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Identifying Customer Needs

Question/Prompt	Customer Statement	Interpreted
Typical Uses	1) I need my coffee to stay warm after brewing. 2) I need to be able to make coffee more than one cup at a time. 3) I make 12 cups every morning.	1) Keep pot warm after brew finishes. 2) Multi cup brewing capability. 3) Needs to be reliable.
Likes- current tool	1) The ability to brew any coffee I want. 2) The compact size of my machine.	1) Options for types of coffee grounds. 2) Machine can't be too big or heavy.
Dislikes- current tool	1) The small amount of coffee I can make with K cups. 2) Waiting for the coffee to be done. 3) Adding water and grounds before starting brew.	1) Multi cup brewing capability. 2) Coffee pot doesn't make you wait. 3) Machine rids user of the set up hassle.

Hierarchial List of Needs

Keep coffee pot warm an extended period of time after brew finishes
- Coffee is warm and ready to drink as soon as the brew is complete.
- Coffee pot remains warm for a couple hours after brew finishes.

Multi cup brewing capability
- The coffee machine can brew multiple serving of coffee at a time.
- The amount of cups to brew should be selected by the user.

Needs to be reliable
- The coffee machine must also be safe for anyone to use.
- Manual Override capabilities in case of communication problems.

User selectable options for controlling the brew
- User can select how many cups to brew.
- User can select what type of coffee to brew.
- User can select how strong he/she wants the brew to be.
- User selects when to start the brew.

Machine is compact and easy to use
- User interface is elegant and easy to use.
- Installation and setup is simple for a non tech-savvy person.
- Size of coffee machine fits in all kitchens and doesn't hog the countertop.

Machine doesn't make user prepare brew
- Autonomous coffee preparation done completely by the machine.
- Preparation based on the users specified parameters.