

March 9th, 2022

Brew Talk

A UX Case Study

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DESIGN

PROJECT BACKGROUND

Topic

Students and their relationship with cafes and coffee

Why?

Curious why people (students) drink so much coffee

Results: Caffeine, in any form, was consumed by 92% of students in the past year. Mean daily caffeine consumption for all students, including non-consumers, was 159 mg/d with a mean intake of 173 mg/d among caffeine users. Coffee was the main source of caffeine intake in male (120 mg/d) and female (111 mg/d) consumers. Male and female students consumed 53 vs. 30 mg/d of

Personal Connection

Coffee lover who loves cafes (often going as a student)

54% OF AMERICANS OVER THE AGE OF 18 DRINK COFFEE EVERY DAY.

COFFEE IS MOST EFFECTIVE IF CONSUMED
BETWEEN 9:30 A.M. AND 11:30 A.M.

65%

DRINK WITH BREAKFAST

30%

DRINK BETWEEN MEALS

5%

DRINK WITH OTHER MEALS

AMERICANS DRINK AN AVERAGE OF 3.1 CUPS
PER DAY, WITH AN AVERAGE SIZE OF 9OZ/CUP.

THE U.S. SPENDS \$40 BILLION ON COFFEE EACH YEAR.

DESIGN PROCESS

User Research

1. Determine

Goal

2. Hypothesis

3. Conduct

4. Synthesize



Ideation

1. Idea Generation

2. Idea Evaluation and Selection

3. Idea Development



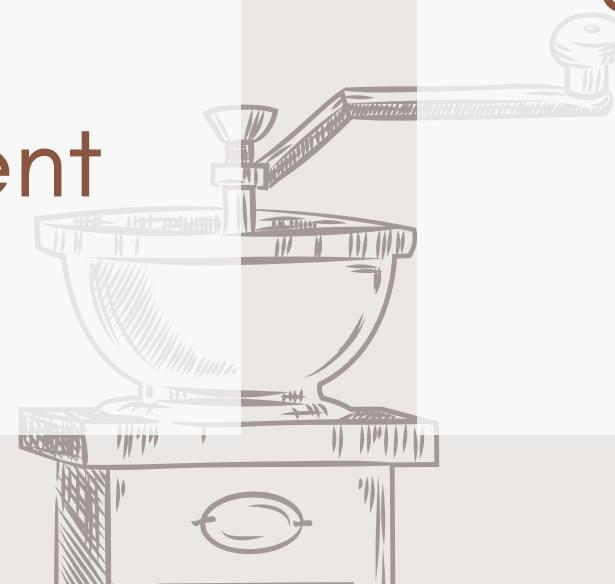
1. Empathy

2. Define

3. Ideate

4. Prototype

5. Test

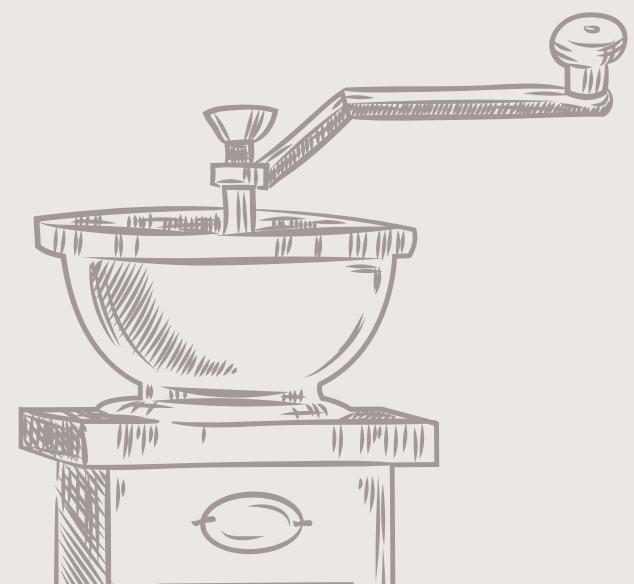


SUSPECTED PROBLEM

Initial Problem Statement

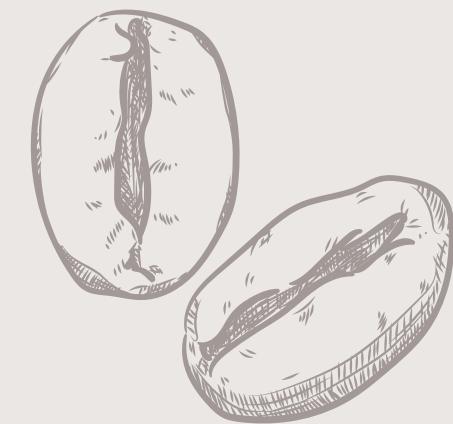
*Students are spending too much money on coffee because they are addicted to the taste and feeling coffee gives them. That's a **problem***

because they lose the ability to budget better (housing, tuition, less money for social gatherings, etc).



USER RESEARCH: Preparing for Interviews

Interviewed 3 Coffee Lovers



Goals

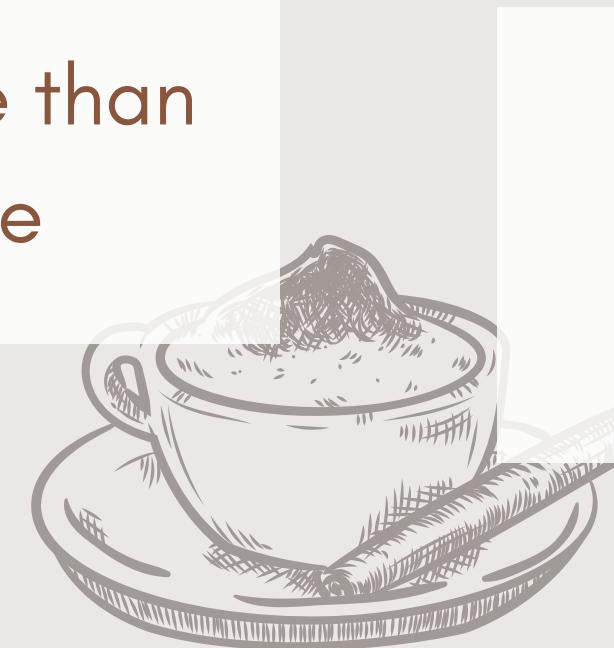
- Why do they enjoy coffee?
- Understand coffee habits
- Side effects associated with drinking coffee



INSIGHTS & TAKEAWAYS

Insight 1

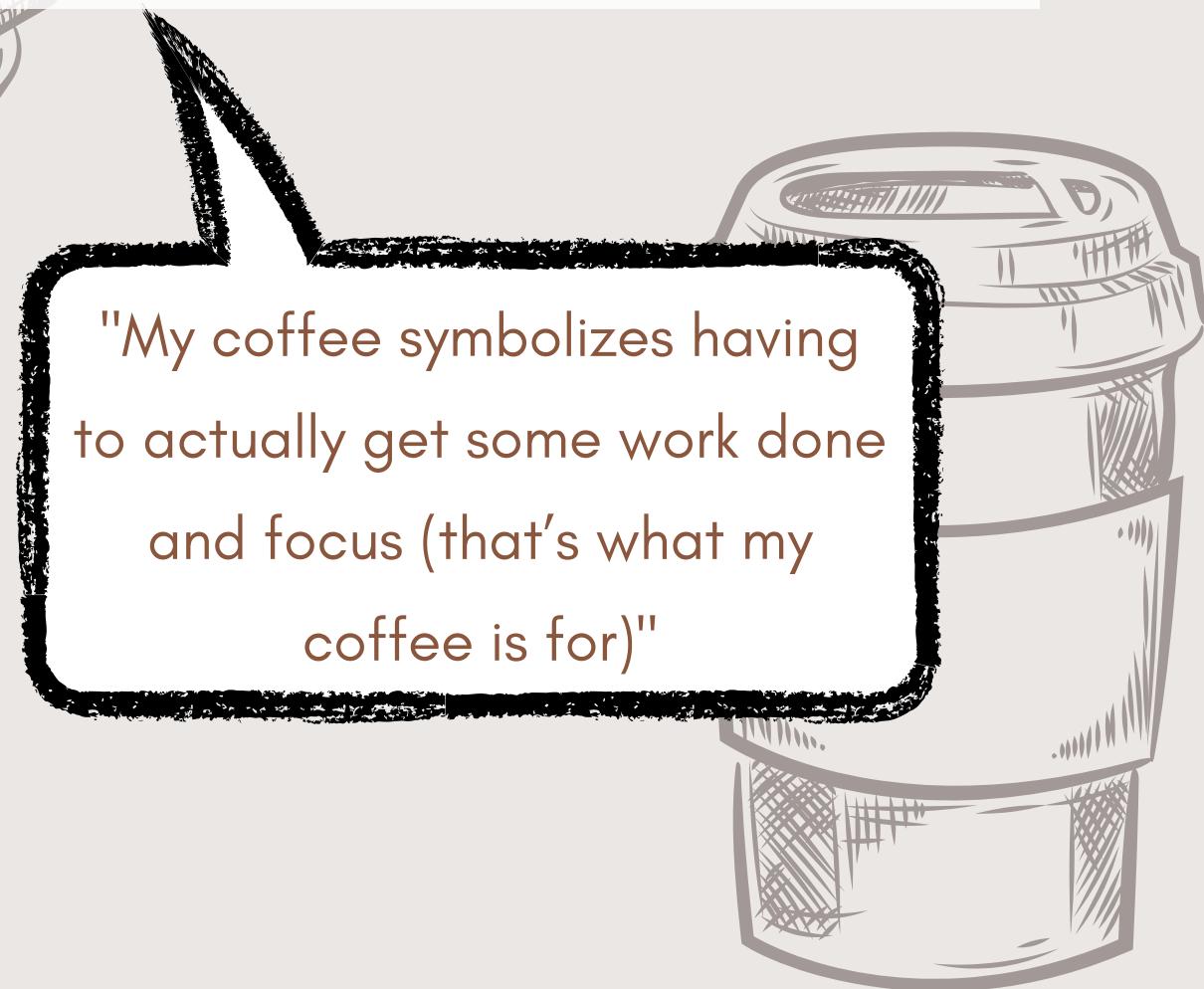
Cafes represent more than just getting coffee



"I think probably there's a social aspect to it too like you would get coffee with friends or like your classmates as an activity just as a break from class so i like that part of it the social aspect"

Insight 2

Coffee makes them productive

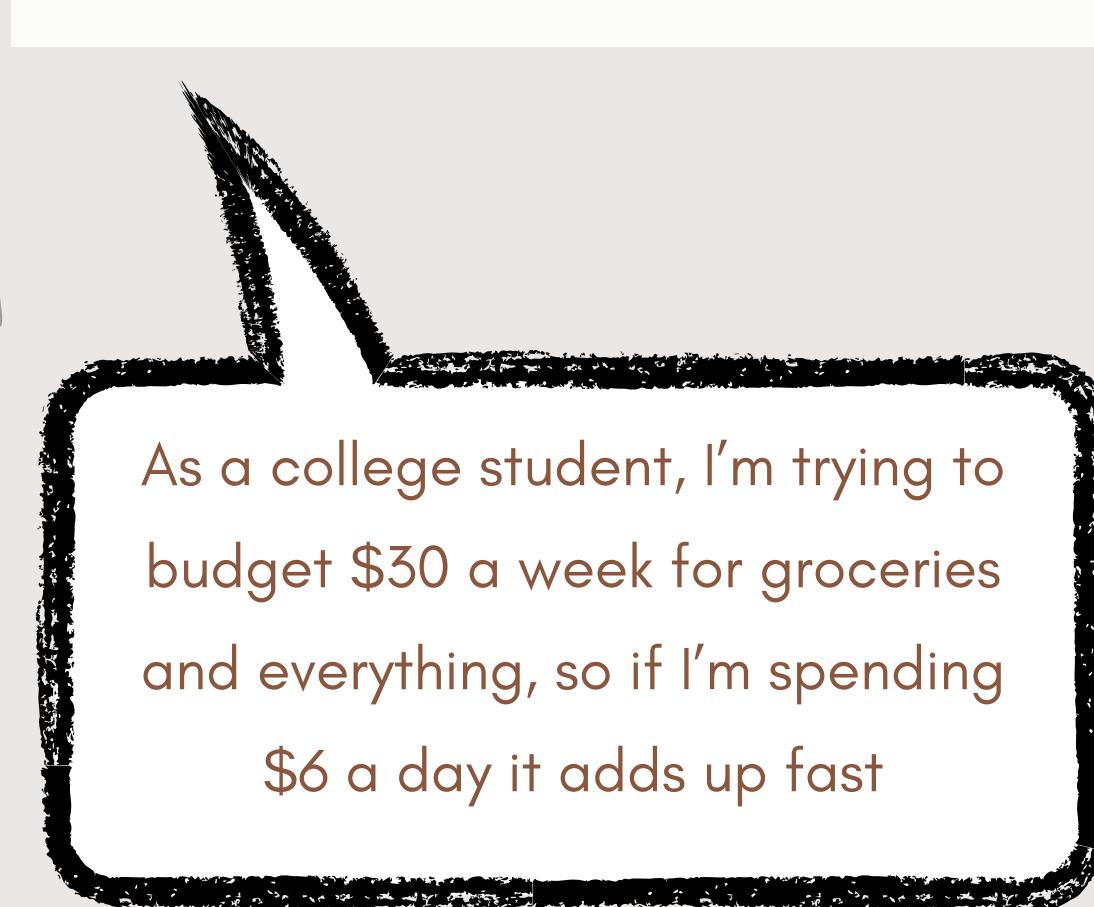


"My coffee symbolizes having to actually get some work done and focus (that's what my coffee is for)"



Insight 3

Going to a cafe makes a noticeable dent in budgeting

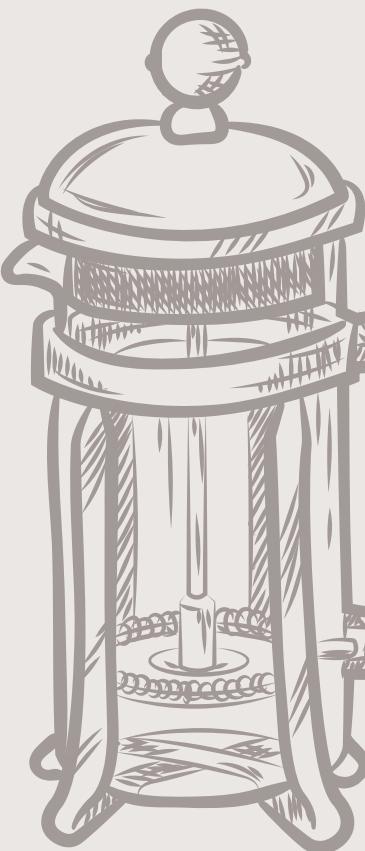
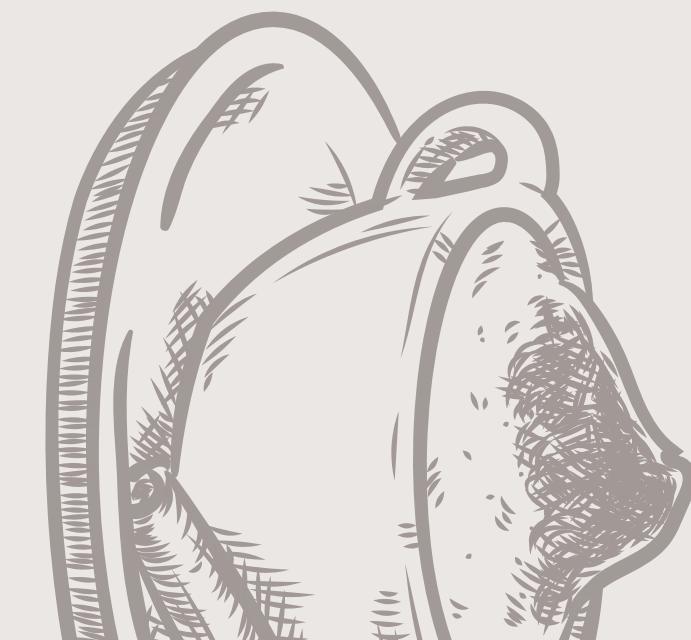
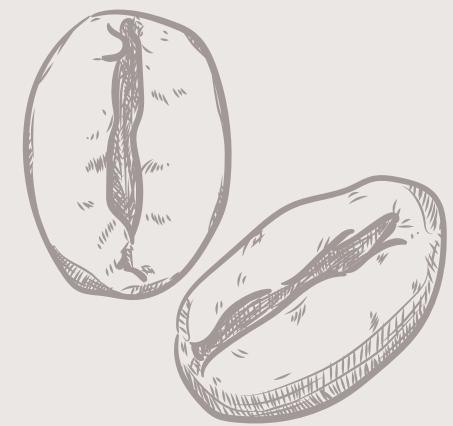


As a college student, I'm trying to budget \$30 a week for groceries and everything, so if I'm spending \$6 a day it adds up fast

USER RESEARCH: The Actual Problem

New Problem Statement

*Students are spending too much money at coffee shops because coffee shops are convenient, a source of comfort, and a tasty reward. That's a **problem** because they lose a sizeable amount of their budget.*



IDEATION: Framing the Problem

Question 1

How might we reimagine the shopping experience at cafes for students who socialize and work at cafes so that they can minimize overspending?



Question 2

How might we provide productivity support for students who feel dependent on coffee and cafes to get their work done so that they avoid unnecessary spending?



Question 3

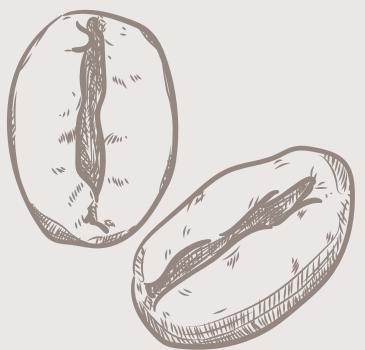
How might we design an at-home experience for students who enjoy cafes so that they can gain the social and aesthetic benefits of a cafe experience without the cost?



IDEATION: My Hypothesis

I believe that [having student discounts on days when going to cafes and creating a cafe style environment when studying from home] will result in [budgeting their cafe purchases as well as mimicking a comfortable environment similar to a cafe at home] for my persona.

IDEATION: Visualization & Solution



DESIGN: Key Features

Coffee Delivery

Your Personalized Quiz

This months blend delivery:



Dark Blend (16 oz)

Taste: Cherry, Chocolate...

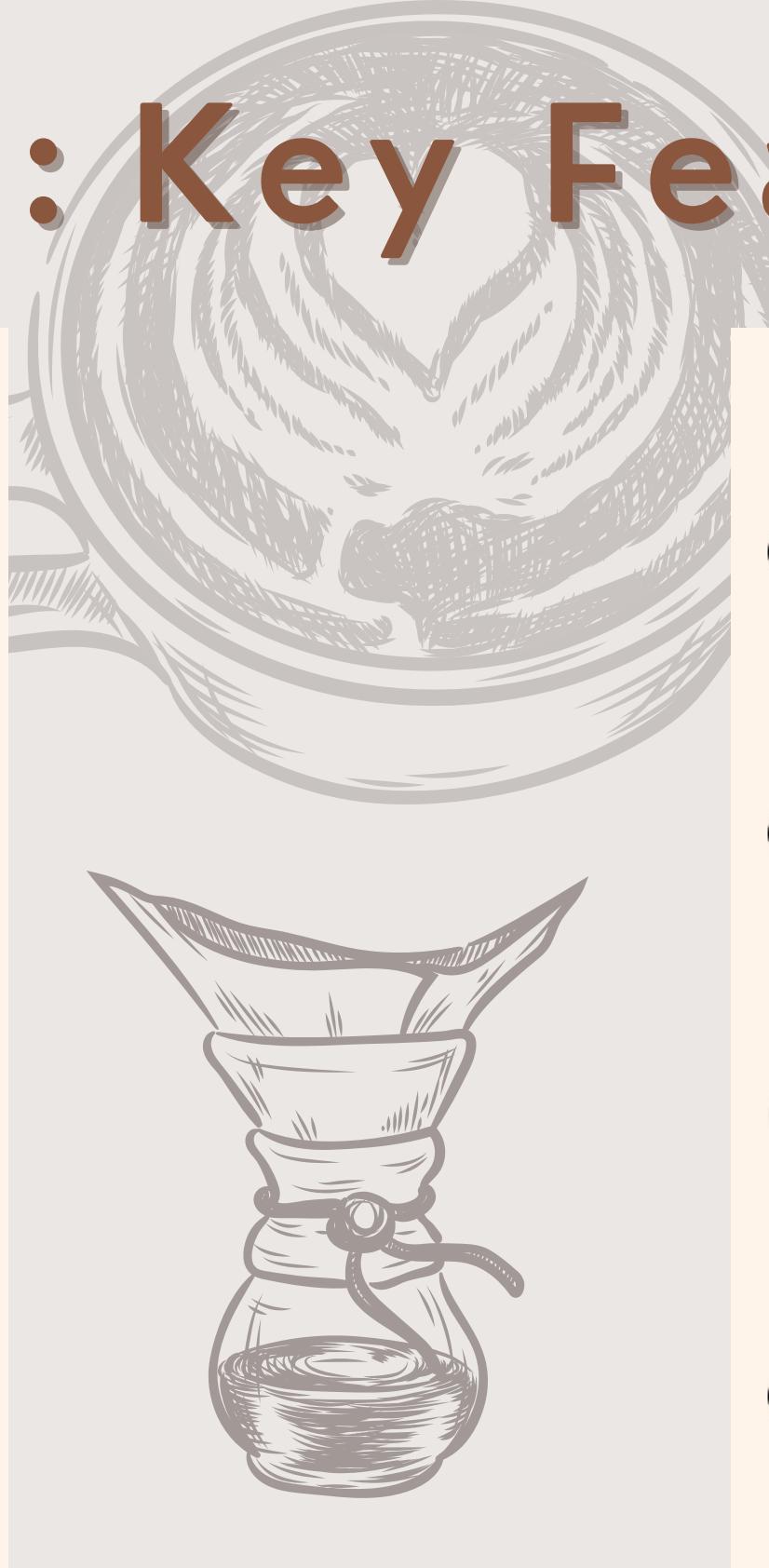
Imported from Colombia

Recipe of the month:

Mint Mocha Chip

- 1 mint leaf
- 2 tbsp cocoa
- ...

Coffee recipes from other users



Cafe Ambience

Music
 Jazz Music ▾
▶ Volume

Table Noise
 Coffee Cup ▾
▶ Volume

People
 Conversations ▾
▶ Volume

Equipment
 Coffee Maker ▾
▶ Volume



Calendar

Month

Janurary ▾

Monthly Weekly Daily

Mon

4 Amy study at home ... desc: studying for AP Bio
10:00 AM - 1:00 PM

Kimi study at cafe ... desc: studying for MCATS
2:00 PM - 2:30 PM

Tue

5 Sam study at home ... desc: studying for interviews
3:00 PM - 6:00 PM

Wed

6 Jim study at cafe ... desc: studying Japanese
3:00 PM - 4:00 PM

Thur

7

Fri

6 Raul study at home ... desc: studying for Calculus
1:00 PM - 2:00 PM



Screen 1

A screen that shows the coffee delivery and coffee type info

Screen 2

A screen that shows the cafe ambience sound customizations

Screen 3

A screen that shows the availabilities of study buddies

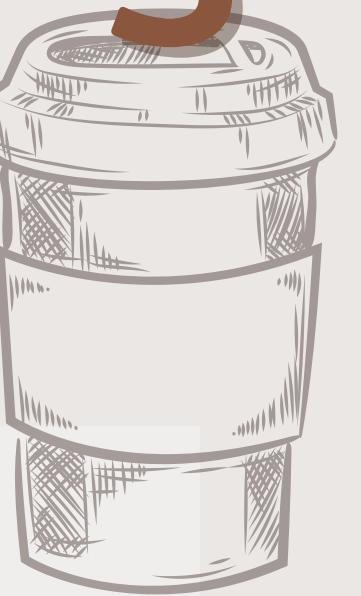
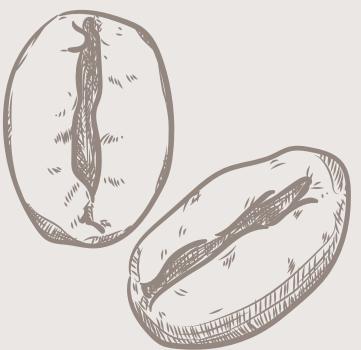
LEARNING & NEXT STEPS

Takeaways

Research, Sketching, and Design

Next Steps

- Multiple UX Storyboards
- Expand on wireframes
- Development of the app features (prototyping)



Special Thanks to:

- Professor Shieh
- Fellow students

