

| Research Questions | Interview Questions | P1 | P2 | P3 | P4 | P5 | Theme |
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| Introduction/Background | What do you do for a living? | Living in Cornhole UK, starting phd in material science, was a tutor and fencing coach for the past year | Living in Chicago, working for piper sandler, investment banking. | Currently a full time student rising senior at NU. Interning at SpaceX | software engineer, full time job. working in St cali. six years working. She has experience in UX. Wants to intertwine the two. | She is a summer intern at san fran public defender's office and writes articles about stuff that happens which she thinks people should know about. Ex: database for resources during COVID | |
| | Do you prefer to purchase coffee or make coffee? | prefers to purchase coffee "I make bad coffee". the only time she's purchased coffee beans is from her friend's store...she's more inclined to purchase from a smaller store "mom and pop shop" instead of a starbucks "for me coffee is a special thing, so I'd want to buy it from somewhere special and not somewhere that feels more generic" | Mix of purchasing coffee and making his own coffee. Goes to starbucks when home in minnie. Uses starbucks app. Financially speaking, he would rather make it at home. | displaced in florida. at home has espresso maker which is really nice and she always makes her own because it's so much better. This summer she uses a keurig, which she does not like, or buys coffee | Mix of purchase and making her own. Goes by what she's in the mood for. Doesn't drink it super often. If she's going to buy, she'd rather be a latte. Only has stuff to brew coffee. Going out to buy is more of a treat. Coffee cubes and Coffee liquor. | She prefers to purchase coffee, and does a mix between regular starbucks and is also a big fan of local places. She says she is a 50/50 starbucks drinker and local places. When she's at home she has a really nice coffee maker so she makes it more | Participants both purchase and make coffee. They prefer to purchase because they see coffee as a treat and they prefer to make coffee because it's more cost effective. |
| | How often do you drink coffee? | | Drinks coffee everyday | drinks coffee twice a day during her internship, usually once a day, drinks when she gets up at 6 am, and another cup at 2pm | Drinks coffee more often due to growler. She estimates 3 times a week. This would be a week she drinks more coffee. Growler is a big glass jug | She tends to drink two/three cups a day, def drinking a lot more in quarantine | Participants drink coffee everyday and drink more than one cup |
| What are the needs of our target audience when purchasing coffee beans? | What is important to you when purchasing coffee beans? | - | Values parents input. Asks parents which to buy. Can't buy oily beans with his machine. Italian beans. Espresso machines dictates purchase habits with parents. Got to be a dry bean. | she feels like she knows what good coffee and bad coffee tastes like. believes beans taste a lot better (vs a keurig she doesn't have as much control) purchasing from company that's sustainably producing the beans as well. Taste is number 1 component | Purchases her own coffee beans. Tries to stay away from buying from the store, the regular grocery store. Think it's nicer to have it freshly ground. Prefers to do it at home. Friends will buy her coffee, and she prefers the whole bean. | She does purchase her own coffee beans at school. She loves coffee but does not know that much about it, so she goes based on brand recognition or packaging. If one looks better than the other she'll buy it. When she's at school, price range is important, but she still steers away from super shiny, black, matte finish. She prefers something colorful and something out of the norm than what starbucks might look like. | They want to buy coffee beans because it tastes better and is fresher than pre-ground |
| | What stops you from purchasing coffee beans? | she buys coffee for a treat and as a pick-me-up, doesn't really think about buying coffee beans because it's more spur of the moment and she does not think to make her own in advance | Way the machine he uses works, have to be dry, if its oily it will gunk the machine up and possibly break it. | price threshold because broke college student. also if company was really environmentally destructive, or if they were unfair to workers. number one factor would be bad tasting coffee. | 1. they have coffee at home already 2. They had tried that coffee before 3. Bad package design | Sometimes there is a bit of barrier because she doesn't feel like she has much knowledge about coffee so she may not know what to buy. For example, if a bag doesn't explain anything about it on the packaging. She likes when they say what kind of roast, and notes of flavors (because she likes the fruity ones) | Participants would not buy coffee if the bag has a bad bag design, or does not give information about the taste on the packaging. They also will not buy the coffee if they do not like the taste. |
| | What are the factors which lead to you purchasing coffee beans? | cost- she says one of the biggest barriers is the cost of coffee, so more attracted to a cheaper brand | Price is the number one thing for ben. Hes using amazon right now, in terms of the brands he knows. Other than that, he never buys decaf. | how the beans are produced, also convenience level...at home in cali "there's a lot of value for me being able to go to a coffee shop and being able to purchase beans there" or if there is a cost efficient way to ship it to her. taste, how it's produced, cost, convenience. "willing to pay a little bit more for quality of beans" | Taste preferences for carmel chocolatey tastes. Found in latin and colombian coffee beans. Tends to look for these type of beans. Size is also a factor. How much is actually in the bag. A LB or more. Doesn't make it every single day. She doesn't want it to just sit there. | | Participants will purchase coffee beans if they like the taste of those particular beans and if the beans are within their price range. |
| | Any other questions? | Q-is there a time you might have switched coffee brands? - if she wanted to try something new or if something was cheaper | Different strengths. Stronger coffee is what ben prefers. Price is also important. Price is more important. Recently switched coffee beans. The reason for the switch, is the parents have given him a bag of new beans hes never tried. Price and previous knowledge handed down from parents. | | | | |
| | What factors influence the types of coffee beans you purchase? | her biggest factors are cost, type of roast (goes for a blonde roast) where it's from, and if it's fair trade/sustainably source. Normally cost is her MVP factor but is willing to pay more if it's sustainably sourced (she counts sustainably sourced as making sure the grower got enough money, how the coffee beans are grown, seeing if there is a fair trade sticker on it), she also talks about the packaging and being influenced by colors and branding which looks more "green", also if they have information on how much carbon dioxide is emitted from the product | Moving out on his own, is a factor that started him buying his own beans. Parents gifted him a machine. | matters more that the taste is there and it's not too acidic, she likes a bean you can see and then it just tastes good, she likes a dark roast because she has drunk so much | | | To her, the branding, accessibility and easy to understand information are all important. She tried to get into knowing what you're doing with coffee, and knew she could notice fair trade and eco-friendly information. She talks about fair trade and not knowing enough about what certain types of equipment when she is purchasing. The little tiny details made an impact about trying to buy an eco-friendly option and she thinks coffee has that potential but she sometimes thinks it takes a lot more effort. normally would do a quick google search to find the type of eco-friendly information she was looking for. |

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| <p>What is most important to you when purchasing coffee beans?</p> <p>What are the motivations of our target audience when purchasing coffee beans?</p> <p>What are some reasons you might purchase coffee beans for yourself?</p> <p>Is there a time you switched coffee brands?</p> <p>What initially motivated you to purchase coffee beans?</p> <p>Any other questions from the group?</p> | <p>price, sustainably sourced, small brand because she assumes its more ethical, & because it tastes fresher. "I feel like if I'm going to get a starbucks then I would just go to the store and have them make it for me, if I'm going to make some at home then I want it to be different. I don't want to buy something that's going to be labeled as one of those chain coffees". She defines different as something new she can try at home as opposed to the same starbucks drink she can find on every corner.</p> <p>she does not purchase coffee beans normally because making her own coffee is kind of "scary". Consistency of buying a brand she trusts</p> | <p>Being sold out of items with no indication that the items we're sold out. Also delays in deliveries. There needs to be structure to the delivery for ben. Timeline needs to be met. Website needs to be reputable and reflect that. Formal with everything in place.</p> <p>Clear structure, consistency (taste), not amateur looking.</p> | <p>taste is biggest component above all else, sometimes she branches out and buys other beans to try, and whether it tastes good or not determines if she is willing to buy something again</p> <p>higher quality, appreciates that she has better understanding of where they come from, also more control over the back end process of where the beans are coming from, there's a lot better coffee that you can produce out of coffee beans than a keurig</p> <p>yes, three main brands she was drinking hawaiian beans and then it was not carried anymore so not convenient, started with starbucks originally, "gateway" bean, tried peet's for the first time and thought it was so much better, the cost difference was not deterring me enough to get away from Peet's</p> <p>super complex process are frustrating. Payment being confusing and long is a gripe for ben. Being able to make an account. Subscription based purchases, is something that is valued. brand isnt super important, only value the opinion of parents. Reputation, previous use and some brands that just stick</p> <p>q: what kind of websites formats did you enjoy using in terms of purchasing?-- Enjoys amazon and subscription based purchases like that</p> | <p>When shes trying to be conscious with how shes spending. Whatever shes planning for her week / lifestyle. When shes with family, she know she cant make the coffee how she likes it. And would rather go out and buy it. Has more brewing methods at home vs when shes at her family's. convenience, taste, price</p> <p>If she found a new place where she wanted to try their beans. Shes not very inclined to keep buying the same kind. She likes to try different beans. She goes outside the pallet of her favorite tasting notes every once in a while. If she learns about a new coffee shop that she really likes.</p> <p>Its a lot more expensive to keep buying out vs making it cheaper at home. Thats also when she started buying her coffee gear. Her sister gifted her a french press, and she thought she should start buying more coffee beans.</p> <p>she ran into issues when things are misrepresented online, tracking it and knowing when it's going to arrive. Bean shipping service being delayed, which can have issues with shelf life. "misrepresented" example was when she got an outerbox and it was not the material she was expected, she checked the reviews and stars and thought if it something looks too staged/too done-up, reviews are not always accurate, like something could be inflated, but sometimes she trusts them if the reviews are negative that counts as a red-flag. She also thinks a lack of reviews is a red-flag. Reviews are very important to her, as is word-of-mouth, if someone has bought it/spoken highly of it being able to try something on and experiencing it, she dislikes costs with shipping, shipping tracking, she sees amazon as an example both with good shipping and with bad shipping examples. if something is in store shes more inclined to purchase than if it is online, thinks she has become more reliant to purchase online because of COVID.</p> | <p>Location and convenience, she never buys the beans from the coffee shop, it's usually in a grocery store. She would never go to a coffee shop with the purpose to get coffee beans, it's always to get a drink, and she thinks it's because she is intentional about what she buys, so it feels inconvenient to by it from a store.</p> <p>Most important thing to participants is taste Some participants it's Price, consistency, location</p> <p>Making coffee that is higher quality and more suited to the person palette. Price and consistency of known brands.</p> <p>Most participants like the variation in switching up what kinds of coffee brands they buy. They do not like sticking to the same type of coffee bean every time they buy it so they switch brands based on their taste preferences and if they have any information on the brand beforehand.</p> <p>Participants have been drinking coffee for a long time and link their coffee habits to their family's coffee habits. Many of the participants' family members taught them how to use certain coffee gear or have bought them nicer coffee machines, so they have gotten in the habit of buying their own beans.</p> | |
| <p>Can you remember a time that you encountered an issue when purchasing something online? (if so, tell me more about the issue. If not, dive deeper into the question without biasing)</p> <p>What are some "red flags" for you when purchasing something online?</p> <p>What do you dislike about purchasing things online? (What impact does that dislike have on purchasing behavior?)</p> <p>Any other questions?</p> | <p>Her biggest issues are online sites being "fake", as well as that website not delivering to the UK. She defines "fake" as things that look too good to be true, things being too cheap, or website not looking legit.</p> <p>One red flag is how the website looks. If the photos are low quality, if the website looks low quality, if the the website looks "lacky". She defines tacky as glitchy or not well thought out.</p> <p>She dislikes not being able to try things first. She wants to try new things but hates that she can't try it first to make sure she likes it. She tries to buy smaller amounts, or is more inclined to look in store first before buying it online. She may not buy it if she thinks it's too risky, and thinks this affects her purchasing "about 50% of the time".</p> <p>She is very distrusting of buying online. Also she hates pop-ups while she is shopping.</p> | <p>Being sold out of items with no indication that the items we're sold out. Also delays in deliveries.</p> <p>There needs to be structure to the delivery for ben. Timeline needs to be met. Website needs to be reputable and reflect that. Formal with everything in place.</p> <p>not important</p> | <p>she ended up getting a birthday gift for her cousin. A wine subscription. The gift tab option was something that seems perfect, and looked to work perfectly. But it turns out it was just a gift card. Clarifications of the product that you're purchasing. She really likes apple pay.</p> <p>How polished a site looks. Doesn't want to be on a glitchy non functions site. And with Etzy, she was ordering a bunch of stuff for an event. But delivery dates were never disclosed. And she found it stressful not knowing when it was going to be delivered. Wants to make sure she knows when its going to get there. Needs to have shipping a lack of information for the product. Ex. seeing the outfit on various sized models. She found this very cool. Visual information that is valuable. Each person can find a similar body type to base the decision off of. On the site the description should be good and informative. Sephora, has a ton of information on their products. When you cant</p> | <p>Recently she does not think she's had many issues, if the website is difficult to use she normally doesn't purchase the product. When she buys something she's very specific about what she wants, if the site can't sort it's products or it's very difficult to sort items. She also hates ugly websites, target, Gap, Old Navy are very difficult to use, they look</p> <p>Her biggest red flag is difficulty of use. She likes things which have a clear aesthetic/brand and she'd rather use a company with a specific goal, she thinks it is simpler because its' super clear and easy to use a website with very specific concentration, she also trusts them more.</p> <p>the checkout process is annoying to her, if it's difficult or annoying</p> | <p>Participants dislike when the products are misrepresented online. They want to know exactly what product they will be receiving before they buy it. Participants also get frustrated when there are issues with shipping, and the product is difficult to track or the times are inaccurate.</p> <p>The biggest red flag for participants would be if the website looked untrustworthy. This might be caused by an unpolished site, low quality design and glitchy software. Participants also need to know about the delivery of the product and think it's a red flag if they do not have this information.</p> <p>Participants do not like the fact that they cannot experience the product before buying it online, and prefer to have as much information on the product as possible to make up for not trying it in person first.</p> | |
| <p>Is the brand/ company you are purchasing coffee beans important to you?</p> <p>What role does branding play when deciding where to purchase from?</p> | <p>Yes, if brand has a history of being sustainable then she is more willing to buy without looking at the label. She feels more confident if the brand has a history of being sustainable and ethical. She would go for a bigger brand which has a history of being ethical over a smaller brand she doesn't know. She defines "ethical" as workers being</p> <p>Sustainability, ethical brand, cost. When she has a steady income, sustainability is her top priority. But currently, cost is top factor.</p> | <p>brand isnt super important, only value the opinion of parents. Reputation.</p> | <p>initially the brand was NOT important, she thinks she was willing to buy without looking at the label. She feels brand loyalty to Peet's because she has been drinking ti for three years. she is "happy drinking good coffee wherever it comes from" for coffee she is more taste driven than anything else. Taste is her number one factor which would drive her to</p> <p>the brand image- is it convenience based, does it align with who she is as a coffee drinker, corporate responsibility matters a bit (more if it is negative)</p> | <p>Not a big fan of Starbucks. She feels their very corporate. And the coffee is as fresh and good as they make it seem. Shes not anti corporations. With coffee she would rather it be local and organic, "closer to the source" in terms of branding, she would rather it highlight that. If its anything other than starbucks shes fine with it. Being able to</p> | <p>She definitley does not have a brand at this point because it's not super important to her</p> <p>She likes to shop with brands that have a social sense and brands she shops for with clothes are doing things for the environment or giving back. The main thread for most of what she looks at is social impact and some brands are pretty well known for what they do. If she's going to buy something she'll look it up sometimes, she tries to shop BCorps so</p> | <p>3/5 participants are not heavily influenced by the brand and prefer to choose their coffee based on taste. Some participants are conscience of the brand's sustainability and ethical business practices, and prefer to buy brands who are local, less corporate, and more ethical.</p> <p>Participants look for brands to have ethical business practices. This could mean having a link to a social cause or being sustainable.</p> |

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| | Any other questions from the group? | Question about learning about ethics/history of company on webpage: She had an example where the entire header page was about their mission and it was annoying because she just wanted to see where their products were. She also thinks it's annoying to have to look for their sustainability/mission statement. She wants a combo where she | | Can this "homey" be embodied online? seeing people drinking coffee in the home environment, and representing the brand experience, she wants to see herself drinking it and experiencing it....would you buy online? yeah, it is easier when she is already a consumer of the brand because moving online did not seem like a big step. It's very | | | |
| Questions/Comments/Concerns | | | | issues with Peet's? she likes some types of their coffee better than others, she has specific tastes she likes, also likes to be able to select what kind of coffee she is getting from a place, the taste is good, consistency is good and feels like they have stayed consistent through COVID | | | |