

Midterm Presentation

- Team 가페 -

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Problem & Mission

Problem & Mission

Given corporation, HireChance notices 

Social problem: Refugees lack access to education, career development and decent **job opportunities**

Mission: A business that fosters the **autonomy of refugees** in Korea

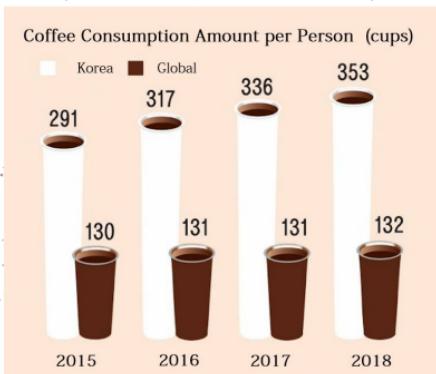
Activities

1. Support **refugees' education** by selling **coffee**
2. Invest **25%** of its profits
3. Coffee **beans** directly traded from **Quindio, Colombia**

Market Research

Korean Coffee Market Overview

- In 2019, Korean coffee market size was **7 trillion won**, expecting to be 8.6 trillion won in 2023
- The **third largest** coffee importation in the world
- One person consumed **about 353 cups of coffee per year** (2019)



Source: Hyundai Research Institute, desk research

5 Coffee Market Trends

1. **Growth of Specialty coffee**
2. **Viral marketing**
3. **New revenue model**
4. **Cost differentiation**
5. **Growth of Home Cafe trends**

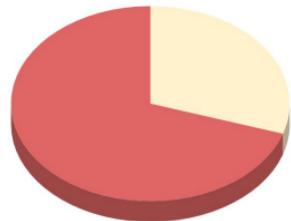
O2 User Research User Survey (1)

Refugees, and ethical consumption

n=80, Koreans, age group=23~58

REFUGEE AWARENESS

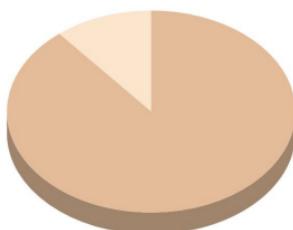
Refugee Issue
● Interested ● Not Interested



63% showed no
interest.

WILLINGNESS TO HELP

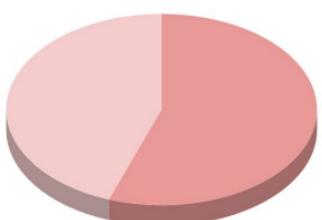
Should the refugees be helped
● Yes ● No



89% agrees to help and
support the refugees

ETHICAL CONSUMPTION

Social enterprise product over
a known brand product
● Won't buy ● Will buy



56% prefers known
brand over social enterprise
products, even under same
circumstances

INSIGHT: WHAT'S NEEDED

1. Guaranteed quality of product/service
2. Effective storytelling
3. Unconventional experience

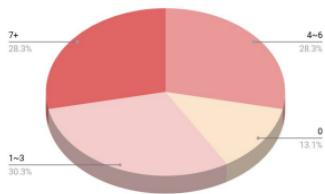
O2 User Research
User Survey (2)

Coffee consumption, and Home Cafe

n=68, Koreans, age group=20~55

COFFEE CONSUMPTION

How many cups of coffee a week



56% consumed at least 4 cups of coffee a week

REASON TO VISIT CAFE

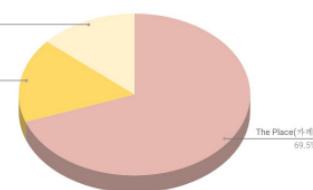
FOR THE COFFEE
6%



FOR THE SPACE
85.3%

HAPPINESS FROM COFFEE

Happiness from visiting 考虑



6% visit the cafe to enjoy coffee, others do to meet people, enjoy and take advantage of the space

66% responded happiness comes from the 'place'- cafe

O2 User Research
User Survey (2)

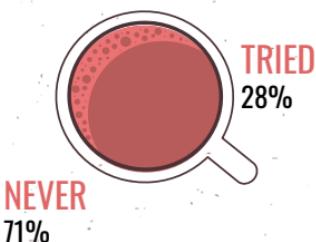
Coffee consumption, and Home Cafe

n=68, Koreans, age group=20~55

HOME CAFE EXPERIENCE



ONLINE COFFEE PURCHASE



76% is aware of the term 'Home-cafe', 38% had tried it, 44% wants to try

28% had purchased coffee online before, but 57% is willing to try the service

INSIGHT: WHAT DID WE LEARN

1. Coffee experience highly depends on the **surrounding space**
2. 'Home-cafe' is feasible when its own space **serves its own function**
3. Online coffee business is still **Blue Ocean** in Korea

Interview (1,2)

Interview 1 Offline Cafe Manager - At Cafe Carandache

- For a coffee shop, if the **quality of coffee bean** is not guaranteed, it can never succeed.
- Making sure that the price feels right, not 'acceptable' considering its donation purpose, is more important than we think.
- "Ultimately, it has to be a **happy experience**."

Prove high quality of coffee bean!

Interview 2 Frequent Home Coffee Drinker - Busy professor, also a housewife

- Advantage of 'Home cafe' is that it is **cost effective**.
- There are some **inconvenient points** in making coffee by herself. For example, cleaning coffee grounds from coffee machine is very tiresome.
- "I drink coffee at home because you can drink it all the time."

Improve coffee making experience!

User Scenario (1)

User Persona 1



Name: Jinsoo Kim
Age: 31, IT Consultant
Interest: morning coffee
Frustration: easily get exhausted, busy, unpredictable, income not accumulated

User Journey Map 1

	Awareness	Consideration	Selection	Purchase	Service Use	Feedback
Action	Decides to buy coffee bean online and finds 'HireChance'.	1) Checks products available 2) Checks spending habits	1) Decides to subscribe coffee of HireChance 2) Selects duration and quantity	Proceeds to purchase	Receives subscribed coffee bean	Cancels the subscription
Emotion	(:((:((:((:((:((:(
Problem	1) Low brand awareness 2) Unclear brand image (e.g. Social venture? Coffee supplier? Job matcher?)	Menu low visibility , Lack of information, Questions on its social mission transparency : Help Refugees?	Limited array of options (e.g. roasting level, taste, delivery date, etc.), Lack of knowledge in technical coffee terms	Credit card unavailable (only direct bank transfer and Kakao pay)	Why "HireChance"?	Overall experience insecure and unguaranteed

→ Improve Brand Awareness, Emphasize Coffee Quality, Target "Korean" Consumers

User Scenario (2)

User Persona 1



Name: Aayoung Lee

Age: 22, College Student

Interest: photograph, Instagram, sweets

Frustration: hard to imitate the home-cafe
from social media on her own

User Journey Map 1

	Awareness	Consideration	Selection	Purchase	Service Usage	Feedback
Action	<ul style="list-style-type: none"> -Decide to have home-cafe and buy coffee online -Find coffee online 	<ul style="list-style-type: none"> -Check products available -Check spending habits 	<ul style="list-style-type: none"> -Select coffee product -Select other products for home-cafe (e.g. decorations, cups, snacks) 	<ul style="list-style-type: none"> -Proceed to purchase 	<ul style="list-style-type: none"> -Receive coffee & others -Take a video of unpackaging 	<ul style="list-style-type: none"> -Post the video on Instagram/ YouTube
Emotion						
Problem	<ul style="list-style-type: none"> -Do not know where to start 	<ul style="list-style-type: none"> -Lack of customized options to choose -Too many options to choose -Uncertain about personal coffee & home-cafe preference 	<ul style="list-style-type: none"> -Inconvenience of having to search/select/buy products one by one for a satisfying home-cafe experience 	<ul style="list-style-type: none"> -More expensive than visiting offline cafe 	<ul style="list-style-type: none"> -Failure to create a desired home cafe -Lack of subsidiary elements for home-cafe (mood, snacks, cups, design, etc.) 	<ul style="list-style-type: none"> -No merit for using home-cafe

→ Improve Convenience & Customization & Customer Experience

Therefore in user perspective, a cup of coffee is mainly comprised of

Surrounding Place

Only 5% of cafe users visit the site for the sake of coffee. The space and surrounding is vital to a coffee experience.



Consistent Quality

For the coffee lovers, guaranteed quality is essential.

Functional Purpose

Every cup of coffee serves a purpose. It can be a means to have conversations, spend time, relax, etc.

03 Research Question

Problem Definition

Problem Definition

Problem to tackle:

01 Dysfunctional operational system of HireChance

02 Absence of home café service within coffee market in Korea

Business Mission:

To develop a new B2C sales platform to increase the coffee sales of HireChance in Korea and enhance the overall operation of HireChance's social mission.

To build a home café service which can provide consumers the fullest experience of coffee consumption in their own space.

04 Solution Design Business Model

ONLINE

Curation Platform

Visual storytelling aids (e.g. survey, quiz, game) will allow users to access information about their favorite kind of home café products, curate the following kits of their needs



OFFLINE

Home Experience

Curated **design kit** products will allow users to enjoy highly-customized products & services at home



Together, we **differentiate** from other services, finding a selling point **other than its 'social values'**.

→ Increased sales leads to **accomplishing social mission** of partner SE businesses, and ultimately increases the social awareness of refugee issues.

04 Solution Design

Business Model Canvas

Key Partners:	Key Activities:	Value Proposition:	Customer Relationships:	Customer Segments:
 Payment processor	Platform development: Subscription & Curation services Support: User database + Curated design kit	 Convenience  Café experience  Instagrammable lifestyle	 Rating and data based	 People who wants café experience at home
Coffee Providers Assorted Goods Providers Delivery Companies	Key Resources:  Tech platform  Kit products  Coffee brands		Channels:  Website	Social enterprises with the will to increase the visibility of their brand and social mission related to refugee issue
Cost Structure:			Revenue Streams:	
 Tech Platform	 Marketing	 Delivery	 Human Resource	 Product Development
			 Operational fee	

04 Solution Design

Wireframe

Platform Wireframe

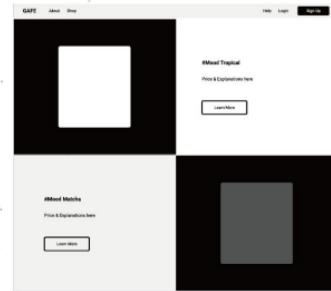
Home & Mood choice page



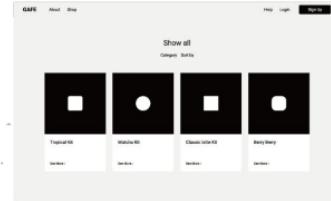
Sign up / Login page



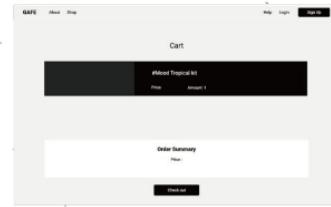
Product list page (After mood choice)



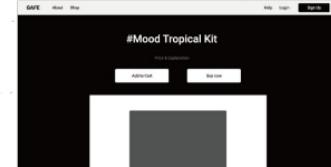
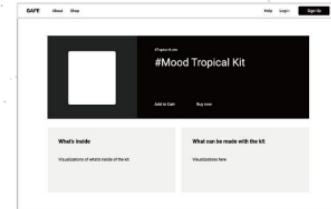
Product list page (Show all)



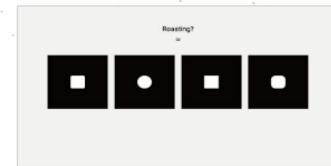
Cart & Payment page



Product Information page



Coffee Survey: Send data to Hirechance



04 Solution Design

Platform Sketches

Mood selection

User-centered feature



Coffee survey

Send data to Hirechance



User-based Curation

Curated kit algorithm

Hi, there!

Want to figure out the kinda kit you need today?

What is your mood today?

Moody Coffee
needy Don't ask Hungry

With whom do you want to spend
your coffee experience?

Family Lover Colleague Best
friend

Where do you plan to take this
experience?

My house Terrace Picnic Camping

What function do you need?

Make good impression on my colleagues

Fast, quick, easy specialty coffee trial

Create my own comforting home coffee lounge

What special bonus would you like to
receive in your first kit?

Sweets! Life postcard Sample Colombia
drip bag

Innovativeness

#Home cafe experience

We sell Home cafe experiences, not just coffee beans.



Social values and retention

We use the social values and awareness as our retention strategy, in a way that we do not depend entirely on it



#User centric curation

Users can select their mood, purpose, audience
Ex. #Mood tropical



#Curated kit

Coffee, decorations, container, teafoods etc., entirely based on their needs

04 Solution Design
Feasibility

01

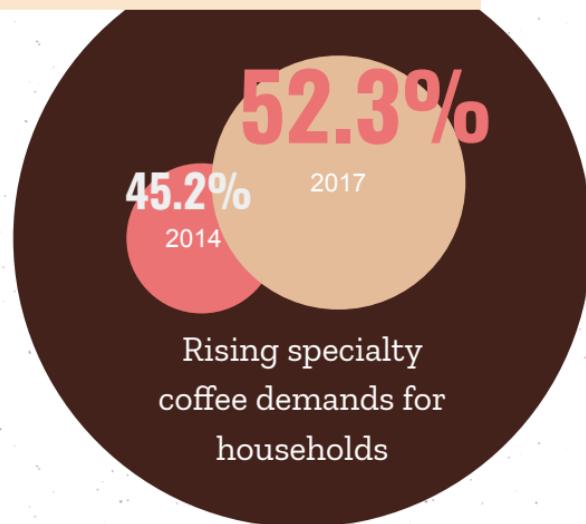
Homeconomy Trend



Home entertainment &
Food delivery

02

Specialty Coffee Market



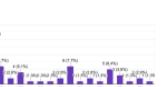
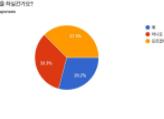
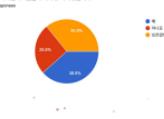
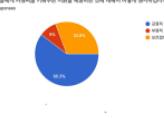
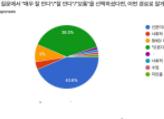
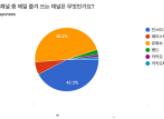
Future Objectives



05 Appendix

Appendix

Survey on Refugee awareness and ethical consumption (n=78)



O5 Appendix

Appendix

Survey on Coffee consumption trend and home cafe experience(n=68)



As-is User Journey Map (1)



Name: Jinsoo Kim (31, IT Consultant)

Interest: morning coffee

Frustration: easily get exhausted, busy, unpredictable, income not accumulated

Scenario #1: A coffee drinker with a disposable income subscribes
HireChance's coffee subscription service

	Awareness	Consideration	Selection	Purchase	Service Usage	Feedback
Action	<ul style="list-style-type: none"> - Decide to buy coffee online - Find 'HireChance' 	<ul style="list-style-type: none"> - Check products available - Check spending habits 	<ul style="list-style-type: none"> - Decide to subscribe coffee of HireChance - Select duration & quantity 	<ul style="list-style-type: none"> - Proceed to purchase 	<ul style="list-style-type: none"> - Receive subscribed coffee bean 	<ul style="list-style-type: none"> - Keep the subscription or cancel the subscription
Emotion						
Problem	<ul style="list-style-type: none"> - Low brand awareness - Unclear brand image (e.g. Social venture? Coffee supplier? Job matcher?) 	<ul style="list-style-type: none"> - Hard to see the menu on website at a glance - Unfamiliar with the coffee bean that HireChance treats - Question the transparency of HireChance's social mission - Help Refugees? 	<ul style="list-style-type: none"> - Cannot choose the details (e.g. roasting level, taste, delivery date, etc.) - Lack of knowledge of coffee type, taste, roasting level, quantity 	<ul style="list-style-type: none"> - Credit card unavailable (only direct bank transfer and Kakao pay) 	<ul style="list-style-type: none"> - Why "HireChance"? 	<ul style="list-style-type: none"> - Want a guaranteed quality of coffee beans

→ Improve Brand Awareness, Emphasize Coffee Quality, Target "Korean" Consumers

As-is User Journey Map (2)

Scenario #2: A coffee drinker with a disposable income purchases coffee online for home-cafe experience



Name: Ayoung Lee (22, student)

Interest: photograph, Instagram, sweets

Frustration: hard to imitate the home-cafe from social media on her own

	Awareness	Consideration	Selection	Purchase	Service Usage	Feedback
Action	<ul style="list-style-type: none"> -Decide to have home-cafe and buy coffee online -Find coffee online 	<ul style="list-style-type: none"> -Check products available -Check spending habits 	<ul style="list-style-type: none"> -Select coffee product -Select other products for home-cafe (e.g. decorations, cups, snacks) 	<ul style="list-style-type: none"> -Proceed to purchase 	<ul style="list-style-type: none"> - Receive coffee & others -Take a video of unpackaging 	<ul style="list-style-type: none"> - Post the video on Instagram/ YouTube
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Problem	<ul style="list-style-type: none"> - Do not know where to start 	<ul style="list-style-type: none"> -Lack of customized options to choose -Too many options to choose -Uncertain about personal coffee & home-cafe preference 	<ul style="list-style-type: none"> Inconvenience of having to search/select/buy products one by one for a satisfying home-cafe experience 	<ul style="list-style-type: none"> - More expensive than visiting offline cafe 	<ul style="list-style-type: none"> - Failure to create a desired home cafe -Lack of subsidiary elements for home-cafe (mood, snacks, cups, design, etc.) 	<ul style="list-style-type: none"> -No merit for using home-cafe

→ Improve Convenience & Customization & Customer Experience