

CoffeeQuest
User Research Report
Fall 2017
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coffeequest



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Research Questions

How might we improve the experience of JMU students trying to discover new coffee shops in downtown Harrisonburg?

1. Describe your ideal coffee shop.
2. What do you usually order at a coffee shop?
3. What is your primary intent when you go to a coffee shop (i.e. ordering a drink, studying, group meetings)?
4. What would you like to know about a coffee shop before going there for the first time?
5. What features would you like to see on an app to help you discover new coffee shops or improve your current experience with them in downtown Harrisonburg?

Rationale for Approach

When approaching the design question, I already knew I wanted to narrow it down to something more specific than discovering new places in downtown Harrisonburg as a whole. I thought about what sorts of place I wanted to discover myself. I felt like there were a lot of sources already for finding restaurants and breweries, so I thought about what I hadn't seen many apps for. The first thing that came to mind was coffee shops. While Starbucks and Dunkin' Donuts are popular on campus and have widely used apps, I wondered about local coffee shops downtown. I've probably only been to one or two and would love to explore more. I personally don't drink coffee, but I love the coffee shop atmosphere, so my design question really centered on finding new coffee shops to spend time in, rather than finding new brews and blends.

However, I knew I was in the minority with not being a coffee drinker within the audience of JMU students, so I hypothesized that many JMU students would be interested in finding new places to get their coffee fix. With on-campus chain coffee shops being so popular, as well as convenient, I also hypothesized that many JMU students wouldn't be familiar with the number of local coffee shops Harrisonburg has to offer.

Based on these two hypotheses, I decided to conduct interviews with six students to find out their coffee shop habits. I found one-on-one interviews to be a great way to find out what JMU students are really looking for in terms of an app to help them discover new coffee shops. It also allowed the ability to ask additional follow-up questions that something like an online survey wouldn't have allowed, as well as getting more in-depth and personal answers to my research questions. Interviewing six people allowed me to get a good range of opinions and views on the issue that getting only three or four wouldn't have gotten. Based on the amount of opinions I received, I decided to do a more in-depth analysis of the differences in their behaviors to best create representative user personas.

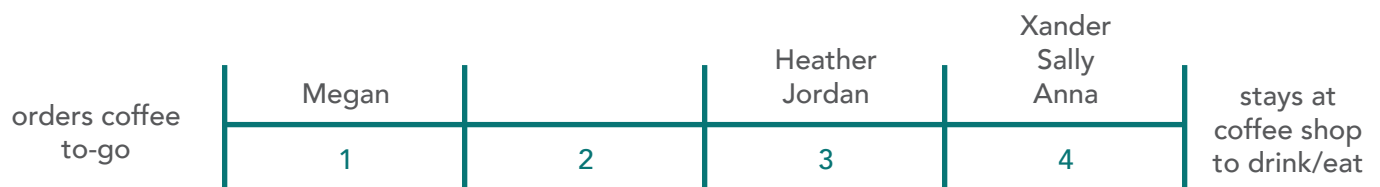
Interviewee Selection

In the process of selecting students to interview, I wanted to be sure that I got a range of different behaviors in drinking coffee and frequenting coffee shops. Many people have different intentions when they go to a coffee shop, whether it be to get a quick cup of coffee on the go, to work on homework, or to just enjoy the atmosphere. The app would need to be relevant to students with all kinds of different intentions when going to coffee shops. For this reason, I approached 6 different students for interviews:

- 2 students that are frequent coffee drinkers and coffee shop-goers
- 2 students that occasionally drink coffee and go to coffee shops
- 2 students that don't drink coffee, but still enjoy coffee shops

Each of the students had very different intentions when going to coffee shops and varying knowledge about the local coffee shop options available in Harrisonburg. With those three categories, I also had a range of students that preferred, or at least frequented more often, chain coffee shops over local coffee shops. Based on that information, I was sure to find out what would make them want to discover local shops opposed to their usual Starbucks and Dunkin' Donuts runs.

Comparing Ranges of Behaviors and Attitudes



Interview Summaries

Frequent Coffee Drinkers

Megan and Sally

While both were frequent coffee drinkers, they had very different habits when going to coffee shops. Megan labeled herself as “addicted to coffee” and goes to Starbucks every day, if not multiple times a day. However, she rarely stays long at a coffee shop and rarely frequents more local coffee shops. Sally, on the other hand, has integrated going to local coffee shops into her daily routine, where she orders a coffee and hangs out at the shop for awhile to start her day. Each of them had varying knowledge and experience with local coffee shops, but both expressed interest in wanting to discover new ones. They also both expressed interest in being able to access discounts and deals through an app, as well as order their drinks on the app and pick it up with ease.

Occasional Coffee Drinkers

Jordan and Anna

Both of these occasional coffee drinkers had very specific intentions in mind when going to coffee shops. While both would consider themselves coffee drinkers, they cared far more about the atmosphere of the coffee shop than the actual drinks they served. They both expressed interest in wanting to be able to read user ratings regarding the atmosphere of the coffee shop: whether it was good for studying or how crowded it was. Neither were picky about their coffee orders, so the vibe of the shop itself would win them over more than anything.

Non-Coffee Drinkers

Xander and Heather

For my last interviewees, I sought out people who didn’t like or didn’t drink coffee to find out how their coffee shop behaviors may vary from frequent to occasional coffee drinkers. I was surprised to find out that both of them spend just as much or more time at coffee shops as the previous interviewees. Both had their usual orders at coffee shops: iced teas, hot chocolate, smoothies, and pastries. However, their primary intent when going to coffee shops was to study or have professional meetings. They both desired a quiet and cozy atmosphere, ideal for focusing on important tasks. As for what they desired on an app, they’d be interested in seeing menu information, as well as coupons and user ratings, like the previous interviewees.

Turning User Information into Requirements

Even though I was careful to get a range of people with different coffee drinking habits, I managed to find a lot of similarities in their answers. The biggest thing that students agreed on was that a coffee shop's atmosphere was the most important thing to them. When asked to describe their ideal coffee shop, nearly every single one used words like "homey," "cozy," and "comfortable," before even mentioning what kind of food and drinks they may serve. All of them expressed interest in wanting to find a coffee shop that they felt at home in and could do both social and productive activities in.

When I asked the participants about their current knowledge about local coffee shops, most could at least name a few and maybe even frequent one or two. However, a couple still favored chain coffee shops for their convenience and familiarity. But, when asked if they were interested in discovering new coffee shops, nearly all of them said they were open to it if they had an easy way to do it. Because of this reason, they all agreed that an app would definitely be useful in helping them in discovering new coffee shops in downtown Harrisonburg.

Once I established that all of them believed that making an app for such a purpose was a good idea, I asked what features they like to see on the app. The largest consensus was the idea of a ratings system where users could rate aspects of the shop regarding its atmosphere, quality of coffee, amount of seating, and more. The second most suggested feature was receiving discounts, whether it be through a rewards system where you earn points every time you purchase something, or just daily coupons. This suggestion didn't surprise me at all since college students are always interested in saving money. A few more suggested features included, menus with prices and calories, photos of the food and shop itself, a "near me" geolocation feature, information regarding parking, and the ability to order on the app.

All of this information helped me to narrow down what students are really looking for in an app regarding discovering new coffee shops and led me to my final design requirements.

Design Requirements

1. The app must feature a rating system where users can rate different aspects of the coffee shop (i.e. atmosphere, coffee, seating)
2. The app must feature a rewards system where users can earn points towards coupons and discounts through their purchases
3. The app must contain the coffee shops' full menus with information regarding prices, calories, and descriptions
4. The app must contain photos of both the shop itself and their food and drinks
5. The app must feature a map function to help them find the coffee shops

User Persona A



Allison Kim

Age: 19

School: James Madison University

Major: Media Arts & Design

Primary device: Mobile Phone

"I need to start out my long, stressful days on a high note by hanging out with my friends and grabbing a calming hot chocolate or chai tea."

More Information on Allison

Technological skills

Advanced
Expert

Technological tools

Mobile Phone
Tablet
Laptop

Internet use

Often
Sometimes
Never

Major

Media Arts & Design
Business
Art History
Communications

A Typical Week

Allison's typical week includes a very full schedule between classes, her job, and hanging out with friends. Her only time to herself is her mornings where she grabs a hot drink and reads a book. She likes to start her morning routine at her favorite coffee shop downtown, whether it be alone or with a good friend. She loves the atmosphere of coffee shops and it relaxes her and leaves her focused to take on the day.

Goals

While she is already a regular at a local coffee shop, she wouldn't mind seeing what else is out there. She is very picky with her drink selections, so it's a requirement that they have a good menu. Comfortable seating where she can curl up with a book or watch Netflix is also a plus. However, she is on a budget, saving all the money she can to pay for school and textbooks, so it would be ideal if the prices were affordable and even better if there were discounts available. She also wouldn't mind adding variety to her routine by discovering new shops as long as they fit her standards.

User Persona B



Justin Michaels

Age: 21

School: James Madison University

Major: Anthropology

Primary device: Laptop Computer

"I need to finish my anthro paper by midnight tonight! I should go to a coffee shop to get coffee to help me stay awake and to have a quiet place to work."

More Information on Justin

Technological skills

Advanced
Expert

Technological tools

Mobile Phone
Tablet
Laptop

Internet use

Often
Sometimes
Never

Major

Communications
Media Arts & Design
Anthropology
Mathematics

A Typical Week

Justin's typical week includes him waking up at the last minute to get to his 8 AM lectures and spending most of his day in classes. He spends a lot of time reading expensive textbooks and writing outrageously long papers. While he may be a procrastinator, he does his best to get all of his work in on time, even if it means staying up all night to do it. He has a lot of roommates living in his townhouse, so working at home usually isn't an option. He frequents campus libraries and coffee shops to get most of his work done and relies on caffeine to get him through late work nights.

Goals

While Justin already works at coffee shops on occasion, he hasn't found "the one" that fits all of his needs. He's not picky about where he gets his cup of Joe, but rather wants to find his ideal work atmosphere. He's open to discovering new coffee shops, but he isn't sure where there are and if they'll fit his needs. His goal is to find a new place to work and call his second home.

Branding

Logo

Primary Logo



coffeequest

Secondary Logo



Icon Logo



Branding

Colors



#0d7575
RGB 14 118 117
CMYK 87 36 52 13



#5d3c17
RGB 94 60 23
CMYK 43 67 97 49



#095875
RGB 9 88 117
CMYK 94 60 36 16

Typography

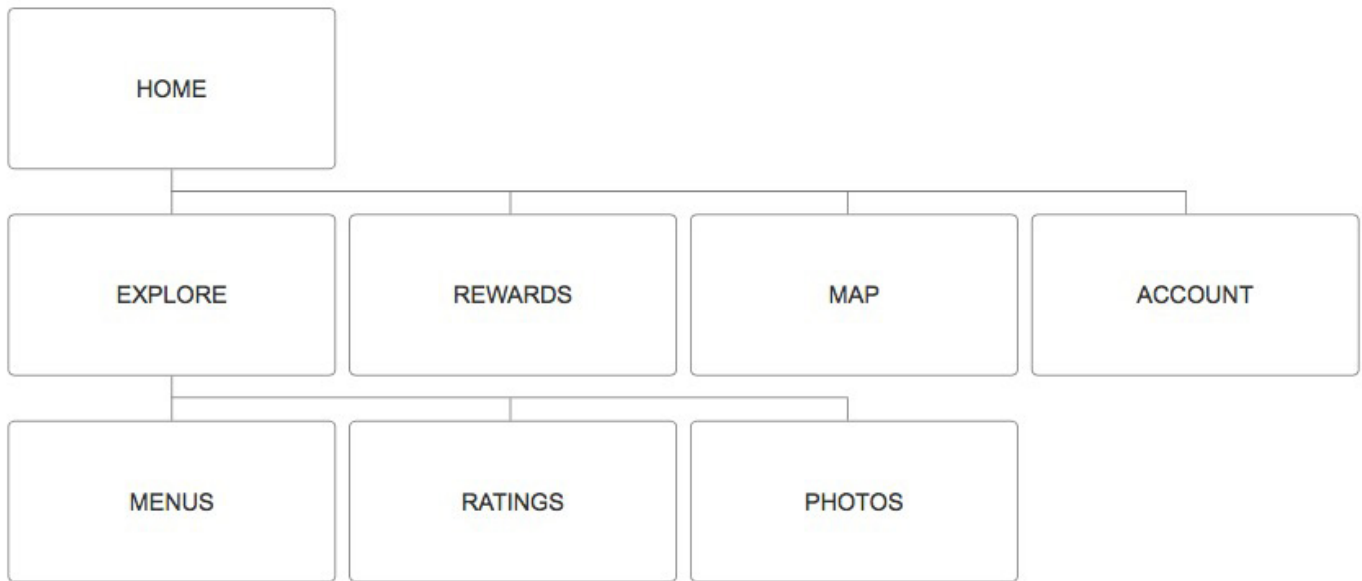
Quicksand Bold

Headings

Avenir Medium

Body copy

Sitemap



Metadata



Content Inventory

	Navigation Title	Page Title	Files
0	Home	Home	app logo, nav icons, bg image, Facebook icon, email icon
1	Explore	Explore	explore icon, shop images, shop names, shop distances, menu icons
1.1	[Shop]	[Shop]	shop information, menu icons, map, shop image
1.2	Menu	Menu	menu content, shop information, shop image
1.3	Ratings	Ratings	star icons, rating content, shop information
1.4	Photos	Photos	photos of shop/food
2	Rewards	Rewards	rewards icon, point tracker icon, rewards content, menu icons, QR code
3	Map	Map	map icon, map, pin icon, menu icons
4	Account	Account	account icon, user information, birthday icon, calendar icon, present icon, QR code