# Analysis Results

## Q2 - How many cups of coffee do you drink per day?

Across all segments, a common pattern is the consumption of one to three cups of coffee per day, often structured around daily routines such as having coffee in the morning and potentially additional cups later in the day. Key differences include the male and urban segments typically consuming two to three cups daily, often linked to energy needs and specific daily routines, while the rural and female segments show a range of one to three cups, with consumption sometimes influenced by social interactions. Overall, coffee consumption appears to be a habitual part of users' daily routines, serving both functional and social purposes.

*I have about two cups each morning before heading out to the fields. Sometimes I'll have a third cup in the afternoon if I'm feeling tired. ([male], [rural])  
Usually three cups. ([male], [urban])  
Just one or two cups a day. ([female], [rural])  
I usually have two cups a day. ([male], [urban])  
I usually have three. ([female], [urban])*

## Q3 - Do you prefer making your coffee at home or buying it outside? Why?

Across all segments, a common pattern is the preference for making coffee at home, primarily due to cost-saving and the enjoyment of the brewing routine. However, convenience significantly influences the decision to purchase coffee outside, especially in urban areas and among males and females when schedules are busy. Key differences include rural users primarily making coffee at home due to impracticality of external purchases, while urban users and females often incorporate buying coffee into their daily routines as a treat or for convenience. Overall, the user experience highlights a balance between the enjoyment and cost-effectiveness of home-brewed coffee and the convenience and indulgence of buying coffee outside.

*I always make my coffee at home. I live quite far from the city, so it's not very practical to buy it outside. Plus, I like the routine of brewing my own. ([male], [rural])  
I make my first cup at home to save money, and then I buy one at the factory's vending machine or the nearby cafe because it's convenient. ([male], [urban])  
I enjoy the ritual of brewing a pot in my kitchen. ([female], [rural])  
I buy coffee outside most of the time because I'm always on the go. ([male], [urban])  
I usually make my first cup at home because it's part of my morning routine. ([female], [urban])*

## Q4 - What are the most important factors for you when choosing coffee (e.g., taste, price, origin, etc.)?

Across all segments, taste is the most important factor when choosing coffee, with a preference for good quality and specific origins such as local roasters. Price is also a common consideration, especially for those on a budget or fixed income, though some users are willing to pay more for superior taste. Convenience is emphasized in the male and urban segments, with a preference for quick and affordable options. A notable difference is the rural segment's preference for a mild flavor, while the urban and female segments show a strong tendency to support local roasters. Overall, the user experience emphasizes the importance of taste and quality, with price and convenience playing significant roles depending on individual financial situations and lifestyle preferences.

*I care about both taste and origin. I prefer to know where the beans come from. ([male], [rural])  
Price and convenience are the biggest factors. ([male], [urban])  
I like a mild taste, nothing too strong. ([female], [rural])  
Taste and convenience. Price matters too, since I'm on a student budget. ([male], [urban])  
The taste and quality are paramount. ([female], [urban])*

## Q5 - Do you think drinking coffee impacts your energy or productivity? If so, how?

Common patterns across all segments suggest that coffee positively impacts energy and productivity. Both male and urban segments emphasize coffee's role in maintaining alertness and focus during long or demanding tasks. The rural and female segments highlight coffee as part of their morning routine, with an emphasis on starting the day. A shared concern across segments is moderating coffee intake to avoid jitteriness. Key differences include the urban segment's view of coffee as a necessity for hectic schedules, while the rural segment sees it more as a morning ritual. Overall, coffee is perceived as essential for enhancing productivity and managing energy levels, with its consumption being both functional and ritualistic.

*It does help me wake up in the morning. Farming can be physically demanding, so that little boost is nice. ([male], [rural])  
Absolutely. I work long shifts and coffee helps me stay alert. ([male], [urban])  
I think it perks me up in the morning, but I don't rely on it too much. ([female], [rural])  
If I skip my morning coffee, I feel groggy in class. ([male], [urban])  
coffee keeps me sharp ([female], [urban])*

## Q6 - Do you have any special anecdote or memory related to your coffee consumption?

The synthesis of user responses across different segments highlights several common patterns and key differences. Across all segments, coffee is consistently associated with significant personal and professional experiences, often evoking emotional connections and memorable moments. Common patterns include the role of coffee in family traditions, social events, and high-pressure situations, as well as its potential to facilitate personal enjoyment and professional networking. Key differences between segments include the rural segment's emphasis on the sensory and traditional aspects of coffee consumption, such as the use of a percolator, and the urban segment's focus on coffee's role in professional settings, such as pivotal business meetings. The male and female segments both highlight coffee's emotional and experiential significance, with females specifically noting its role in intimate rituals and professional growth. Overall, the user experience with coffee is deeply intertwined with personal memories and professional development, underscoring its dual role as a comforting ritual and a catalyst for significant life events.

*My grandfather used to make coffee in a big old percolator every morning, and the whole farmhouse smelled amazing. ([male], [rural])  
One time, our department organized a coffee tasting event which was really fun. ([male], [urban])  
sipping coffee and watching the sun rise ([female], [rural])  
One time I pulled an all nighter during finals and drank four cups in a row. ([male], [urban])  
a casual coffee meeting led to landing a major client deal ([female], [urban])*