

Express Espresso

Application Concept

- Name: Express Espresso
- Tagline: Brew your next coffee with style!
- Description: Express Espresso is the go to app for the coffee drinkers who want to find out more about espresso-based coffee drinks. The application provides the users with the info in regards to preparing and serving number of different espresso drinks. Also, the app provides the option of buying coffee beans directly from the app and locating nearby coffee shops. The app provides the answer to the most common problems and questions regarding the preparation of the espresso-based coffee drinks, such as what ingredients are in specific espresso drinks as well as easy way to place an order for coffee and finding out about local and nearby coffee shops.

Users

- Coffee Drinker who wants to learn more about different espresso-based coffee drinks
- Students/workers who are short on time and want to pick up a cup of coffee on their way to their destination
- Individuals who prefer online shopping for coffee beans
- Baristas who want to have a handy app for freshening up on different coffee drinks

How does the app work?

The users are provided with a list of drinks, and they are able to scroll through the list and pick a drink to find out more about it. There will also be an option to buy coffee beans and locate nearby coffee shops through the app.

Function

- Scroll through a library of espresso-based coffee drink and select an espresso drink to learn more about that particular drink.
- Bookmark favorite drinks
- Order coffee beans
- Locate nearby coffee shops

Goals:

Create an easy to use app for coffee drinkers (functional); sell coffee beans (financial); showcase nearby coffee shops (social); bring attention to local/domestic coffee producers (political).

Similar Apps

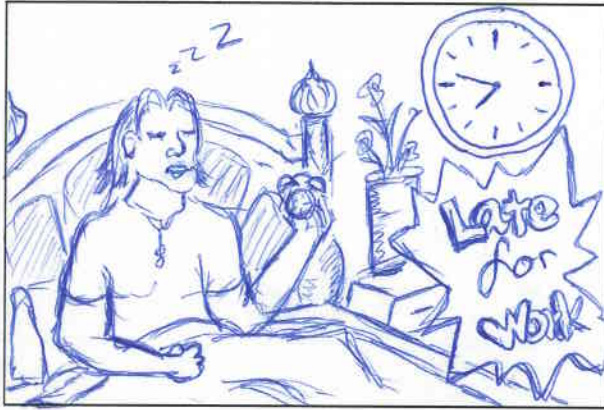
1. The Great Coffee App - presents brewing methods for popular espresso-based drinks
2. Starbucks - find out more about different Starbucks drinks and place an order
3. Mixology - provides info about different types of drinks, but focused on alcoholic beverages

STORY BOARD

Project: Express Espresso
by Mason

Persona: John Smith (38), Manager at sporting goods store

Scenario: Locating nearby coffee shop on the way to work



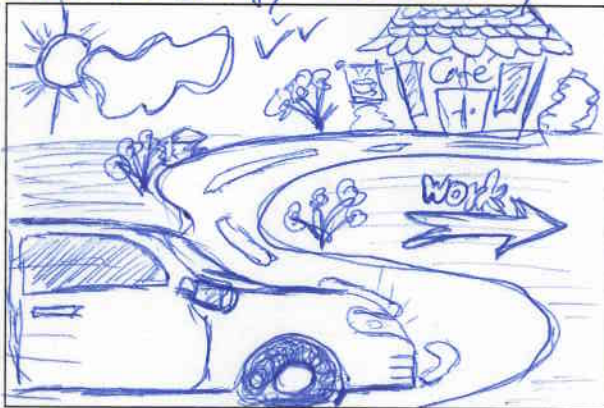
- John wakes up late and needs to get to work
- He usually drinks coffee in AM, but no time to make coffee
- He is sleepy and drowsy



- John takes a quick shower and gets ready for work
- He decides to buy coffee on his way to work



- John uses EE Mobile app to find a nearby coffee shop
- He selects the coffee shop on map & starts navigation



- John stops by the coffee shop on his way to work

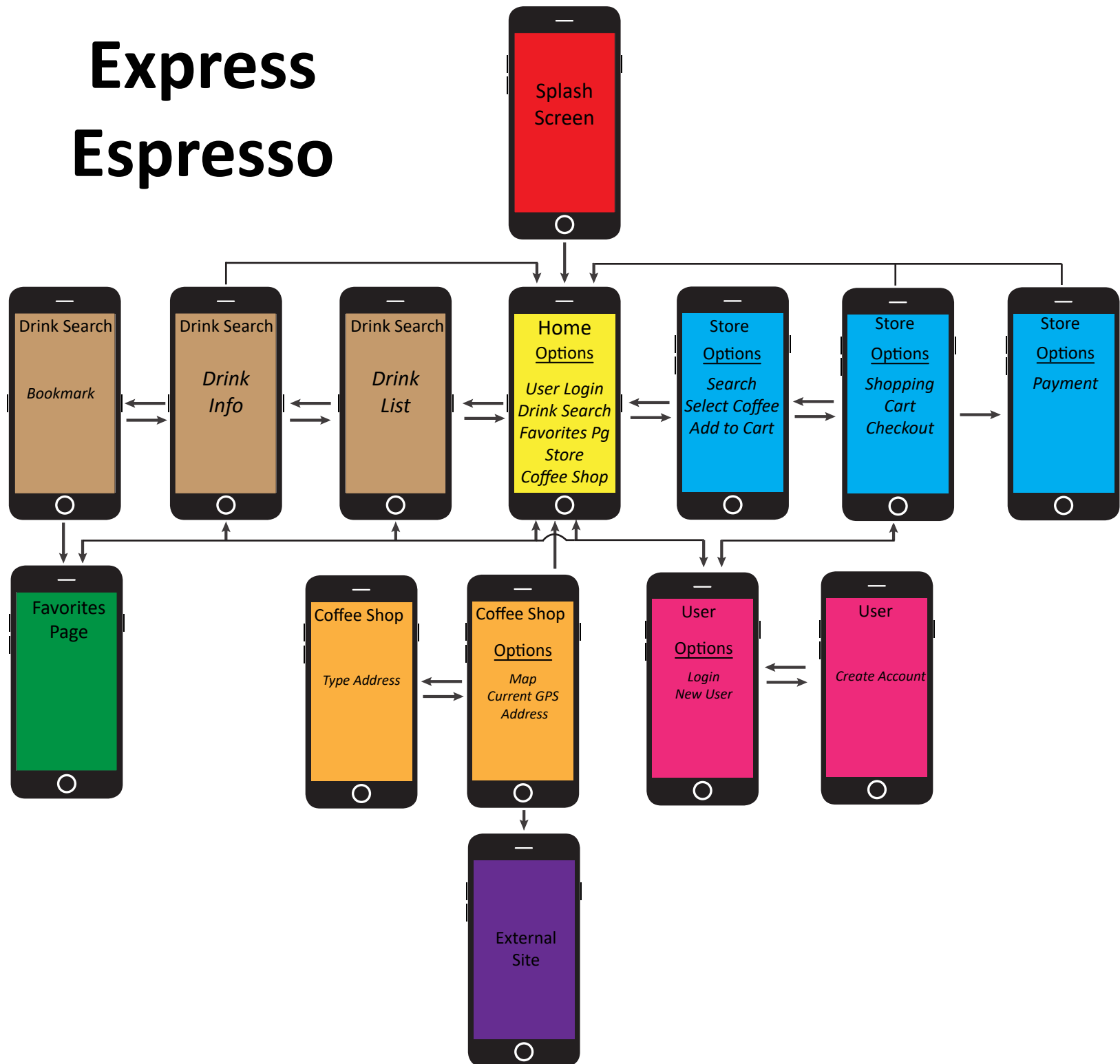


- He buys and enjoys a cup of coffee



- John arrives at work on time
- He is happy, alert, and awake!

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