

CoffeePal

Helping JMU Students

Have a Better Experience While Getting Coffee



The background of the slide is a light beige color with several dark brown coffee beans scattered around. A white wavy line is visible in the top left corner. The text is centered within a white rectangular box with a thin black border.

How Might We
Improve the
Experience of JMU
Students Trying to
Get Coffee at
Nearby Places?

Research Questions

- What kind of experience do you look for when getting coffee? Do you prefer a quick grab & go experience or a sit-down/leisure experience?
- Why is coffee important to you?
- What is the longest amount of time you are willing to spend on getting your coffee?
- What is the highest price you are willing to pay for one cup of coffee?
- What are some frustrations you experience when getting your coffee? (high prices, long wait, etc.)
- What kinds of features would you want on a website or app to better your experience when getting coffee in the nearby area?

Rationale / Purpose

As a college student and avid coffee drinker, I thought about my personal experience here at JMU when it comes to getting my coffee. I realized that oftentimes, the lines for coffee are long and time consuming and may not be the most affordable for those on a college budget.

This made me think about some ways I could solve these issues. These problems helped me realize the purpose for my app. This app, which I named, *CoffeePal*, could tell students how long the wait is at certain coffee places in the nearby area, plus how long it takes to make each kind of drink that way students in a time crunch can plan ahead. This app will also be able to list all of the promotional specials each coffee place has to offer along with whether or not they take JMU meal plans that way students can save their money. At a very populated college campus, most places are going to be crowded especially when it comes to a high demand item such as coffee. This app can help those who get frustrated at these issues.

In order to gain some information on this subject, I decided to conduct a survey that would be sent out to specifically JMU students. I hypothesized that the majority of students who took my survey would experience similar frustrations such as mine. I asked open-ended and multiple choice questions that way my survey could have a variety of responses. It consisted of 6 questions and I was able to get 7 responses to use in my data collection process. All responses seemed go in similar directions, which was expected. The data that I collected allowed me to gain a better perspective on the needs and wants of JMU students and helped me better understand what was needed to make this app effective.



Data

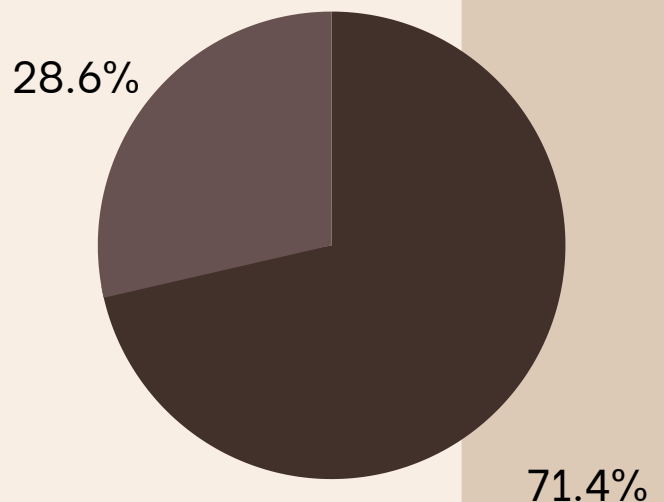
What kind of experience do you look for when getting coffee? Do you prefer a quick grab & go experience or a sit-down/leisure experience?



- Grab & Go
- Leisure

What is the longest amount of time you are willing to spend on getting your coffee?

- 10-20 minutes
- 30-40 minutes
- 40 minutes to an hour
- 1 hour or longer



Why is coffee important to you?

“I enjoy the taste and it picks me up in the middle of the day“

“I drink it everyday“

“Helps me wake up in the morning and starts off my day with something sweet!“

“Gives my energy and I love the taste“

“It is apart of my routine and helps get my mornings started“

What is the highest price you are willing to pay for one cup of coffee?

“\$5.00”

“\$8.00”

“\$7.00”

“\$6.00”

“\$10.00”

What are some frustrations you experience when getting your coffee?

“Coffee prices have gone up and lines in the area are very time consuming especially on campus”

“Long waits”

“It is overpriced and I hate when I have to wait in drive thrus for a while”

“How expensive it can get if its not black coffee”

“High prices are frustrating because I can make it cheaper at home”

What kinds of features would you want on a website or app to better your experience when getting coffee in the nearby area?

“Wait time and any specials a coffee place may have”

“How long it takes to make”

“More pictures of the items”

“Alerts you of crowded coffee shops so you avoid them”

“Rewards for being a loyal customer and student discounts”

Product Requirements

1. The app must have a way for users to see all local coffee shops in the nearby area.
2. The app must be able to see the wait times in each coffee location along with how long it takes to make each drink.
3. The app must have features that allow users to see whether the location takes JMU meal plans.
4. The app must have access to all promotional deals offered by each coffee shop.
5. The app must have an alert system that notifies JMU students.

Rationale for Requirements

After analyzing my data, I concluded that many of the responses were similar. All of the participants shared frustrations that were related to high prices and long waits. Knowing this, I decided to design my app around these two main points.

When the participants were asked what features they would like to see an app that would help these issues, they all said they would like to be notified of nearby coffee places that had long lines. This would help students plan accordingly if they had class. They could then know which places to avoid. They also mentioned that the app could have a way to see promotional deals that each place had to offer.

These findings helped me better understand the needs and wants of my users and guided me in designing the key features of this app.

Hannah

A Typical Day

Hannah starts every morning with a cup of coffee. Without it, she has trouble focusing and feels like her day is not complete. She is taking six classes this semester, so it's safe to say she is very busy. With her heavy workload, she doesn't have much time to get a steady part-time job, so she relies on her weekly allowance from her parents. On a tight college budget, Hannah has been struggling to afford her every day coffee. On top of that, the lines on campus have been taking forever, which has been interfering with her class schedule. She either has to allot extra time to wait in lines or go without her coffee, which is not an option for her.

Goals

Hannah's goals are to be able to quickly and efficiently be notified when certain coffee places are too long of a wait. This way she can plan ahead when it's time to go to her classes. She doesn't want to waste her time waiting in line when there could be another place nearby with a shorter wait.



“Coffee is my literal best friend. Without it, I cannot survive.”

Technology Experience

Advanced

Basic understanding on common platforms

Technology Appliances

Mobile Phone

Laptop

Major

Health Sciences



Justin

A Typical Day

Justin likes to start his days with a big breakfast to get him started for the day. While he enjoys coffee, he does not feel the need to drink it every day. He used to get coffee a lot more when he was in highschool, but now that the Harrisonburg area is so populated with college students and locals, most coffee places are so crowded he does not bother waiting in line for it. He wishes he could get a better understanding on when places get the busiest, so that if he wanted coffee he knows the right time and place to go.

Goals

Justin's goals are to be knowledgeable on the surrounding coffee places. He feels that if he were able to be notified on information regarding the nearby coffee places, he would be more inclined to getting coffee more often.



“Yeah, I like coffee,
but I could live
without it.”

Technology Experience

Expert

Very good understanding on how to use common platforms

Technology Appliances

Mobile Phone

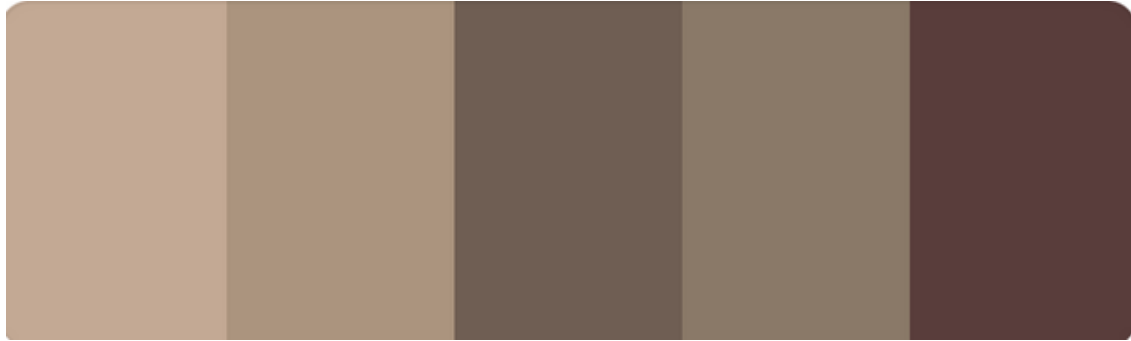
Laptop

Major

Business Management



Color Palettes & Hex Codes



#42312a

#685251

#dcc9b6

#6d4c3d

#ab947e

#f8eee3

Graphic Inspiration

