# Analysis Results

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

Across the different user segments, a common pattern is that most individuals consume between two to three cups of coffee per day. Specifically, males and rural residents tend to drink around two cups daily, often timing their consumption with meals or social interactions. Urban dwellers and females typically consume three cups, with a structured routine of having coffee at set times throughout the day. The key difference lies in the slight increase in consumption among urban and female segments compared to males and rural residents. Overall, the user experience suggests a habitual and somewhat patterned approach to coffee consumption, with variations influenced by gender and living environment.

*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 the user segments, a common pattern is the preference for making the first cup of coffee at home, as it is part of their morning routine. However, there is a tendency among urban and female users to buy coffee outside later in the day for convenience or as a treat. A key difference is that male users tend to buy coffee outside more frequently due to their busy schedules, while rural users predominantly make coffee at home, enjoying the brewing ritual. Overall, the user experience reflects a balance between the convenience of purchasing coffee outside and the comfort or ritual of making it at home.

*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 user segments, taste is consistently identified as the most important factor when choosing coffee. There is also a shared interest in quality, particularly from urban and female respondents who prefer to support local roasters. Price is a significant consideration for male and rural respondents, likely due to budget constraints such as being a student or living on a fixed income. Convenience is specifically noted by male respondents as an important factor. Overall, the user experience shows a strong emphasis on taste, with varying levels of concern for price and support for local businesses depending on the demographic.

*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?

The common pattern across the segments is that all interviewees believe coffee impacts their energy and productivity positively. The male, urban, and female segments emphasize that coffee significantly helps them stay focused and alert, particularly during demanding activities like exams or meetings. The rural segment, however, views coffee more as a comforting morning ritual rather than a necessity for boosting productivity. Key differences include the reliance on coffee; urban and female segments see it as essential for maintaining productivity, while the rural segment enjoys it more for leisure. Overall, coffee is perceived as a beneficial factor for energy and productivity, though its role varies from being a crucial tool for managing busy schedules to simply enhancing the morning experience.

*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 user research responses reveal that coffee consumption is intertwined with both personal and professional experiences across different segments. A common pattern is that coffee plays a significant role in memorable life events, whether they are personal or professional. For the male and urban segments, coffee is associated with career-related achievements, such as acing a test or securing a major client deal. In contrast, the rural segment associates coffee with personal life, specifically a cherished daily routine with a loved one. The female segment shares a similar professional anecdote as the urban segment, highlighting the importance of coffee in networking and career progression. Overall, coffee serves as a catalyst for important life moments, offering both personal enjoyment and professional opportunities.

*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])*