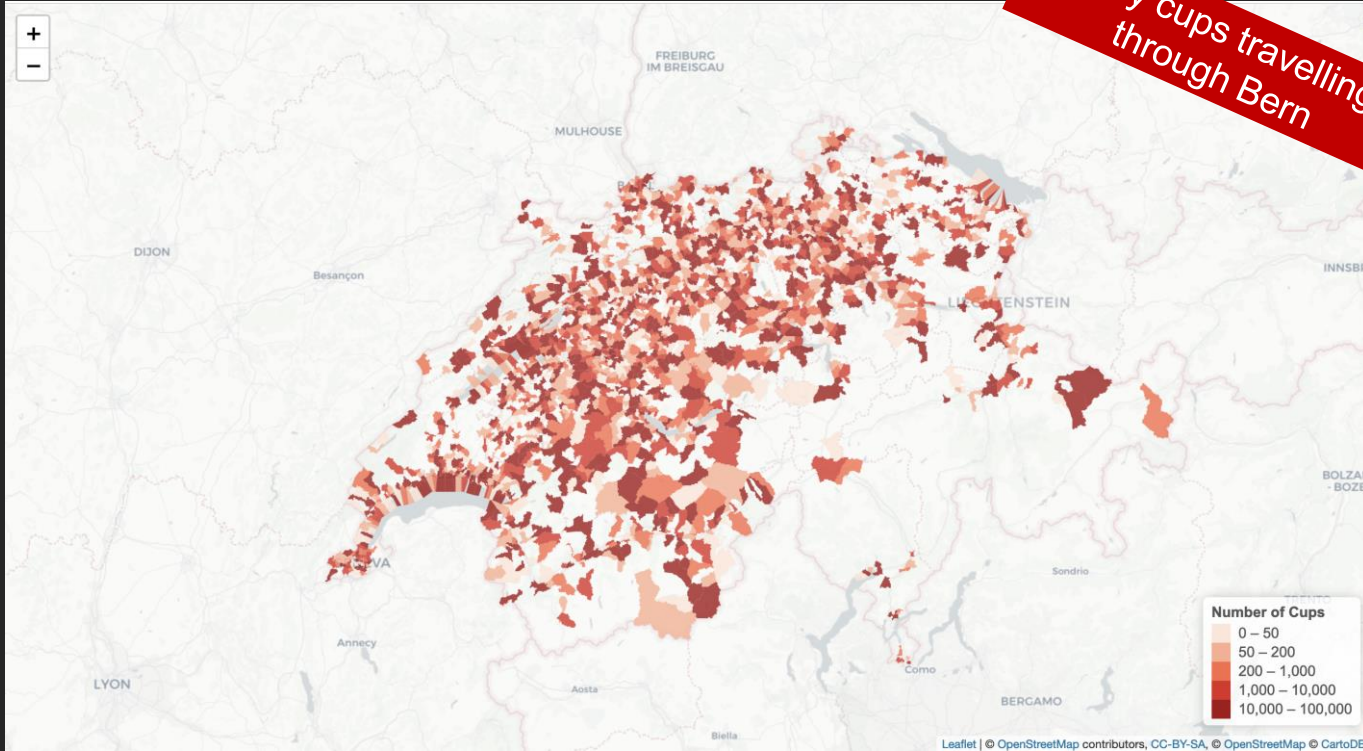


#WHAT

EMOTIONS



#HOW



only cups travelling
through Bern

230 TRAIN STATIONS IN SWITZERLAND

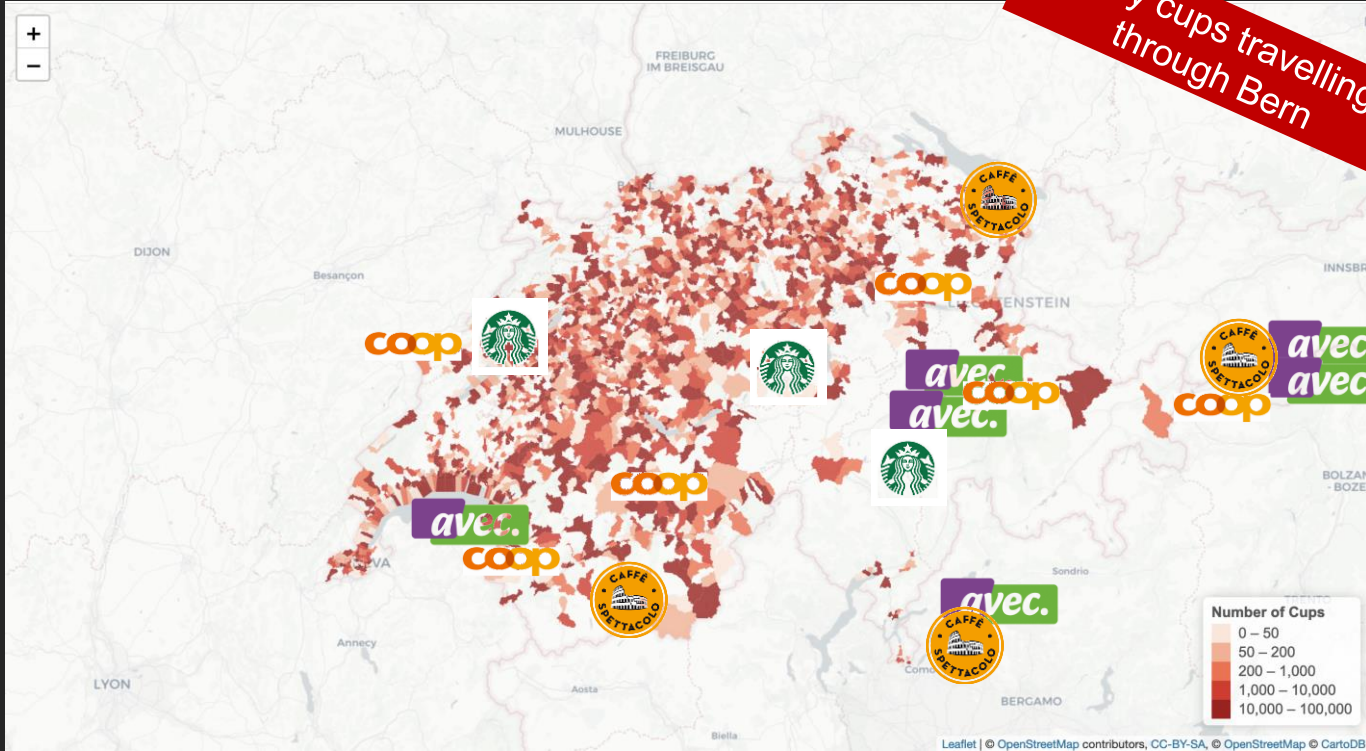
MODELLING TRIPS WITH MOBILE CELL
DATA FROM SWISSCOM OPEN SOURCE

EXTRAPOLATE NEEDED #RETURN-
MASCHINES PER TRIP END POINT

MAP SHOPS FOR MANUAL RETURN

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#WHERE



only cups travelling
through Bern

230 TRAIN STATIONS IN SWITZERLAND

MODELLING TRIPS WITH MOBILE CELL
DATA FROM SWISSCOM OPEN SOURCE

EXTRAPOLATE NEEDED #RETURN-
MACHINES PER TRIP END POINT

MAP SHOPS FOR MANUAL RETURN

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#WHERE



DROP BINS FOR CUPS TRAVELLING THROUGH BERN

AT TRAIN STATIONS = 230

BY POSTCODE = + 432

230 TRAIN STATIONS IN SWITZERLAND

MODELLING TRIPS WITH MOBILE CELL
DATA FROM SWISSCOM OPEN SOURCE

EXTRAPOLATE NEEDED #RETURN-
MASTER PER TRIP END POINT

MAP SHOPS FOR MANUAL RETURN

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#WHERE



#MONEY = 5 CHF



- **POTENTIAL TO SAVE 670 TREES PER DAY**

- **SUPPORT ENVIRONMENTAL PROJECTS THROUGH DONATE-REFUND OPTION**

- **INFLUENCE OTHERS THROUGH GAMIFICATION AND SOCIAL VISIBILITY**

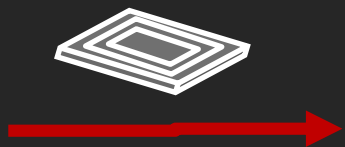
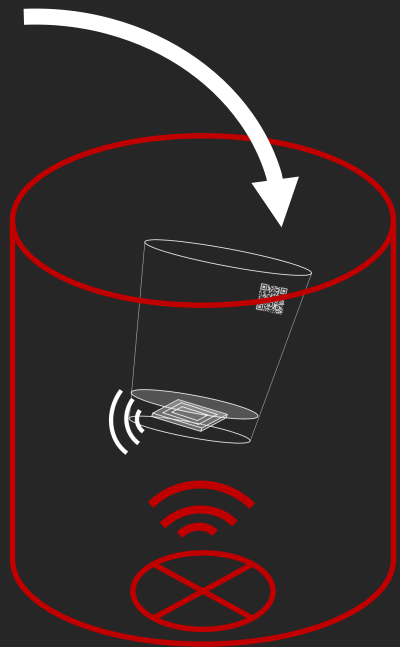
- **MAKE IT EASY TO MAKE A DIFFERENCE — STRICT FOCUS ON EASE OF USE.**

#IMPACT

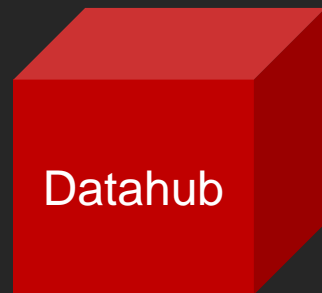


#TRY

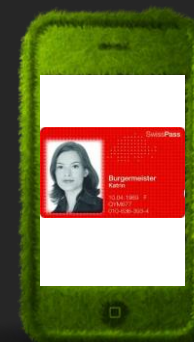
#BACK_UP



=



RFID
QR Code
Payment Provider
Unique User ID
PayPal Details (optional)

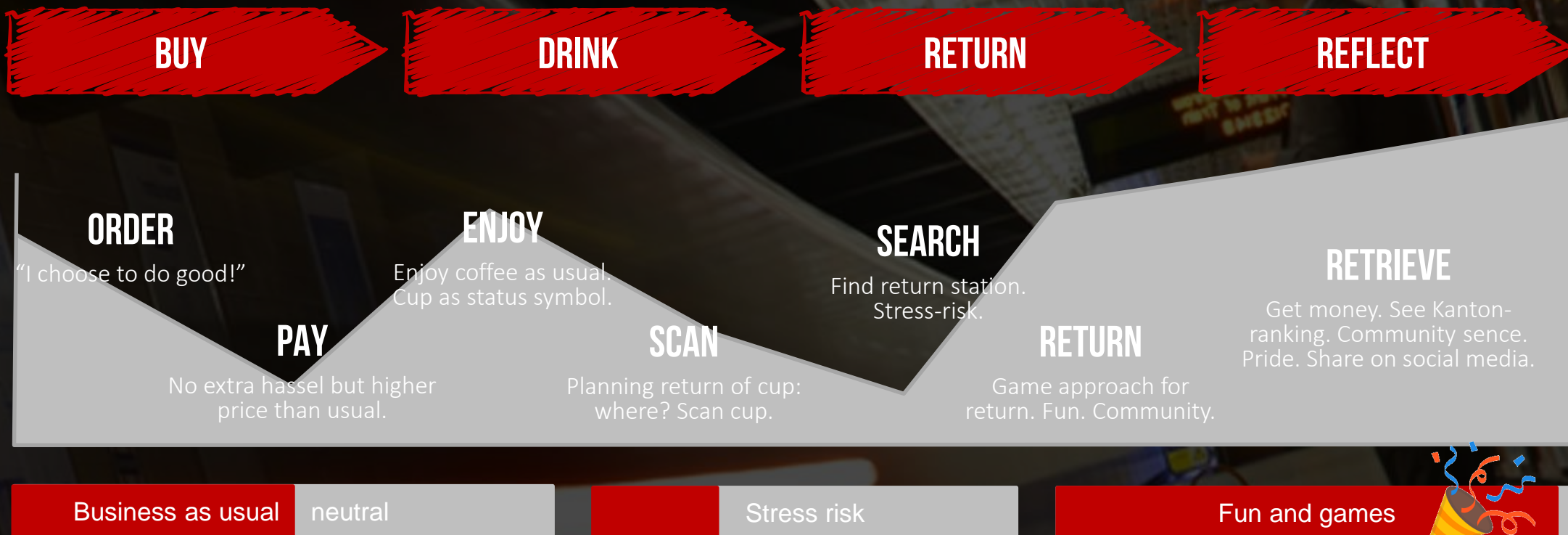


QR Code
Unique User ID
Payment Details



QR Code
Unique User ID
Payment Details





#JOURNEY