

Phase 1: Foundational Research for Coffee



“Coffee is part of my workflow. I need it to stay locked in.” — Cris

Research Methods

6 Detailed Surveys

First Name: _____
Age: _____
Gender: _____
Occupation: _____

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-decaf ☐ Decaf ☐ I don't depend 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 ☐ Relax or calm ☐ 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/other 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 recipes?
☐ 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 brands? If so, why?

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

3 Personals



Name: Liam
Gender: Male
Age: 42
Occupation: Restate

Frustration:

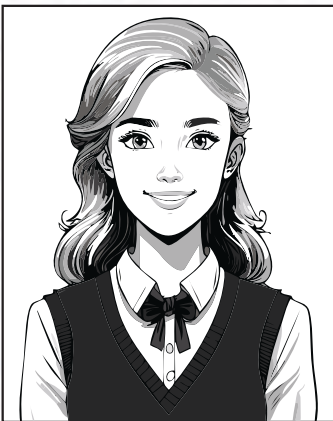
- Decaf is often an afterthought on menus
- Negative physical reactions when mistakenly served fully caffeinated drinks
- Feels left out of seasonal or specialty drink offerings

Needs:

- Transparency in cafe labeling
- Baristas trained to treat decaf orders with care
- Flavor-focused decaf options, including iced and seasonal drinks

Goal:

- Find cafes that treat decaf with the same respect as regular coffee
- Enjoy flavorful, high-quality coffee without caffeine-related side effects
- Study in comfortable cafe environments



Name: Alice
Gender: Female
Age: 22
Occupation: College Student

Frustration:

- Cafes that don't have strong Wi-Fi, enough seating, or outlets
- Expensive specialty drinks that don't match a student budget
- Gets distracted in noisy environments

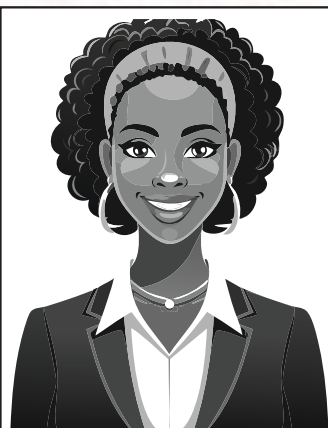
Needs:

- Budget-friendly student pricing or loyalty rewards
- A comfortable, focused atmosphere

Goal:

- Stay alert and productive through long lectures and late-night study sessions
- Have access to affordable, high-caffeine drinks that still taste good
- Study in comfortable cafe environments

Competitor Analysis



Name: Sasha
Gender: Female
Age: 34
Occupation: Software Engineer (Remote)

Frustration:

- High cost of cafe drinks adds up quickly, even as an occasional treat
- Struggles to replicate flavor, foam texture, and balance of cafe drinks at home
- Gets bored with the same home drinks but doesn't want to waste supplies

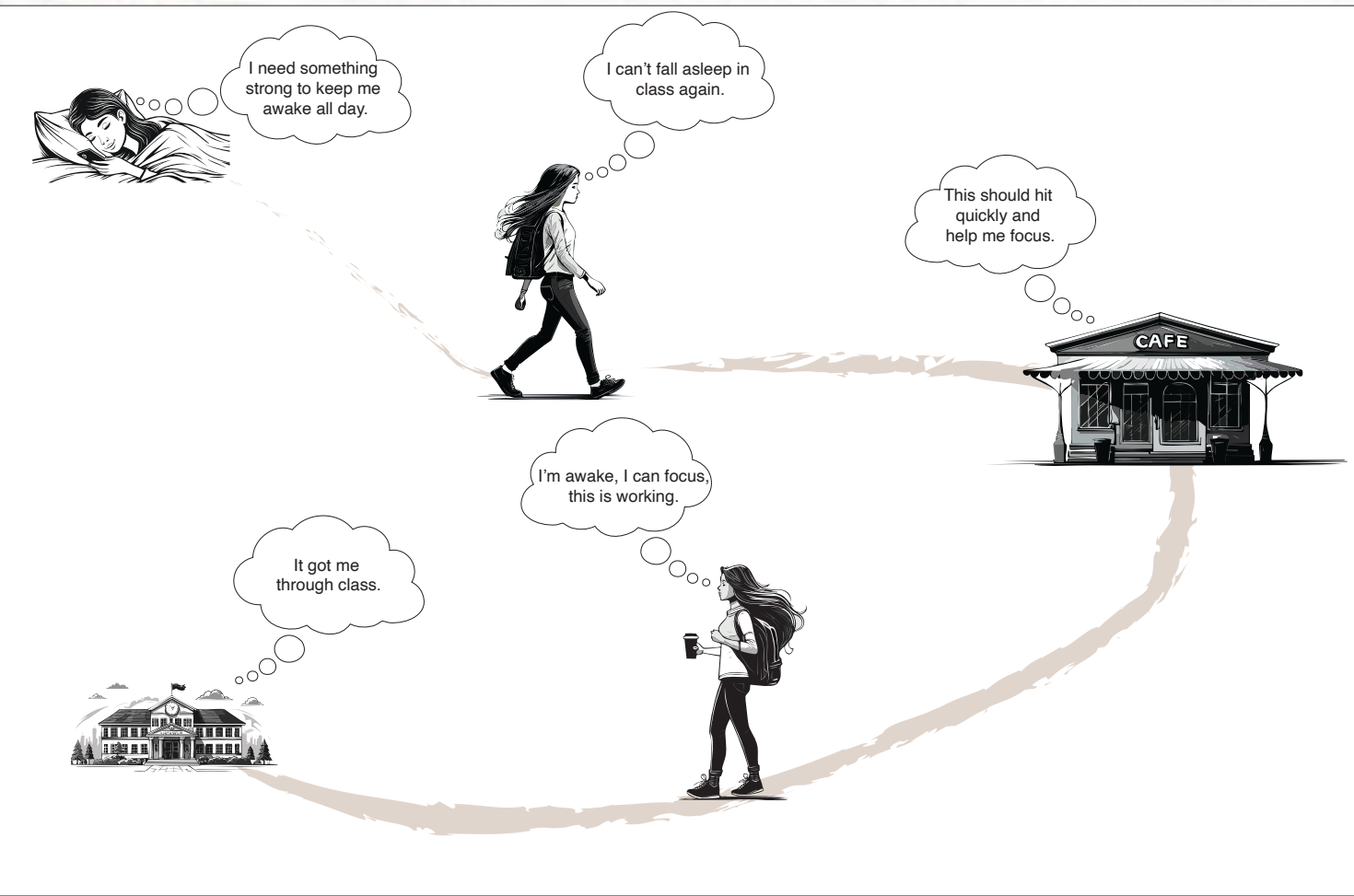
Needs:

- Tips or resources for improving home brewing techniques
- More DIY seasonal drink inspiration that's easy to try at home

Goal:

- Recreate the cafe feel at home without overspending
- Enjoy consistently good coffee during workdays
- Balance the desire to support local cafés with a budget-conscious routine

Journey Map





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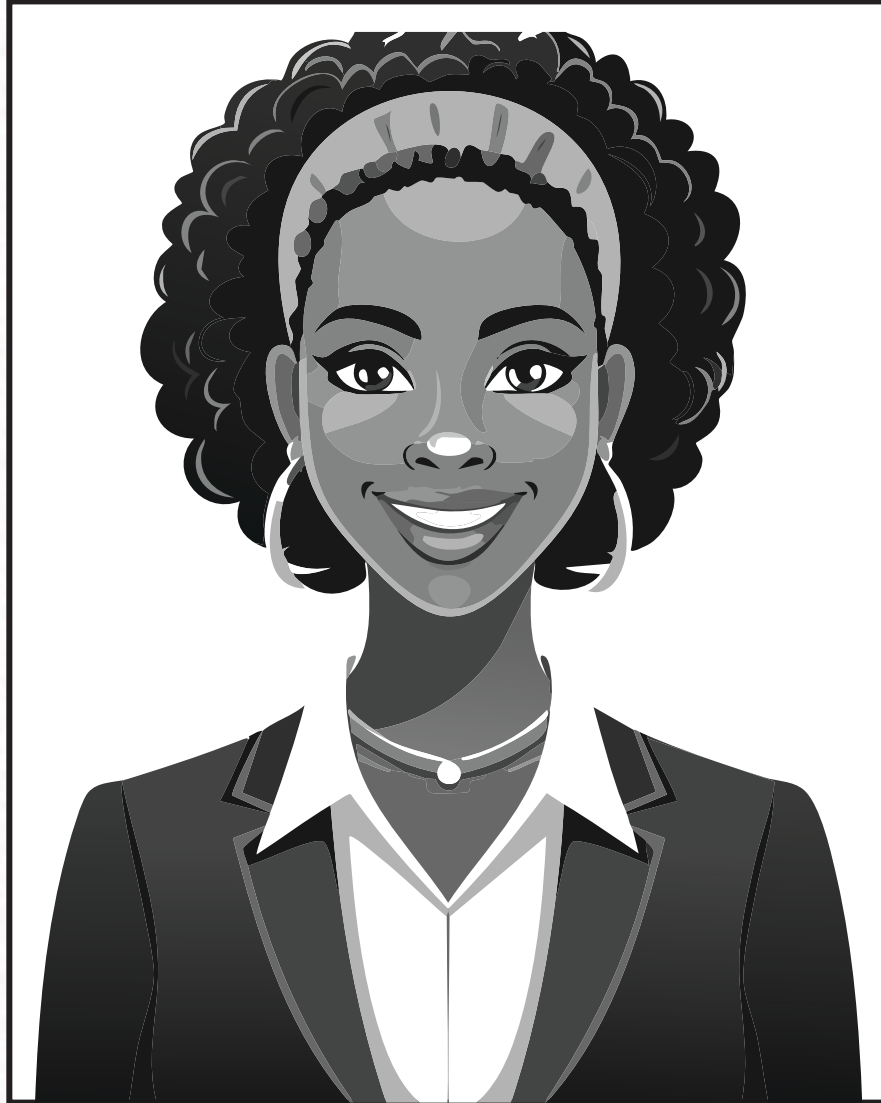
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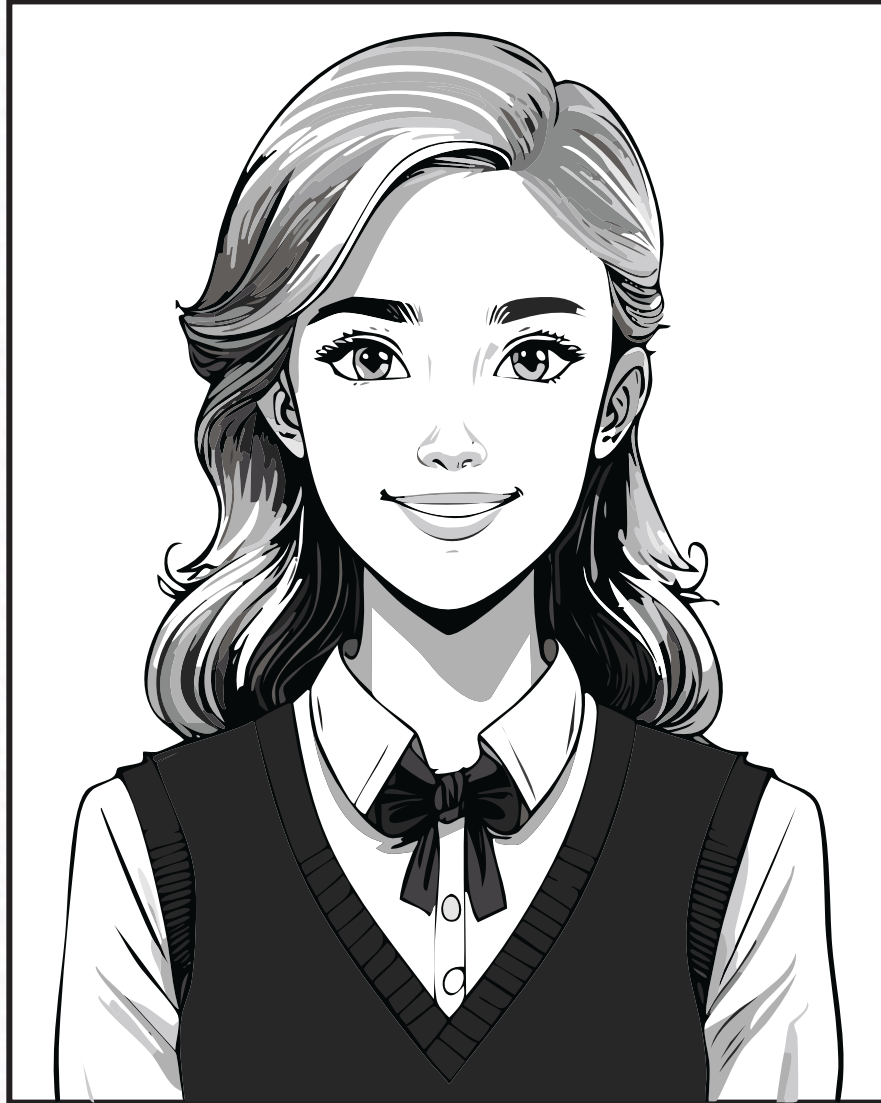
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I need something
strong to keep me
awake all day.



I can't fall asleep in
class again.

This should hit
quickly and
help me focus.

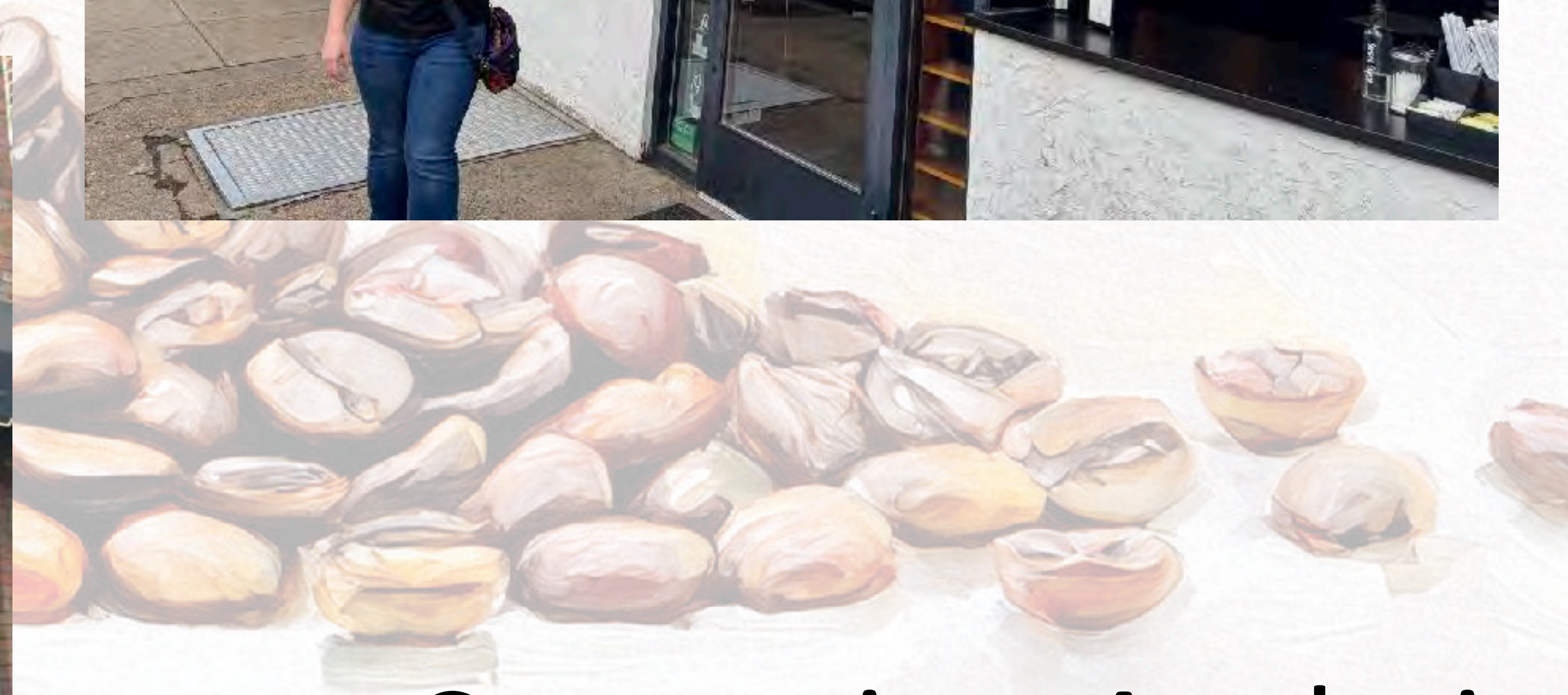


I'm awake, I can focus,
this is working.



It got me
through class.





Competitor Analysis



Finding 1: Caffeine Sensitivity
“I need the taste, not the buzz.” — Ana



Finding 2: Cafe as a Ritual
“It’s part of how I get into the zone.” — Lila



Finding 3: Brewing Frustration at Home
“It’s just not the same.” — Sarah



Finding 4: Price Impacts Loyalty
“It gets expensive after awhile.” — Marcus

Recap: Key Takeaways

Taste Matters To Everyone



Cafes Are Emotional and Functional Spaces



Pricing Impacts Loyalty



Home Brewers Want Support



Research Challenges & Limitations

All Located In the Pittsburgh Area



Just 6 Participants



Sensitivity To Both The Smell
and Taste Of Coffee

Recommendations & Next Steps



Conduct
Broader
Research

Develop A Decaf Specialty Menu



Pilot A Student
Loyalty Program



Offer Cafe-At-Home Kits

