

FILTERED COFFEE

HELPING JMU RESIDENT'S AND PEOPLE
VISITING EXPLORE **NEW** COFFEE SHOPS IN
HARRISONBURG.

Filtered



Coffee

RESEARCH QUESTIONS: HOW TO MAKE IT EASY FOR USERS TO FIND NEW COFFEE SHOPS

How many coffee places are you aware exist in Harrisonburg?

How do you choose where you buy coffee?

What do you look for when looking for new coffee?

Do you frequently go out for coffee and if so, do you frequent the same place? Why?

What functions in the app do you think would most benefit you for finding coffee?

Do you go to coffee shops just for the coffee or for the environment?

RATIONAL/ PURPOSE OF OVERALL DESIGN

- When initially thinking about my design for the app, I was struck by the question of how many coffee shops are people aware exist in Harrisonburg. This was the premise of how I would continue to design the app. I wanted to design an app that allows users to easily find new (to them) coffee with no hassle. It was found from a lot of interviews that many people go to the same places for two major reasons: convenience and consistency. So, with this, I continued to ask questions on how to design an app that would compel the users into trying new shops and what features they would find beneficial.

THE PEOPLE I INTERVIEWED AND WHY

- When it came to interviewing candidates, I wanted to keep it fairly consistent with age and demographics. I had some variance, interviewing a parent who visits Harrisonburg. I also wanted most of my candidates to be people who are big coffee drinkers, along with one person who isn't as I felt this variance would be most helpful for me in designing the app. In total I interviewed 7 people:
- - 4 women who are JMU students who drink coffee and visit coffee shops often.
- - 1 male who is a JMU student who drinks coffee and visits coffee shops often.
- - 1 male who is a JMU student who rarely visits coffee shops and doesn't consume coffee.
- - 1 woman who is a parent who drinks coffee regularly but isn't familiar with Harrisonburg.

COMPILED DATA

- **People who primarily choose their coffee shop for convenience:**
- Emma Jarrett, Lydia Pegler, Kayla O'Doherty, Aidan Harris, Juliet Jarrett, and Reagan Edmunds all had convivence as their top reasoning for where they buy coffee. This was 6 out of the 7 people that I interviewed, indicating that labeling convenience in the app has to be a major priority. This means including location and wait time in the app.
- **People who choose their coffee shop for the coffee:**
- Kayla, Reagan, Emma, Juliet, and Aidan all stated that another deciding factor when choosing a coffee shop is the coffee itself. This would indicate that it is necessary to include menus along with pictures of the items on the app so that the users would know whether they would personally like the coffee.
- **People who choose their coffee shop for the environment:**
- Kayla, Lydia, Reagan, Emma, and Peter all stated that they look for environment when looking for somewhere to do homework or meet up with friends. This doesn't necessarily affect the decision when the user is just looking to grab a quick coffee but affects the decision when looking for a hangout place.

COMPILED DATA CONT.

- **People who choose their coffee shop because of consistency:**
- Kayla, Lydia, Emma, Reagan, Aidan, and Juliet all stated that they usually go to a specific shop because they know that they will get the beverage that they want and most likely will not be disappointed. They go to places that they know have drinks that they like. This allowed me to brainstorm a feature that matches drinks from different coffee shops.

DESIGN REQUIREMENTS

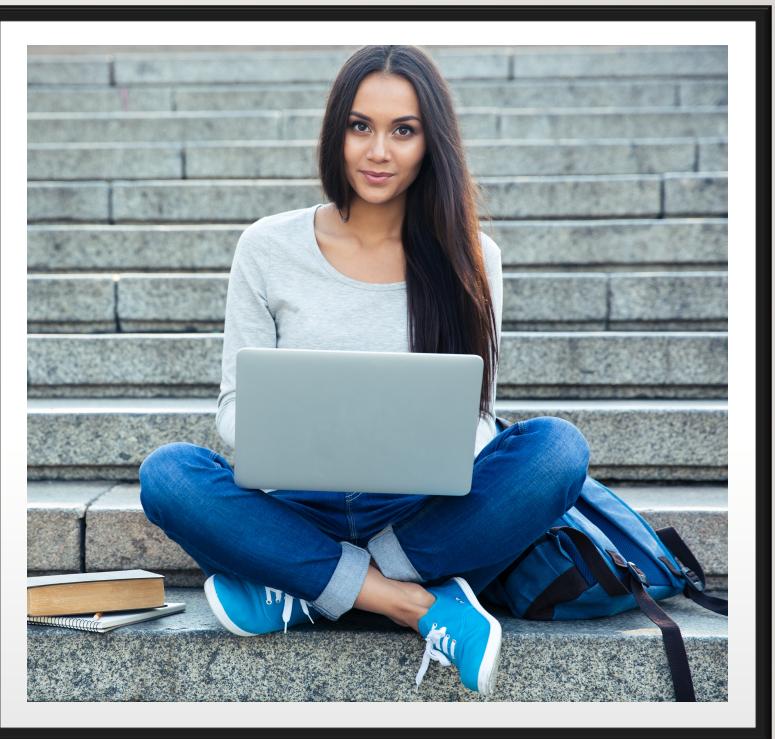
1. With the data compiled the number one requirement that the app needs is a location and wait time displayer for each shop. This would tackle the number one problem of convenience in looking for new shops as the user would be able to see where the shop is in proximity to them and how long it would take to get their beverage.
2. Another feature dealing with the problem of convenience would be adding a mobile order option. Many places have this option which allows the customers to avoid the wait if in a time crunch.
3. A feature that allows the user to put in a drink that they like from one place and match it to a place that can make the same or similar drink. This would solve the problem dealing with consistency as the user knows that they can get a similar drink at other locations
4. A rating and review feature is needed so that users can share their experiences with other users and avoid wasting time on getting a drink that will disappoint them.
5. Pictures of the menu items along with the inside of the shop is another necessary requirement. One of my interviewees made the comment that pictures can be a big determining factor on drink choice as it puts the ingredients to fruition. The pictures of the environment will also allow the user to determine if it has environment, they will enjoy hanging out in.
6. Price Range and a price match feature that would allow the user to price match drinks from one coffee shop to the other and have the prices of drinks listed.

PRIMARY PERSONA: AMANDA

- **Background**
- Amanda is a 20-year-old student at JMU. She is a SMAD major with a communications minor. Her days are very busy as she starts her day early to go to the gym. She then goes to her classes and finishes off her day by going to work at Sweet Frog. With her busy days, she loves getting coffee as an energy boost. She usually frequents Starbucks but has been wanting to try new coffee.
- **Goals**
- With Amanda's busy schedule she needs somewhere that she can go and grab coffee quickly. She likes Starbucks because it's convenient to her schedule, so an app that helps her find coffee that is close and that she can order beforehand is just what she needs.

Technology use:

- iphone
- laptop
- ipad



“I’m so tired, I can’t wait to try this new coffee shop I found!”

SECONDARY PERSONA: JEFF

- **Background**

- Jeff is 45-year-old dad of a student at JMU. He's a journalist who lives in New York but frequently visits Harrisonburg. Being a journalist, he's very tech-savvy and uses his phone frequently for news. He loves coffee and loves the environment of coffee shops.

- **Goals**

- Since Jeff isn't very familiar with the Harrisonburg area, he doesn't know many of the local coffee shops. Jeff is a big fan of different coffees and usually goes for quality. When visiting, he likes to go for coffee so he can catch up with his daughter while sipping on his favorite beverage. He hasn't been too happy with the Starbucks his daughter usually takes him to, so he's been wanting to try something new.

**Technology
use:**

- iphone
- laptop



“Hey I found a new coffee shop we can go to!”

INSPO AND DESIGN

THE PICTURES ON THE LEFT
SOME DESIGN IDEAS FOR THE
LOGO WHILE THE YELP PAGE IS
AN IDEA OF HOW I WOULD
WANT THE LAYOUT TO BE

The image consists of two main parts. On the left, there is a dark, textured surface with three white line-art designs: a sunflower-like shape in a square frame at the top, a stylized extinguisher or fire hydrant in the center, and a coffee cup with steam and the words "Filtered coffee" written next to it. On the right, there is a screenshot of a Yelp page for "Tataki South". The page shows a map of San Francisco with the restaurant's location marked. It has a 4-star rating from 188 reviews. Below the map are several photos of sushi rolls, with one labeled "Mix It Up roll" by Vanessa N. To the right of the photos are sections for "Hours", "Full menu", "Price range", and "Health score". Under "Recommended Reviews", there is a snippet from Allison S. about their visit.