

First Name: Lila

Age: 24

Gender: Female

Occupation: Grad Student

QTB Cafe  
Braddock Ave  
Studies at cafes +  
goes before class  
good for finals  
"Needs focus"

1. Do you drink coffee?

☒ Yes ☐ No

2. How often do you drink coffee?

☒ Daily ☐ A few times a week ☐ Rarely ☐ Never

3. When do you usually drink coffee? (Check all that apply)

☒ Morning ☐ Afternoon ☒ Evening ☒ Late night ☐ Before a workout

☐ Socially

4. What caffeine level do you prefer in your coffee?

☒ Regular (fully caffeinated) ☐ Half-caf ☐ Decaf ☐ I switch depending on the day

5. What matters most to you in your coffee choice?

☒ Taste ☐ Roast level ☐ Caffeine level ☒ Sustainability ☐ Brand ☐ Price

☒ How it makes me feel

6. What role does coffee play in your day? (Choose all that apply)

☒ Energy boost ☒ Ritual or habit ☐ Social connector

☐ Moment of calm ☐ Treat or indulgence ☒ Creative fuel

7. What symptoms do you notice when you consume too much caffeine?

☒ Anxiety ☐ Jitters ☒ Sleep issues

☐ Digestive discomfort ☐ Rapid heartbeat ☐ None

8. Where do you usually drink coffee?

☒ At home ☐ At work ☒ In coffee shops ☐ On the go ☐ Other: \_\_\_\_\_

9. What brewing methods do you use at home?

☐ Drip machine ☐ French press ☒ Espresso machine

☒ Pour-over (e.g., Chemex, V60) ☐ Cold brew ☐ Instant coffee ☐ None.

☐ Other: \_\_\_\_\_

10. What kind of coffee do you usually drink?

☐ Drip coffee ☒ Espresso drinks (latte, cappuccino) ☐ Cold brew

☐ Instant coffee ☐ Pour-over/French press ☐ Other: \_\_\_\_\_

11. How do you like your coffee?

☐ Black ☒ With milk/cream ☐ Sweetened ☒ Flavored

12. What matters most to you when choosing a coffee shop?

☐ Coffee quality ☐ Price ☒ Atmosphere ☐ Location

☒ Wi-Fi availability ☒ Sustainability ☐ Barista skill/friendliness

☒ Availability of food/snacks

13. What influences your choice of coffee brand or beans?

☐ Taste ☐ Roast level ☒ Sustainability practices

☐ Packaging ☒ Recommendations ☐ Availability

14. Do you prefer buying whole beans or ground coffee?

☒ Whole beans ☐ Ground ☐ Single-serve pods ☐ No preference

15. How adventurous are you with trying new coffee drinks or origins?

☒ Very adventurous ☐ Occasionally ☐ I stick to what I know

16. What frustrates you most about coffee or the experience of drinking it?

☒ Price ☐ Limited options ☐ Inconsistent quality

☒ Long lines ☐ Hard to replicate at home ☐ Nothing really

Other: \_\_\_\_\_

17. Are you loyal to any particular coffee brand(s)? If so, why?

Supports ethical brands like Counter Culture

18. Any final thoughts or comments about your coffee habits?

"Late-night study sessions are powered by  
a good cup of coffee."

"It's part of how I get into the zone."

First Name: Ana

Age: 38

Gender: Non-Binary

Occupation: Visual Artist

61B Cafe  
Brentwood Ave

Sometimes goes to  
Cafes for a quiet place  
to get ideas for their  
next work.

1. Do you drink coffee?

☒ Yes ☐ No

2. How often do you drink coffee?

☒ Daily ☐ A few times a week ☐ Rarely ☐ Never

3. When do you usually drink coffee? (Check all that apply)

☐ Morning ☒ Afternoon ☒ Evening ☐ Late night ☐ Before a workout

☐ Socially

4. What caffeine level do you prefer in your coffee?

☐ Regular (fully caffeinated) ☐ Half-caf ☒ Decaf ☐ I switch depending on the day

5. What matters most to you in your coffee choice?

☒ Taste ☐ Roast level ☐ Caffeine level ☒ Sustainability ☐ Brand ☐ Price  
☒ How it makes me feel

6. What role does coffee play in your day? (Choose all that apply)

☐ Energy boost ☐ Ritual or habit ☐ Social connector  
☒ Moment of calm ☒ Treat or indulgence ☒ Creative fuel

7. What symptoms do you notice when you consume too much caffeine?

☐ Anxiety ☐ Jitters ☐ Sleep issues  
☐ Digestive discomfort ☐ Rapid heartbeat ☒ None

8. Where do you usually drink coffee?

☒ At home ☐ At work ☒ In coffee shops ☐ On the go ☐ Other: \_\_\_\_\_

9. What brewing methods do you use at home?

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☒ Pour-over (e.g., Chemex, V60) ☐ Cold brew ☐ Instant coffee ☐ None.  
☐ Other: \_\_\_\_\_

10. What kind of coffee do you usually drink?

☐ Drip coffee ☐ Espresso drinks (latte, cappuccino) ☐ Cold brew  
☐ Instant coffee ☒ Pour-over/French press ☐ Other: \_\_\_\_\_

11. How do you like your coffee?

☒ Black ☐ With milk/cream ☐ Sweetened ☒ Flavored

12. What matters most to you when choosing a coffee shop?

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☐ Price ☐ Limited options ☐ Inconsistent quality  
☐ Long lines ☒ Hard to replicate at home ☐ Nothing really  
Other: \_\_\_\_\_

17. Are you loyal to any particular coffee brand(s)? If so, why?

Loyal to Ceremony Coffee b/c of  
ethical sourcing & taste

18. Any final thoughts or comments about your coffee habits?

"Coffee is part of my creative ritual,  
It's more than a drink."

"I need the taste, not the buzz"

First Name: Cris

Age: 56

Gender: Male

Occupation: Graphics

House  
Brentwood Ave.

1. Do you drink coffee?

☒ Yes ☐ No

2. How often do you drink coffee?

☐ Daily ☒ A few times a week ☐ Rarely ☐ Never

3. When do you usually drink coffee? (Check all that apply)

☒ Morning ☐ Afternoon ☒ Evening ☐ Late night ☐ Before a workout ☐ Socially

4. What caffeine level do you prefer in your coffee?

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5. What matters most to you in your coffee choice?

☒ Taste ☐ Roast level ☐ Caffeine level ☐ Sustainability ☐ Brand ☐ Price  
☐ How it makes me feel

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☒ Moment of calm ☒ Treat or indulgence ☐ Creative fuel

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☒ Anxiety ☒ Jitters ☐ Sleep issues  
☐ Digestive discomfort ☒ Rapid heartbeat ☐ None

8. Where do you usually drink coffee?

☒ At home ☒ At work ☐ In coffee shops ☐ On the go ☐ Other: \_\_\_\_\_

9. What brewing methods do you use at home?

☐ Drip machine ☒ French press ☐ Espresso machine  
☐ Pour-over (e.g., Chemex, V60) ☐ Cold brew ☐ Instant coffee ☐ None.  
☐ Other: \_\_\_\_\_

Drinks before &  
at work mostly  
in the morning,  
but sometimes  
in the evening

Will switch  
to Chiatres  
at work at  
times

10. What kind of coffee do you usually drink?

☐ Drip coffee ☐ Espresso drinks (latte, cappuccino) ☐ Cold brew  
☐ Instant coffee ☒ Pour-over/French press ☐ Other: \_\_\_\_\_

11. How do you like your coffee?

☐ Black ☒ With milk/cream ☐ Sweetened ☐ Flavored

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☐ Price ☐ Limited options ☒ Inconsistent quality  
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Other: \_\_\_\_\_

17. Are you loyal to any particular coffee brand(s)? If so, why?

Eight o'clock  
"I like the taste & its available  
everywhere"

18. Any final thoughts or comments about your coffee habits?

"Coffee is part of my workflow.  
I need it to stay locked in."

First Name: Marcus

Age: 42

Gender: Male

Occupation: High School Teacher

413 cafe  
Braddock Ave

was insent about  
pricing...

1. Do you drink coffee?

☒ Yes ☐ No

2. How often do you drink coffee?

☐ Daily ☒ A few times a week ☐ Rarely ☐ Never

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☐ Socially

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☒ How it makes me feel

6. What role does coffee play in your day? (Choose all that apply)

☐ Energy boost ☐ Ritual or habit ☐ Social connector

☒ Moment of calm ☒ Treat or indulgence ☐ Creative fuel

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☒ Drip coffee ☐ Espresso drinks (latte, cappuccino) ☐ Cold brew

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☒ Long lines ☐ Hard to replicate at home ☐ Nothing really

Other: \_\_\_\_\_

17. Are you loyal to any particular coffee brand(s)? If so, why?

No, I just pick up whatever's on sale or recommended.

18. Any final thoughts or comments about your coffee habits?

I like coffee as a break in the day  
not too strong & not too fancy.

"It gets expensive after awhile."

First Name: Sarah

Age: 32

Gender: Female

Occupation: Software engineer

House  
Eleanor St

Sarah works from  
home most times,  
but will occasionally  
work at cafes.

1. Do you drink coffee?

☒ Yes ☐ No

2. How often do you drink coffee?

☒ Daily ☐ A few times a week ☐ Rarely ☐ Never

3. When do you usually drink coffee? (Check all that apply)

☒ Morning ☒ Afternoon ☐ Evening ☐ Late night ☐ Before a workout

☐ Socially

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5. What matters most to you in your coffee choice?

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☒ How it makes me feel

6. What role does coffee play in your day? (Choose all that apply)

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7. What symptoms do you notice when you consume too much caffeine?

☐ Anxiety ☒ Jitters ☐ Sleep issues

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8. Where do you usually drink coffee?

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9. What brewing methods do you use at home?

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Other: \_\_\_\_\_

17. Are you loyal to any particular coffee brand(s)? If so, why?

McDonalds  
"How I started liking Coffee"

18. Any final thoughts or comments about your coffee habits?

"It's just not the same"  
Talking about how it's not  
always turns out the same  
as cafes.



First Name: Michael

Age: 38

Gender: Male

Occupation: Software engineer

House  
Wagner way

Tends to drink a lot  
of coffee and asked  
me if I think he  
should stop?

1. Do you drink coffee?  
☒ Yes ☐ No
2. How often do you drink coffee?  
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3. When do you usually drink coffee? (Check all that apply)  
☒ Morning ☒ Afternoon ☒ Evening ☐ Late night ☒ Before a workout  
  
☒ Socially
4. What caffeine level do you prefer in your coffee?  
☒ Regular (fully caffeinated) ☐ Half-caf ☐ Decaf ☐ I switch depending on the day
5. What matters most to you in your coffee choice?  
☒ Taste ☐ Roast level ☐ Caffeine level ☐ Sustainability ☒ Brand ☐ Price  
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6. What role does coffee play in your day? (Choose all that apply)  
☐ Energy boost ☒ Ritual or habit ☐ Social connector  
☐ Moment of calm ☒ Treat or indulgence ☐ Creative fuel
7. What symptoms do you notice when you consume too much caffeine?  
☐ Anxiety ☒ Jitters ☐ Sleep issues  
☐ Digestive discomfort ☐ Rapid heartbeat ☐ None
8. Where do you usually drink coffee?  
☒ At home ☒ At work ☐ In coffee shops ☐ On the go ☐ Other: \_\_\_\_\_
9. What brewing methods do you use at home?  
☐ Drip machine ☐ French press ☒ Espresso machine  
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☐ Price ☐ Limited options ☒ Inconsistent quality  
☐ Long lines ☐ Hard to replicate at home ☐ Nothing really  
Other: \_\_\_\_\_
17. Are you loyal to any particular coffee brand(s)? If so, why?  

Nespresso b/c I have a machina
18. Any final thoughts or comments about your coffee habits?  

"No, ... Should I stop?"