

March 9th, 2022

Brew Talk

A UX Case Study

BY: TIFFANY STREITENBERGER

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

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.

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

65%

DRINK WITH BREAKFAST

30%

DRINK BETWEEN MEALS

5%

DRINK WITH OTHER MEALS

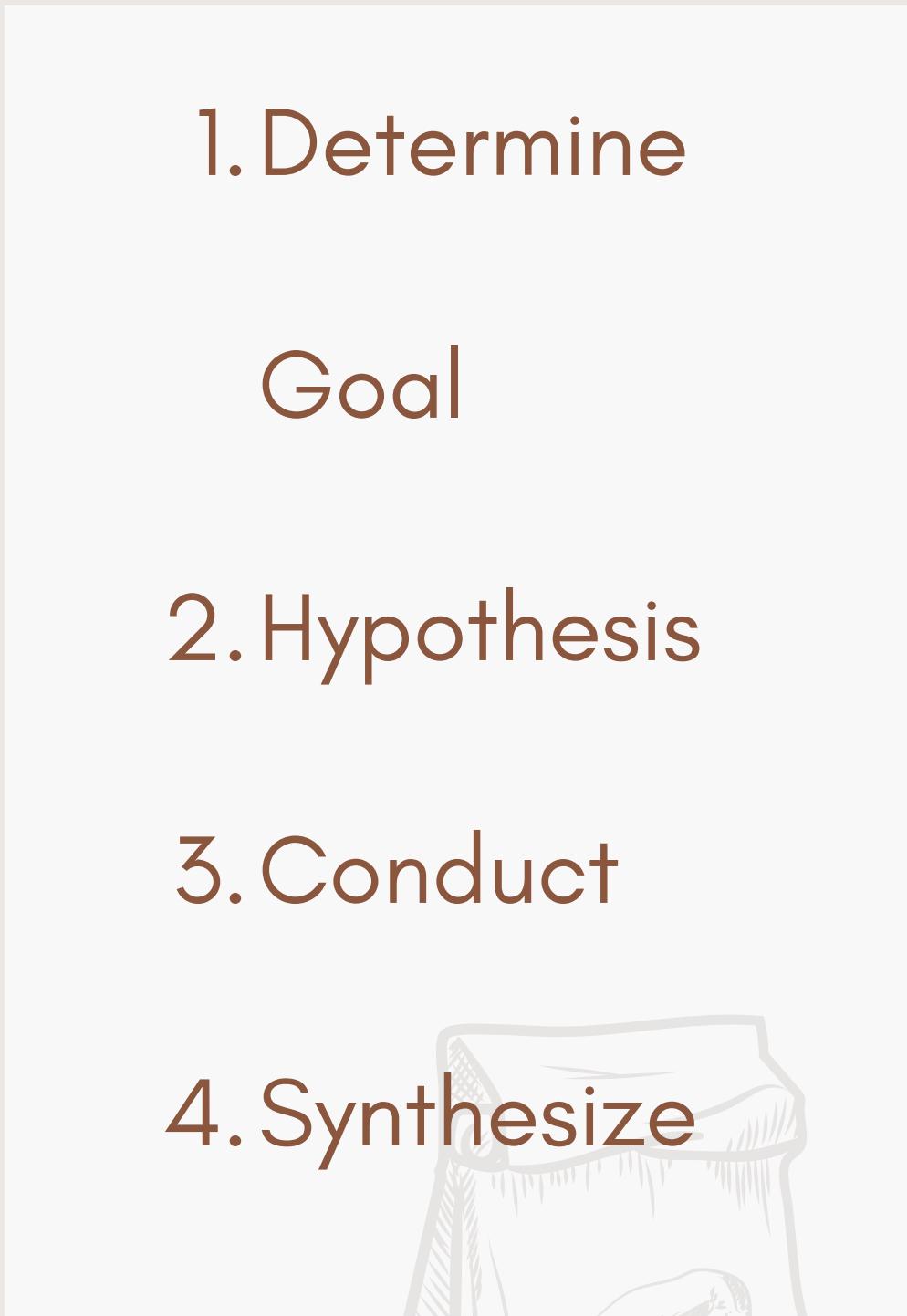
THE U.S. SPENDS **\$40 BILLION** ON COFFEE EACH YEAR.

Personal Connection

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

DESIGN PROCESS

User Research



Ideation



Design

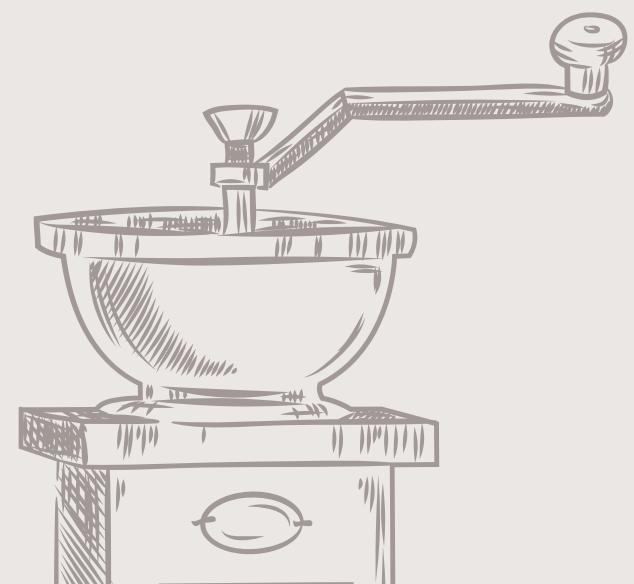
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1. Empathy
 2. Define
 3. Ideate
 4. Prototype
 5. Test

SUSPECTED PROBLEM

Initial Problem Statement

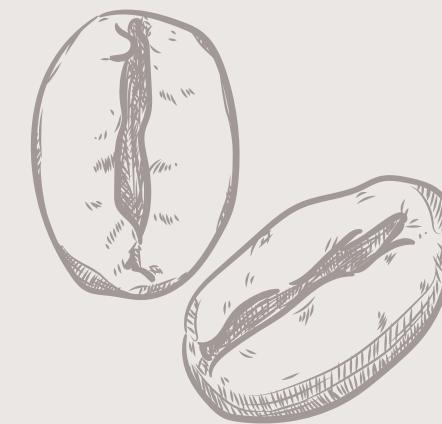
*Students are spending too much money on coffee because they are addicted to the taste and feeling coffee gives them. That's a **problem***

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

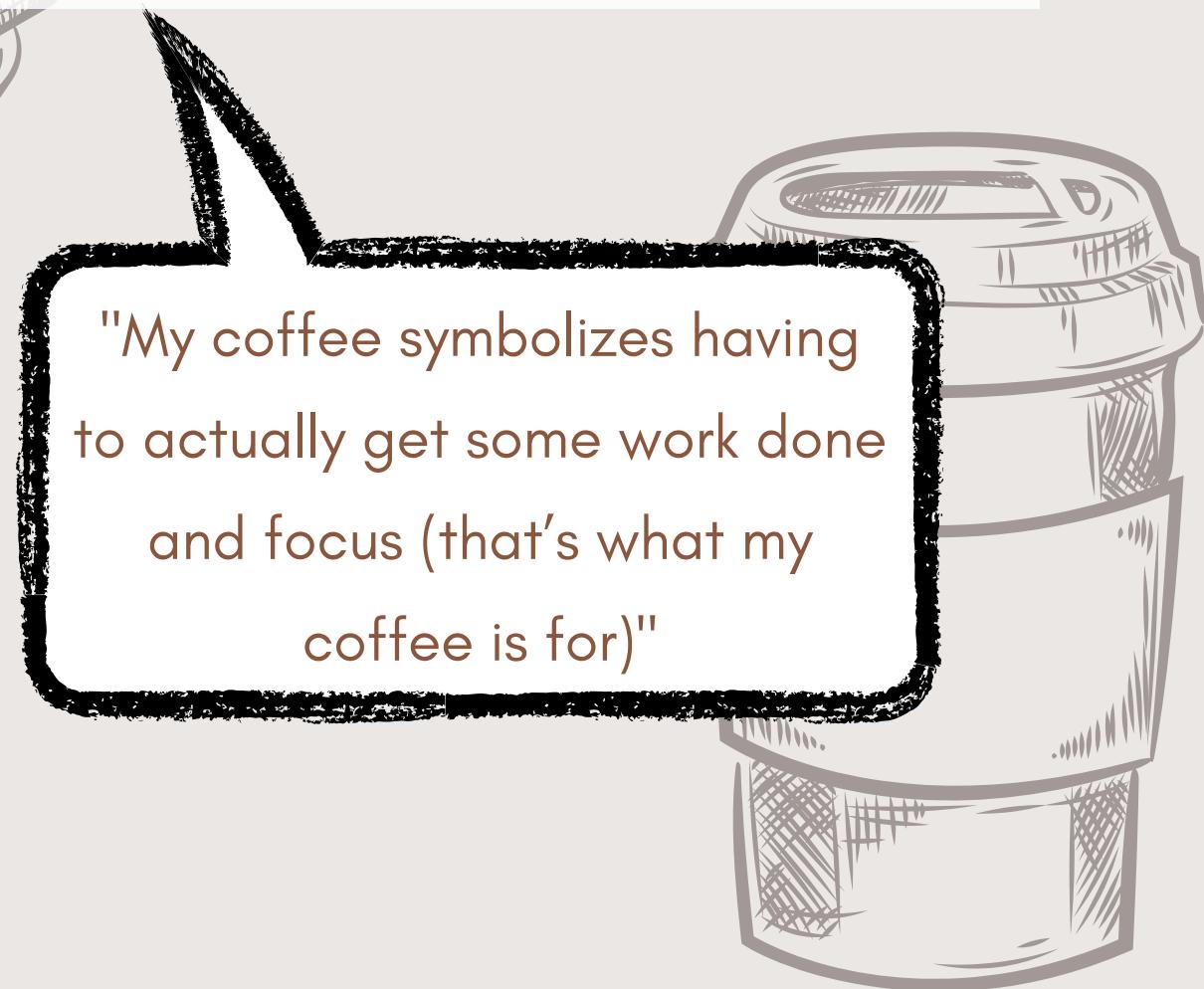
Cafes represent more than just getting coffee



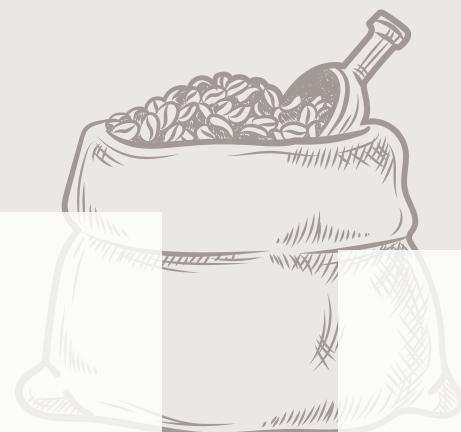
"I think probably there's a social aspect to it too like you would get coffee with friends or like your classmates as an activity just as a break from class so i like that part of it the social aspect"

Insight 2

Coffee makes them productive

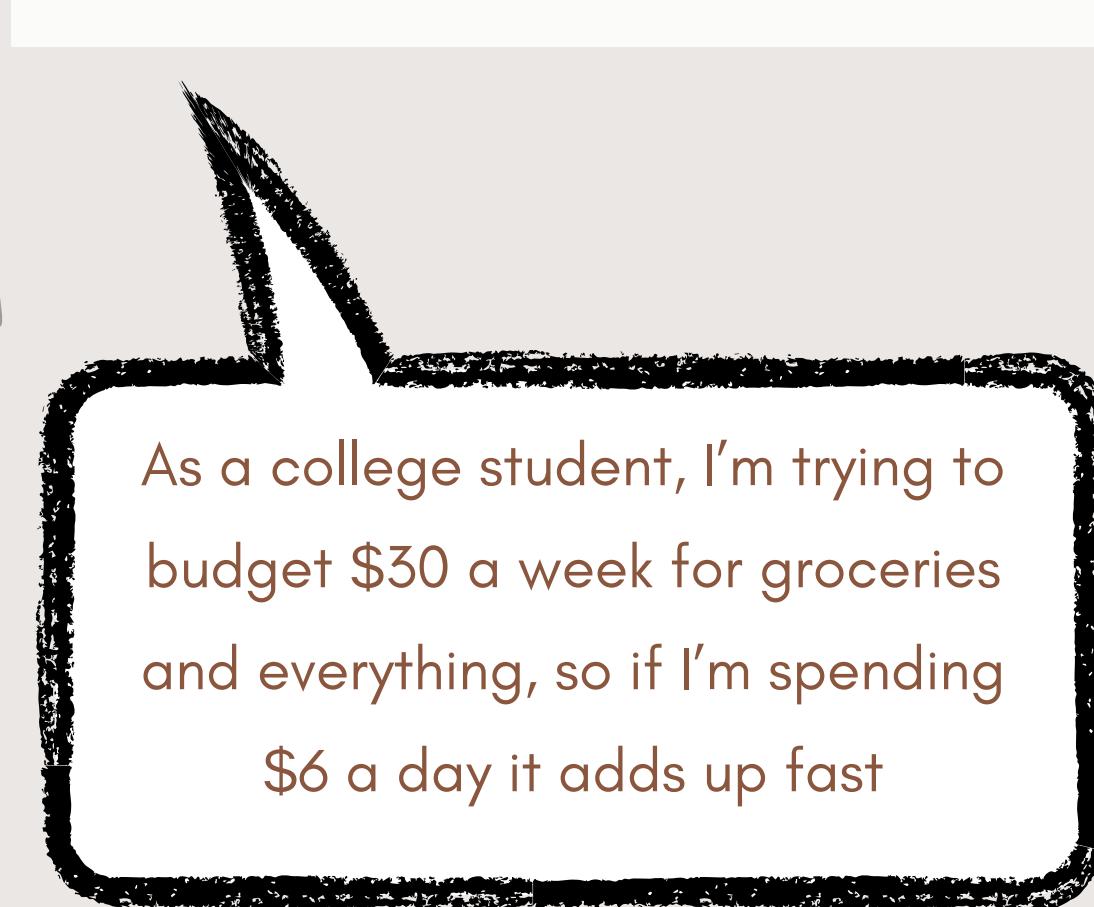


"My coffee symbolizes having to actually get some work done and focus (that's what my coffee is for)"



Insight 3

Going to a cafe makes a noticeable dent in budgeting

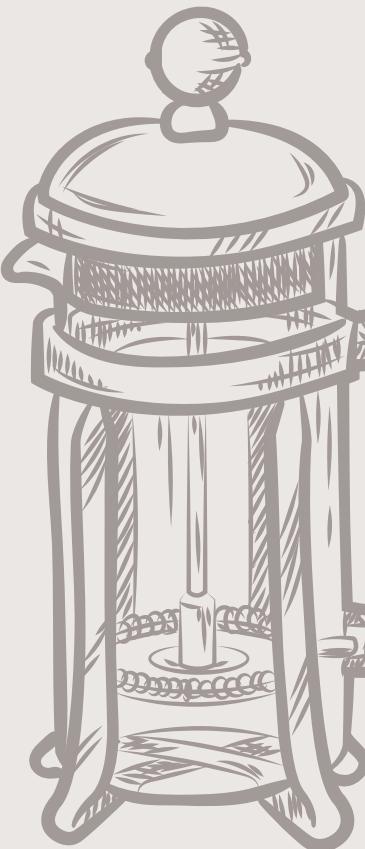
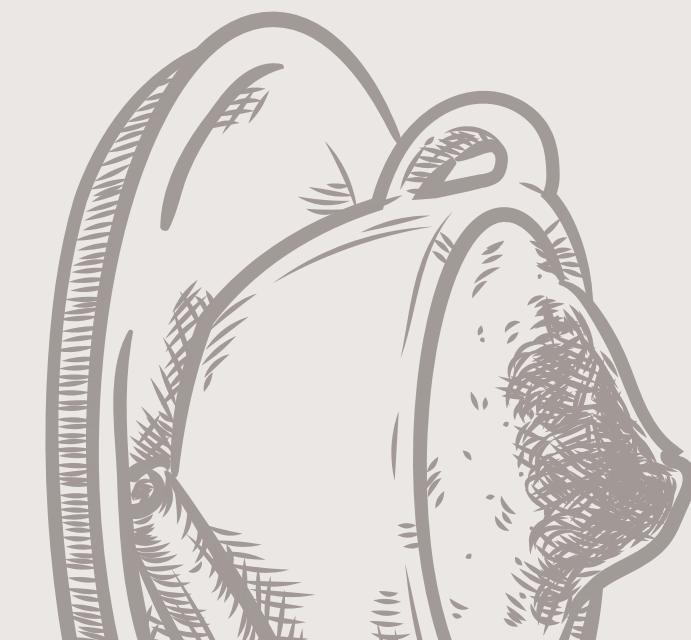
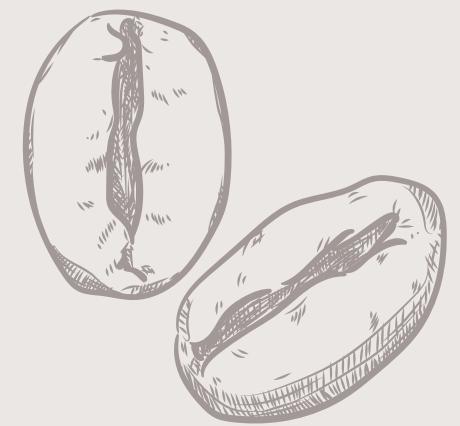


As a college student, I'm trying to budget \$30 a week for groceries and everything, so if I'm spending \$6 a day it adds up fast

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.

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

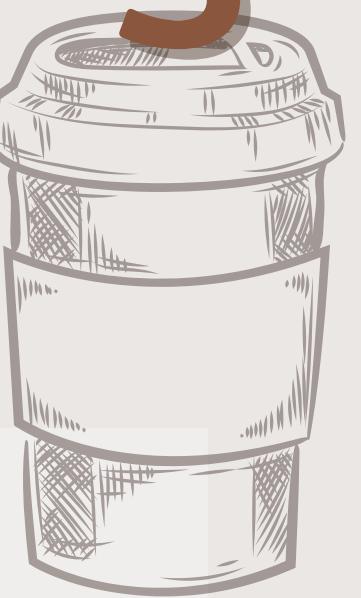
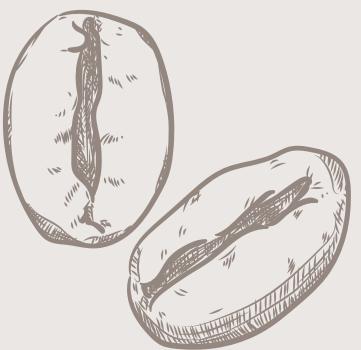
LEARNING & NEXT STEPS

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

