

# The Coffee Explorer App

App Name: CUP Scout

App Tagline: "Discover your TASTE for adventure!"

## App Description:

It's an app that makes an adventure of exploring coffee brands that you have tasted. The app helps you discover the uniqueness and qualities associated with coffee beans for the different regions from around the world. It allows you to give your own rating and then share your finding with others who like coffee as well.

This app solves the problem of helping to educate coffee drinkers about all the differences between the brands and how they may know what they are tasting.

## Specific Functions:

- 1) Provide a way to capture the moment of the coffee tasting experience
- 2) Provide a way for the user to give their own personal rating of what type of coffee they tasted.
- 3) Provide a way for share their experience with others users of the app.
- 4) Provide info about the coffee region from where the beans were grown.

## User Target Group:

- 1) To be an explorer of the different types of coffee that comes from each of the different regions throughout the world. This user is someone who is willing to try different types of coffee and different brewing methods or drinks for their unique qualities and taste. Coffee like wine takes on the characteristic of the area it is grown in and its favor and taste is as different as each individual person. The user will have to adventure out of their comfort zone to try things that they might not like, in order to find what they truly do enjoy about their most cherished brand of coffee.
- 2) To be a recorder of what they tasted and to write out a personal review of what they thought of the favor and boldness.
- 3) To be a reporter by sharing with others what they liked about the favor and taste of the coffee.
- 4) To be a student that can learn the differences and distinctions between each favor of the beans and how the coffee is prepared.

## Client/Designer Goals:

- 1) A way to capture the coffee experience moment and document what the user liked about the brand of coffee they enjoyed in an engaging way.
- 2) To create a community that will share their experiences and promote those regions that produce quality product so that the users will want to remain involved with the app.
- 3) To educate the user with access to content that will provide the knowledge about where the coffee is harvested and to understand the growing process.
- 4) To keep the app simple in use without creating complexity about the subject matter.

## Existing Apps:

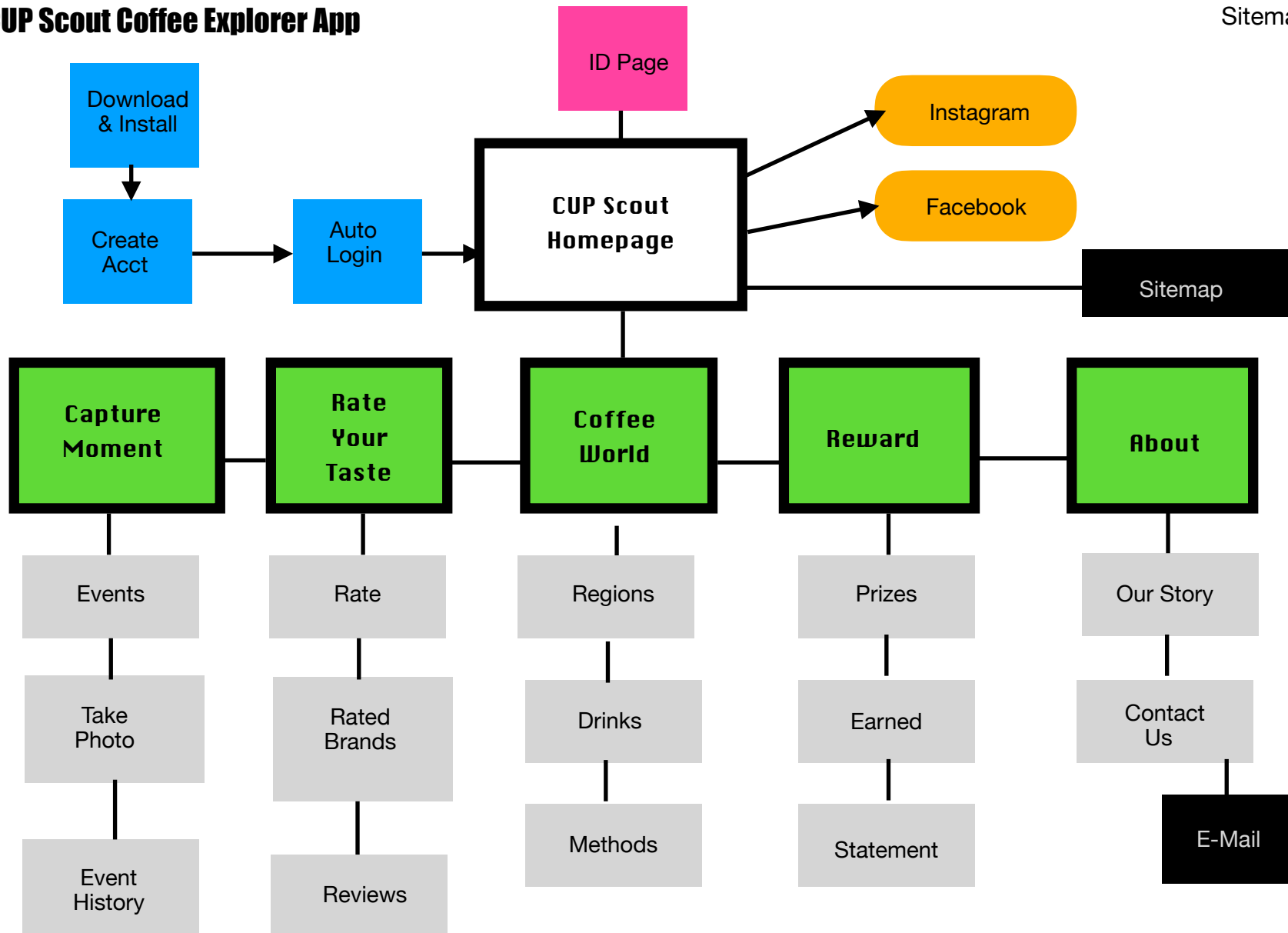
1) FIKA - Coffee Tasting Notes; this is an American/Korean app and is most like my app idea. It gives the user a way to examine a coffee by it's bitterness, acidity, body, sweetness, and aromatic. This app also has a sharing to a community of other coffee enthusiast. Not a complicated design.

2) Coffee Notes - Cupping & Brewing/record your coffee experience; This app is more like a notepad, but does have a button selection of tasting flavors and features. It just records what the users wants to share. It provides info about the coffee making process as being educational.

3) Let's Write! - Coffee Memo; this app tag line is "Let's not forget the taste". The app lets you write out a description header and notes about the brand. The data it collects is based upon the region the beans came from to the price of the bag. Radio buttons are used to slide the meter from low to high for the users rating of the coffee.

# CUP Scout Coffee Explorer App

Sitemap



# CUP Scout Coffee Explorer App - WireFrame Sketch

