COOL
BEANS

THE PROBLEM

Habitual coffee addicts can spend up to 10-15 minutes ordering and waiting for their morning fix - every day. That's nearly an hour a week (provided they only get one!)

Current order ahead solutions have minimal benefit for the business, and do not drive sales.

THE SOLUTION

Location and time-aware app that allows you to order coffee ahead, learns your habits, whilst driving sales for cafes.

ASSUMPTIONS

Habitual drinkers get coffee around the same time and place each day.

People are frustrated with the time it takes to get coffee.

Current solutions haven't nailed the problem for both users and cafe owners alike.

?

USER RESEARCH

80% are frustrated with the time it takes to get a coffee. The other 20% like the experience.

Coincidentally, 80% of users ordered take-away instead of have-here.

100%
Said bad tasting coffee is a deal breaker for cafe loyalty.

8:30AM
Common times to get coffee
1:30PM

$30-40
Spent on coffee each week

1-3
Coffees per day

1/2
Use Loyalty Cards

BUSINESS RESEARCH

100kg
Average amount
of coffee beans
used each day

~250
Average number
of take-away
coffees per day

100+
Regular customers
who order the
same thing

2x
All had capacity
to double their
daily coffee output

3/4
Saw no benefit in
previously pitched
coffee apps

1/2
Have loyalty
programs

MEET ALISSA

The time-poor worker / socialite

> *I wish my coffee was ready for me the second I walk into the cafe, just like clockwork!*

Always in a rush, Alissa has a non-stop schedule between work, university and her social life. She can't start any of the above without her daily coffee fix.

Pain Points

- Waiting in line for coffee when she's in a rush
- Repeating the same order every day
- Waiting for the coffee to be made
- Bad tasting coffee

Goals

- Regain time wasted getting coffee en-route to work, uni and social events.
- To save money on her ridiculous coffee habit

About Alissa

- 23 years old
- Working an Internship & Studying part time
- Location: Melbourne CBD
- Frequent social and daily coffee drinker, loves the cafe culture. Tech Savvy

MEET JAMIE

The highly driven cafe owner

> *We have the capacity to double our coffee output, but other potential channels don't benefit the business.*

Having worked in hospitality for years, Jamie knows how to run a café like a well oiled machine. He's always looking for new ways to increase sales, gain new customers and to boost the bottom line.

Pain Points

- Struggling to get new customers in quiet periods during the day

- All new channels have a high barrier to entry

Goals

- Sell more coffee! It's all about the bottom line.

- Boost the café's regular customer base

About Jamie

- 28 years old

- Hospitality worker 10+ years

- Location: Melbourne CBD

- Early to rise, excellent manager, an extremely hard worker. Driven to boost sales.

COMPETITIVE ANALYSIS

	skip	TXT 4 COFFEE	UPSHOT	COOL BEANS
Coffee	✔	✔	✔	✔
Food	✔	✔		
Order ahead	✔	✔		✔
Last order		✔		✔
Default order				✔
Loyalty program		✔	✔	✔
Location based cafe selection	✔	✔	✔	✔
subscription payments			✔	✔
Time & location contextual prompt notifications				✔
Learns your coffee habits				✔

FEATURE ANALYSIS

Essential

Send order to cafe	Cafe Map
Incoming Orders	Geolocation
Save Default Order	User Profile

Push notifications	Geofencing
Seamless in-app payments	Learning Algorithm
Add/Modify order	
Cafe Profile	

Easy ——————————————————————— **Difficult**

Order History	Favourite Cafes

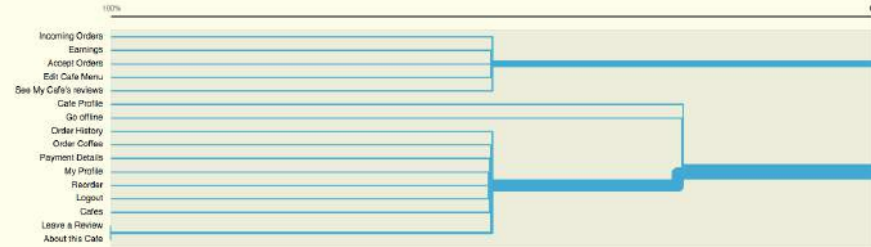|	
Directions to Cafe	Auto-pay to cafes
Cafe Reviews	Subscription Payments
Point of sale integration	

Nice to have

TAXONOMY & I.A.

The Research

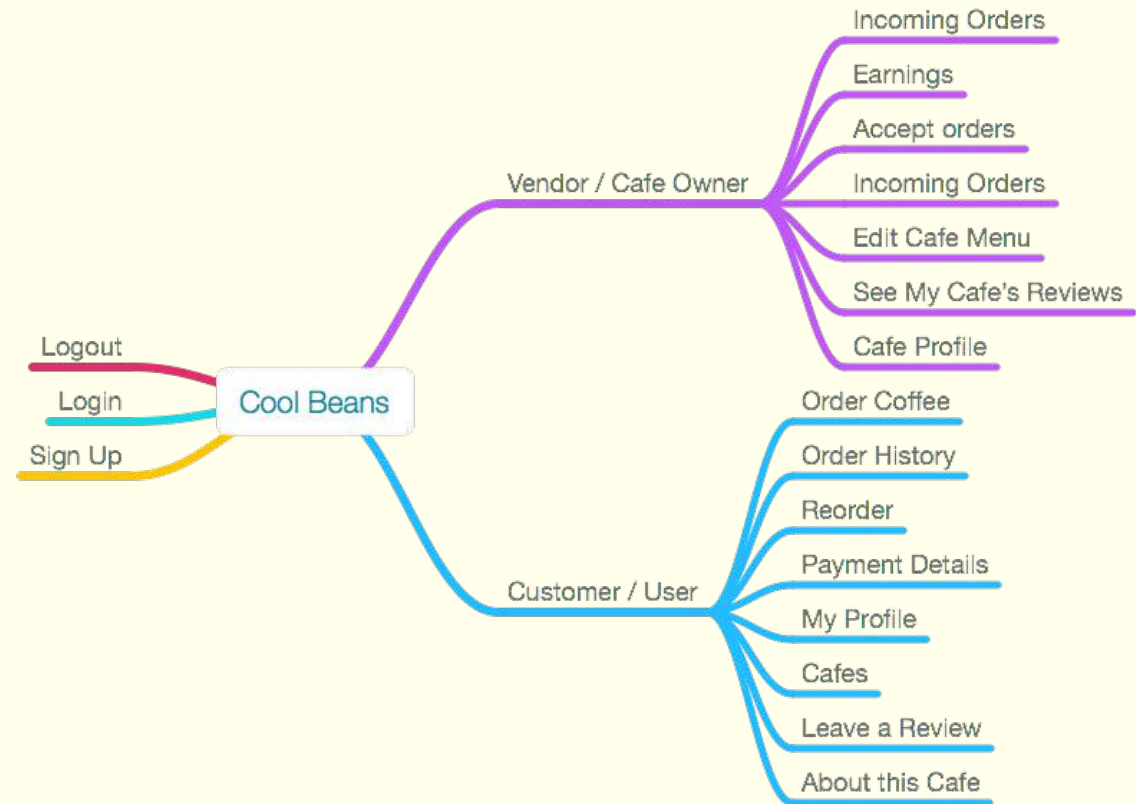Research showed a very clear split and understanding between the vendor and customer side of the navigation

The Model

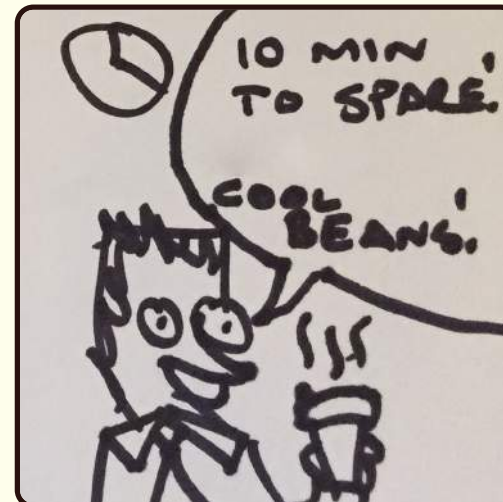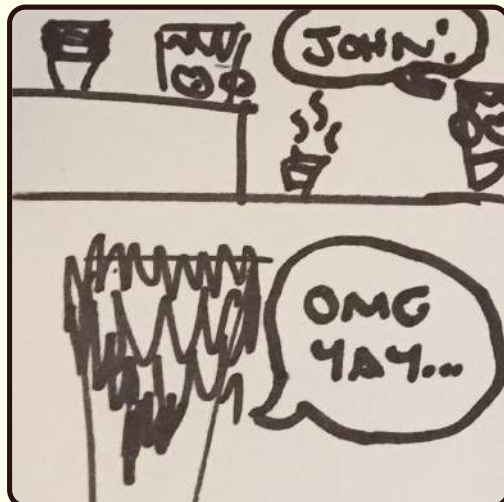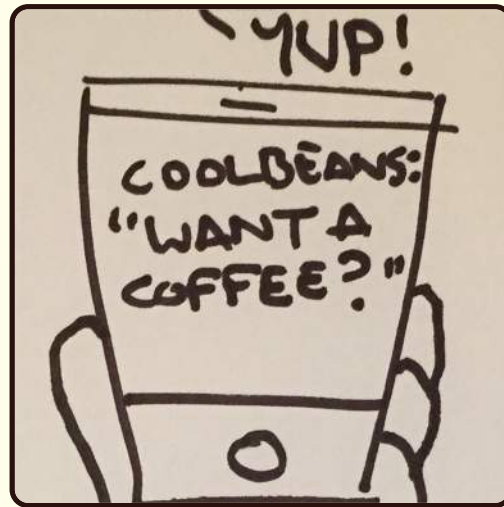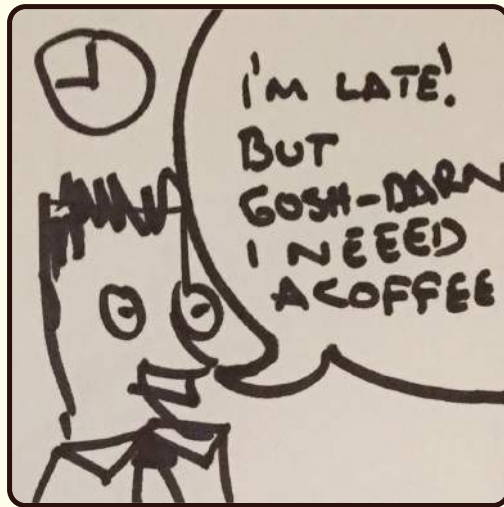Being an app, the Information Architecture is the menu structure

This made it easy to split the I.A. down the middle

The two categories shared common actions - thus split off to top level sections

STORYBOARDING

John is running late but wants a coffee!

USER FLOW

Ordering coffee from smart notification

User to order coffee → User Receives Smart Notificaiton → Order Default Coffee?

Order Default Coffee? — NO → Select coffee or Add to order

Order Default Coffee? — YES → Select Cafe

Select coffee or Add to order → Select Cafe

Select Cafe → Confirm & Pay?

Select Cafe — NO → Select coffee or Add to order

Confirm & Pay? — YES → Travel to Cafe & collect order

Travel to Cafe & collect order → User receives coffee order (CAFFINE!)

WIREFRAMES

Focussing on the minimum possible steps from prompting the user to order, purchase, and informed pickup.

Screen 1:
Want a coffee?
It's 8:30am and you're near blondie - do you want us to get your flat white ready?
No | Yes

Screen 2:
COOL BEANS
So that's a Flat White with Almond milk and 4 sugars?
$3.80 total
Yes please
Something else
ORDER COFFEE

Screen 3:
COOL BEANS
I've found 4 cafés close by that can take your order.
St. Ali ★★★★
12 Claredon St, Sth Melbourne
0.6km away
Bond St ★★★★
4 Bond St, Melbourne CBD
1.2km away
Blondie ★★★★★
104 City Rd, Southbank
2.3km away

Screen 4:
COOL BEANS
Alrighty!
Blondie can have your flat white ready in 6 minutes.
$3.80 total
Change or Cancel
Confirm & Pay
ORDER COFFEE

Screen 5:
COOL BEANS
✓   ✗
Blondie will have your coffee ready in:
4:20
104 City Rd, Southbank
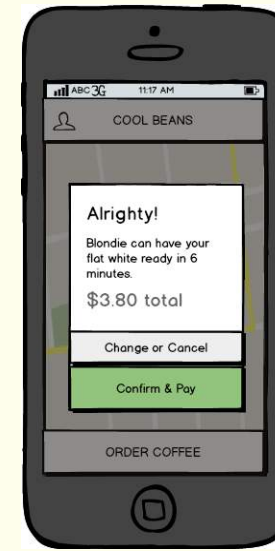2.3km away
Get Directions
ORDER COFFEE

1. User receives prompting smart notification

2. User asked if they want their regular
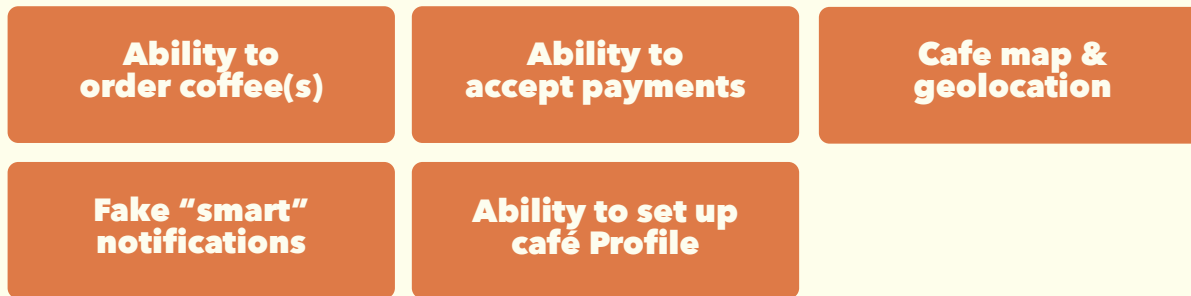
3. User selects a café

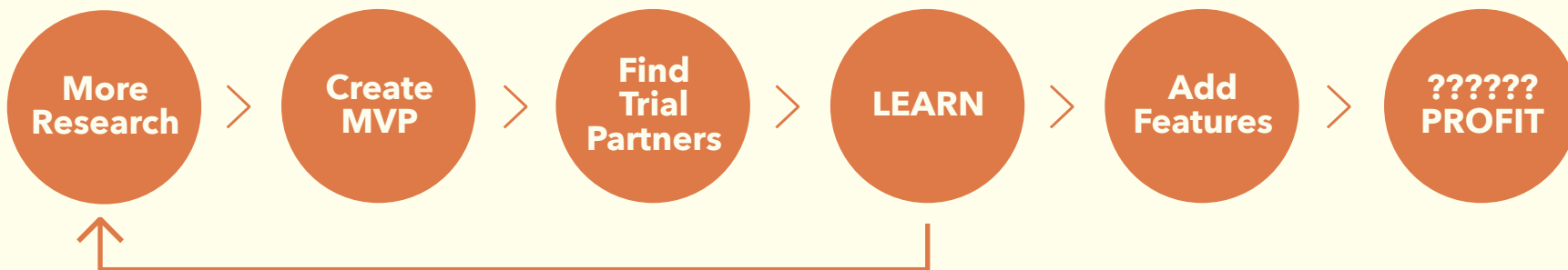**4. User confirms and pays for their coffee**

5. User is informed where and when the coffee can be picked up from

MVP

In order to validate the product & gain helpful insights from customer and cafe use, Cool Beans requires the following features

Ability to order coffee(s)	Ability to accept payments	Cafe map & geolocation
Fake "smart" notifications	Ability to set up café Profile	

MOVING FORWARD

More Research > Create MVP > Find Trial Partners > LEARN > Add Features > ?????? PROFIT

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STAY TUNED!