

[Common Sense Coffee]
[Group 12]
[Hanna Puhachova, Gabe Nicdao, Maciej
Szwoch, Xiao Chen]



Table of Contents

1	Design Problem	3
2	User Research Planning	3
2.1	Focus Setting	3
2.2	Discussion Guide Creation	3
3	User Research: Focus Groups/Interviews	4
3.1	Recruitment Process	4
3.2	Participants	4
3.3	Focus Groups/Interviews	4
4	User Research Data Analysis: Affinity Diagramming	5
5	User Research Data Analysis: Walking the Data	6
6	Design Artifacts: Personas, Scenarios, and Storyboards	7
6.1	Persona	7
6.2	Scenario	10
6.3	Storyboard	12
7	Task Analysis and Task Flow Diagram	14
8	Wireframe Flow Diagram	15
9	Responsive Wireframes	16
10	Early Design Feedback	16
10.1	In-Class Critiques	16
10.2	Next Steps	17
Appendix A:	Discussion Guide	17
Appendix B:	Transcripts and Signature Sheet	17
Appendix B:	Affinity Diagram	18

1 Design Problem

Our design problem is to create a user-friendly website for Common Sense Coffee(<https://www.crunchbase.com/organization/common-sense-coffee>), a startup coffee company that wants to provide affordable and high-quality coffee. Due to the COVID-19 pandemic, customers are seeking a more convenient and accessible way to order coffee, and the website will allow them to browse the menu, customize their orders, and place orders online. The target users are coffee drinkers who want an easy way to order coffee, and the website will also benefit Common Sense Coffee by helping them attract and retain customers. Our design solution is based on user research and will align with the company's brand identity.

2 User Research Planning

The User research planning involved planning research activities that help us understand the needs and preferences of our target audience. We discussed the research objectives, questions, methods, and participant recruitment criteria. After that, we got a research plan that guides us through the user research process including data collection and analysis. The program helped us glean insights into user behavior, attitudes, and pain points, which we used to inform our design decisions. By conducting user research, we created a user-centered design that met the needs of Common Sense Coffee's target audience.

2.1 Focus Setting

Users want a simple and easy-to-use interface that prioritizes the most important features and functions. By identifying the key features and functionality that users are most likely to use and simplifying the UI, we can improve the user experience and increase the likelihood they will return to the Common Sense Coffee website. The focus setting is to make it easy for users to use our web to place orders quickly. This simple and fast service experience is critical. By focusing on our users' needs and preferences, we can create a website that meets their expectations and helps Common Sense Coffee achieve its business goals.

2.2 Discussion Guide Creation

A discussion guide is a document that is used during user research. It can guide a conversation between researchers and participants. It includes questions that are specific topics related to the research context and target users. The discussion guide for Common Sense Coffee focuses on understanding the buying and choosing behaviors of people who buy coffee, their preference for buying coffee online versus in a shop, and what they look for in a coffee product. Our guide includes demographic questions, warm-up questions, and main questions. For the demographic question, we ask participants about their occupations. Main questions include explaining why they buy coffee online or on campus and prioritizing convenience, location, wait time, or quality/taste of coffee when choosing where to get coffee. A warm-up question we have is asking how important coffee is in their day-to-day life. The process of creating the discussion guide involves defining research goals, selecting appropriate questions, and testing the guide before using it. Dos and don'ts when drafting questions include avoiding leading questions and allowing participants to express their opinions freely.

3 User Research: Focus Groups/Interviews

The following section details how our team conducted user interviews/focus group sessions. The goal of this phase is to tap into the mindset of our target demographic. We want to understand what drives user behavior when they buy, drink, and otherwise interact with coffee. As a result of interview/focus group data we were able to analyze at granular level patterns in user needs, wants, and beliefs. These patterns are later used to create Affinity Diagrams, Personas, and Storyboards.

3.1 Recruitment Process

Participants were recruited to help generalize between target users. The target user is anyone that enjoys drinking coffee including family members, professors, colleagues, and customers ordering coffee. In total nine people were interviewed. Target users were recruited by simply asking fellow UIC students, associates, friends, and family. If they agreed we verified that they drank coffee regularly. One of the major challenges the team faced was that most of the team had COVID during this phase. As a result, most of the interviews were conducted virtually.

3.2 Participants

In total, we had nine participants. The groups were structured in the following order. There was a group of four, a group of three, and a group of two. In the interviews, we had 4 women and 5 men with ages ranging from 18 to 66, although most were in their early to mid-twenties. The backgrounds of our interviewees included engineers, business owners, real estate brokers, and financial analysts. Before the interview, they all confirmed that they drink coffee several times a week.

3.3 Focus Groups/Interviews

Focus Groups / Interviews help identify the major problems users have in their daily lives. For this project, the goal was to find problems users experience when buying coffee. By using focus groups and interviews we were able to direct questions toward this goal. In total, we had three focus groups of sizes four, three, and two. The interviews lasted 33, 27, and 21 minutes respectively. During the interviews we started off asking basic questions such as the users demographics, backgrounds and basic coffee habits. Afterwards the participants were asked more in-depth questions about problems they encountered while buying coffee as well as preferences, and finally factors that contributed to them buying coffee from one specific area over another. We found that the questions that provided the most meaningful information were questions that covered specific aspects of the coffee buying process but were still open enough to allow a discussion to take place. Also questions such as "What would stop you from buying coffee at X" provided great responses and many users vented their frustrations. For future focus groups we will definitely try to cover a broader demographic as a majority of the participants were UIC students. We will also attempt to do in person interviews if it is feasible.

In this project, we were responsible for conducting focus groups and interviews to gather information about the problems that users experienced when buying coffee. Our role was to design and facilitate the focus groups and interviews, as well as direct the questions toward the goal of identifying these problems. During the interviews, we asked participants a range of questions about their coffee-buying habits, preferences, and the factors that influenced their decisions. The answers to questions during interviews were transcribed onto a shared document to help gather all of the

responses into one location. The interviews were recorded using video and audio formats. We also made note of the most meaningful and insightful responses in order to inform future research and development. We were also responsible for analyzing the data gathered during the focus groups and interviews and using it to inform future strategies for addressing the problems identified. Focus group responses are recorded by video recording and typed notes. We Transcribe focus group responses involves transcribing the video recording into a written format. This is done manually by listening to the recording and typing out each response.

4 User Research Data Analysis: Affinity Diagramming

In this section the details for the project's affinity diagramming will be laid out. At the end of this step, the team had a virtual whiteboard with dozens of sticky notes on it. The whiteboard is utilized to create Personas Scenarios, and Storyboards

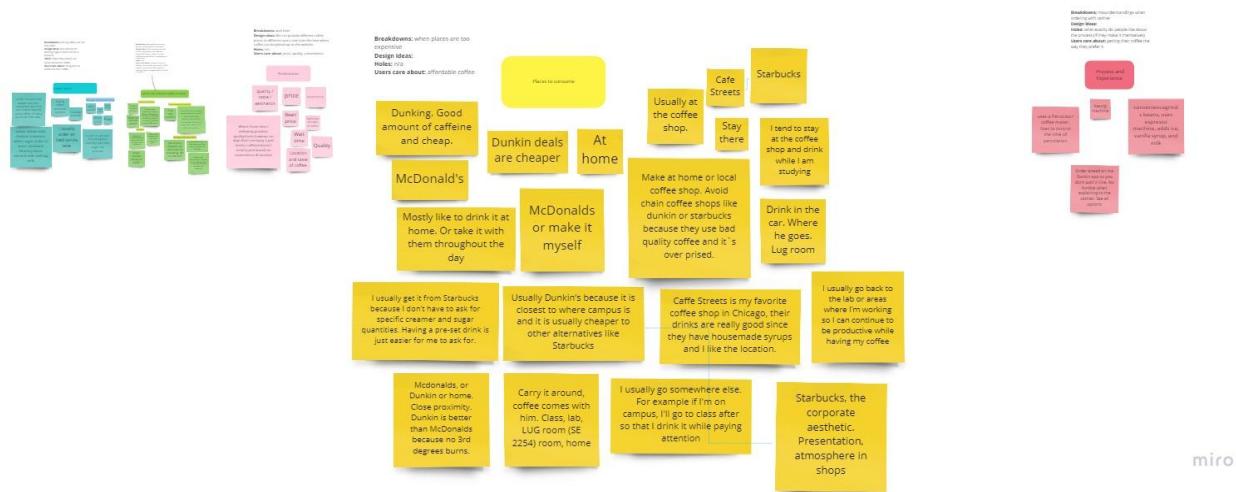
Affinity Diagramming helps designers find themes and structure from massive amounts of data. For this project, we used Affinity Diagramming to help externalize the data gathered from the coffee focus groups / individual interviews. The diagram was structured so that initially every interviewer has their own row, and every quest from the interview had its own column. From there, the team attempted to make logical groupings from all of the sticky notes. These logical groups were culminations of both themes and sticky notes from the diagram. The point of this exercise is to develop a "big picture" intuition of all of the data, thus we avoided words that could potentially cause preconceptions such as "features", or "implement". Another key to successful Affinity Diagramming is to not start with theme labels, as would be putting our bias on the users answers.

The step-by-step process for conducting affinity diagramming was as follows:

1. Each interviewer in our team was given their own row, and each question from the interview had its own column.
2. Our team reviewed all of the sticky notes gathered from the coffee focus groups/individual interviews and attempted to make logical groupings from them.
3. Logical groups were formed by grouping sticky notes that had common themes or related ideas.
4. We tried to avoid using words like "features" or "implement" to prevent any preconceptions from influencing the process.
5. Did not start with theme labels to avoid biasing the user's answers.
6. Once all sticky notes were grouped, we reviewed the logical groups and identified themes and headers based on the content of the groupings.
7. Our group refined the headers and themes until they accurately represented the data gathered from the focus groups and interviews.
8. In the end, the headers and themes were then used to develop personas, scenarios, and storyboards for the project.

During the affinity graphing process, we came up with themes and titles by looking at individual sticky notes and looking for patterns and similarities in the responses. Each group member works together to identify commonalities and group similar ideas together. We then use these groups to

generate topics and titles that accurately represent the data. The themes represent key ideas extracted from the data, and provide a focus.



5 User Research Data Analysis: Walking the Data

The following section details the steps taken during the phase "Walking the data". As a result of this phase we will be able to identify themes, user problems, user wants, and design opportunities. Most importantly we were able to identify a set of user needs which would later be used to create Personas, and Storyboards.

"Walk the data" is a process of analyzing data in order to gain insights and understanding of patterns, trends, and relationships within the data. The purpose is to identify meaningful findings and draw conclusions, and to gain a deeper understanding of the phenomenon being studied. The process involves coding, categorizing, and organizing the data to identify themes and patterns, and requires attention to detail and openness to unexpected findings. The group's step-by-step process for walking the data involved generalizing patterns from our user transcripts. We tried to encapsulate what the user cares about, their problems, and any positive or negative themes. By walking the data, we found out that the user cares about consistency, easy navigation/customization and taste of their coffee. The ability to customize or learn about coffee was also something the users wanted. They do not like waiting long periods of time for their coffee.

User Need #1: Easily browse and search the menu

User Need #2: Customize their order based on personal preferences

User Need #3: View detailed product descriptions and images

User Need #4: Quickly and easily place an order

User Need #5: Interactive coffee story and Knowledge Sharing Platform

6 Design Artifacts: Personas, Scenarios, and Storyboards

This section discusses three key design artifacts - personas, scenarios, and storyboards - that are commonly used in the design process to create user-centered and empathetic solutions. The section will cover what these artifacts are, why they are important, and how to create them effectively.

The output of the design artifact creation process will be a set of well-defined and detailed personas, scenarios, and storyboards that provide designers with a deeper understanding of the needs, goals, motivations, and pain points of their users.

These artifacts will be used in the next design phase to ideate, iterate, and test design solutions that address the user's needs and preferences. By using personas, scenarios, and storyboards as a guide, we can ensure that our solution is grounded in user research and meet the needs of their target audience.

6.1 Persona

A persona is a fictional representation of a typical user of a product or service. It is based on research and data collected from actual users and provides a description of the user's goals, behaviors, needs, and preferences. Personas are often accompanied by a name, photo, and other personal details to make them more relatable.

Personas can help the team during the design process by providing a shared understanding of the user's needs and behaviors. By using personas, the team can design with empathy and create products that better meet the needs of their users. Personas can also help the team make decisions about design features, prioritize design elements, and evaluate design solutions.

The process of creating a persona consists of the following steps:

1. Conduct user research: Gather data about your users through methods such as surveys, interviews, and observation.
2. Identify patterns: Look for patterns in the data to group users who share similar goals, behaviors, needs, and preferences.
3. Create personas: Develop personas based on the patterns you have identified. Each persona should be a fictional representation of a user type, with a name, photo, and description of their characteristics.



Summer James

Accounting student and athlete at UIC

Demographic

- Female 21 years old
- Chicago, IL
- Single
- Student

Skills

Communication - 70/100

Accounting - 80/100

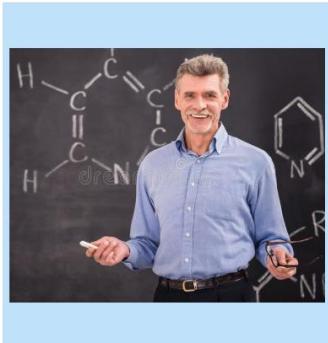
Soccer - 85/100

Key Goals...

Summer wants to be able to obtain coffee at her convenience without breaking the bank. Summer also enjoys any aesthetic qualities of the coffee so that she can post it on her Instagram. She doesn't mind sitting at a coffee shop to socialize but she would rather not wait in line for more than 5-10 minutes.

A day in the life...

Summer is a 4th year UIC student who lives with her parents. She spends about 25 hours a week on campus and usually drinks coffee once every morning. She prefers to make her own coffee at home or go to a local coffee shop rather than visiting chain coffee shops like Dunkin or Starbucks. She has been drinking coffee for 6 years and likes to add milk and sugar to her coffee. She usually spends around \$5-6 on coffee and has purchased coffee online before.



Mister X

Computer science professor at UIC

"Education is not preparation for life; education is life itself."

Demographic

- Male 50 years
- Chicago, IL
- Married
- Associate Professor

Skills

IT Skills - 60/100

Communication and language - 75/100

Pedagogical competences - 80/100

Key Goals...

- be a better teacher
- help his students learn and succeed

A day in the life...

Mister X is a professor of Computer Science at the University of Illinois at Chicago (UIC). He has been teaching for over 10 years and has a passion for exploring the latest advancements in technology. In his free time, Mister X enjoys trying out new coffee blends and experimenting with brewing techniques. Throughout the day, Mister X meets with his students for office hours, discussing their assignments, projects, and career aspirations over cups of coffee. He also attends several departmental meetings and gives a lecture to his class on the topic of algorithms and data structures. In between meetings and lectures, Mister X takes short coffee breaks to recharge and gather his thoughts. He frequents the coffee shops on campus, enjoying the variety of coffee blends they offer. He often chats with the baristas about their favorite coffee brewing techniques and tries out their recommendations.

miro

Personas are different from each other based on several factors, including their demographics, goals, pain points, skills, and behaviors. Here are some ways in which personas can differ:

1. Demographics: Personas can have different age, gender, occupation, income, education level, geographic location, etc. For instance, Mister X is a 50-year-old male computer science professor, while Summer James is a 21-year-old female accounting student and athlete.
2. Goals: Personas can have different objectives, desires, and motivations. For example, Mister X's primary goal is to be a better teacher and help his students learn and succeed, while Summer James wants to obtain coffee at her convenience without breaking the bank and to have visually appealing coffee for her Instagram posts.

3. Pain points: Personas can have different frustrations, challenges, and obstacles. For instance, Mister X may struggle with keeping up with the latest technological advancements in his field, while Summer James may get frustrated by long wait times in coffee shops.
4. Skills: Personas can have different competencies, strengths, and weaknesses. For example, Mister X is skilled in IT and pedagogical competencies, while Summer James is skilled in communication, accounting, and soccer.
5. Behaviors: Personas can have different habits, routines, and preferences. For instance, Mister X prefers to take short coffee breaks to recharge and gather his thoughts, while Summer James usually drinks coffee once every morning and prefers to make her own coffee at home or go to a local coffee shop.

Summer James would be the focus persona and Mister X would be the secondary persona.

As a 21-year-old accounting student and athlete at UIC, Summer James represents a key demographic for the design project, namely college students who are looking for convenient, affordable, and visually appealing coffee options. Her goals and pain points, as well as her IT and communication skills, are most relevant to the design team's objectives.

On the other hand, while Mister X's experience and insights may be valuable, he is not the primary target audience for the design project. As an associate professor of computer science, his primary goals are related to teaching and research, rather than coffee consumption. While his feedback and input could be useful in some aspects of the design project, it is unlikely that he would represent the needs and desires of the target audience as well as Summer James. Therefore, he would be considered a secondary persona.

6.2 Scenario

A scenario is a narrative or story that describes a specific situation or context in which a user might interact with a product or service. Scenarios are used to explore and understand the user's needs, goals, motivations, and pain points in a specific context of use. They provide a detailed description of how the user interacts with the product or service and the steps they take to achieve their goals.

Scenarios help the design team to empathize with the user, understand their context of use, and identify key design opportunities and constraints. They enable designers to visualize and explore different design options and to test and refine their ideas in a specific context of use. Scenarios also help to align the design team and stakeholders around a shared understanding of the user's needs and how the product or service can meet them.

Overall, scenarios are a powerful tool for a user-centered design that helps designers to create solutions that are grounded in the user's context of use and meet their needs and preferences.

Here are 4 key tasks to consider when writing scenarios:

1. Define the user and their goals: The scenario should clearly define the user and their goals or needs. This includes information such as the user's demographics, job title, motivations, and frustrations.

2. Set the context: The scenario should describe the context of the user's task or activity, including the physical environment, the social setting, and any constraints or challenges that the user may face.
3. Identify the steps and actions: The scenario should outline the specific steps and actions that the user takes to achieve their goals. This includes any interactions with the product or service being designed, as well as any other tools or technologies that the user may use.
4. Include emotional and experiential details: The scenario should also capture the emotional and experiential aspects of the user's experience, such as their feelings, thoughts, and perceptions throughout the task or activity. This can provide valuable insights into the user's overall experience and identify opportunities to improve it.

Scenario Mister X

Scenario 1: Ordering Coffee Online (Home delivery)

Mister X opens the website of his favorite coffee shop on his laptop.

He browses the menu and selects the coffee he wants to order.(User needs #1: User-friendly website or app that allows for easy navigation, ordering, and payment.)

He customizes his coffee by selecting the size, roast level, and flavor.(User needs #2: Offer a variety of customization options to cater to different tastes and preferences.)

He adds the coffee to his cart and proceeds to checkout.(User needs #3:Provides a checkout page and the ability to view subscription details.)

He enters his payment information and shipping address.(User needs #4: (Provides a checkout page and the ability to view subscription details.Select your preferred payment method (credit card, debit card, PayPal, etc.))

He receives a confirmation email with the details of his order.(User needs #5: Provide responsive customer support via email, phone, or chat to address any issues that may arise.)

He eagerly awaits the delivery of his coffee.

Scenario Summer

Scenario 2: Ordering Coffee Online (Pick up)

Summer is cramming for a Midterm exam. As she finishes the lecture she opens the web app and places an order for some coffee.

She notices that there is a new featured coffee that she has never tried before. (User needs #2: Variety of options to choose from and customize the order.)

She places an order, and the UI featuring very little nonsense quickly takes her to a simple menu to allow her to customize her coffee to her desires.(User needs #1: Simple and intuitive UI to make ordering easy and fast.)

The coffee even allows you to pick a simple design to create in the foam. (User needs #2: Variety of options to choose from and customize the order.)

When she arrives at class, her friend notices the coffee and asks her for details about the coffee. Summer pulls up the coffee forum for that specific coffee which talks about the coffee's origins, and taste and allows other users to add their own stories. (User needs #3 : User reviews and comments to get more information about the product.)

When Summer's coffee is ready, she receives a notification, picks up her coffee, and takes the coffee with her to the library.(User needs #4: Efficient pickup process with notifications to inform the user when the order is ready.).

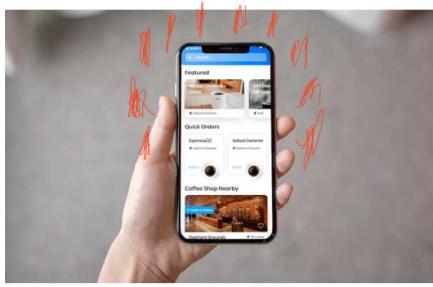
6.3 Storyboard

A storyboard is a visual representation of a sequence of events or interactions that a user might have with a product or service. It is a series of illustrations or images that depict a user's journey through a product, highlighting important features and interactions along the way. Storyboards can help the team during the design process by providing a clear and concise visualization of the user's experience. They can also help identify potential usability issues or areas for improvement in the design. Storyboards are a powerful tool for communicating design concepts to stakeholders and team members, as they can help everyone visualize how the product or service will work in practice.

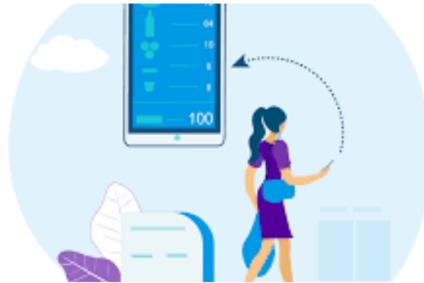
1



2



3



Without missing a step Summer places an order for the coffee and begins walking towards the coffee shop

4



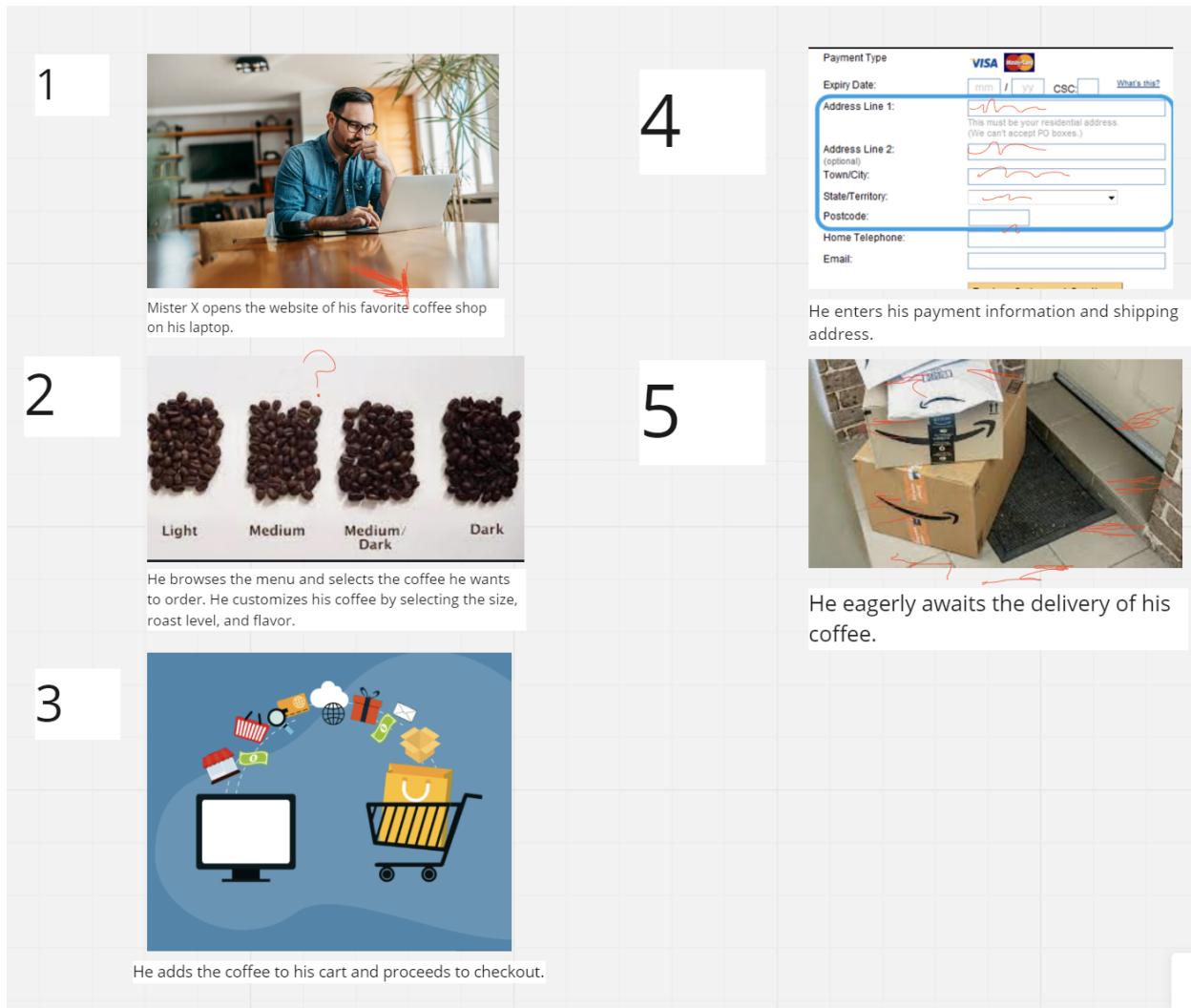
Summer receives a notification, and heads to the pickup window to obtain her coffee. She skips the line which is long due to it being a busy hour.

5



When Summer meets her study group, one of her friends asks her about the new coffee. Summer pulls up the forum / comment section to show her friends details about the coffee

miro



7 Task Analysis and Task Flow Diagram

This section discusses the importance of task analysis and task flow diagrams in the application design process. Task analysis involves breaking down complex tasks into smaller steps to understand the user's thought process, while the task flow diagram visually represents the flow of tasks in a sequence. The output of the task analysis and task flow diagram is a clear understanding of the user's needs and behavior, which is crucial for designing user-centered applications. The output is used in the next design phase to create a user interface that meets the user's needs and expectations.

Task analysis is a process of breaking down complex tasks or processes into smaller, more manageable components, with the aim of better understanding the steps required to complete the task. It involves observing users performing tasks or processes, interviewing them about their experiences, and analyzing the data collected to identify patterns and pain points. The goal of task analysis is to identify areas where the task or process can be improved, simplified, or made more efficient.

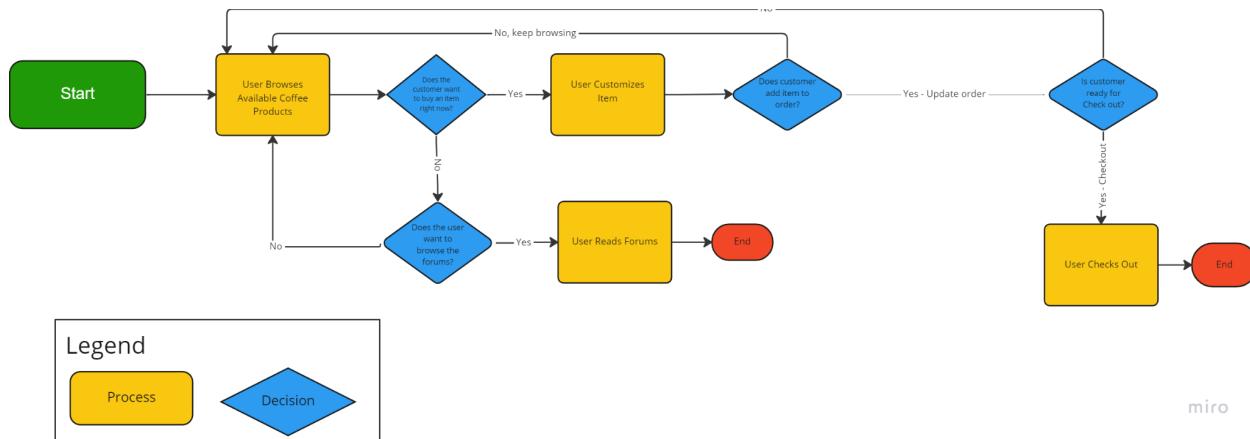
A task flow diagram, on the other hand, is a visual representation of the steps involved in completing a specific task or process. It shows the sequence of steps that a user goes through to complete the task,

including decision points and branching paths. Task flow diagrams are useful for identifying areas where users may become stuck or confused, and can help designers to identify ways to streamline the process and make it more user-friendly. They are also useful for communicating the task or process to stakeholders, and for identifying areas where further research or development may be needed.

Task analysis and task flow diagrams can help during the application design process in several ways:

1. Identifying user goals: By analyzing the tasks users perform to achieve their goals, designers can identify user goals and design an application that aligns with these goals.
2. Improving usability: Task analysis and task flow diagrams can help designers understand the flow of the application and identify areas where usability can be improved, such as by reducing the number of steps required to complete a task or simplifying complex processes.
3. Streamlining workflows: Task flow diagrams can help designers identify steps in a process that can be streamlined or eliminated to make workflows more efficient.
4. Facilitating communication: Task flow diagrams can help designers communicate the flow of the application to stakeholders and developers, ensuring that everyone has a clear understanding of the application's functionality.
5. Designing for accessibility: Task analysis can help designers identify accessibility needs and design an application that accommodates users with disabilities. For example, designers may identify the need for keyboard shortcuts or screen reader support.

Link: [Presentation of task flow diagram](#)



8 Wireframe Flow Diagram

This section is about the wireframe flow diagram, which is a visual representation of the navigational flow of an application. It helps to map out the connections between individual screens and the user's interactions with them. In the next section, we will discuss the output of the wireframe flow diagram, which is a complete overview of the application's structure and user flow. This output will be used to guide the next phase of the design process, including prototyping and user testing.

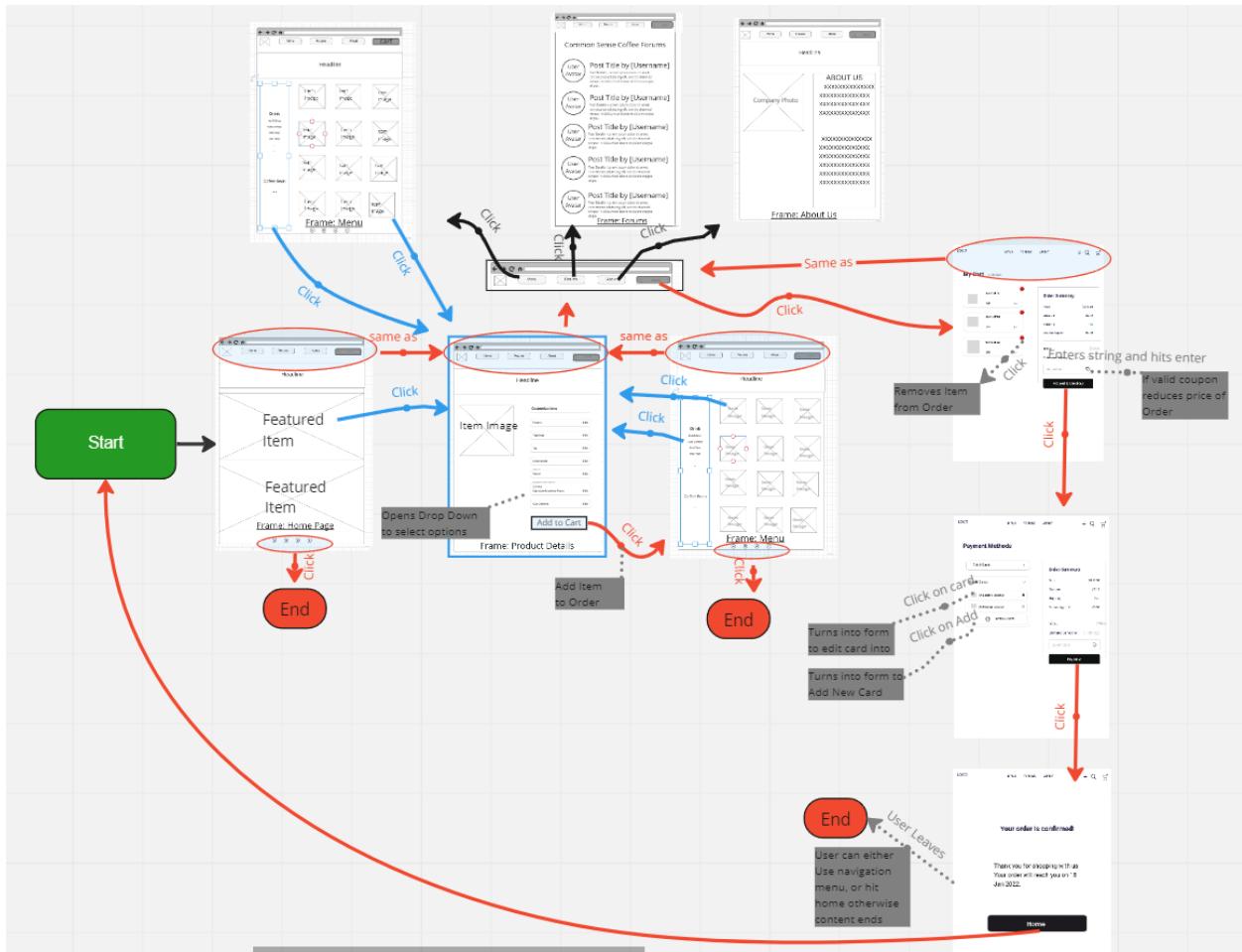
A wireframe flow diagram is a visual representation of the user interface and user journey within an application, while a task flow diagram shows the steps required to complete a specific task within the

application. The wireframe flow diagram focuses on the overall design and layout, while the task flow diagram focuses on the specific steps required to complete a task. The group had several different ways to create the wireframe screens. Some of the members used *balsamiq*, while others used miro. The process of creating the diagrams was as follows:

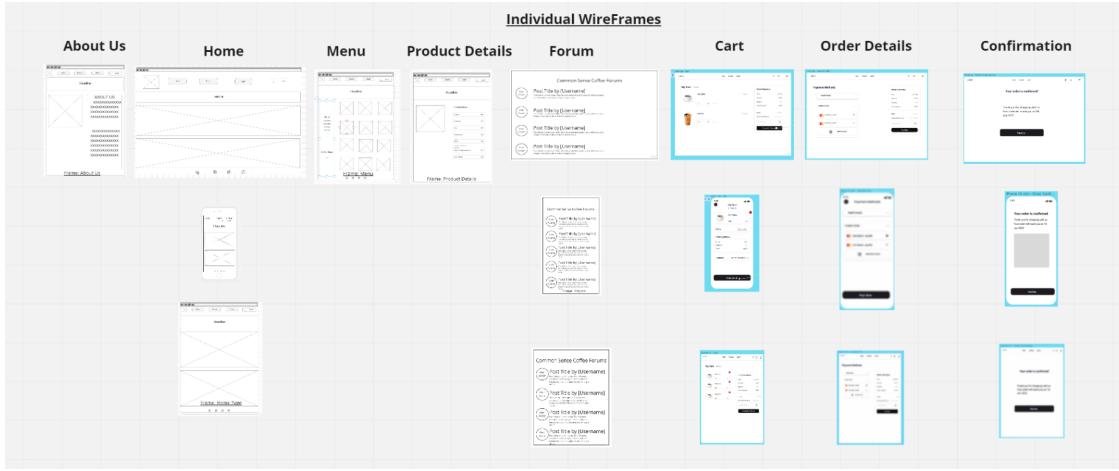
- 1) A task flow diagram was created to help visualize the scenarios a user may be in during use of the app
- 2) Each “Box” in the task flow diagram represented a potential screen we had to create.
- 3) We created a wireframe of the screen using Miro
- 4) We created a functional wireframe for the screen by creating HTML and CSS code

We came up with the task flow, and as a result wireframe screens based on the user needs. The product detail page allows the user to customize their items, and view detailed images. The forums provide a way for users to be interactive by sharing coffee related content, and commenting on it. The Menu page allows users to easily browse and search the menu. The Cart allows the user to quickly and easily place an order.

[Link: Wireframe Flow Diagram Presentation](#)



[Link: WireFlow Diagram/ Individual Wire Frames \(Right of the annotated wireframediagram\)](#)



9 Responsive Wireframes

This section is about responsive wireframes, and the focus will be on how to create wireframes that adjust to different screen sizes and devices. The next topics to be discussed will include the importance of responsive design and how to design wireframes that work well on various devices. The output of this section will be a set of wireframes that can adapt to different screen sizes, ensuring a consistent user experience across all devices.

Responsive wireframes are designs that are created to respond and adapt to different screen sizes and devices, such as desktops, tablets, and smartphones. They are designed to ensure that the user interface and user experience remain consistent and optimized, regardless of the screen size or device being used to access the application or website.

Creating responsive wireframes is important because more and more people are using mobile devices to access the internet, and a significant portion of web traffic comes from smartphones and tablets. By creating responsive wireframes, designers can ensure that users have a seamless experience, regardless of the device they are using. Additionally, responsive wireframes allow designers to consider the different ways users interact with an application or website on different devices and adjust the layout and functionality accordingly.

Link: [Responsive Wireframe Presentation](#)

10 Early Design Feedback

This part is about early design feedback, which is to present design ideas to relevant people or similarly experienced people to get feedback. Class critique sessions provide constructive feedback that helps us identify potential issues in our designs and refine ideas.

10.1 In-Class Critiques

During the in-class critique sessions, we presented our work to groups 11 and 14 and requested their feedback. We shared our wireframes with 8 classmates and received their input. According to their feedback, our homepage design is simple and user-friendly, enabling easy navigation. However,

we identified a gap in the user login design, which could hinder users' ability to search for their previous purchases on the site.

Top 3 pieces of feedback received:

- "Very good design concepts, it is simple and concise and easy to read as a user. I think that they could make some color schemes better."
- "I like the simplicity of the website. It is missing a login screen so the user can see his recent purchases."
- "The UI is generally pretty simple and intuitive to use. I especially like the homepage, I think it serves its purpose well. I think the cart menu is kind of cluttered. I think the design should be simplified and made cleaner to look at, right now there is a lot of information given to the user at once."

10.2 Next Steps

After receiving feedback, we incorporated a "Sign In" button that directs users to the corresponding HTML and CSS pages for logging in. This addition allows for more personalized information to be provided to users once they have logged in.

Appendix A: Discussion Guide

[Discussion Guide](#)

Appendix B: Transcripts and Signature Sheet

[Transcripts of user research](#)

[Signature Sheet](#)

Appendix B: Affinity Diagram

[Affinity diagram](#) (Images also included below)

Interview 1	My name is [redacted] I am a [redacted]	That do my parents do? They are a [redacted]	I am 21 years old	I'm going to be an engineer	I spend about 10 hours on coffee	On campus or off campus?	Importance of coffee	Bunkin coffee shop owner	I spend big amounts of money on coffee	I spend about 10 dollars a day	Quality of coffee	Cost of coffee	Time spent waiting	Bad coffee culture	Bad coffee culture
Interview 2a	He/ him	Junior	22 years old	I am a TA	24 hours on campus	Responsible for [redacted] hours on coffee	On campus or off campus?	Importance of coffee	Bunkin coffee shop owner	2-5\$ a day	Quality of coffee	Cost of coffee	Time spent waiting	Nicer coffee price	Bad coffee culture
Interview 2b	She / her	Summer	21 years old	Human Resource Assistant	4 hours on campus	Responsible for [redacted] hours on coffee	On campus or off campus?	Importance of coffee	Bunkin coffee shop owner	10\$ a week	Quality of coffee	Cost of coffee	Time spent waiting	Overpriced, aesthetics	Bad coffee culture
Interview 2c	He / him	Sophomore	18 years old	As Camera installation	8 hours on campus	Responsible for [redacted] hours on coffee	On campus or off campus?	Importance of coffee	Bunkin coffee shop owner	10-15\$ a week	Quality of coffee	Cost of coffee	Time spent waiting	Overpriced, aesthetics	Bad coffee culture
Interview 3	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	About 7 dollars	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
Interview 4	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
Interview 5	Philip Reinert Reinert	Was Uni student for 3 years	28 years old	Financial Analyst	5-10 hours on campus	Responsible for [redacted] hours on coffee	By myself	Can't live without it	Working, need coffee to refresh me	\$50/month	Taste and quality of coffee	Stay there	[redacted]	[redacted]	[redacted]
Interview 6	Natalie Alessi Alessi	4 years	21 years old	Student	25 hours	Drives once morning	I live with my parents	Very important	Yes I have coffee before coffee before coffee	Milk & sugar	In respect and concern	At home	15 mins	Too bad on the price	Good variety of coffee
Interview 7	Vivian Lui	35 years old	Business student	Engineer	11 hours	Drives once a year	With my wife	Very important	At home	With milk	Espresso machine	At home	15 mins	Too bad on the price	Good variety of coffee
Interview 8	Chris Chen	35 years old	Business student	Student	40	Drives once a year	Offcampus with my husband & family	Very important	Yes	5\$-6\$	Quality coffee	At home	15 mins	Too bad on the price	Good variety of coffee
Interview 9	Ada Pili Bischoff	2 years	22 years old	Real Estate Broker	AMs, 5-10 days, 46 years	Offcampus with my husband & family	Very important	Very important	Yes	With Milk	Espresso machine	At home	15 mins	Too bad on the price	Good variety of coffee
	Mike Bischoff	66 years old								With Milk	Milkshake	At home	15 mins	Too bad on the price	Good variety of coffee
										I do not.	Latte and cappuccino	At home	15 mins	Too bad on the price	Good variety of coffee

Breakdowns: Getting coffee just like they want.

Design ideas: Add options for sending sugar/cream/milk for a discount.

Holes: How many people use subscriptions for coffee

Users care about: being able to customize their coffee

Coffee Habits

I prefer it to be on the sweeter side and I usually add more milk and creamer than the actual coffee. I'm not a fan of the bitter taste.

home: whole milk, chobani creamers, white sugar
order at store: standard.
Grocery store: almond milk and soy milk

Buying coffee online/on campus

Espresso machine

I usually order an iced vanilla latte.

Design Opportunities

Milk added

Cream added

Sugar added

Bean price

Price

cream or coconut milk (allegedly healthy), and fake sugar like Splenda.

Breakdowns: Being able to quick pay without preloading your information
Design ideas: Quick pay and quick add function like Amazon has. Website accessibility feature. Option to order coffee as a quest without preloading your information.
Holes: n/a
Users care about: Location, pickup or delivery. Price, quality and quantity. Good reviews. Convenient and fast payment methods. Easy to navigate website. A little to no ads.

Factors that influence coffee purchase



Breakdowns: wait time

Design ideas: We can provide different coffee prices to different users, and state the time when coffee can be picked up on the website

Holes: n/a

Users care about: price, quality, convenience

Preferences

quality /
taste /
aesthetics

price

convenience

When I have time I definitely prioritize quality/taste however on days that I am busy and just need a caffeine boost I tend to pick based on convenience & location

Bean
price

Wait
time

Taste and
strength of
coffee

Location
and taste

Quality

Breakdowns: when places are too expensive
Design ideas:
Holes: n/a
Users care about: affordable coffee

Dunkin, Good

Places to consume

Usually at the coffee

Cafe Streets

Starbucks

McDonald's

are cheaper home

McDonalds or make it myself

Make at home or local coffee shop. Avoid chain coffee shops like dunkin or starbucks because they use bad quality coffee and it's over prised.

while I am studying

Mostly like to drink it at home. Or take it with them throughout the day

Drink in the car. Where he goes. Lug room

I usually get it from Starbucks because I don't have to ask for specific creamer and sugar quantities. Having a pre-set drink is just easier for me to ask for.

Usually Dunkin's because it is closest to where campus is and it is usually cheaper to other alternatives like Starbucks

Caffe Streets is my favorite coffee shop in Chicago, their drinks are really good since they have housemade syrups and I like the location.

I usually go back to the lab or areas where I'm working so I can continue to be productive while having my coffee

Mcdonalds, or Dunkin or home. Close proximity. Dunkin is better than McDonalds because no 3rd degrees burns.

Carry it around, coffee comes with him. Class, lab, LUG room (SE 2254) room, home

I usually go somewhere else. For example if I'm on campus, I'll go to class after so that I drink it while paying attention

Starbucks, the corporate aesthetic. Presentation, atmosphere in shops

This image shows a digital note-taking application with a grid background. At the top, there is a header bar with various icons and text fields. Below the header, a central node is connected by lines to several yellow sticky notes. The notes contain handwritten text about coffee consumption habits. Some notes are grouped together under larger headings like 'Places to consume' and 'Usually at the coffee'.

Breakdowns: misunderstandings when ordering with cashier

Design ideas:

Holes: what exactly do people like about the process (if they make it themselves)

Users care about: getting their coffee the way they prefer it

Order ahead on the Dunkin app so you don't wait in line. No fumble when explaining to the cashier. See all options

uses a Percolator coffee maker, likes to control the time of percolation

Process and Experience

Keurig machine

conveniencegrind s beans, uses espresso machine, adds ice, vanilla syrup, and milk