CaféNova
DOUWE EGBERTS

COFFIEDOS

Final Report

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CaféNova
DOUWE EGBERTS

Introduction

We present our final draft report for the course Social Cohesion. This report covers every step from analysis, setting the scope, framework to the final product and its business plan. We, as Coffiedos team are pleased to come this far. Social Cohesion was an extensive and elaborate course because it covered so many design aspects. Although the Social Cohesion course is very inspirational, it is a new perspective on designing and full of (social) challenges. For us as future strategic product designers we reckon we added a special trait to our design skills. Douwe Egberts is an interesting company to work for. Thinking about coffee and the depth and details of the coffee product and social experiences that is a unique, amazing learning experience for ourselves as well.

The project is about enhancing social cohesion within the current working area of office buildings and alike. We as design students propose a way to create social cohesion during the break using the coffee moment. We tried to create an inspirational final concept although it is a tangible product. The final concept's name is CaféNova. It touches upon every aspect of the design challenge. The social experience is enhanced; the coffee experience is improved, together resulting in a very relaxing coffee moment.

This report is a combination of three previous reports in the course Social Cohesion, each one representing a design phase: analysis (i-1), concept development (i-2) and the implantation (i-3). A lot of information has been processed, revised and added to this final report. We hope the structure is clear and the final product concept CaféNova is presented in a logical and clear way.

We hope you, as reader will enjoy reading our report, as it is the completion of a long, fruitful and enjoyable design process. Special thanks to Clemens de Lange, our main tutor and driving the motivational force behind this course.

Throwing two elements together creates a beautiful moment of interaction.
Throwing coffee and social cohesion together creates a wonderful experience.

The Team

Before we dive into the project, first an introduction of our team. To be social cohesion designers, one needs to have a team that lives and breathes social cohesion itself. We are three good friends and colleagues, getting to know each other better and better during the course of this project. Our team name is: *The Coffiedos.*

The Coffiedos are:

| Henk Nagelhoud | Wenwen Xin | Sjoerd Post |

Group diversity is crucial element of an innovation process to achieve beneficial and positive results. People with different backgrounds, age, gender or country, will serve the team thinking in different ways, different perspectives and knowledge in order to supplement the team processes.

The print on our materials box for this course

Within the Coffiedos team there are two different nationalities within our group. Two of us are Dutch and the other one comes from China.

We are three master students from Strategy Product Design (SPD). As a SPD student, we are trained to understand the company's perspective and identify market needs by analysing the market, competitors, costumers and portfolios, and as strategic designer we often are asked to serve a feasible strategy at the end. We consider ourselves as a bridge between marketing department and design team within an organisation. We are educated the language of both sides.

People say we are business and marketing people instead of designers, which is not completely correct. We work on strategy level by using designers' thinking.

We are participating in this course, because we want to strengthen our design skills as well. As a SPD student, we do not have many opportunities to deal with products in physical and practical level. Most of our projects focus on the strategy level. In this course, we want to develop our own concepts from the fuzzy front end, instead of formulating a design brief and market a product in the end.

Another reason why, is because we find Social Cohesion interesting. We study customers in a social context, how people perceive products and how to make sure the products will be successful in the market. Designing products that actually trigger social activity between people (while that's not the core meaning of the product) is a challenge. We are happy to accept that challenge!

We are **The Coffiedos**. It consists of two sources of inspiration: **Coffee and Cupido**.

Cupido (Cupid) stands for love and sweet. We are trying to emphasize on sweet and attractive moments of social interaction. Social interacting for work relief, enjoyed with a cup of coffee. What we want to achieve is that people not only enjoy coffee itself, but also experience the moment drinking coffee together.

Coffee is an obvious element in this project by Douwe Egberts and TU Delft. This project is all about coffee and the coffee needs to have a central role in bringing people together.
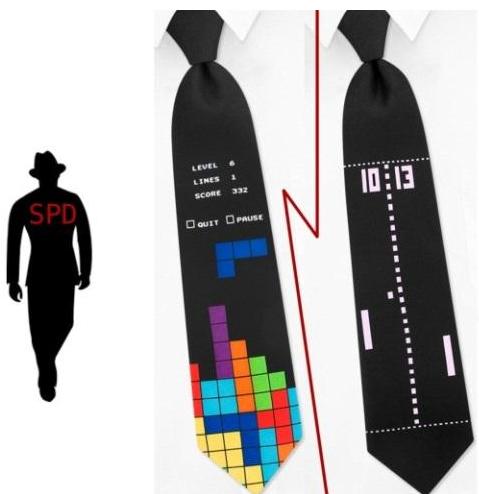
Strategic Product Designers are trained on two different perspectives, the business man and the designer.

Team name and logo
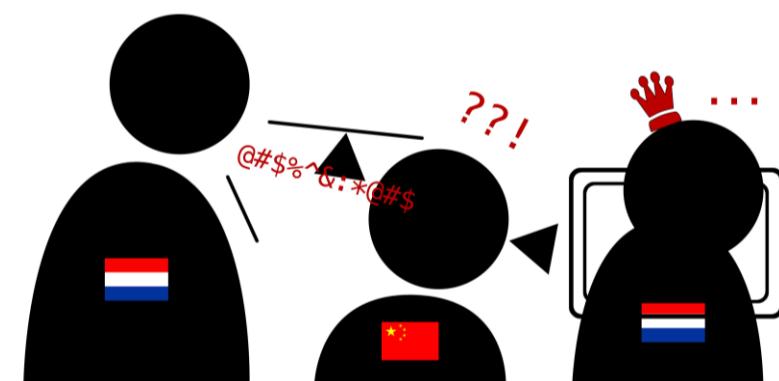
What is Love?

Love looks not with the eyes, but with the mind
And therefore is winged Cupid painted blind.

William Shakespeare

An obvious question is; why would you want to do anything with love in this project? Is has nothing to do with coffee or designing. There is a two folded explanation.

Love is the highest Social Cohesion

When two people are in love, or have a crush on each other, all they want is to be together. Although it is only between two people, it is probable the strongest cohesion between two human beings. But love can also be between more people like family or close friends. In this view it is very social and also a strong connection. The best example of social cohesion is when people love each other. They want to be together and need each other. What is stronger than that?

Love is the most powerful experience

In all of human feelings, addictions and experiences, love is the most powerful. It can overcome anything, and destroy anyone. Like Johnny Cash wrote: *Six foot six he stood on the ground, he weighed 235 pounds. But I saw that giant of a man brought down to his knees by love.* We consider us experience designers in this project, more than product designers. Why not let us inspire ourselves by the greatest experiences of all?

Love is inspirational

It is necessary to say that love is our inspiration, and not our final aim. It is too fragile and difficult to force on people. Like nowadays dating websites can help people, but never make the perfect match at once. Love is so strong that it cannot be forced. We do not strive people to fall in love. For us it is purely an inspiration.
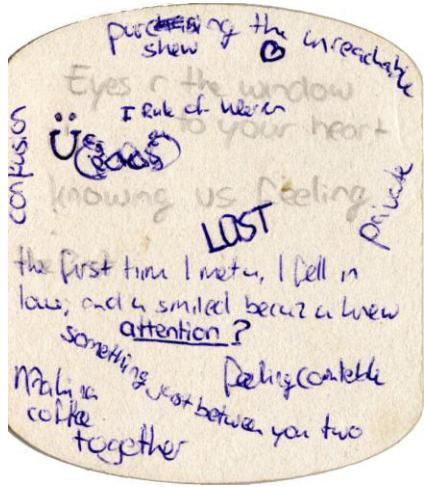
love brainstorm coaster I
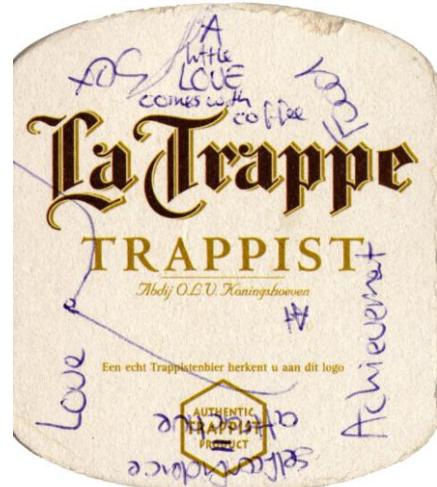
love brainstorm coaster II

Douwe Egberts analysis

For the course Social Cohesion the company Douwe Egberts wants us to focus on the OutOfHome (OOH) market, the liquid coffee products and Cafitesse machines. The goal is described in the following project description:

Develop a Quality Coffee experience that enhances social cohesion among employees.

Inspirational points:
- Douwe Egberts = Social Cohesion
- Social responsibility
- We expect to be inspired
- We think it's fun

Cafitesse coffee machine

Social Cohesion can be defined in different ways and is also dependent on what culture it is applying to. The Dutch (Western European) culture is much more individualistic than for example the Asian business culture where communitarianism is common. This already implies more individualistic cultures benefit more from efforts to improve social cohesion than communitarianism cultures where social cohesion is already an important aspect of life. The latter focuses more on group harmony and cohesion; people reflect their behaviour more on that of the group.

This course and this assignment is applied to the western culture, since that is the DE market we choose. Though it is interesting to reflect on our own culture and study the more communitarianism cultures, in order to see the differences and cons and pros. In order to create social cohesion here in the Netherlands it is maybe useful to attempt to transfer some cultural habits or to trigger some changes in cultural norms with the new concept design. We think this is desirable and should not be omitted.

Of course also bringing people together should be fun and giving the users and us as designers a feeling of satisfaction. We made the statement: *People are not designed to be alone.*

Experience Design analysis
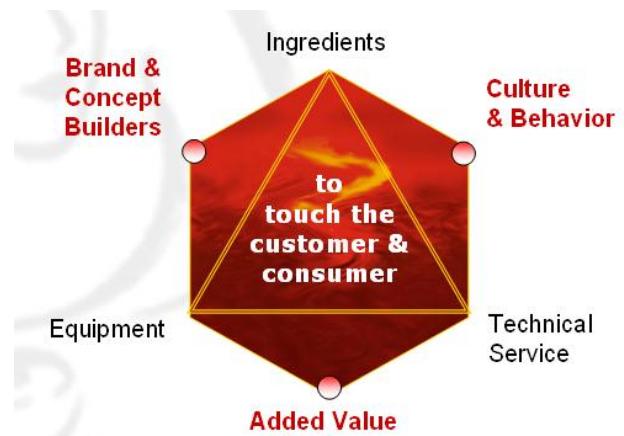
Traditional focus   **Modern new focus**

The focus within the company Douwe Egberts has shifted from the situation in the left triangle towards to situation depicted in the right figure. The key elements (ingredients, equipment and service) are still in there but nowadays Douwe Egberts' perspective has broadened also paying more attention towards Brand&Concept building, Culture and Behaviour and Added Value of services. Delivering the perfect coffee product is becoming less important in contrast of more focus on touching the customer and consumer with a coffee experience, of course still with an excellent coffee product. Douwe Egberts is moving towards a coffee experience company and wants also to position itself that way. The next generation Cafitesse machines should fit and moreover support that envisioned brand image.

This move is could be illustrated by the change of branding and use of slogans for example. One of the prior slogans:

> ***Douwe Egberts koffie, lekkere koffie***   **(focus on product coffee)**
> ***Goede ideeën beginnen met goede koffie***   **(focus on coffee experience)**

The latter one also implies people need to value coffee and the coffee moment more, when people start to see the benefits of a coffee moment it's more likely people value the brand better, the product and will use more often coffee experiences.

Regarding developments and trends in society and business it is a very logical move. In order to maintain competitive advantage continuously innovation is required. Also in order to maintain and enlarge the current customer base it is important to trigger the customers and consumers, keeping them buying your products and services.

Experience design is often neglected by less innovative companies because of the efforts required setting up a successful experience. However when you as a company are able to offer experiences over products and services you are also able to collect premiums and most likely to be rewarded with more brand equity.

This experience design is already being described by Pine & Gilmore in 1998 *Welcome to the Experience Economy.* They analyse the development and provide some recommendations for successful experience design.

Experience Design Inspirations

Creating an experience requires evoking emotions and leaving memories

Just staging is not enough

Experiences are co-created with active customers

"…many companies simply wrap experiences around their traditional offerings to sell them better. To realize the full benefit of staging experiences, however, businesses must deliberately design engaging experiences."

The Experience Economy

Pine & Gilmore (1998) *Welcome to the Experience Economy*

Forget the box,

Design an experience instead

An experience is created only in the user's mind. This is known as one of the biggest challenges of creating an experience.

Source: **Lecture M.Candi 2011 for Strategic Value of Design Course**

The goal is to engage people in a way that creates a memorable event. An event which makes people value it and make them come back.

Elements of memorable experiences

- Strong theme
- Clues to support the theme
- Negative clues eliminated
- Souvenirs (tangibles) reinforce memories
- Stimulate all senses
- Active participation

The project description suggests we should look within the current segments for an experience solution to improve social cohesion among employees. The biggest segments, small and medium enterprises SME along with big enterprises and health care generate most of the revenues for Douwe Egberts. This already raises a challenge: working environment often comes with certain characteristics like tight schedule, limited space (also for the machine) and people want instant coffee. While social interactions often become better, more fun and richer over a longer time period and people feel more freedom with more space. Therefore we would like to envision the next-gen Cafitesse machines also as a social interaction catalyst (stimulating the social interactions), as a facilitator. How this possibly can be done will be a part of our following results (scenarios, ideas, and finally concepts). People often face the choice do I have time to talk with my colleague during drinking coffee or do I put him off cause I need to go back to work as soon as possible.

Douwe Egberts identified occasions in which coffee is consumed. These are comparable with the Setting X provided in the course social cohesion. Douwe Egberts offers for each occasion and segment a suitable product (and service).

The current product portfolio does not explicitly serve multiple users at the same time or facilitate interaction between users, of course there is interaction between product / service and user or customer but those are in another context, less relevant for this course. We want to focus on social interaction among the machine between people at the scene.

The aim of the current design by Douwe Egberts is to improve Cafitesse each time and fit better and better the environment it is placed in. source: videos at koffieverbetermeter.nl

Our aim is to connect the coffee experience with social interaction. That's why we want to continue on a trend analysis along with our (sub)scenarios when looking for new concepts. Cross comparing trends in coffee market and sociology we will identify potential opportunities and serve as inspiration for our sub scenarios.
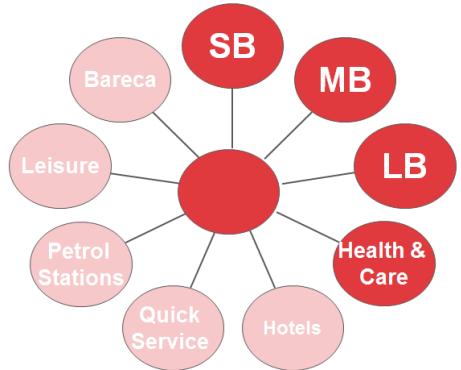
Douwe Egberts markets and locations for liquid coffee systems

Coffee Trends analysis

Consumption of coffee

Where coffee always used to be the generic drink that brings people together, nowadays people perceive coffee a personal moment. People used to brew pots of coffee with only two extra ingredients possible: sugar and milk. Times have changed. Coffee does not serve the whole group; coffee serves each individual to its different preferences. Cafitesse systems are able to deliver a lot of different coffee products at any moment and users are being served individually instantly.

Perception of quality

The Douwe Egberts liquid coffee system is aimed to produce the same quality coffee as traditional filter coffee. The reason for this is that people are used to this taste. The quality stays approximately the same. But due to a lot of developments and changes in society people are now not only aware of but also perceive products with different quality. This is being supported by the differentiation of products in general, and also in the coffee market there are a lot of differentiated products, machines, methods etc. to serve the consumers wishes. This is also reflected by the way people talk about coffee; we don't only say *'Now that's coffee!'* But we also talk about: *espresso, café crème, and cappuccino* or *latte macchiato.*

Consumers are more sensitive for quality perceptions subconsciously or consciously in their product choice. For example seeing coffee beans and the sound of graining the beans is related to a higher quality coffee. Also whether your coffee is being served in a plastic cup or a fancy glass mug influences your perception of the quality. *J.Veldkamp: people (horeca) are constant looking for premium quality.*

Process

For Douwe Egberts instant liquid coffee is the future. The question is whether the consumers share the same idea. We think instant liquid coffee (Cafitesse machines) has some negative associations among the users. That is also shown by the fact that when the coffee is free of charge, people think it is acceptable. But when people have to pay for instant coffee from the Cafitesse machines, they value it a bit lower.

Awareness

A lot of trends made people more concerned with elements like our environment, the way products are being produced or the origin of products. Consumers think they like transparency and value more information in making choices. In general: *responsible harvesting and production, fair trade, CO2 footprint, eco-products, sustainability, reducing waste and energy consumption.*

On-the-Go

Coffee is made very available for when people are travelling. At station kiosks and food stores it is very easy to buy a quick coffee in a convenient cup. Starbucks and Kiosk (NL stations) offers take-away coffee and people like it that way.

Filter Coffee Comeback

Several people indicate the traditional slow brewing of coffee (filter coffee) is going to make a comeback in the homes of people, back to basics. We are living in a hasty dynamic society with a lot of lost traditions. Consumers are looking for good taste and start to value products that used to be common and boring. Like traditional filter coffee now is being valued more and more and is associated with real taste and experience. Slow brewing gets you more taste out of the coffee. *Source: http://blog.thuisbarista.nl/headlines/filterkoffie-maakt-comeback/*

Coffee Moment

Coffee drinking is now often part of a service. For example the business model of Starbucks. Coffee houses offer coffee, but also other services aside like internet connection. Or the other way around: a coffee bar inside a launderette (drinking coffee while your clothes are being cleaned). Coffee is everywhere, in the supermarket (Albert Heijn), in gas stations and retail shops. Coffee offers people to engage with a feeling of comfort, offer energy or social chat. No wonder a lot of businesses want to offer coffee and or connect their services to it.

These businesses (e.g. Wash&Coffee) often need two components. First the products and services offered should have some lifestyle components. It connects with a group of people who like to hang out with a subculture which pronounces itself around the service provided, for example cyclists in a bike coffee bar and photographers in a printing coffee bar. Second, people should have to come to this place anyway, so why not drink a cup of coffee while waiting? Applying this coffee bar formula offers businesses a more profound connection with their customers. They are able to create a community around their brand or service with specific lifestyle components in it, instead of offering a single run away service.

A good example is Wash & Coffee in Munich, a shop which is a style laundromat and a coffee bar at the same time. This place that has opened its doors earlier this year and serves coffee, tea and snacks such as fresh bagels and salads. While the washing machine is doing the dirty job, customers can relax in the lounge and order drinks. Interestingly, Wash & Coffee presents the laundromat as a social community place, pinpointing it as the rest room of the 'global village' and a celebration of metropolitan lifestyle.

Copenhagen is the place of this coffee bar offering a cup of coffee aside their photo and printing services. This means that the art of photography and the crafts and service of printing are spatially combined with a space to sit, hang around, talk and drink coffee. The place breaths a bar atmosphere and design, but gives room to pretty much printing equipment that can be used by customers, and it provides services like free Wi-Fi. Besides that, the bar has a role as a meeting place for Copenhagen's photography scene, which gives it a little touch of an artist's bar.

The coffee market is a moving market, with a lot more trends and developments many other markets. No wonder Douwe Egberts keeps a close eye on the market themselves. Their identified trends (for the public) are on their website. Our trend analysis has been conducted before comparing to Douwe Egberts information online but we put the public information in the appendix for reference.

Social Cohesion Trends analysis

These days a lot is changing, what are the trends and developments concerning social interaction and society?

Connected everywhere

The current ICT technology and products offer people to be connected to the Internet everywhere. Digital information is also available everywhere. This development is being enforced by the availability of a lot of mobile applications (Facebook, twitter, chat). It offers people to connect to friends, chat, capture moments (photos) and share everywhere, any time. This is a whole new development in making new friends and keeping in touch with your friends.

Meeting company, society

The current society is characterized with being on the move, from one place to another. From meeting to another meeting. Most people have tight schedules. People come in a lot more places than just home and work (factory/office). People combine activities, for example getting breakfast and coffee while travelling to work with the train (Coffee2Go and AH2go). Also restaurants, coffee bars and even transportation (train) itself are becoming places people are meeting with each other (for purposes like work).

Social networking

The social activities are much different from it used to be. Developments and trends are increasingly succeeded by each other in shorter time frames. While having a break and or a coffee moment, nowadays it is far more multi purposed than it used to be. People have lunch with business relations, read up work while having a break or finish their report. Multi benefit of timeslots is part of the efficiency trend. This trend is everywhere today. We are looking for more energy efficiency, efficiency in time, in production processes, in use of materials. *Get more from less (efforts).*

Globalization friends

People are connected to more and more people with multiple networks (Facebook, LinkedIn, Twitter). Your information can go through the whole global network of your friends within seconds. It is also easier to keep up with your friends abroad and so on. One of the advantages using this kind of model is that you as individual are able to filter information (whether you want to read it or not) and you are able to connect at any place and during any moment of the day.

Nowadays (young) people make more friends more easily. But what is classified as a friend, the number showing on your Facebook account? Many low-involving contacts cannot be considered as true close friends. The way people talk and share their life has changed. Social Media is a big shift!

- instant communication (text message, Whatsapp, chat, Skype, Facebook, twitter)
- instant information (Google, mobile internet)
- instant share, visual (videos, photos, tags, footprints)

Social Revolution

Word to Mouth is still important for companies to spread their message and products. It used to go to places traditional marketing tools were unable to come. However now a whole world of mouths are connected together. Getting people to say good things about your company and products is increasingly important while this opinions go through the world within seconds.

Business models are changing. Businesses are eager to connect to people. Advertisements are becoming less and less effective, newspapers are television lose ground. For business the whole world is available (globalization) but it is becoming harder and harder to even connect to people. Also since people identify regular advertisements very easily and are disregarded within seconds. This means traditional business models might lose effectiveness in attracting new customers.

The current consumption society and developments offer people to buy what they want and like. This means products are switched more easily with new ones than before. People like individual offerings and like to brand their lifestyle with product and personalized products. This is shown in the decrease of product life cycles, decreasing adoption rates. Businesses need to get their product investments returns quicker and quicker. No wonder when people will want to buy another one quicker and quicker.

Another way to answer to this development could be the use of dynamic design. We will illustrate that by the case of Senseo Crema *(from another assignment: Strategic Value of Design)*

The Senseo Crema design (and meaning) has proven to be very successful. More than 15 million units have been sold all over the world (top marketing cases, Wolters Kluwer, 2002). About one third of the households in the Netherlands owns a Senseo machine. It is questionable if these results had been reached if Philips and Sarah Lee stopped their design activities after the introduction of the first machines. The introduction of the radical new design did not stop just there; a good design is evolving over time (incremental innovations on top of the radical innovation). Senseo currently features 10 models, 18 different flavour pods and more than 10 different complementary accessories.

Of course this is also related to the changing context, users and society are constantly developing their needs. This is shown by the emergence of the personalization trend and also by the common use of sleek product appearance, which Philips incorporated in new models of the Senseo. By using more differentiation within the Senseo product line, users have been given the opportunity buy new models, which fit their lifestyle even better and create a better product attachment. Senseo Crema now even features cubic product language to compete with Nespresso machines in a more premium segment of the market.

Memories

Though people are living in increasingly dynamic society, people start to value traditions and quality moments from the past. More attention is given to authentic, quality and family, social control, involvement, good friends are valued more. This shows nowadays it is important for people to find the right balance. The coffee moment will always be in our lives, in many different shapes. People need to comfort themselves especially when time is accelerating and people become more stressed every day.

General Social Developments

- English number one world language, people can communicate with almost everyone.
- English offers now 500,000 more words than it used to contain in Shakespeare's time.
- 1 out of 4 people stays less than a year with their current employer (1 in 2 less than 5 years).
- People will have enjoyed 10 till 15 jobs by their age of 40.
- We are living in exponential times, our mother nature has difficulties to keep up.
- Self-leadership and self-control are more important to people than experiencing good leadership.
- Amount of information doubles in shorter and shorter time periods
- Students are currently being prepared for jobs and technologies that don't yet exist in order to solve problems we don't even know are problems yet.
- Easier to reach larger audience, harder and harder to connect to it (for businesses).
- E-readers and online reading material already out run traditional newspapers.
- Discuss with the world (twitter), co-building. Cloud-innovation etc.
- Mobile devices are our primary connection to the internet

- What used to fit in a building now fits in your pocket what fits in your pocket will fit inside a blood cell within 25 years (Ray Kurzweil)
- People become more conscious about their own privacy (on the internet)
- UrbanNomads > people who work flexible times, different places each day, anytime, anywhere they open their notebook and connect to their business and start working. Business like Seats2Meet and You meet are responding to this trend. It's not unthinkable architects will design office buildings differently in near future, Rijkswaterstaat in Utrecht is already an example of *flexible workplaces* (not completely successful though: people value having a own place, with plants, pictures and their own stuff).
- Location based advertising

A lot of things are happening, as designers it is important to talk to key-interpreters of different fields of expertise. Or act as a market, society interpreter yourself. Design of new meanings (radical innovation) does not come from incremental improvements to current concepts but from vision.

Roberto Verganti: http://blogs.hbr.org/cs/2010/03/having_ideas_versus_having_a_vision.html

Research in Social Cohesion at a work environment

Numerous researches points out the advantages of both regular breaking *and* working productively together. These are both important aspects we wish to stimulate through our concept.

Having a good distinctive break really improves the quality of work. When working intensively, it is important to stay focused for a long time. Not check email or Facebook all the time. But after a few hours it's enough. You need a good solid break, doing something completely else, like a lunch or coffee break. Instead of eating lunch and drinking coffee behind your desk all day, it is better to take some time for these pauses.

Other research point out that indeed for simple tasks it is better to work solo. But in cause of a real challenge, a difficult task or bigger design problem, working together is much better. Alone and collective thus both have their value, but once you work alone a lot, how can you easily work together? The atmosphere for co-operation should be especially relaxed and stimulating.

(For the abstracts of these researches see our Appendix)
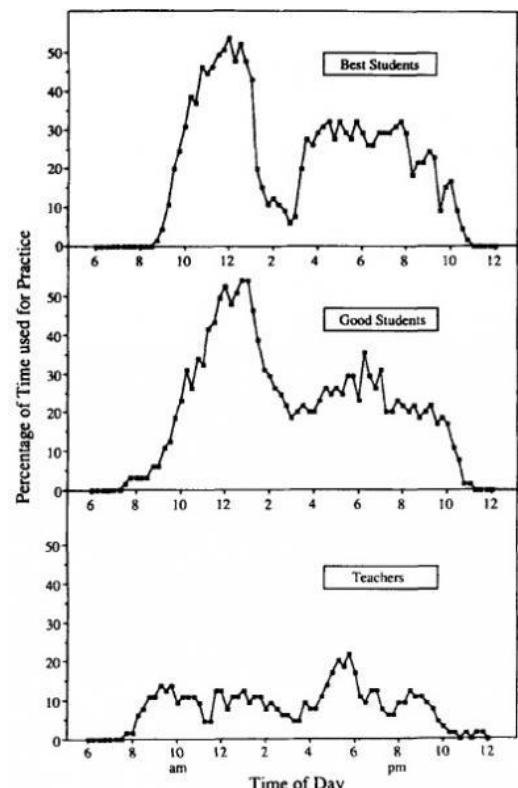
Figure 2. Proportion of time spent practicing along with the violin as

SettingX TU Delft Library

Our product design process will be focussed around a specific location, otherwise known as Setting X for this course. We had a broad number of locations to choose from at the TU Delft, but generally the coffee machine locations or rooms are in essence the same. There are those machines you buy coffee, aimed for students but incidentally also used by an employee (teacher or other). And there are those machines that give free coffee, only for employees. The different types of machines are situated at different locations, depending on where students and employees mostly are working. But since our aim is to stimulate social cohesion we tried to find a location were both students and employees come to drink coffee from a machine. In our knowledge such a space does not exist at the TU Delft, except for one, the university library.

Building

The TU Delft Library is a spectacularly designed building, as you can see in the following images.

In the building teachers, (PhD-) students and guests can find the books or magazine articles they are looking for. But the building is more than just a collection of written information. Many students come here to study or work. The building has an open and silent atmosphere; this makes it ideal for working without distraction. But, all hard work needs its relief, and so students and teachers have breaks in the coffee corner.

The most busy time of the library is at the end of each period. In the last three weeks as lectures stop and exams are due, students look for the library to study. The additional name for the building is very appropriately: *Library Learning Centre*.

Playground

Our setting X is the coffee corner in the TU Delft Library. It is the only place to purchase a nice cup of coffee. Of course the small staff of the building itself has a private coffee machine somewhere in the building. But as they must be around their post for most of the time, they often grab a cup from the machines at the coffee corner. Students often walk in and out of the room to get and drink a cup of coffee.

There are three Cafitesse Douwe Egberts machines. They offer a broad variety of coffee drinks, for 36 eurocents. There are also other vending machines for soft drinks and snack bars. In the other corner there is a coffee bar. The bar also offers coffee, but a little more expensive, and with better taste. The machines for the coffee here are bean-to-cup. Except for coffee they also sell things to eat like cookies and croissants. Unlike the coffee machines however, the coffee bar is not always opened. Only when it is very busy in the library, so there are enough customers. This is only during the exam period, this is usually three of the ten weeks of the period. Because when students have to study a lot, without going to lectures in the meantime, they study at the library for more focus.
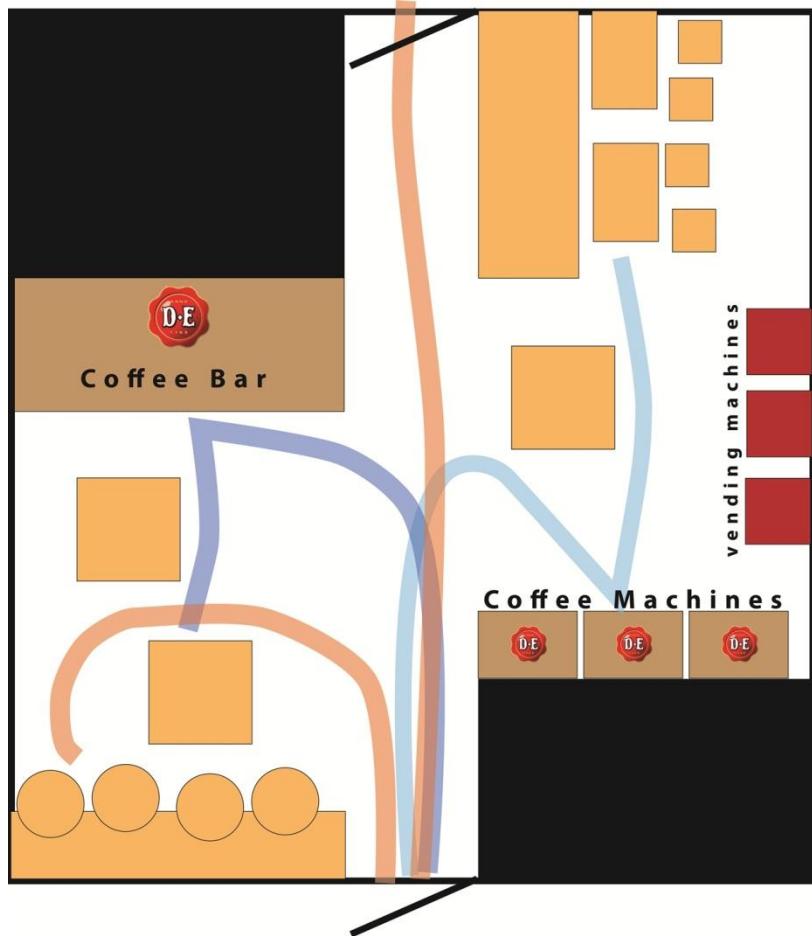
This map shows the elements in our chosen setting X. Besides the regular coffee machines and vending machines (snacks) there is a coffee bar. Though only opened during exam weeks. So during regular weeks the bar is closed and people solely use the Cafitesse machines.

The lines represent the most common walking lines of the actors in this Setting X. As you can see the current setting is divided in two sitting/standing places separated by the walking line from the entrance door to the toilet door.
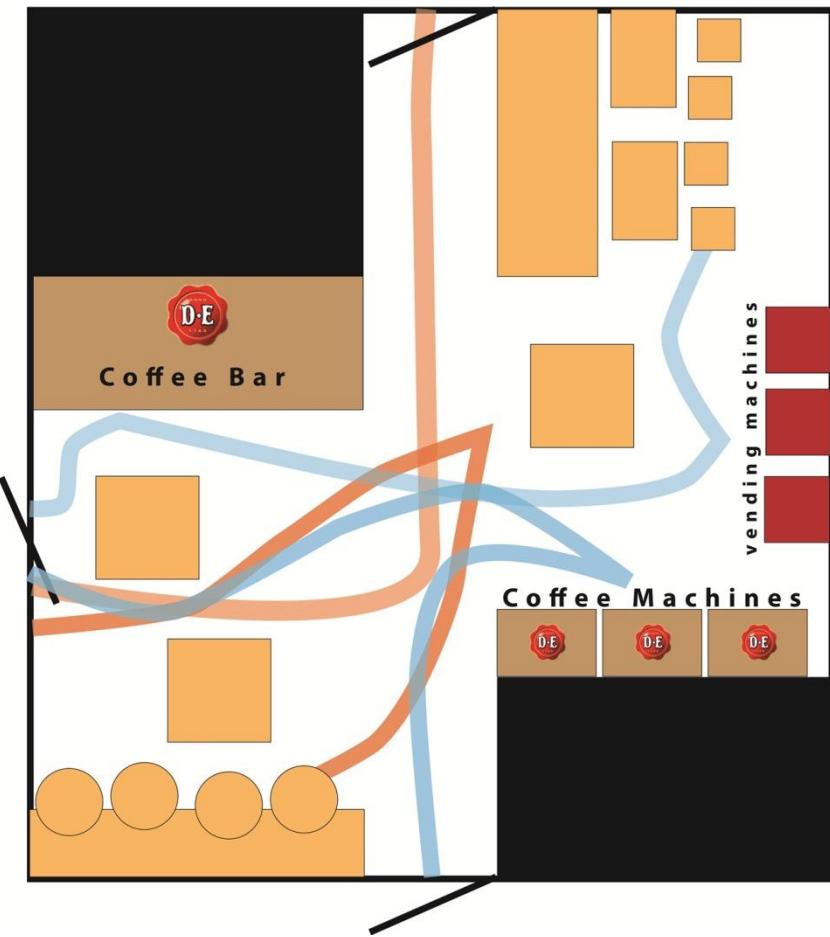
In the two maps of settingX possible walking paths are described and visualized. People can have different aims when entering the coffee corner. A person maybe going for a cup of coffee, or maybe just going to the bathroom. There are two maps, for two different situations; one with the side doors open (regular) and one with doors closed and coffee bar open (exam period).
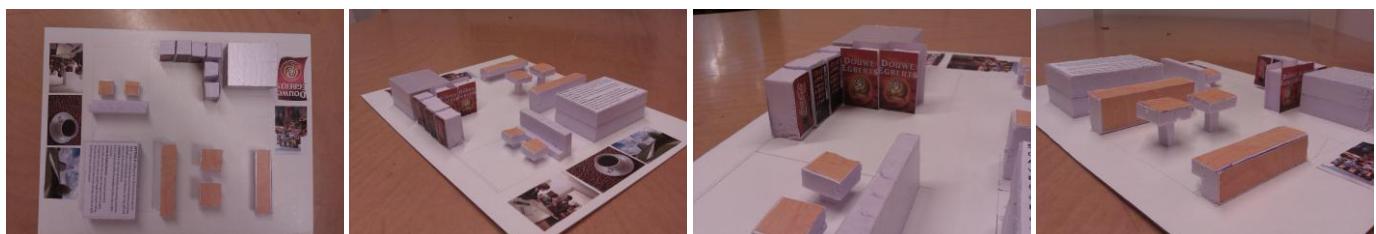
Our model of Setting X

Q-board results

In the field of product design there are two important views on how design should be defined. There is Design-driven and User-driven innovation. Additionally there is also Brand-driven, market driven and technology push innovation. But the separation of design-driven versus user-driven is important because they cannot really be combined equally (at the same time).

However, user research is always useful, and for this project we used the Q-Board technique. It is a new technique for us. The statements and the material were provided. Additionally we made our own statements as well, specific about coffee instead of social cohesion on the work floor.

Target Group

Our aim was to interview people from each roll. We defined employees, teachers and students, the latter being the largest group. In total we found seven people willing to take our two tests, two of which were employees working at the round service desk, and the rest students. Besides the q-board test we spoke to the security man, since was not allowed to let his focus be on other things.

SPSS analysis

An experienced Q-Board user processed the results for us. However, the results of all the teams were merged and our data was not yet complete. So this was a problem for us, since we did not want to use mixed data from diverse locations, but more of our own data. This can easily be accomplished by using SPSS. So we entered all our data into a SPSS table and did a standard factor analysis. We created the following similar tables as we were shown. Tabel 1 is the correlation between the questions.

Correlation	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
1	1,000	,038	-,650	-,271	,454	,831	-,083	,307	-,208	,283	,336	-,214	-,018	,243	-,454	,307	,371	-,481	-,642	-,101	-,139	-,298	-,256
2	,038	1,000	-,042	-,513	-,296	,288	-,271	-,838	-,583	,376	-,285	-,155	-,059	,000	-,296	,650	,194	-,418	-,105	-,463	-,453	,628	,154
3	-,650	-,042	1,000	,216	,000	-,563	-,230	-,398	,616	,294	,253	,273	-,176	,375	,501	-,695	-,755	-,142	-,142	,404	-,148	-,132	,070
4	-,271	-,513	,216	1,000	,209	-,669	,709	,106	,499	,151	,279	,636	-,517	,447	,627	-,636	-,411	,148	,148	,748	,693	-,371	-,707
5	,454	-,296	,000	,209	1,000	,409	-,160	,148	,642	,168	,778	-,183	-,418	,535	,500	-,296	-,573	-,177	-,530	,559	,215	-,270	-,607
6	,831	,288	-,563	-,669	,409	1,000	-,538	,127	-,250	,111	,121	-,658	,054	-,073	-,409	,530	,342	-,289	-,482	-,427	-,284	,011	,024
7	-,083	-,271	-,230	,709	-,160	-,538	1,000	,108	-,176	-,116	,119	,807	,038	,257	,000	-,081	,070	,000	,227	,502	,295	,025	-,334
8	,307	-,838	-,398	,106	,148	,127	,108	1,000	,176	-,469	,022	-,155	,271	-,316	-,148	-,225	,307	,418	,105	,000	,308	-,571	,064
9	-,208	-,583	,616	,499	,642	-,250	-,176	,176	1,000	,169	,547	,017	-,486	,429	,802	-,868	-,805	,113	-,227	,646	,393	-,545	-,445
10	,283	,376	,294	,151	,168	,111	-,116	-,469	,169	1,000	,249	,211	-,622	,674	,084	-,270	-,174	-,713	-,653	,150	-,031	-,402	-,495
11	,336	-,285	,253	,279	,778	,121	,119	,022	,547	,249	1,000	,354	-,083	,832	,259	-,439	-,679	-,550	-,734	,812	-,191	-,240	-,382
12	-,214	-,155	,273	,636	-,183	-,658	,807	-,155	,017	,211	,354	1,000	,073	,588	,000	-,372	-,240	-,389	-,130	,656	-,067	-,085	-,191
13	-,018	-,059	-,176	-,517	-,418	,054	,038	,271	-,486	-,622	-,083	,073	1,000	-,373	-,697	,354	,335	,000	,099	-,249	-,684	,344	,858
14	,243	,000	,375	,447	,535	-,073	,257	-,316	,429	,674	,832	,588	-,373	1,000	,267	-,474	-,612	-,756	-,756	,777	-,115	-,289	-,568
15	-,454	-,296	,501	,627	,500	-,409	,000	-,148	,802	,084	,259	,000	-,697	,267	1,000	-,592	-,764	,354	,177	,559	,644	-,135	-,607
16	,307	,650	-,695	-,636	-,296	,530	-,081	-,225	-,868	-,270	-,439	-,372	,354	-,474	-,592	1,000	,645	,000	,209	-,661	-,326	,707	,333
17	,371	,194	-,755	-,411	-,573	,342	,070	,307	-,805	-,174	-,679	-,240	,335	-,612	-,764	,645	1,000	,135	,270	-,769	-,047	,044	,331
18	-,481	-,418	-,142	,148	-,177	-,289	,000	,418	,113	-,713	-,550	-,389	,000	-,756	,354	,000	,135	1,000	,875	-,237	,607	,095	,107
19	-,642	-,105	-,142	,148	-,530	-,482	,227	,105	-,227	-,653	-,734	-,130	,099	-,756	,177	,209	,270	,875	1,000	-,316	,455	,382	,215
20	-,101	-,463	,404	,748	,559	-,427	,502	,000	,646	,150	,812	,656	-,249	,777	,559	-,661	-,769	-,237	-,316	1,000	,192	-,242	-,543
21	-,139	-,453	-,148	,693	,215	-,284	,295	,308	,393	-,031	-,191	-,067	-,684	-,115	,644	-,326	-,047	,607	,455	,192	1,000	-,364	-,688
22	-,298	,628	-,132	-,371	-,270	,011	,025	-,571	-,545	-,402	-,240	-,085	,344	-,289	-,135	,707	,044	,095	,382	-,242	-,364	1,000	,363
23	-,256	,154	,070	-,707	-,607	,024	-,334	,064	-,445	-,495	-,382	-,191	,858	-,568	-,607	,333	,331	,107	,215	-,543	-,688	,363	1,000

SPSS Tabel 1
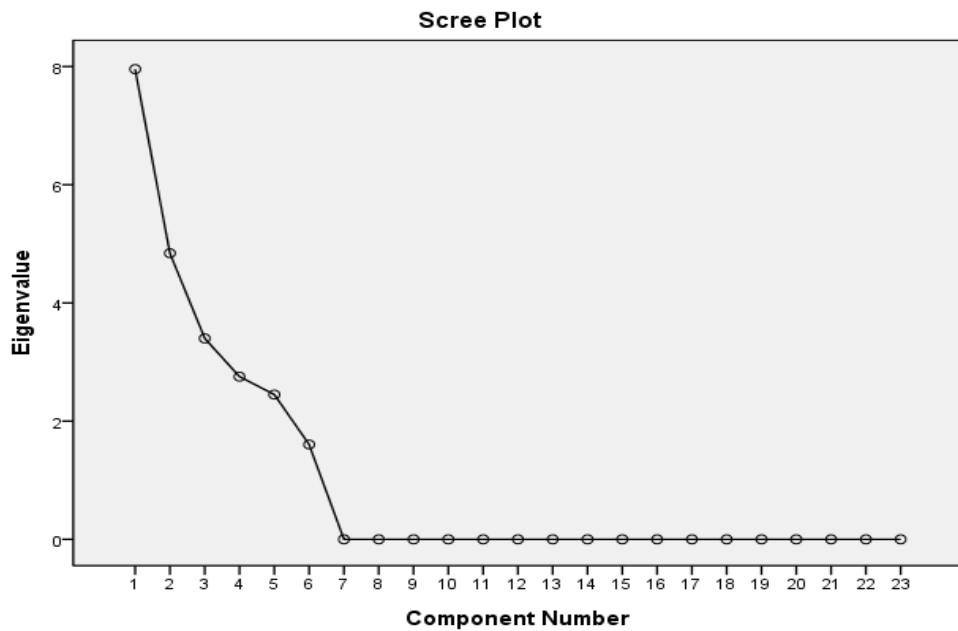
SPSS Graph 1

When we look at the Scree plot from SPSS we discover the problem of having only interviewed seven people. While it may seem enough initially, factor wise is it troublesome. The scree plot tells us we need five or six factors, almost the same amount of participants we have. The final table we were looking for, the same as the expert used, also uses 6 different factors. Basically it means that this analysis cannot give us much valuable information.

	Component					
	1	2	3	4	5	6
1	-,089	,054	,229	,028	-,015	,073
2	-,079	-,055	-,006	,078	-,035	-,263
3	-,081	-,046	-,295	-,070	-,079	,019
4	,019	-,019	,017	,117	,180	,023
5	,087	,291	,115	,047	-,089	-,042
6	-,017	,108	,166	,020	-,158	-,012
7	,043	,008	,138	,011	,323	-,038
8	,057	,006	,090	-,078	-,001	,301
9	,021	,095	-,126	,022	-,116	,104
10	-,284	-,204	-,062	,149	-,031	,018
11	,006	,269	,053	-,104	,038	-,016
12	-,084	-,044	-,015	-,075	,282	,000
13	,070	,090	,004	-,297	,067	,058
14	-,130	,081	,007	,003	,089	-,042
15	,118	,115	-,080	,147	-,065	-,091
16	,087	,066	,177	,018	,019	-,207
17	-,067	-,215	,129	,035	,047	,100
18	,224	,017	-,012	,062	-,052	,028
19	,192	-,051	-,019	,063	,048	-,066
20	,046	,196	,011	-,042	,140	-,029
21	,082	-,065	,065	,247	,018	,041
22	,191	,197	,052	-,045	,051	-,345
23	,016	-,032	-,125	-,247	-,057	,064

Ranking

So how can we make use of the data anyways? Our data analysing techniques are not very advanced, so we decide to have a more hands on approach. We will look at the average of the total group and the two subgroups: **employees** (empl) and **students** (stud).

Social Cohesion statements	all	empl	stud
I find it pleasant that I can drop in at a colleague's office without making an appointment first	2,14	2,5	2
I feel I am treated very much equal to the others. I don't sense a considerable hierarchy within the organisation.	2,00	1,5	2,2
I would like to know more about the personal interests of my colleagues. What kind of hobbies they have	1,43	0,5	1,8
When I receive a lot of feedback on my work from colleague's it makes me feel important and valued	1,43	0	2
At home or at my friends I like to tell about my work. They know quite well what my work is about	1,14	0,5	1,4
I feel very much at ease at work. It's a cosy place and I regard my colleague's as my friends	0,86	1,5	0,6
I know my colleagues pretty well	0,71	2	0,2
When I am sick I find it pleasant when colleague's call me and ask me how I am doing	0,71	0	1
I think that we can work much more efficient when we have more contact on a personal level	0,57	0,5	0,6
I feel like the institute is a big family. I find a lot of solidarity among my colleague's. When I have problems, also personal problems, I can discuss them with my colleague's.	0,43	1,5	0
I feel there should be more informal events to get to know each other on a professional and personal level	0,29	1	0
Personal, face to face contact is crucial for my wellbeing. There are not enough 'human moments' in my opinion.	0,29	0,5	0,2
I see myself first of all as a professional who does his job, and only secondly as a member of the organisation.	0,00	-1	0,4
It's very easy to take initiative with others to start new projects. It does not take a lot of preparation and paperwork	0,00	-1	0,4
I feel free to invite my family to my workplace and introduce them to my colleague's.	-0,14	1	-0,6
When my colleague is missing for more than 1 day I ask around the administration what's going on.	-0,43	-0,5	-0,4
I would like to be more involved in the overall policy making at the organisation	-0,71	-0,5	-0,8
I prefer E-mail contact to face to face contact. It's time saving and to me time is very precious.	-0,86	0,5	-1,4
I do have a clear picture of how my work fits in the overall vision and mission of the organisation	-1,00	-1,5	-0,8
My department is quite isolated from the others. I have hardly any idea what is going on at the other departments.	-1,29	-2,5	-0,8
At my work I have more social contacts then in my private life	-2,00	-2	-2
I feel a bit like a prisoner locked up in his cell from 9-5. I had rather work in an open space with others and be more free to determine my hours.	-2,00	-3	-1,6
I prefer working at home because I feel less controlled by others	-2,14	-1,5	-2,4

Coffee at work statements

	all	empl	stud
I enjoy coffee from the coffee bar	1,6	2,5	1,2
I look for things to read while drinking coffee	1,3	1	1,4
I really prefer high quality coffee	1,3	1	1,4
While drinking coffee, I like to meet new people	1,3	1,5	1,2
I like talking to people while drinking coffee	1,3	1	1,4
The price of the cup of coffee is very important	1,1	0	1,6
Drinking coffee relieves you from your work for a moment	0,9	1	0,8
The atmosphere is very important while drinking coffee	0,7	-2	1,8
The coffee vending machine is related to the work environment	0,7	0	1
I prefer to sit while drinking coffee instead of standing	0,6	1,5	0,2
Coffee is a good conversation starter	0,6	0	0,8
I think it's pleasant when people that talk to me are drinking something	0,6	0,5	0,6
I would like a broader variety of coffee tastes	0,1	0	0,2
Coffee makes you feel better	-0,1	1	-0,6
Coffee helps me concentrate	-0,4	0,5	-0,8
I drink coffee every day	-0,6	0,5	-1
When I buy coffee I also buy a snack	-0,7	0	-1
I like the current coffee holders	-0,7	-1,5	-0,4
I enjoy coffee from a self-use machine	-1,1	-1,5	-1
I would like to be more involved in the coffee making process	-1,3	-1	-1,4
Drinking coffee fits my image	-1,6	-0,5	-2
I like to drink coffee alone	-2	-2	-2
It's difficult to find topics to talk about during the coffee break	-2,3	-2,5	-2,2

Grouping

Another possible way of using the Q-Board analysis is making certain groups. Through a different SPSS analysis you can combine all the statements that somehow 'belong' to each other. See the following table.

1	1. I prefer working at home because I feel less controlled by others
	10. I see myself first of all as a professional who does his job, and only secondly as a member of the
	11. It's very easy to take initiative with others to start new projects. It does not take a lot of preparation and
	14. I feel like the institute is a big family. I find a lot of solidarity among my colleague's. When I have problems,
	18. I feel very much at ease at work. It's a cosy place and I regard my colleague's as my friends
	19. At home or at my friends I like to tell about my work. They know quite well what my work is about
2	11. It's very easy to take initiative with others to start new projects. It does not take a lot of preparation and
	14. I feel like the institute is a big family. I find a lot of solidarity among my colleague's. When I have problems,
	19. At home or at my friends I like to tell about my work. They know quite well what my work is about
	5. I do have a clear picture of how my work fits in the overall vision and mission of the organisation
	9. I feel free to invite my family to my workplace and introduce them to my colleague's.
	17. When I am sick I find it pleasant when colleague's call me and ask me how I am doing
	20. I would like to know more about the personal interests of my colleagues. What kind of hobbies they have
	15. I think that we can work much more efficient when we have more contact on a personal level
3	1. I prefer working at home because I feel less controlled by others
	3. I feel a bit like a prisoner locked up in his cell from 9-5. I had rather work in an open space with others and
	6. I prefer E-mail contact to face to face contact. It's time saving and to me time is very precious.
	9. I feel free to invite my family to my workplace and introduce them to my colleague's.
	15. I think that we can work much more efficient when we have more contact on a personal level
	16. I know my colleagues pretty well
	17. When I am sick I find it pleasant when colleague's call me and ask me how I am doing
4	4. My department is quite isolated from the others. I have hardly any idea what is going on at the other
	10. I see myself first of all as a professional who does his job, and only secondly as a member of the
	13. Personal, face to face contact is crucial for my wellbeing. There are not enough 'human moments' in my
	15. I think that we can work much more efficient when we have more contact on a personal level
	21. When I receive a lot of feedback on my work from colleague's it makes me feel important and valued
	23. I find it pleasant that I can drop in at a colleague's office without making an appointment first
5	4. My department is quite isolated from the others. I have hardly any idea what is going on at the other
	6. I prefer E-mail contact to face to face contact. It's time saving and to me time is very precious.
	7. I would like to be more involved in the overall policy making at the organisation
	12. I feel there should be more informal events to get to know each other on a professional and personal level
	20. I would like to know more about the personal interests of my colleagues. What kind of hobbies they have
6	2. At my work I have more social contacts then in my private life
	8. When my colleague is missing for more than 1 day I ask around the administration what's going on.
	9. I feel free to invite my family to my workplace and introduce them to my colleague's.
	16. I know my colleagues pretty well
	22. I feel I am treated very much equal to the others. I don't sense a considerable hierarchy within the

Pictures

Our Q-board analysis was excited at our settingX. For the employees of the library to participate we had to move into the library near the information desk. We talked to the employees, who were very friendly and more open for social interaction then we might have anticipated. Good that we did this research.

A nice addition was a talk with the security guard, an older decent gentleman. But once we talked to him we he was open and friendly as well. It would be nice to have a coffee with him at the coffee corner.

We also did had quite a few students participating and telling us how they feel about the coffee corner.

Q Board Conclusions

The library has been renovated and transformed recently. The coffee corner used be an extra room for the machines to stand. Now it is special room, aimed for social time and relaxation. We would say it has been aimed to create more social cohesion. There are many and nice places to sit or hang around in the room, and there is special coffee bar during peak visiting times. When we did our Q-board interviews we discovered that the employees at the ground floor, who support everything, are very social. They were kind enough to help, asked a lot of things about our research. The employees like to interact with the people coming and going, but it is difficult, because people only come when they have a question. We were surprised and intrigued. How can we help these people to have more contact with students?

From the students' point of view, the coffee corner was the place to relax and forget about work for a second. But as we know well from our own experience, drinking coffee alone is not such a great experience and happens quite often among students visiting the library.

We decided on the following statements for our product:

a. We want the coffee dispenser to stimulate social interaction for work relief
b. We want to help people that know each other with funny conversation topics
c. We want to users to be able to relax
d. We want people to think that they drink en enjoy quality coffee
e. We want the coffee dispenser to be your wingman to meet new people
f. When you are alone, the coffee dispenser makes your time more fun
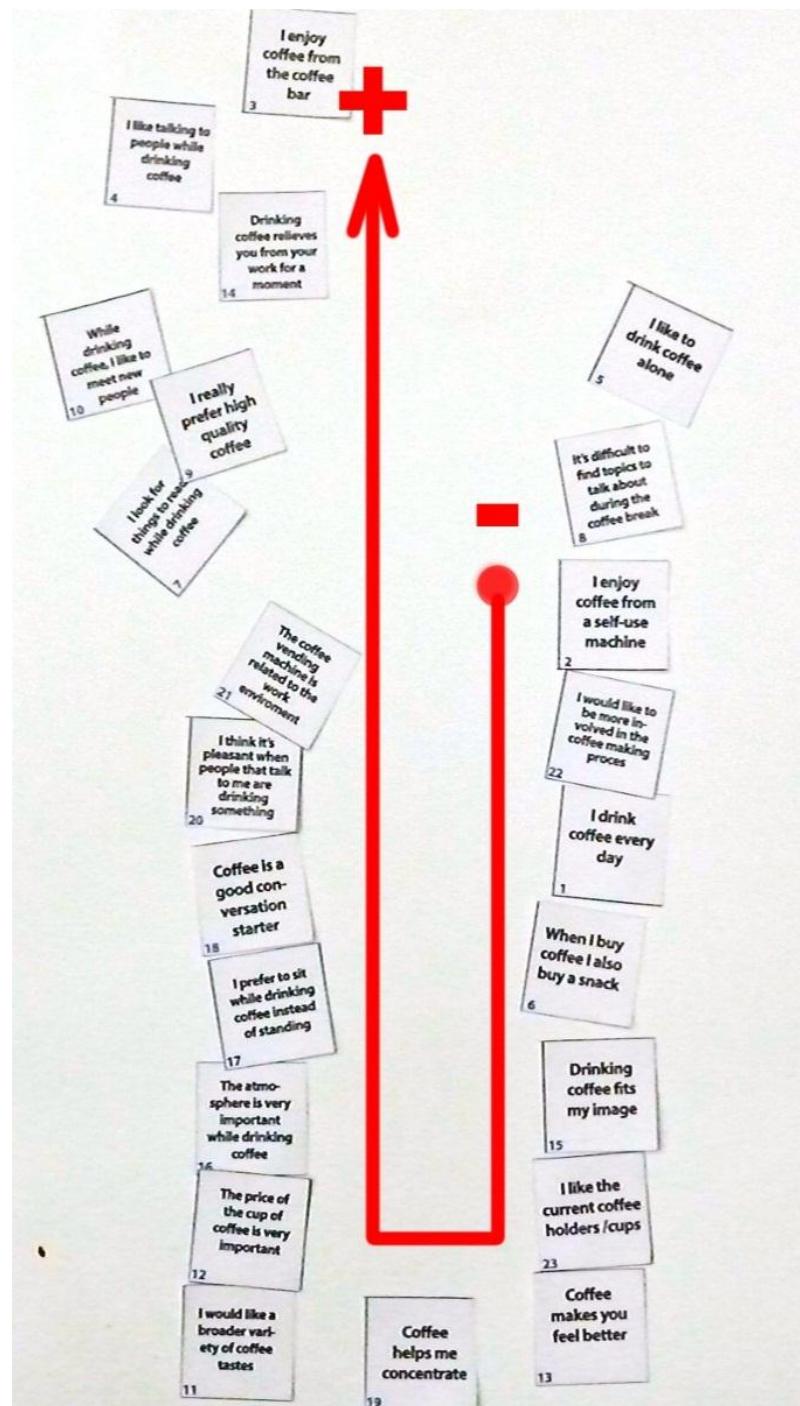
Social Cohesion Mission

A relevant part of our analysis: social cohesion. What is it and what can we do with it?

We started our analysis with understanding customer habits of drinking coffee. We brainstormed about what kind of activities associate with coffee machine. Not only getting a cup of coffee, we realized that there have lots of stories and situations around coffee machine, like losing bank card in the machine and left behind the notebook on the top of machine and so on. Then we decided to go to customers to ask and see what happen in our setting environment-library. We applied Q-method in the interview and trying to compare the two main groups of users in library, staff and students.

Direction brainstorm	Q-Board analysis
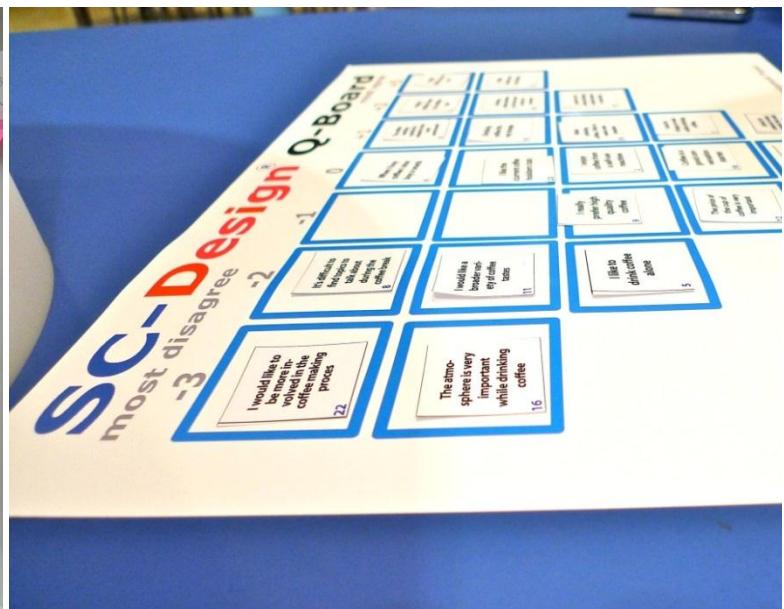
We decided to use two types of statements during the interview to gain insights from customers. The first type is more focus on social perspective, regarding to three aspects of social cohesion. Another one, we designed a package of statement mainly associate with coffee drinking habits.

After interviewing people who study and work in library, we found out most of people mention they prefer coffee from coffee bar, in other words high quality coffee instead of running machine. Most of the people consider coffee moment as break and get away from work. And they would like to socialize with people at coffee break moment, even people who do not into coffee usually willing to get a cup of coffee. Drinking coffee alone is not a common case. However, if people drinking coffee alone, they would prefer to read or watch something relax and interesting.

We have had some concrete conclusions from the analysis:

- Fun interaction
- Also think furniture to sit on
- Real life communication between people
- More effort to get a cup of coffee
- No touch screen technology
- Focus on the five senses

Analysis Conclusion

Within the project, we want to challenge ourselves and try to come up with brand new experience related to coffee machine, by better understanding of 'human moment' and customer needs associated with coffee.

Social moment is becoming more and more important for people's everyday life. People enjoy the 'social moment', even the people who do not like coffee will enjoy the coffee moment when he or she surrounding by colleagues, friends or family. Some of the interviewee cannot understand why people will prefer drinking coffee alone. And people also addressed that having a cup of coffee during break is already part of a routine or habit.

What remains is a clear summarization of our analysis in one powerful slogan. It is difficult to put everything in one sentence, but for ourselves we could grasp it as follows:

To help people fall in love with each other through coffee

Or more clearly:

Putting the *human touch* and the *human moment* back into the *coffee experience*

Direction and Clusters

From our analysis and interviewing we derived the following two direction and three clusters. The clusters will together with the trends analysis offer input for our pre sub scenarios.

First we start with the clusters. We are looking at three situations of interaction:

- Together with friends (machine as topic generator and facilitator)
- Single users looking for company (machine as wingman for interaction)
- Being alone in the room having a break (machine serving comfort and fun to the single user)

We also defined two different experiences to be designed

- Coffee experience (between user and machine)
- Social experience (among users)

We divided the clusters among ourselves; this resulted in the following matrix:

	Henk	Sjoerd	Wenwen
SOCIAL Experience	Together	Single users	Being alone
COFFEE Experience	Together	Single users	Being alone

Within this direction scope we identified certain clusters of elements. Those elements are part of the setting X proposed by materials of the course Social Cohesion.

- **Atmosphere Provider**
- **Talk about Subjects**
- **Meeting New People**
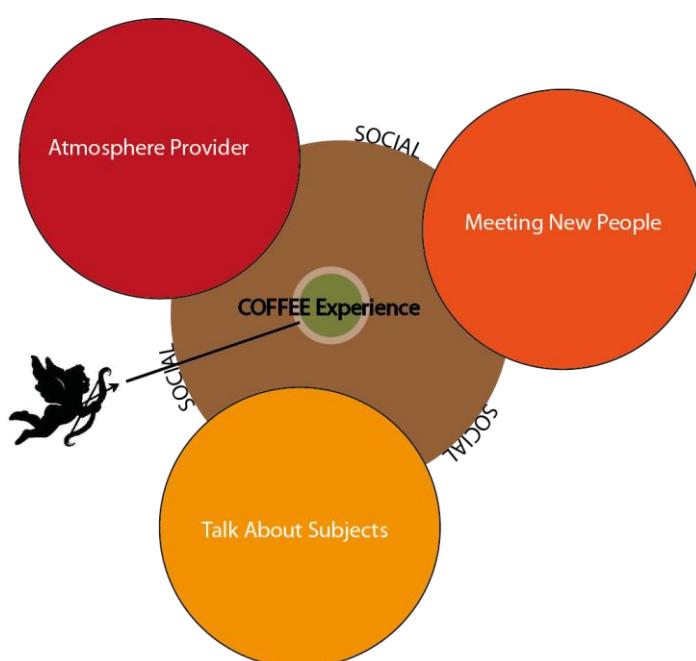
Pre Sub Scenarios

Individually we thought of and designed sub scenarios, in order to make sure we are all heading in different directions within the scope of this assignment we defined three directions.

Together - Coffee Experience and Relaxation moment

This scenario consists of multiple people taking coffee from a machine and enjoying this coffee together. This means being together involved in the coffee making (selecting coffee from the machine) and enjoying the coffee together.

One of the most important elements in this scenario is of course the coffee machine itself. Douwe Egberts is also looking for a solution, a context, in which their (new) machine fits best. How the machine interacts with these people and how the product is being presented to the actors is the design goal for this scenario (social cohesion). The machine design and the interaction it offers, is a big part of this but not to forget the 'drinking moment' is important as well. The latter can be designed with elements like the coffee cup coming from the machine (e.g. or keeping the actors involved with the machine while drinking coffee).

*It is half past two in the afternoon, the coffee machine is waiting for people to come. Once in a moment a passer-by is being stimulated to halt and take a break. The new machine is able to speak to multiple senses and offering a rich coffee experience. It's a totally different setting compared to the interior of the building. People are being dragged in a **dreamy world**, not only to get and drink a cup of coffee but **engaging in an experience**. Enjoying this coffee break together is being encouraged by the setting (elements in context) and the machine. Like literally stepping inside the **world of coffee***

*Three people are approaching the coffee machine, each of them eager for a break and a cup of coffee. The machine immediately starts **to speak positively to the senses** of these so called "participants". By emitting delicious roasted coffee beans smell while the people come closer, playing a soft relaxing music tone and gradually changing light in the **atmosphere** (related to Philips living colors).The machine interface (buttons,screen, etc) adapts to the user and offers a **tactile experience**. During winter nights it gives a warm feeling and during summer nights it will speak to a cool, boosting, refreshing image. The machine gets to know his users and asks whether he or she likes the same coffee as a shortcut, otherwise users can quickly and easily select another coffee. The user is being shown or told what coffee product DE packaging is inside this time (assume the components are changing over time). Or the user being presented different information about the coffee making chain. Just to grow respect for the coffee product subconsciously.*

*While serving a maximum of three people at the same time, the machine presents elements to talk about, news, ideas, trends or just a statement. Each user is able to see it at the same moment in order to enhance the changes at least one of them feels to start a conversation on it. The machine acts as an **experience facilitator** (**triggering social activity**) and when serving individuals it focuses more on being a partner (engaging in social activity). Offering a long rich experience or a much shorter quick coffee experience when the schedule is tight.*

*The moment you start taking the first nip of your coffee you feel relieved, you enter a kind of dreamy world, put everything aside and enjoy your relax moment. Together you a walking in a kind of animation world, like being on vacation together. The interaction between you and your colleague takes place in another **context provided by the coffee machine**. Douwe Egberts challenges your perspective by offering Coffee Machine and with experience generation.*

CONCEPTS HENK

*Liquid coffee technique.*
bottom up

Interactive coffee BAR

iBa..

stepping towards
where a chat.flow..

*Egg shaped coffee machine*
– capsule

Open setting design
Machine supplemented by many
attributes on floor, wall and ceiling

Sounds, colors, materials..
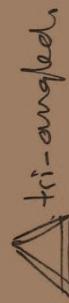
Experience tunnel
setting x, seperate
you and your colleague
while having coffee

Experience Capsule
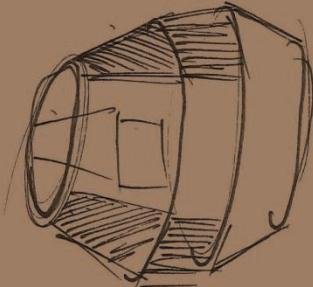
Individual - Coffee Experience and Relaxation moment

Definition of situation: Individual, stands for people drinking coffee in a place without anybody. This place could be an office or public coffee corner, which consists a coffee machine.

Objective: Let people never feel lonely, even when they drinking coffee alone. We are looking beyond the cup of coffee, and trying to create a coffee moment and environment which make people feel relax and enjoyable.

- – Coffee machine could be your friend / buddy
- – Coffee machine could play with you
- – Coffee machine could make you feel comfortable
- – Coffee machine could be your friendship reminder

1 Coffee machine as furniture:

Coffee machine could be treat as a friend or buddy, making you feel comfortable while drinking cup of coffee and enjoying nice view.
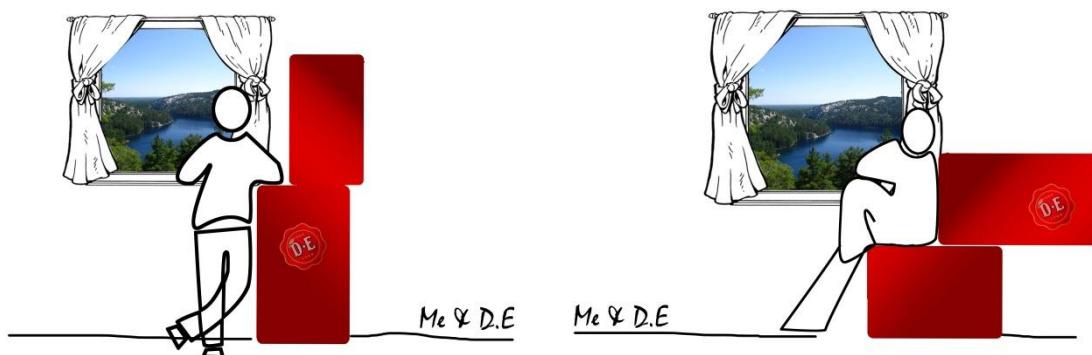

2 Coffee machine as a Toy:

Some small interaction could make you laugh.
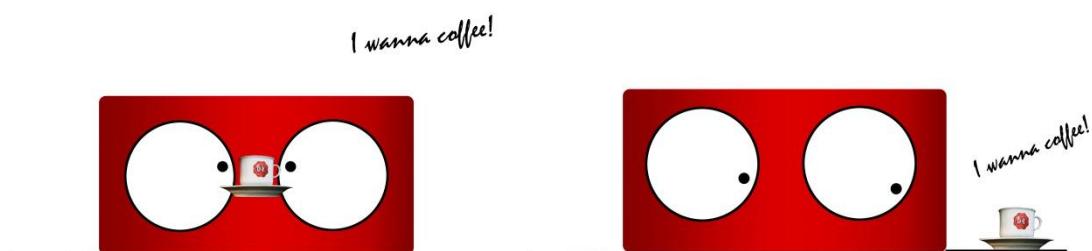
3 Coffee machine as a Sofa:

Instead of serving cup of coffee, we are trying to create a space where people could release and enjoy a peaceful moment by themselves.
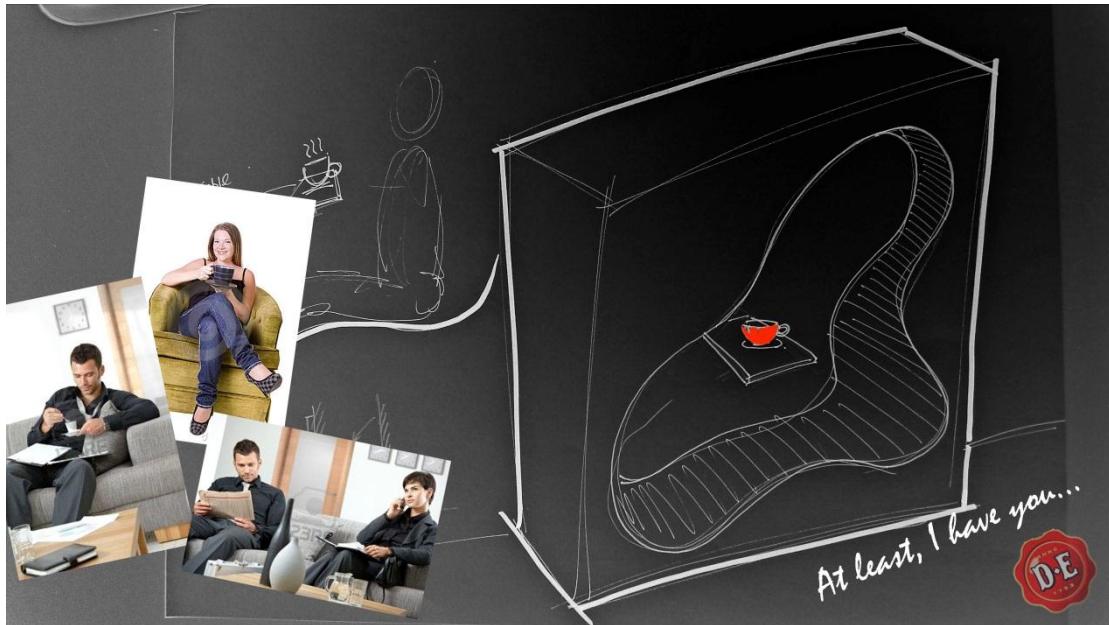
4 Coffee machine as Social Reminder:

Environment could influence people's behaviour somehow. In this scenario, we want to stimulate people to keep in touch with their friends by making a phone call in our Coffee Kiosk.
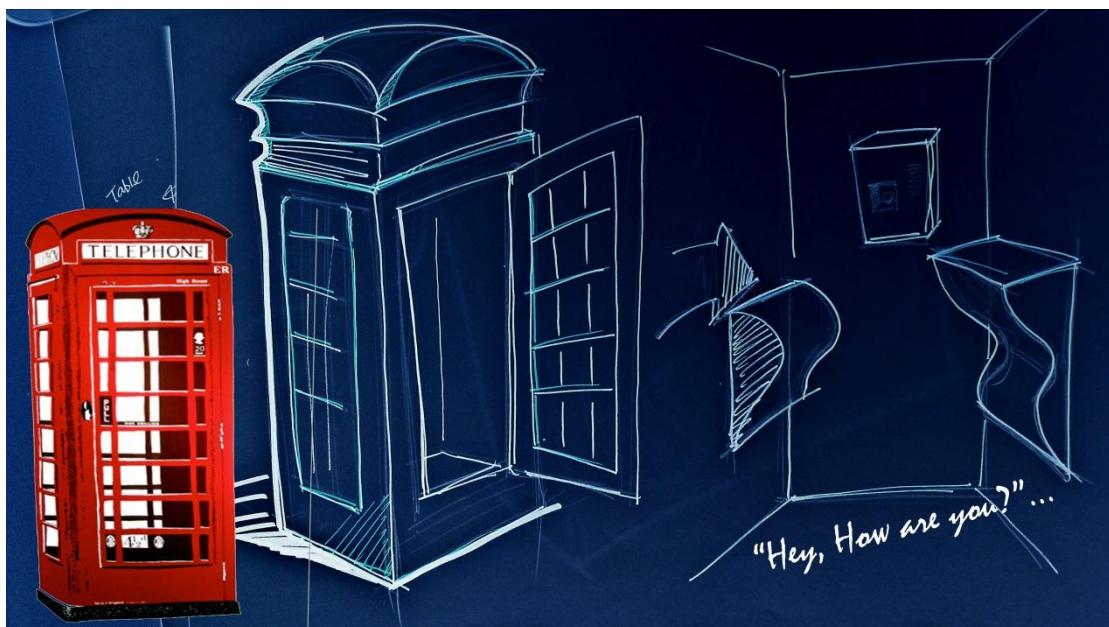
Singles - Coffee Experience and Relaxation moment

Situation analysis

Before diving into the pre sub scenarios aimed at bringing people into contact with each other, I looked at existing situations where you have conversations with people you are not familiar with. There are of course numerous situations or causes when you start talking to someone you do not to start a conversation. I wrote as much interesting situations I could think of, and then categorized them. I found that there are three categories distinguishable: a **difficult step to get the desired results**, when in **a stressful situation** or if you and the other person **have some in common**.

Help Required	Companionship	
Difficult step to get the desired results	Stressful situation	Having something in common
1. language 2. skill - knowledge 3. tools	1. obstacle 2. dangerous situation 3. inconvenience	1. person 2. hobby 3. goal
1. What does the menu say? 2. bind a booklet at IDE 3. asking the time	1. stuck in a lift 2. traffic incident 3. fire drill	1. mutual friend 2. music concert 3. finding something
1. What is this coffee 2. making espresso 3. chipknip	1. closed coffee corner 2. - 3. out of cups	1. meeting same proffessor 2. an Alessi cup 3. same individual project

To explain the analysis seen above a bit more: In general that are two main causes for interaction with strangers, you either need help or you feel there is something in common with the other person. The latter can then be divided in unpleasant commonality or a positive commonality. For each of the three categories I classified three types and I wrote some well-known examples for each of them. Also I translated the types into examples for situations concerning drinking coffee.

Finally the three categories and these types inspired me enough to come up with three different sub scenarios, one for each category of course. After these three I will discuss the coffee experience scenarios.

Help Required

There is a certain step that you cannot do alone, you need the other person to help you

At first I thought of a lot of ways to make ordering coffee from a machine more fun, and a real experience rather than just a cup of coffee. But they fit better into a different category I will discuss later, improving the coffee experience.
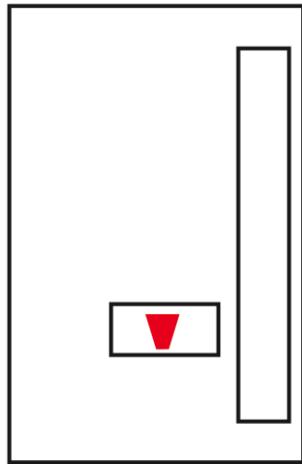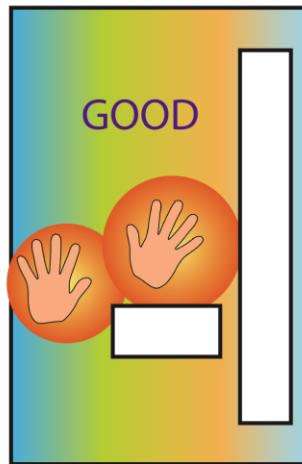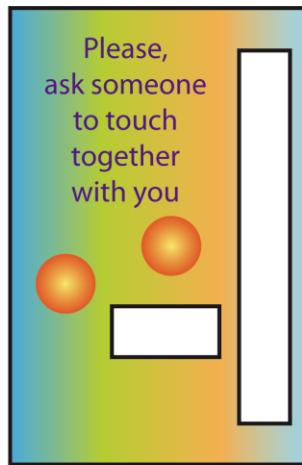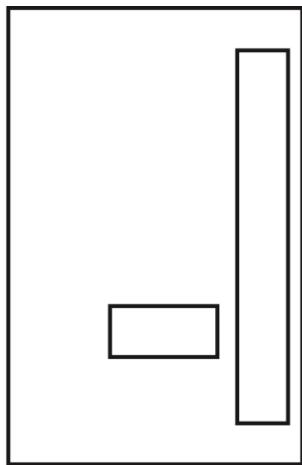
You walk into the coffee corner, to have a break and get some coffee. You see a nice person, but you don't him/her. You wish you would have a good opening line. Luckily there is Coffiedo! As you are choosing your coffee, the machine stops, and demands that someone else helps you to order the coffee. You try to do it alone, but somehow the machine detects that and doesn't respond. So you grab all the courage you can find and the other person in the room to help you. He/She smiles, jumps up and walks to the machine, and touches it at the dot, just like you. Something magical happens, and you get your coffee… and hopefully more.

Stressful Situation

When you experienced something shocking, new, weird, frustrating together, you automatically feel more connected and have something to talk about

What if you enter the coffee room, you order a nice cup of coffee and start looking for friends. But it's quite, not many people are there… certainly no friends. You about to sit down when suddenly

BAMWH!

The coffee machine is hitting tilt. It's going absolutely out of control and smoke is coming out of the machine. You don't know what to do, you panicking a little. You look at the other people, nobody is moving, everybody is looking at the machine and at each other. Someone is asking you what the hell you did. As sudden as it came, the machine stops! It turns black, and then slowly it reboots in a very relaxed and calm matter. People start to laugh, you are starting to laugh and joke around with the guy next to you. A connection is made.
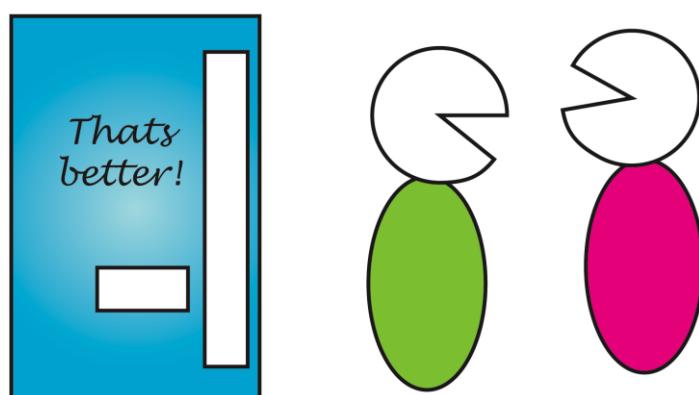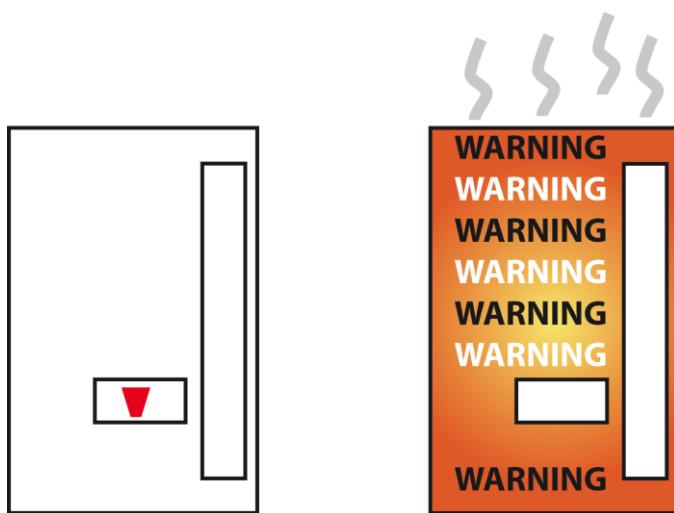
Having something in common
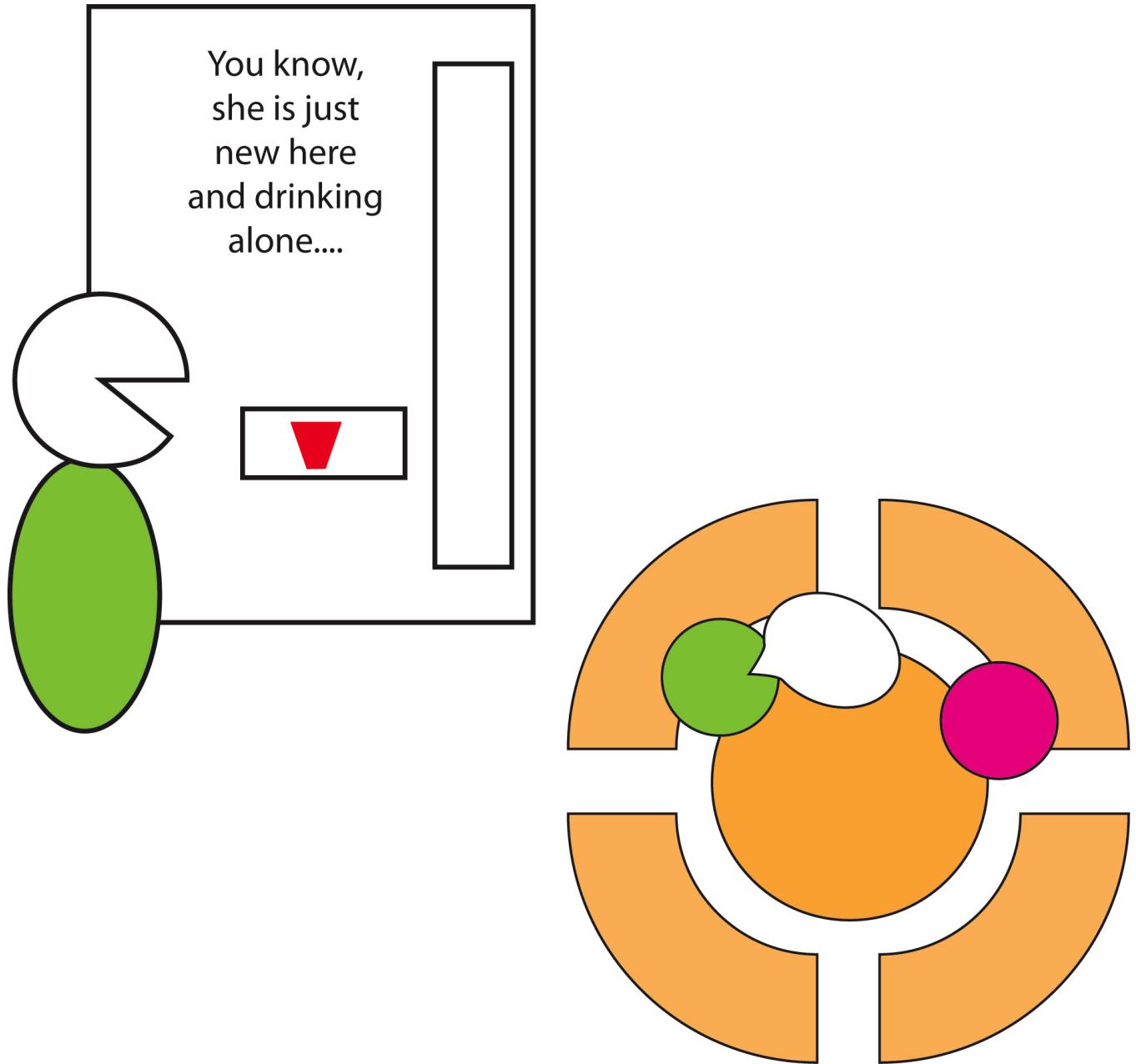
You just started as a student at the TU Delft. You're fed up of working and decide to have a coffee break. You grab a cup of coffee and want to sit down somewhere. There is only one circle of couches with a table in the middle with newspapers and such. Someone is already reading and drinking coffee, she looks first year as well, but you don't know. The machine does, and with a little subtlety he tells you. You rejoice and quickly sit in the circle to join her. After a sip of coffee and opening a newspaper you smoothly ask her, 'So, also you're first time here? Nice place right?' She smiles, and the conversation opens.

Coffee Experience

Outside scenarios I came upon a lot of ways to make ordering coffee a real experience

Because everybody has its own taste in coffee, and you do not want to drink the same coffee everyday, as we have seen there are a lot of different ways t play with this fact. A few things I thought of:

The Marble is the coffee, going to all the thing you want (espresso, milk, foam, sugar)

Drawing your way through the coffee map on a screen. Which will result in the coffee you most prefer.

Basically there are millions of ways to improve the coffee selecting process in a fun way. Like we have seen at the DE excursion. But how can that also improve the coffee taste?

Improving the taste of coffee, as I have experienced it, is putting more effort into the process. After our DE excursion I bought an old-fashioned coffee bean grinder for a euro at a flea. I had beans from DE, and made my own filter coffee powder. After that I cleansed my filter coffee machine thoroughly. I think it is the best coffee I ever had, and my roommates agreed. Knowing how much effort I put into the cup of coffee they were drinking. Somehow it is a trend in which I am caught as well: back-to-basics. The old way of doing things is linked to the true or pure way. And people appreciate the richness of bean to cup coffee. The main question is how to put that element, in the liquid coffee dispenser machine?


Elements to use

1. The machine is like a human, interacting with humans, just like a bar employee, funny and open
2. It is funny, breaking boundaries trough humour
3. It is aimed to get people talk to each other that do not know each other yet
4. The machine is an intermediate.

Sub Scenario I: Galaxy

For this concept we really dove into the social cohesion aspect for our settingX. The idea of an interactive table came from a silly sketched idea which someone misinterpreted, and the galaxy was born. The name is related to the ellipse shape (orbit) and wholes in the table (planets).
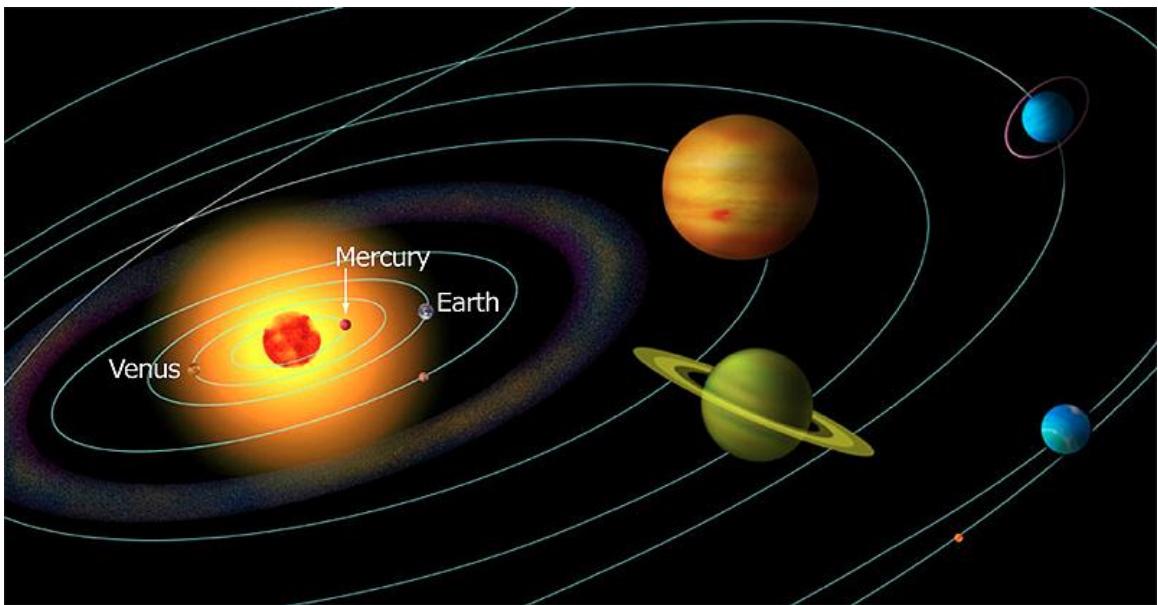
Other inspirations are that from our Q-board we learned that people like to drink coffee with friends or colleagues and not drink alone. But also people are very open to meet new people and make new contacts or friends.
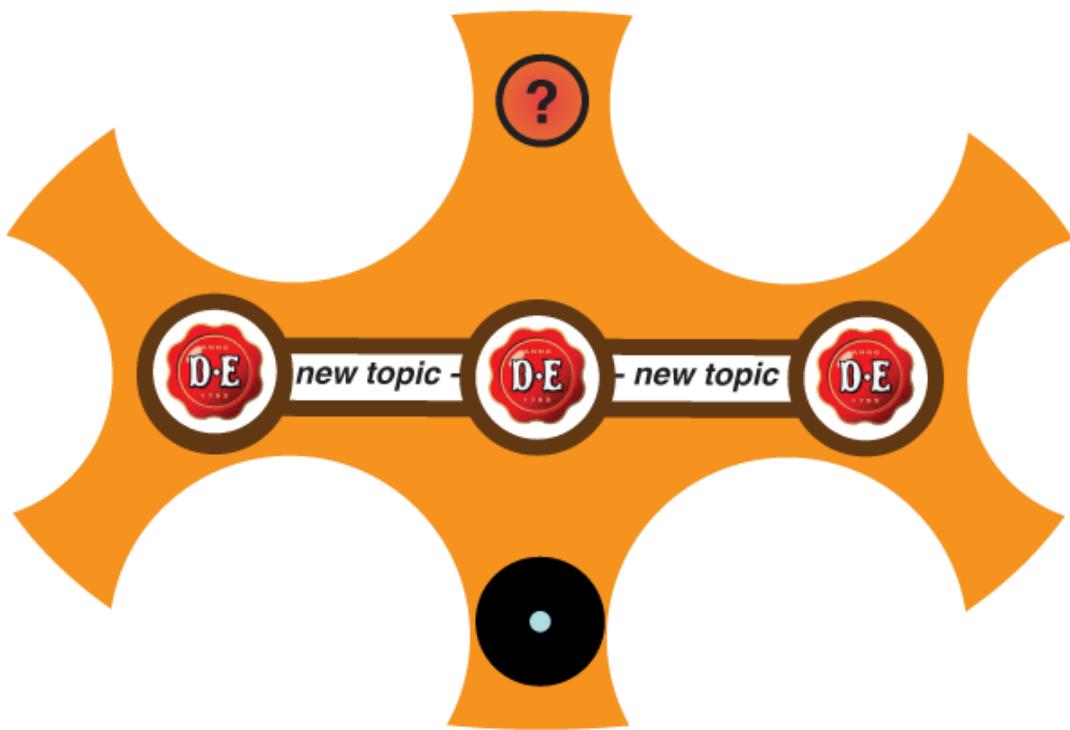
Because of the holes in the table people 'step into' the table to reach the coffee machine. But at the same time become physically closer to each other and use the same machine or element. The elements could be:

1. Topic generator: news, TU Delft broadcast, funny incidents, messages from other students/ employees, library instructions
2. Quiz, people like to do quizzes, answering and asking each other questions
3. Music control, choosing the music you like for the atmosphere
4. Cup-maker, see other concept

The sub scenario is as follows.
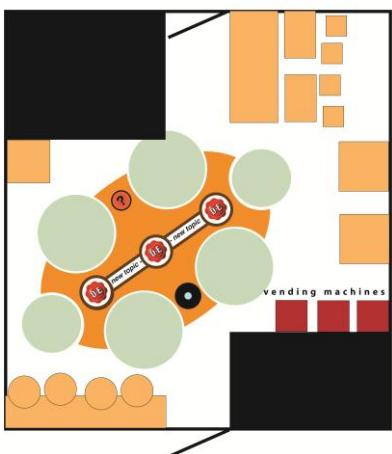
The galaxy is in the middle of settingX. On the table are two coffee machines and various elements people can use or play with. In the middle is a digital text bar with news topics.
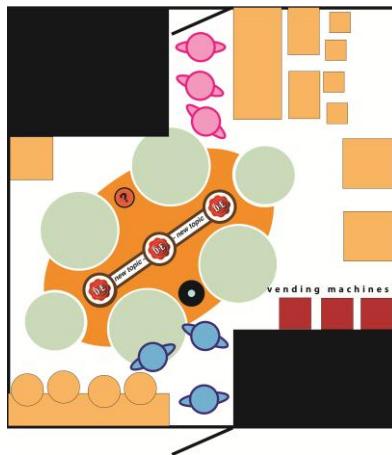
Two groups enter the room, boys and girls wishing for some interaction but to shy to actually talk to each other.
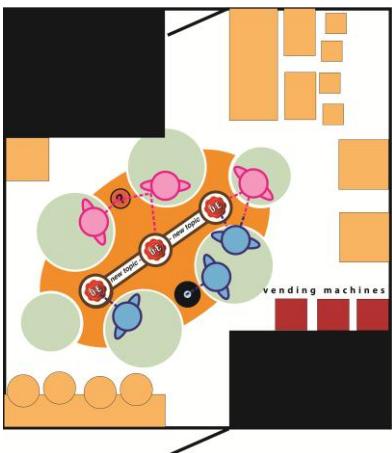
Because of the design of the table and the various elements on the table it becomes much more easy to have a social moment and interaction between the two groups.

Sub Scenario II: Liquido

This concept was developed with a focus on the coffee experience. Based on our analysis we concluded that a richer longer experience enhances the coffee taste perceived by the consumers. Although the flavour stays the same, the coffee becomes more special and thus better tasting. To achieve this we looked into how the older coffee experiences are, and made a translation for the liquid coffee system. We do not want a 'copy' of the existing systems because it would obviously be unreal. Liquid coffee is very simple, that is the strong point of the system. We wish to maintain this strong point, but give it a richer experience that 'pushing a button'.

Coffee process and machines analysis

For inspiration we did a coffee makers analysis, summarized in the following image.

The coffee machines or relevant apparatus are placed in a time cycle. We discovered a very interesting link between the most modern looking, and the most classic machine, a lever. Both the machines look very professional and we feel the coffee they make is very good. But if you look a little closer, the process does not look extremely difficult. To capture this emotional response to the machines we studied the two machines more closely. From this analysis we gained an insight, big knobs and levers play an important aspect in the traditional coffee experiences. But as the Brunopasso proofs, they still have a important function in modern coffee makers. Of course technology allows us to reduce anything to simply push a small button. For a real experience however the use of twistable knobs and levers can be of great use. This is of great importance for the Liquido concept.

Brunopasso
organic - modern

Electra
static- classic

To gain a deeper understanding in the rich coffee experience we bought some old fashioned coffee making equipment. As you can see in the following image:

We had some fun experience with the beans we received from Douwe Egberts, grinding them ourselves in a classic bean grinder. We tasted 'real' coffee from the Bialetti peculator. We discovered that coffee can really be a interesting subject and it is a challenge to make good coffee.

So what is the system we have to work with? How does liquid coffee work? After an analysis of the liquid technology we find this basic principle that has to be visible in the process. Making the coffee is actually mixing

all these liquid concentrations of ingredients: coffee, milk and chocolate. Based on that we designed the new coffee making process for the liquid coffee system.

This process has to be translated into a machine, the first approach was very inspired by the *falling in love* aim we have as a team. Making it a little more social or 'love', the machine only produces two cups at the time. So you have to drink coffee together rather then alone. This is a very nice way of 'forcing' social interaction.

The second design however is different in two ways. It is a little more focused on the clarity of the process, and less on the falling in love aspect. This is due to the other concepts having a better scope on that.
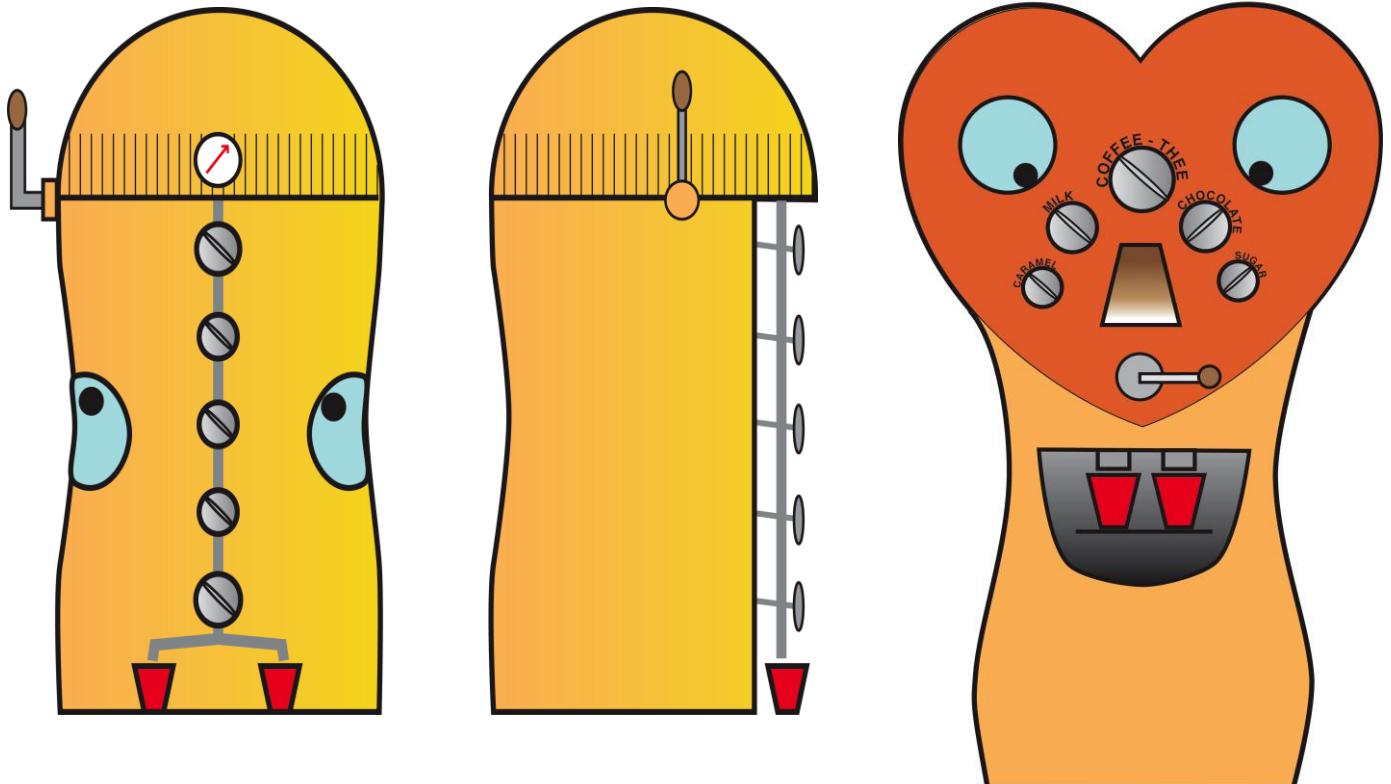
The handle is positioned better, but not perfect yet, this is still a design challenge. The eyes are maintained because it is a lovely funny expression, making the machine more human. Each knob represents a different flavour, going from coffee, milk, sugar, chocolate and finally foam. The user gets the feeling of making his or her own coffee by selecting and physically turning the knobs.

The scenario is as follows.
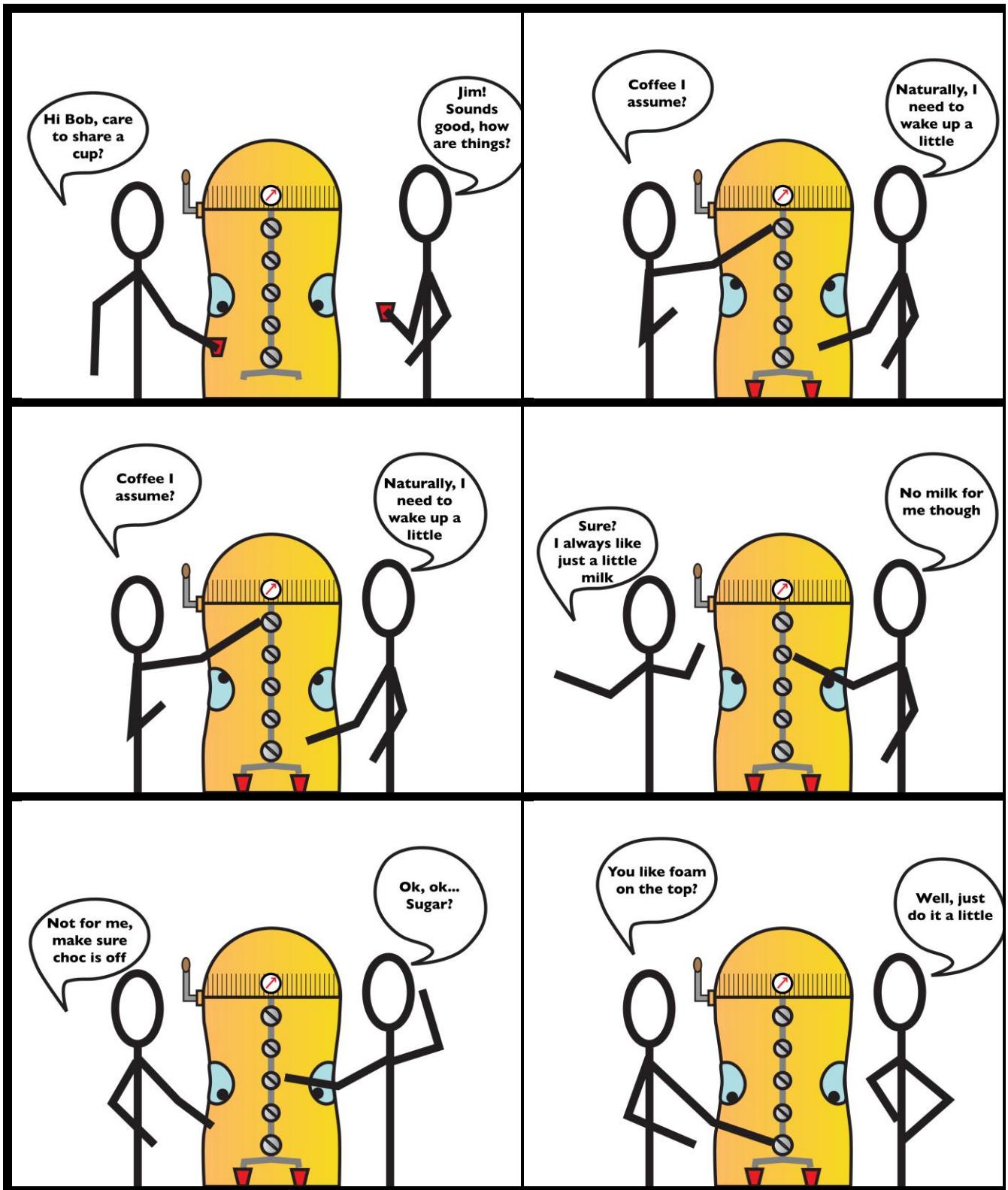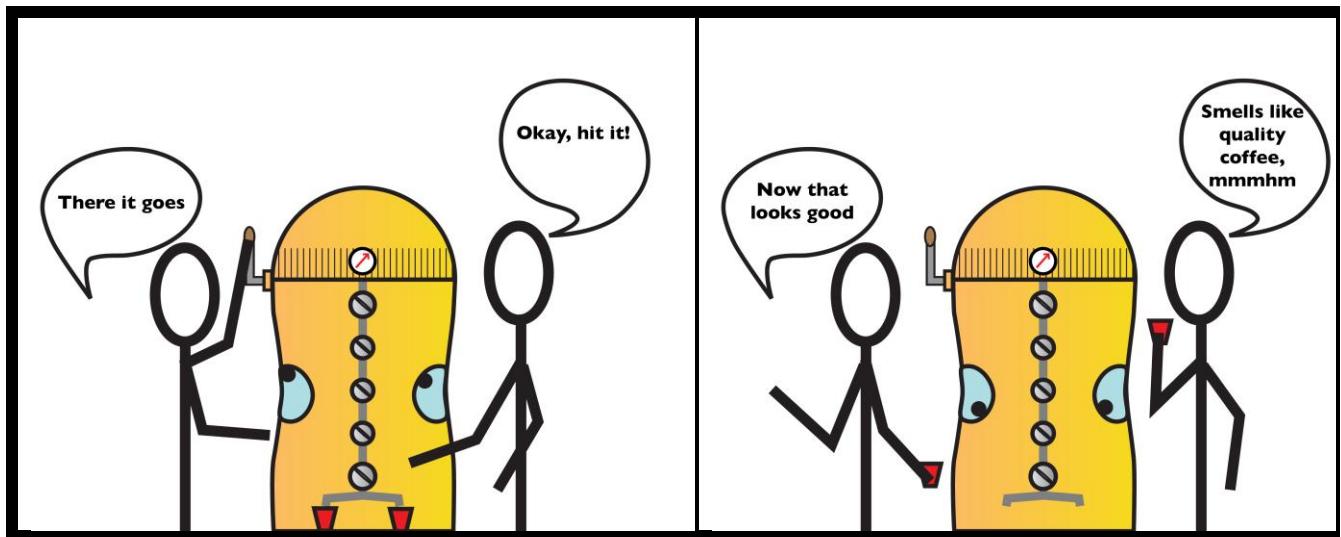
Sub Scenario III: Caffitesse Momentum

The Momentum design is already working more towards a combination of the coffee and social experience we aimed for. It is focused on people enjoying their coffee simultaneously.

The first aspect is the coffee experience, by looking at trends we identify that big classic old-fashioned buttons are becoming more popular. Of course the technology exist to have small and slim buttons. But people like the feel and look of the old buttons better than the simple boring ones. People want to touch, experience again.

Old fashioned buttons (retro)   **Big buttons in cars**   **Texture**

The second aspect is that of a more social coffee moment. We experienced that when you get a cup of coffee you often have to wait in line for a minute. This is a bad experience we wish to solve, because when you are in a waiting line you are looking at the back of someone's head. It could be someone you know but it's awkward because there is no eye contact. You have say 'Hi' or tab him on the shoulder. But also for the first person who is getting coffee it is rather stressful to have people breathing down their neck, giving them a rushed feeling.

waiting lines are anti-social   **looking at each other**   **always serving two cups at same time**
                                             face to face   **if two people at the machine**

Our solution with the Momentum is that the machine is designed in such a way that the input is on the side of the machine, instead of the front. In this design people look at the other person using the machine and can make a little conversation. But thinking about the next phase, drinking the coffee, the Momentum also gives the coffee at the same moment (whenever possible) so people leave together continuing their conversation.
This 'new' system of getting coffee becomes clearer in the following image.

The strongest point of this deisgn is that people do not stand in line, but look at each other. We feel this is a very important aspect and plan to impement this in the final design.
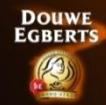
MOMENTUM
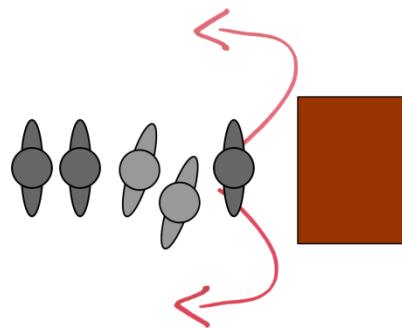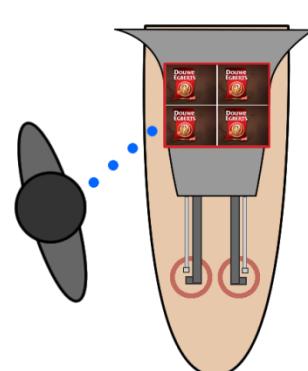
INPUT EXPERIENCE   COFFEE EXPERIENCE
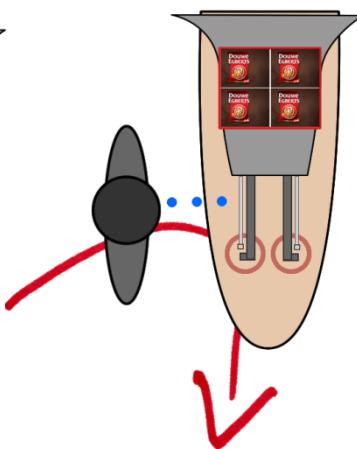
Figure 1 old situation
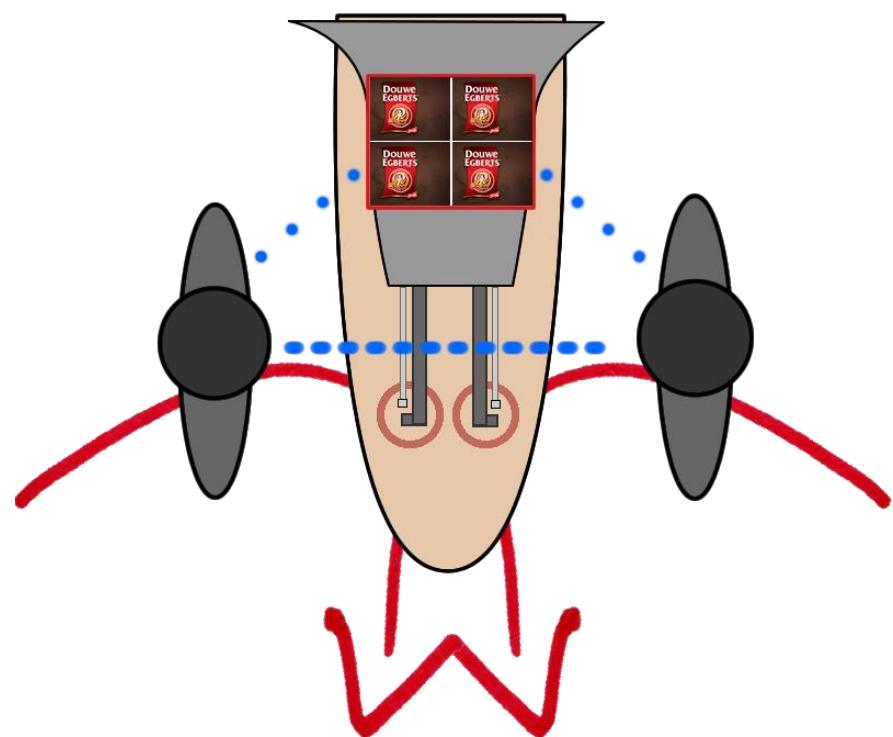
SOCIAL EXPERIENCE
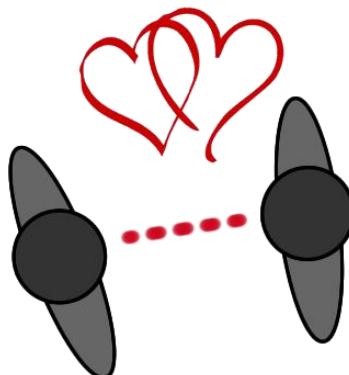
Sub Scenario IV: Falling in Cup
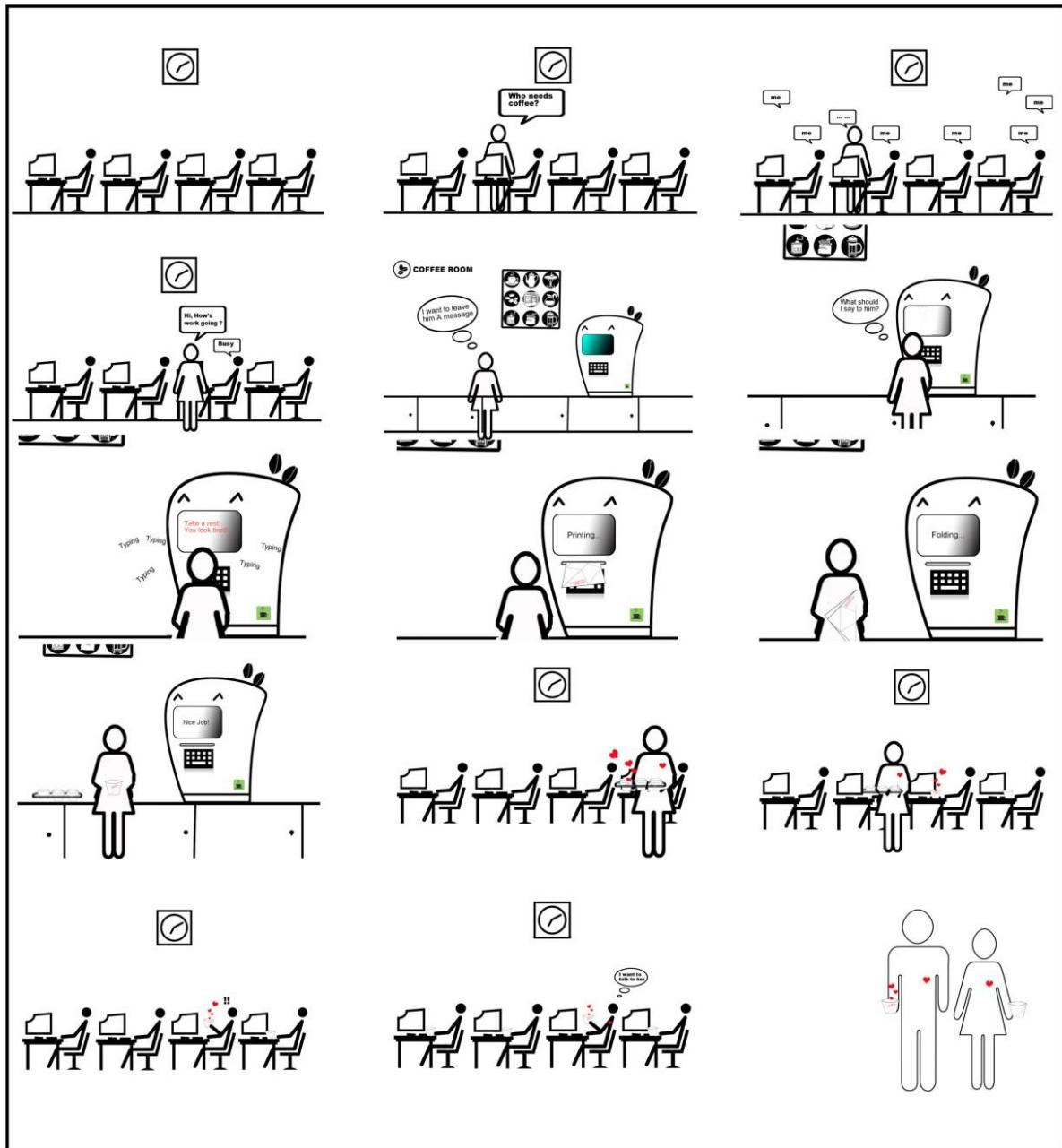
Fall in Cup
Print . Fold . Deliver & Love

Based on our mission, we tried to come up with a new way to stimulate people socialize around coffee machine, in order to enhance coffee experience. We started with the element we gain from analysis that people will appreciate a cup of coffee more when he or she can put effort in making process. So instead of making coffee, we thought it will be interesting if people could actually make their own cup. Later on we figure out that this cup could be a perfect massage deliver. We were picturing a situation that in a working environment, people are stressful of their work and have no time to social. Instead of letting people talk, we could try to make people feel social and human moment by sending a secret massage. We combined these considerations together in our 'Fall in Cup' scenario with a love story.

The basic process will be people type in the massage through coffee machine and print out the cup paper with massage on it. And he or she could fold it into a coffee cup and deliver to the person he or she want to talk with.
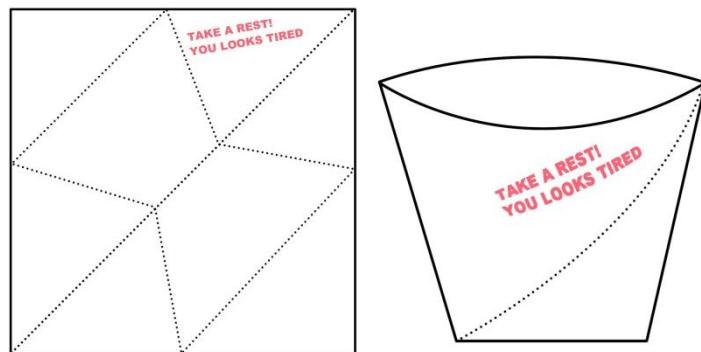
Strong points:

- Putting effort into a cup of coffee
- Printing and Making our own cup
- Focusing on busy working environment - people have limit time to chat
- Another way of being social
- Sending love massage
- New way of appreciating a cup of coffee

Based on 'Fall in cup' concept, we want to integrate printing cup with making appointment situation. When we took back to Q-statements, we found out that most of people want to talk to colleague without appointment. We came up with idea that we could use our cup as a coffee invitation.
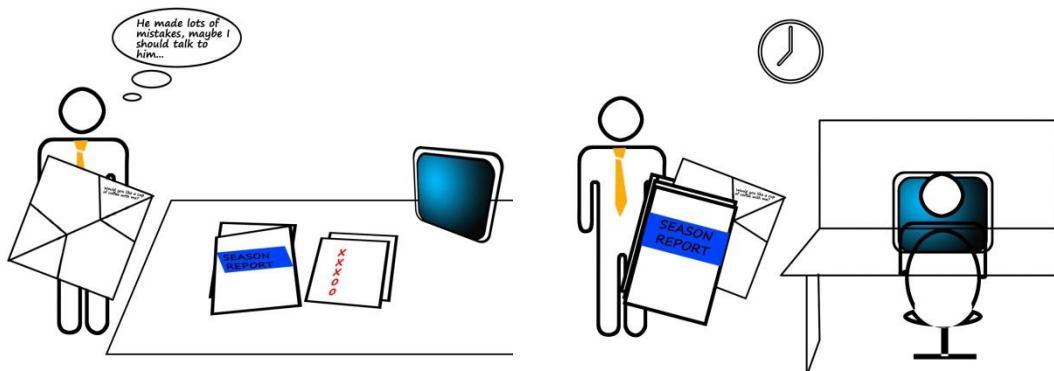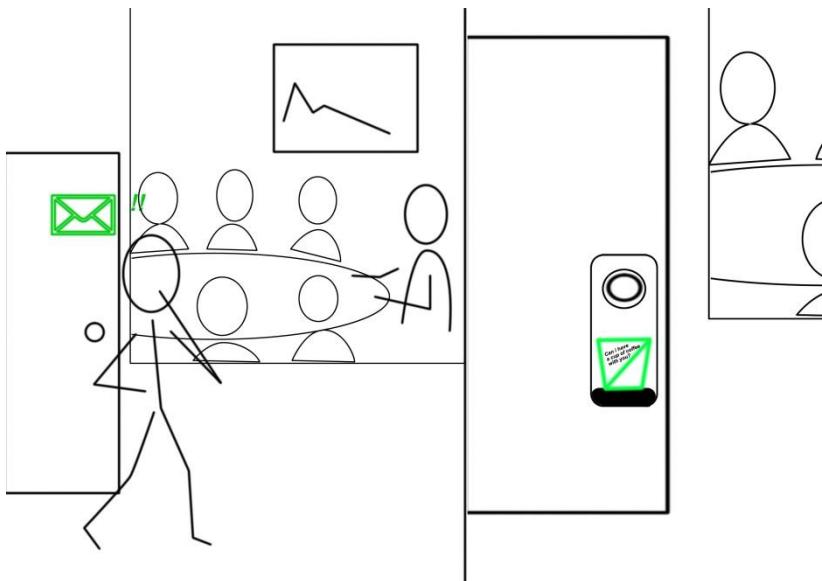
The last one will be a situation that a boss want to social with employee and coffee cup will be a nice invitation which boss could put it inside of report and take it back to employ with massage like 'shall we have a cup of coffee at 15:00?'

Social Cohesion Mission

In our first report we derived our Social Cohesion mission from the Q-Board statements, Coffee statements, interviewing and the analysis. We found out most of people mention they prefer coffee from coffee bar, in other words high quality coffee instead of running machine. Most of the people consider coffee moment as break and get away from work. And they would like to socialize with people at coffee break moment, even people who do not into coffee usually willing to get a cup of coffee. Drinking coffee alone is not desirable: people like to interact socially.

Our mission for this project has been set up the following:

g. We want the coffee dispenser to stimulate social interaction for work relief
h. We want to help people that know each other with funny conversation topics
i. We want to users to be able to relax
j. We want people to think that they drink en enjoy quality coffee
k. We want the coffee dispenser to be your wingman to meet new people
l. When you are alone, the coffee dispenser makes your time more fun

This mission should be reflected in a product concept offering a two-fold experience. First enhancing the coffee experience and secondly setting a social interaction experience. This concept ought to be sought in one of the three clusters or a combination of them. We selected in the analysis three clusters.

- **Atmosphere Provider**
- **Talk about Subjects**
- **Meeting new people**

All these mentioned aspects are translated in the Coffiedos team' personal mission: People to fall in love with and through coffee by putting the human touch back into the coffee experience.

How fits our final concept CaféNova this mission?

From the last presentations we showed three concepts and already tried to get them integrated into one concept. Coffiedos is convinced the CaféNova touches all three clusters at once, providing an atmosphere for social interaction, providing talk about subjects with the labels and stimulating meeting new people.

The actual selection process was not conducted by scoring the concepts literally using an index like the Harris Profile. What we did was looking for a solution combining the best attributes into one concept and the same time trying to get as close as possible to our target: enhanced coffee experience and social experience together.

Concept map

In this figure we mapped al concepts. From the integrated concept (upper left corner) we developed the CaféNova. As Coffiedos we aimed for a perfect combination of all three clusters built on top of the coffee experience a target as visualized in the figure.

integrated concept

Liquido Concept

Atmosphere Provider

SOCIAL

Meeting New People

COFFEE Experience

SOCIAL

SOCIAL

Talk About Subjects

Print Label Concept
Falling in Cup

Momentum Concept

Folding...
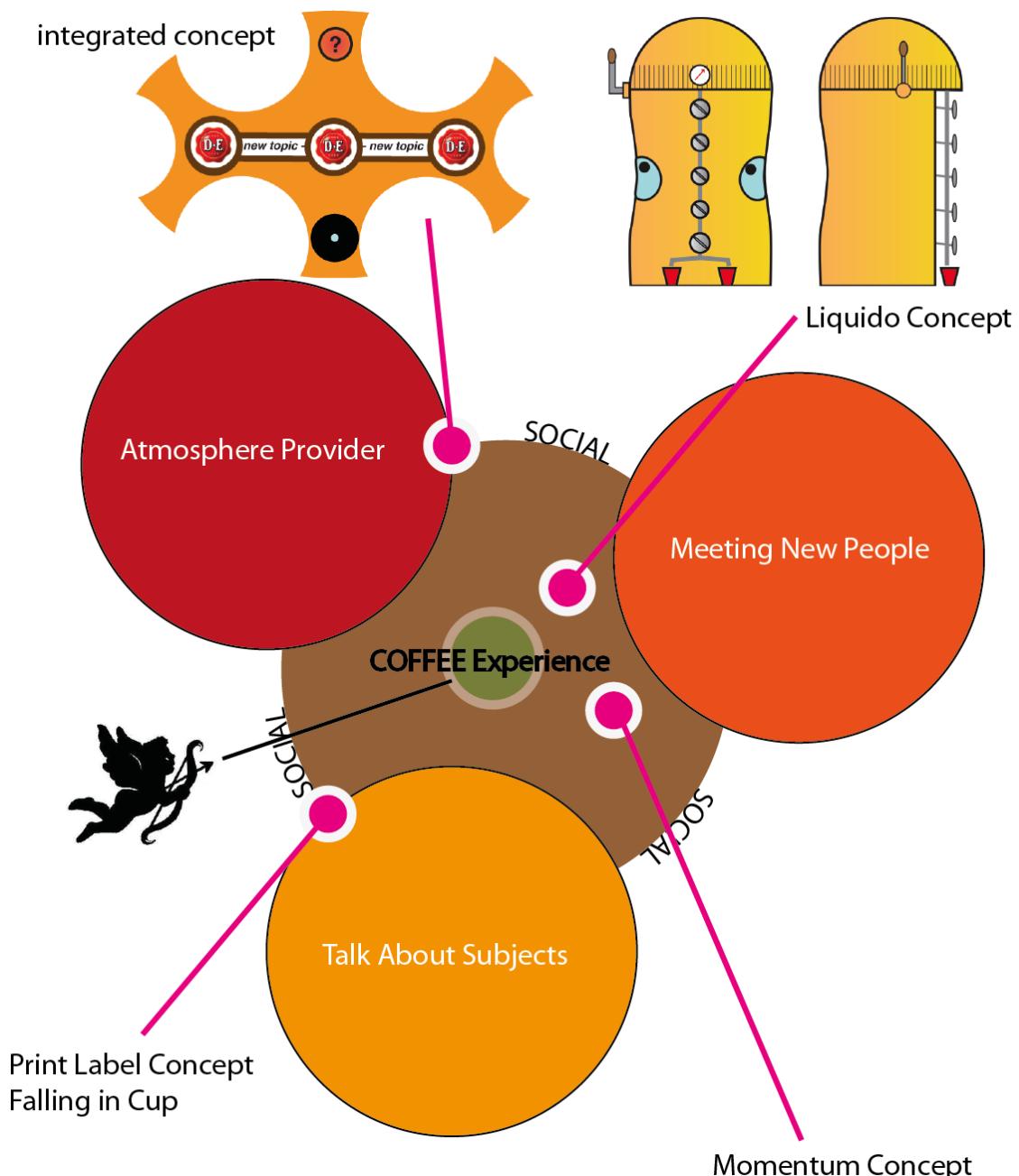
Integration of Concepts

The design process for the final concept has been a long one. First we decided on the final concept

Usually this is the point where we have a discussion about the different concepts and we do a Harris profile to find which concept is the best. We disagree with this approach because all our concepts are the best in their own expertise. We do not need just one of the concepts, we need a combination of the concepts into one final design that touches upon all the aspects we desire. That's also why we used the concept mapping (previous page)

The integrated concept is a combination of the first three concepts. The table is from *Galaxy*, the interface is from *Liquido* and the option that you can look at the people around you, waiting for their coffee is from *Momentum*. The fourth concept *Falling in Cup* will be of great importance in an earlier stage. More about that in the following chapter.

So our final design is a combination of the best things from the previous concepts, but by no means a mix-up of ideas into one forced product. It has to be a real strong stand-alone product. This is not easy, since a final design is always full of complications, especially when you have many great features to put in to the design. As designers we went through a couple of designs before reaching the final conceptual design.
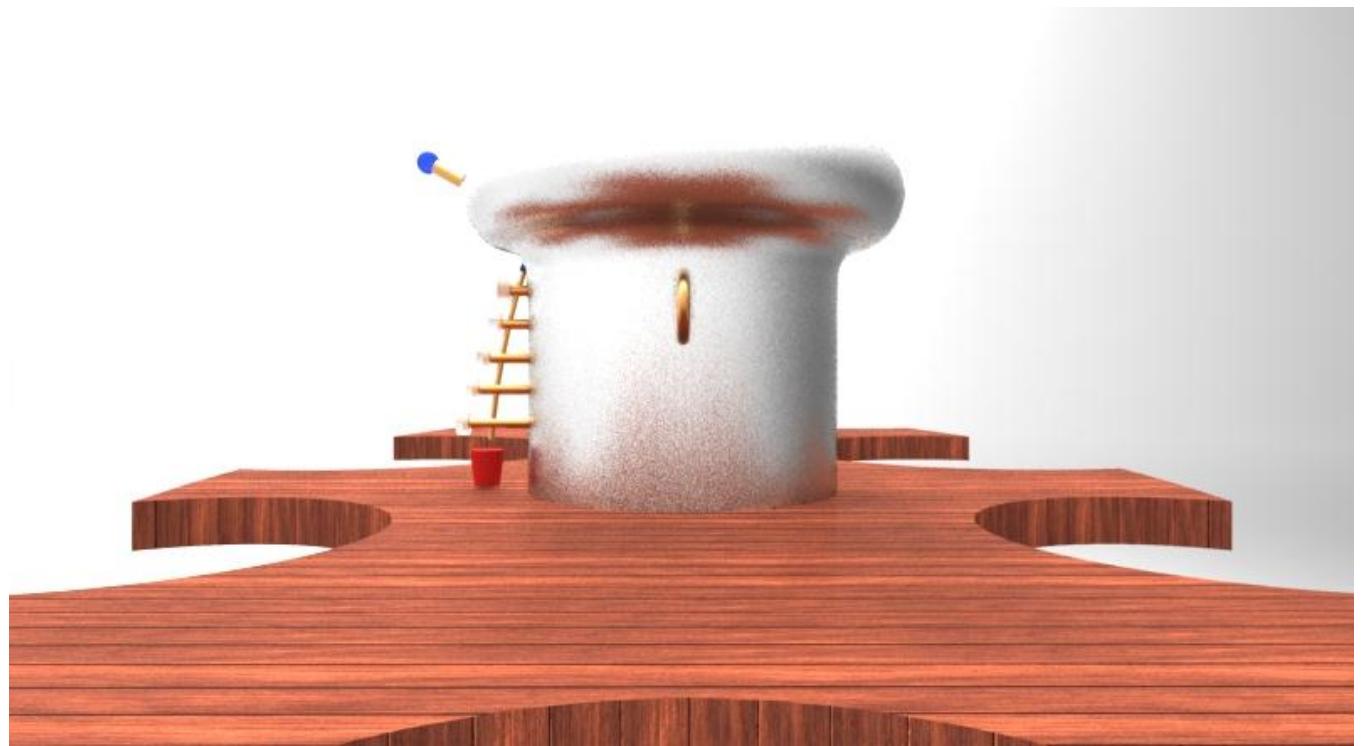
second concept design

Now we integrated all the positive cues from our previous concepts we knew what to aim for in the final concept. The shape and materials were not final at this stage. The next step was to improve the aesthetics of the design. Come up with an name, pitch, slogan and promotion plan.

Final Concept

We introduce to you:

CaféNova

The final design is very much in line with the conclusions from the analysis. There are many aspects that make this design 'work' according to all the different facets of our analysis. They will as be discussed as clear as possible in the following chapter.

Social Experience

For our project the social interaction or social cohesion of the users and all the other 'actors' involved has been the highest aim, it is the focus of the course. In line with that our design is foremost more than just a coffee machine. It is a whole-istic design of producing coffee, entertainment and providing the setting for social interaction. CaféNova makes people comfortable enough to interact with one another, and hopefully more….

Q-Board

From the Q-Board analysis we got more specified information. A few statements that are important for the actors and are really represented in our design
- I would like to know more about the personal interests of my colleagues. What kind of hobbies they have.
- Personal, face to face contact is crucial for my wellbeing. There are not enough 'human moments' in my opinion.
- I feel very much at ease at work. It's a cosy place and I regard my colleague's as my friends.
- I know my colleagues pretty well.
- I think that we can work much more efficient when we have more contact on a personal level.
- I feel like the institute is a big family. I find a lot of solidarity among my colleague's. When I have problems, also personal problems, I can discuss them with my colleague's.
- While drinking coffee, I like to meet new people. *
- I like talking to people while drinking coffee. *
- Coffee is a good conversation starter. *
- I think it's pleasant when people that talk to me are drinking something. *

=(coffee Q-Board statement)

Realisation

Practise will have to determine if CaféNova will achieve all these goals. But in our vision the CaféNova will create an atmosphere in accordance to these statements.
Why do we believe this? Because:
- When you step into the table you are physically close to your colleagues
- You have to turn the machine towards you
  - you can ask someone if it is alright to turn the machine (opening line)
  - you can turn the machine for a person you like (nice gesture)
- While tapping coffee you can see and thus talk to your colleagues
- There is no line, just people joining the table, the line becomes more social
- There are other elements (optional) to entertain people, stimulating having fun
- You do not immediately leave the table, and if you do you can just take place on the couches around the table

New social situation
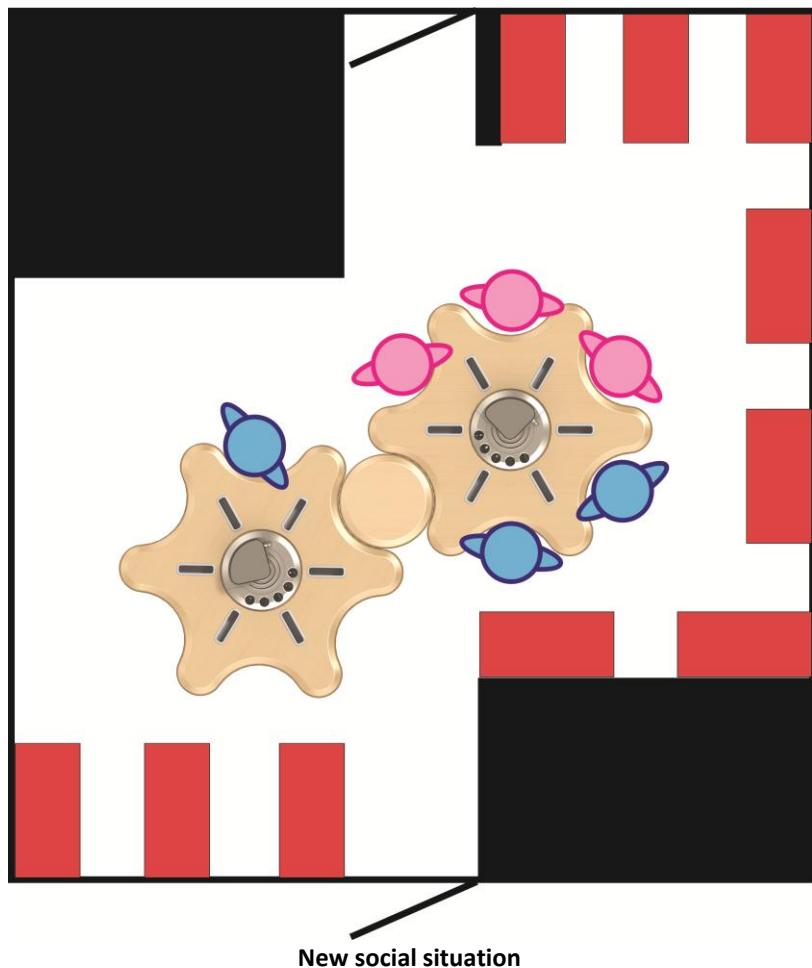
Coffee Experience

From our excursion to Douwe Egberts in Utrecht we learned a lot about the coffee process. It stimulated us to go deeper in the coffee making process, stimulating us to buy coffee related products like a bean grinder and Bialetti espresso coffee maker. As was explained to us, coffee can be a lot tastier if you get more involved in the experience. The best quality coffee does not come in five seconds after pushing a single button. We wanted to make a 'new' coffee experience for liquid experience based on traditional coffee makers. We succeeded in this reintroducing tangible buttons and representing the actual coffee making process.

Q-Board

These statements we used from our own Q-board analysis, which was about coffee:
- I enjoy coffee from the coffee bar
- I really prefer high quality coffee
- The price of the cup of coffee is very important

Realisation

- We brought back the feeling of making coffee, by turning real buttons that determine the ingredients in your coffee
- The process really shows how liquid coffee works, making the system or process more visible
- The entire process
    - takes more time
    - requires more effort
- You can regulate the foam topping, which is preferable according to our own experience

Maybe it is important to note that the CaféNova is not designed for quick or hurried users. The project was to improve social cohesion so we neglected the 'fast' cup of coffee. Colleagues, in our vision, should not get coffee for each other and drink alone behind their desks. They should really make a coffee moment, coming from behind their desks to the area where the CaféNova is. This strongly correlates with our settingX, where students have breaks. But perhaps this makes it less suitable for companies. Employees to not have the time, or do not want the image of being at CaféNova for too long. But we believe a break once every few hours is better for your work performance.

Relaxing Experience

Another part of the coffee moment, which is also very related to the social aspects, is that the coffee break is only partly really about the coffee. A few of our coffee statements are already mentioned in the *Social Experience* paragraph. We left a few to discuss here, because what we achieved with our CaféNova design is the coffee experience you from places such as *Coffee Company* and *Starbucks*. CaféNova takes care of the entire coffee setting too ensure people feel relaxed during and after their coffee break, because our research shows that people drink coffee more to have a break, than to get energized.

Q-Board

- Drinking coffee relieves you from your work for a moment
- The atmosphere is very important while drinking coffee
- The coffee vending machine is related to the work environment
- I prefer to sit while drinking coffee instead of standing

Realisation

- Work relief doesn't come from drinking coffee behind your desk, it comes from having a social moment *with* coffee
- The question is: will people get coffee and drink it at there desk? No, because it takes a while to make the coffee, you are more stimulated to ask colleagues along. And certainly won't get coffee for a few co-workers, it takes too much time and you do not know how they like it.
- The CaféNova is aimed to be very social and fun, really making you forget work for a few minutes
- The couches (optional) are there for people to sit on

Love Experience

Our own creative mantra for this project was 'making people fall in love with and through coffee'. Of course this was never too literal, but too come up with interesting concepts we decided this would be fascinating road to take. It helped us indeed, that will be clear, but what happened to the falling in love itself?

Love Statements

For this part we did not use any Q-Board statements or analysis. Our own experience was enough to come up with some statements about the moment of falling in love.

- Falling in love is mostly driven by the unreachable.
- "The first time I met you, I fell in love. And you smiled because you knew"
- When you are in love, all you want is the attention of that person
- Having things just between the two of you
- Making something together, like coffee or cake.
- Eyes are the window to your heart.
- Love is more feeling than knowing, battle between the mind and the heart.
- Love can be confusing
- Self-confidence is attractive
- A little love comes with coffee

Realisation

All this analysis is very nice, but it will not be reached with the just the CaféNova. We need something additional to help love on its way.
This helping love on the way is established by the *falling in cup* concept. We feel it is a very strong idea for our whole-istic design. And it is a key element for social cohesion. But is does not fit the CaféNova naturally. Because we do not want it as a forced element in the design. It could be very nice as an additional feature for Douwe Egberts, like a promotional product: 'Design your own cup'.

What would you need:
- A website where people can design their own cup…
    - .. for someone they love
    - .. for work date
- Special sticker paper the user has at his company or faculty
- A printer at the workspace

People can just the DE website, design their own cup and print it themselves. The print will be a sticker they can put on paper cup.

the sticker and the sticker on the cup

CaféNova with sticker in holders

Scenarios

Not to have too much of a repetition of the sub scenarios, we have a few example scenarios of how the CaféNova can function.
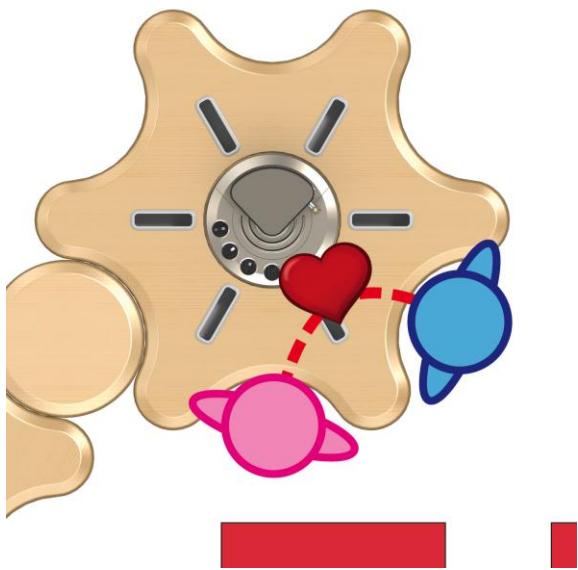
A guy likes a girl from the office a lot. He feels there is some chemistry, but when you are mostly working together and surrounded by others it is difficult to express this, let alone talk about it. He decides to make her a sweet cup with an invitation for a coffee date at the coffee corner. There they can relax and talk better. He makes her a nice cup of coffee, she can see him do it. And he can she her smile. There is really some flirting going on, she laughs at all of his jokes.
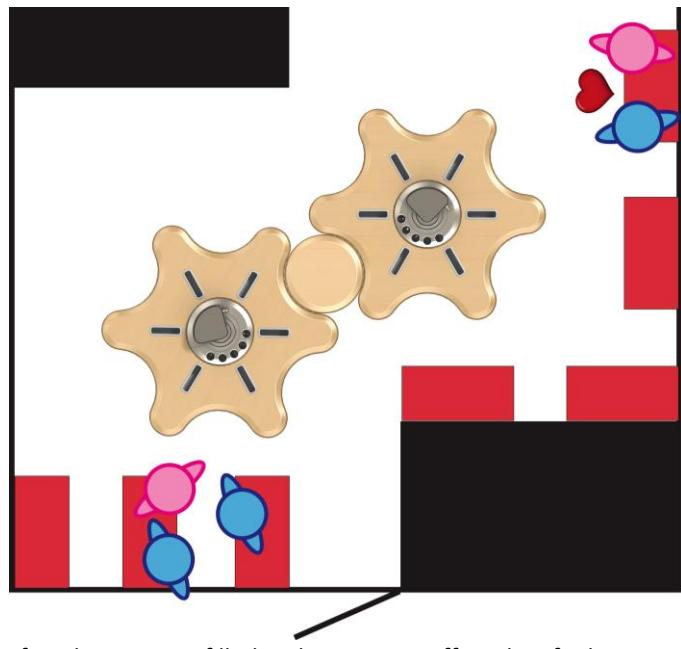
After the cups are filled with great DE coffee, they find a quite corner to continue the conversation and drink their coffee. While walking back to the office he suggests to go on a real date. She says yes.
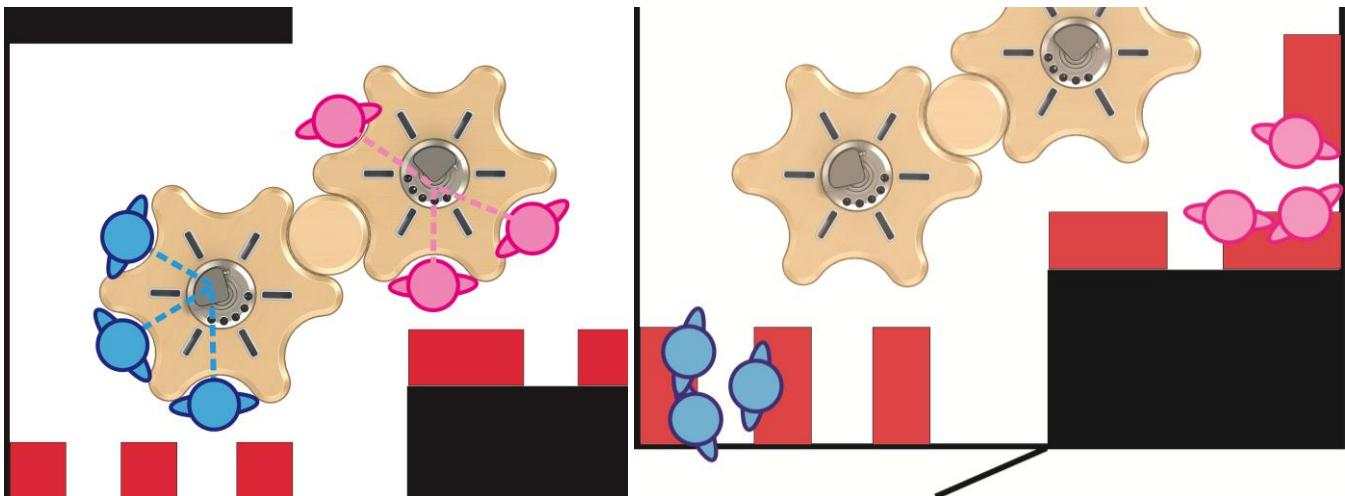
But CaféNova is not just for lovebirds. Also friends and colleagues can have a better social interaction through the CaféNova. Hanging round the table like a bar, impressing each other with their coffee making skills. Instead of waiting in line before getting to chat, the conversation begins immediately.

After the coffee is made, no need to stay at the table. Just chill at one of the couches and continue the conversation and relax. It is much too much fun to go back to work already.

Why market the CaféNova

Before diving into the marketing plan for the CaféNova , we would like to discuss our vision for the marketing plan. As Industrial Designers our added value is that we have some knowledge about famous product designs. We acknowledge DE for contributing heavily to one of those design: the Senseo. It is an extremely successful product, with a great launching strategy to promote it to the Dutch market. But the thought behind the product is also brilliant. Based on the development that people are becoming more individualistic, hurried and lazy, the Senseo allows you to just make one cup of coffee for yourself, within minutes and without any effort. It's the right product at the right moment. And the concept has gone much further, now we also see the same idea at companies. A coffee vender giving you one cup, in the split of a second. But maybe it has gone a little bit to far.

The CaféNova, in essence, is a counter reaction to the Senseo trend. We do not want more individualisation, or haste or even simplicity. We perceive these values as bad and want to work with: social, relaxing and effort. We think many people, also feeling a bit lonesome and stressed, will understand this vision. That is why the CaféNova is the coffee machine for this moment. Just as the Senseo could be made in to a huge success, the CaféNova can be a real hit.

Senseo: based on individualism and easy

CaféNova: based on social cohesion and effort

Brand Identity & Fit

CaféNova Concept fits the Douwe Egberts brand perfectly, why? Douwe Egberts is about a very interesting product: coffee. Coffee takes a central place in people's lives for decades. This is exactly what the CaféNova concept is about, bringing coffee back to the central place. This product adds another equally important aspect, social cohesion among the people consuming coffee. CaféNova puts the valued product coffee back in the role it used to have: connecting people. Serving a moment that brings people back together in touch with each other. CaféNova has a lot of design cues supporting this goal, sharing the same ambition as the brand DouwEgberts itself.

As we stated in our first report *People are not designed to be alone* we would like to add that *products ought to be designed bringing people together.* This spirit envisioned us in the design for the CaféNova concept. DouweEgberts marketing advocated the same message we like to share: the coffee moment is valuable as starting point for new ideas. New ideas arise if people communicate together, take time to communicate and also show interest to each other, CaféNova is eager to facilitate such moments while serving coffee as well.

As the marketing model of DouweEgberts states: *To touch the customer and consumer,* we, the Coffiedos, definitely think this product will influence the behaviour of people in a positive manner, moreover we think this product will bring people's behaviour (time schedules) together more frequently or for a longer period (social interaction). Reflecting our first report we think we managed to bring more experience in the CaféNova concept. Adding value for both customer and consumer. "Experience design is the future."

Forget the box,

Design an

experience

instead

Marketing P's

A well-known procedure to describe all the relevant aspects of the marketing plan is through the 5 P's marketing plan. The P's stand for:

I. Product   what are you selling
II. Price   how much does the product cost
III. Promotion   how will you promote the product
IV. People   who will buy the product
V. Place   where will your product be sold

Each of them will be thoroughly discussed in the following chapter.

Product Sizable

CaféNova product is available in multiple configurations suitable for different contexts. It's available for small rooms and corridors in the single unit variant. For bigger budgets and bigger rooms like the entrance hall or restaurant lobby the CaféNova is available in the oval shaped table with two machines instead of one.

single CaféNova   **double CaféNova**

The product offers Douwe Egberts coffee in a convenient way but requiring social interaction among people. CaféNova is suitable for one single person up to 5 people. The machines offers coffee to one person at the time, meaning you have to wait and also you have to ask to turn to machine towards you. Standing on the table you can have a chat with your neighbour while ordering or having coffee.

Price Keep it affordable

In the scope of this project we do not regard it possible or necessary to do a cost analysis. We have or our previous experience to make some estimation of the investment costs, for this type of highly technical product is usually around the millions of euro. Our aim is to have a return on investment, so to regain the entire development price. That should be the only profit made, but not the whole price. The biggest part will be determined by production, material, transport and paper work. Probable resulting in a couple of thousand euro. The profit that DE gains from each model should be around 1000 euro, just as the return on investment. The real profit should come from the coffee they sell through the CaféNova. The more companies have a free coffee system in their lobby or lunchroom, the more coffee DE will sell them. Keeping the price of the machine low will make it easier for companies to purchase the CaféNova.

In our opinion the CaféNova is more than just another coffee machine for DE to make profit from. It is a brand empowerment, DE wants to be *the* coffee company, innovations such as these are necessary for them to ensure their position as a leading company is the coffee industry. Incremental design is fine, but from time to time a truly revolutionary product is very important for a long-term brand image. The CaféNova is more in line of Senseo, only aimed at the opposite. Instead of encouraging the alone coffee moment, the CaféNova stimulates a social coffee experience.

Promotion Falling in Cup

New purpose

In our deep idea generation we came up with many good ideas. Among those was one that was developed into the concept phase: Falling in Cup. It is based on the idea that the coffee cup can be a special means of communication instead of an anonymous cheap plastic cup. Allowing users to make their own customized cups, with a certain message, would be much fun and social. It can even stimulate romance. But there is also a great business side to it, seeing how it could be a fun way of making appointments between colleagues or with your supervisor/ employees. *The details of this concept can be found in the chapter about Falling in Cup.*

How great this concept might be however, we choose for a more machine related idea. During the concept integration phase in our design process there was no obvious room for the Falling in Cup idea. But the idea is strong in its simplicity. All we need is a method to design and print on cups. It first our vision very well, so we feel there is still a strong link between this and the CaféNova, the social cohesion. Instead of making it something DE can generate profit from directly, why don't we use it as a promotional tool for the CaféNova?

Requirements

This feature is for companies that use DE coffee machines and coffee supply. They already have round paper cups. All we need to ad are the following:

- Design software: online through a website (similar to vans.com), you get some basic formats for your cup and can choose your own colours and ad your own text
- Printer: already available at each company
- Custom cup stickers: a A4 with stickers in the shape of coffee cups, provided by DE together with the coffee as a onetime free promotional gimmick

Employees who hear about the feature can ask for the stickers, go to the website and make their own stickers. Then they can put the sticker on the cup and do whatever they desire from it, e.g.:

- Give it to a work crush on valentine's day
- Make an appointment with it
- For someone's birthday
- To make team cups, for a teambuilding moment

Promotional effect

After a positive experience with this new 'make your own cup' feature from DE, the employee links DE with being social and having better contact at work. And each time the employee is making his or her personal cup, he she has to go to the DE website. During the design process there can be some 'waiting' or 'loading' moment in which the CaféNova can be promoted. This will give the CaféNova maximum exposure to the potential consumers. In the end the CaféNova will receive much publicity and with that a lot of sales.
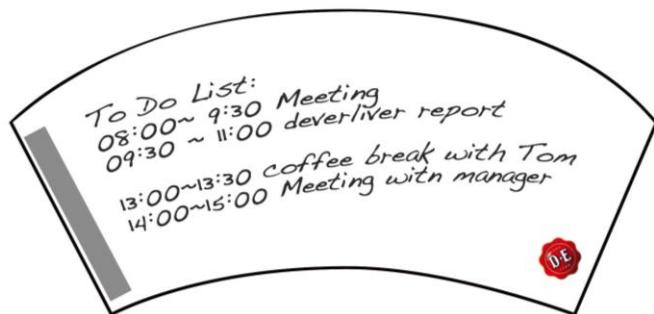
The Falling in Cup promotion concept

Technology Using Dymo labelling technology

The Dymo label writer is a small printer that directly prints your address labels, barcodes and tags on stickers with one push of a button. We think this technology is interesting for the printing on cup concept.

We see the future system could be as follows. As a standalone machine this cup printer could be placed nearby to the stack of cups. Whenever a user requires a customized cup with a message, he or she can go to the coffee machine, enter his or her message and select a background image or theme. The use then puts the cup in the special by Dymo created machine. The cup is rotated once and at the same time the label as designed by the user is put on the cup.

This system is more effortless for the user, and gives a higher quality in the result. But it is also undeveloped yet. Similar machines do exist, but they are gigantic and not suited for our situation. For instance the cup printer form Qingdao works with mugs and not paper cups, and so print with ink. For our system we need labels or stickers to go over the regular Douwe Egberts cups.
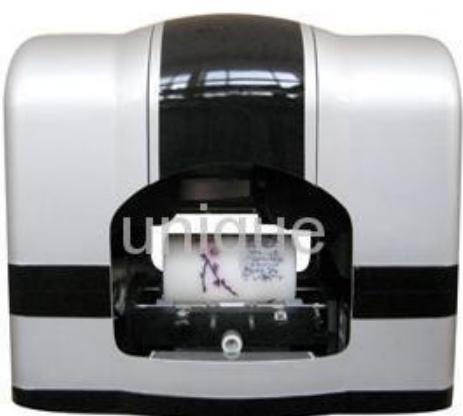
Qingdao unique coffee mug printer

traditional paper cup printer

Dymo is a well-known established brand in the label printer industry. They make various products for different markets, private as well as professional. It would be feasible for them to develop such a technology needed for the cup printer. Dymo is not so much a strategic partner, because the cooperation does not ad value to either of the brands. But it a technology partner, because Douwe Egberts will need their recourses to develop the machine.

Positioning As it is

It is not necessary for DE to change their distribution lines. Selling the machines through their current facilities is sufficient. We advise DE to make a special entrance room for the CaféNova so that every visitor can see and, more importantly, experience how it works.

Currently a company can visit the DE website, study some models and make a decision to contact DE. From that point we assume a salesperson guides the company manager and tries to sell him or her the machine that fits the company best.

The CaféNova can fit right into this sales model. Aside from the special promotion plan, which will ideally generate more interest and sales.

People Big companies or locations

The target market for CaféNova is quite broad. We feel it is a useful product for many companies and institutes such as are own University (settingX). The purpose of the CaféNova is bring a better coffee moment into the workplace. What we look for in our target market are larger locations we many people work or come to visit. The best description for DE is probable every location were there is currently a *Gallery 410* or *Cafitesse 4000* coffee-vending machine.

Naturally this is a huge market. Our problem is not so much the size of the potential market.

Our knowledge, experience and information data is too limited to make a real market forecast. We would the love to do a real analysis, but unfortunately we are limited to our own resources and insights. If we look at the following table, we looked up the amount of locations for a few categories where the CaféNova would be successful. We looked at locations we expect a lot of people are, and a bigger coffee machine would be useful. Of each category we guess we can reach around 5% in five years, with the solid promotion plan we have linked to the CaféNova. And for each category we made a simple estimation how many machines they would buy. We finish with how many machines we expect to sell with this forecast. Knowing how little profit we want to make from the previous chapter, we can also estimate how much the CaféNova will generate in the first five years. The figure is satisfying; it seems sufficient for a return on investment.

Sales Forecast in the Netherlands

Category	Amount	5%	Machines		Profit (500)
Hospitals	85	4,25	10	42,5	42500
Large Universities	14	0,7	20	14	14000
Big Hotels	730	36,5	3	109,5	109500
Schools	657	32,85	3	98,55	98550
Large enterprises	12985	649,25	5	3246,25	3246250
Total				3510,8	3510800

Café Nova product images

Promotion Stand

Promotion Stand for trade fairs and super markets

Competition

Diffraction wise the CaféNova has few direct competitors. With direct competitors we mean coffee machines also incorporating a social effect. Currently the most direct competition is from our fellow students, we have not seen a coffee machine for SME yet incorporating social interaction on such level. Besides the social interaction as marketing and sale argument the CaféNova will have price competition. Companies just work with budgets and eye candy or social candy is priced as well. How much is this social interaction worth to us. Meaning the CaféNova probably needs the same price levels as the Cafitesse portfolio from DouweEgberts. As we have little insight in the pricing of the current Cafitesse machines and not to forget the service contracts we decided to illustrate the pros and cons of CaféNova instead.

Pros
+ Enhancing coffee experience, also by giving the user the feeling it's his/her coffee by using enhanced input experiences with the buttons.
+ Product cues serving social interaction as much as possible. Enhancing working atmosphere among colleagues but also meeting new people.
+ Placing the coffee moment in a central position, the role it used to have: relaxing break and talking together.

Cons
- Coffee2Cup time lower than Cafitesse regular machines
- Companies might only be interested in a few CaféNova machines for entrance lobbies and big meeting rooms. Due budget reasons, Coffee2Cup time or not being convinced it will improve productivity of the employees.

Especially for locations like the entrance hall or a big room the CaféNova is a suitable solution. The CaféNova offers a lot of benefits and keeps people interacting. Coffiedos thinks while promoting product it's social cohesion aspect should be emphasized to make it stand out from its competing products. It is also very import for business (customers) to illustrate in what context the CaféNova reaches maximum social benefits.

Conclusion & Recommendations

The final product is the CaféNova this concept incorporates all three clusters. First of all it provides an social atmosphere by the design of the table. Which also stimulates meeting new people and social interaction. Stick to the machine to meet new people, this is no problem at all because the dispenser is turnable so new people to the table are able to order coffee conveniently as well. The last aspect is the use of sticker labels offering you the opportunity to use preconfigured or blank stickers to put a message on a cup. This cup with message can you drop at the desk of your colleague. The coffee you brought now also became a conversation reminder so people are getting back in touch with you later. It's clear CaféNova incorporates aspects of all three seek areas we defined in the analysis, together setting the social experience. What about the coffee experience? The coffee experience is enhanced by the design of the dispenser. This dispenser is turnable to be able to face each person standing on the table also allowing you when you have you coffee to keep standing. This is interesting because then you can start or keep talking to people on the table as well. The user machine interaction is also more fun because the use of bigger turn buttons so you really need to 'configure' your coffee, giving you the feeling your coffee has a bit of your own effort as well.

Whether people will fall in love by the use of this machine is still an open question, CaféNova definitely keeps people at the setting together, who knows what grows from the conversation at this machine..

In the end

At the end of this project it is good to look back and make some final conclusions about our CaféNova.

Conclusions

If we analyze the final concept by our four clusters, we find all of them correctly represented. Firstly and most importantly CaféNova provides a social atmosphere. Through the design of the table people are able to talk to each other better compared to the Cafitesse 4000. But it also stimulates meeting people you do not know yet, because you can help other to rotate the coffee machine towards them. Secondly we expect an increase in the coffee quality as perceived by the consumer. By getting more involved in the process, by actually design a process at all and a retro operation panel. These two elements together combined with a good setting will make it possible for the consumers to really realx, have some work relief and brew new ideas or solutions. The last aspect is the love part. Through use of sticker labels or cup printer you get the opportunity to seduce that colleague you had a crush on for weeks. This cup-message you can drop at the desk of your colleague. But more realistically it is a useful feature for making coffee appointments in an original way. The coffee you brought now also became a conversation reminder so people are getting back in touch with you later.

We are quite satisfied with our final concept.

- It's original, we have not seen a coffee machine system like this
- It's functional, it can be easily introduced in the market
- It's fun, really stimulating social interaction in an natural matter

Reccomendations

But what can Douwe Egberts really take from our process? Perhaps not everything is directly applicable for Douwe Egberts. But we are convinced we have some useful findings for them.

These are:
- Start thinking of a machine in the center of a table, instead of always against a wall, it is more social
- Explore the richness of involving consumers in the coffee making process like we did, no one expects good coffee after pressing a button
- Use the 'create-your-own-coffee-cup', it is a really fun promotional attribute
- Senseo revolutionized individual immediate coffee, now it is time to launch social quality coffee

Evaluation

For student designers the process is very important. We need to learn from as much as possible before going into the real world. Therefore a good evaluation is in place. A few important aspects are listed and evaluated.

Analysis	Very thorough and useful for later stages	Excellent
Social Cohesion	Well represented in every phase and decision	Good
Idea Generation	Very rich and broad	Good
Concept development	Good concepts, good variety, all usable ideas	Good
Final Concept	Great product, but poor aesthetics	Alright
Business Plan	Solid, but could be more	Good
Report	Coherent with each other, changes necessary	Good
Presentations	Excellent	Good
Feedback	Difficult at first, but we always listened	Alright

In general we are satisfied about our process for three reasons. We have a great result, we have learned valuable skills and we had a nice time together. At each phase we were inspired and enthusiastic to continue. We kept getting new great ideas. Probable we could have gone on with project for another month without a dull moment. The only point we really got stuck on was the aesthetics of the final concept. The CaféNova is not a beautiful or perfect designed object yet. This is because we find this aspect of designing quite difficult and we need more time to get through such a phase.

All in all, it was a great project and we don't regret following the course and taking this design challenge.

Café Nova Evaluation by Actors of Setting X

We did a small scale of questionnaire research in our setting-X, the library of TU/Delft, in order to test our concept to see how customers perceive this new concept and valuable recommendations.

We interviewed 19 people who were drinking coffee with group of friends in the coffee corner of library, including students and one stuff. The questions we designed could simply divide into four topics, coffee machine, brand fit, social interaction and future purchasing intention. We used Likert Scale method to invite respondents choose the specific level of agreement or disagreement, from -2 strongly disagree to +2 strongly agree.

The results we got are positive and reliable. Most of people think CaféNova fit the brand of Douwe Egberts (with 0.89) and the environment of library coffee corner (with 0.47). We got score of 1.05 and 1.00 from question number 2 and 6, which indicate how people think of the new coffee machine. The scores show that most of people think CaféNova is more fun than other coffee machine they were used to and they do think CaféNoca could facilitate people to have a conversation. Concerning social interaction perspective, respondents agree that CaféNova create a positive social interaction moment and an relax occasion as well as place for break from work or study, with scores 1.21 and 0.58 separately. When asking about future purchasing intention and the frequency of usage of CaféNova, all of the respondents willing to try CaféNova (1.47) and most of them will use it more frequently to order coffee (0.63).

There are also several valuable suggestions that we got from questionnaire research. One of participants was worried about CaféNova is too inviting that people who standing around the machine do not want to leave and he or she may order coffee over and over. Few people also noticed about material of CaféNova and wonder if it will be really hot when it is running coffee.

Further reference see the questionnaire itself.

Evaluation of the product concept: Douwe Egberts CaféNova

Welcome to this small questionnaire. We would like you to rate your final concept.

The CaféNova enhances your coffee experience and combines this favorable moment with social interactivity. Offering you the best of both.

This product features a six sides standing table for people to stand on. The central coffee dispenser is rotatable, offering one person at the time a cup of coffee. One person orders coffee and the others have to wait, can make a chat. Secondly the person asks whether it's his turn and the dispenser gets rotated. Now somebody else can order coffee. All people standing on the CaféNova table are facing each other, this way it is more easy to start socializing.

CaféNova offers you a better coffee experience because the dispenser needs your input when ordering the coffee. Not just pushing the buttons on your preferred taste. No, you have to set bigger rotating buttons to select your coffee, milk and sugar and use the handle bar to make the coffee come out of your cup. This way your DouweEgberts Coffee is really with a touch of yourself.

If you are the one getting several coffee for yourself and your colleagues, CaféNova offers you the opportunity to leave a message on one or several cups. You can take the pre-printed stickers with messages like: *Shall we lunch together?* Or you can print your own message on the sticker and place this on the cup. This way you do not interrupt your colleagues while he/she is working and he definitely has to come back to you with an answer.

CaféNova: Discover coffee together again.

QUESTIONNAIRE

Q1 CaféNova creates more social interaction

Q2 CaféNova is more fun than coffee machines I am used to

Q3 CaféNova improves the working atmosphere among employees / students

Q4 CaféNova offers me an occasion and place to relax during my break

Q5 CaféNova offers a quality coffee experience

CaféNova facilitates having a conversation
> **Q6 with friends and colleagues**
> **Q7 with new people**

Q8 CaféNova printing stickers on cups is an useful feature

Q9 CaféNova coffee machine fits Douwe Egberts

Q10 CaféNova fits the library coffee corner

Q11 I want to try the CaféNova machine

Q12 How likely is it you will use this machine more frequently to order coffee?
Strongly Disagree – Disagree – Neutral – Agree - Strongly Agree
        -2   -1   0   1   2

Average mood / questionnaire data table (values per person A–V, questions Q1–Q12):

	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	avarage mood of the person (som)
A	1	1	1	0	1	1	1	0	1	0	1	1	9
C	1	0	0	-1	2	1	2	1	0	0	1	0	7
D	2	1	1	2	1	1	2	0	1	2	1	2	17
E	1	1	1	2	1	1	1	1	1	0	2	1	13
F	2	2	2	1	0	0	-1	1	0	1	2	0	9
G	2	2	1 -		1	0	1	-2	0	1	2	0	6
H	2	2	1	1	1	0	1	1	0	2	1	1	12
I	1	1	2	0	1	1	1	0	-1	-2	1	0	6
K	1	1	1	1	0	0	1	0	0	1	1	0	7
L	1	1	1	1	0	1	0	-1	-1	-2	1	1	5
N	0	0	1	1	-1	2	0	1	-1	1	2	1	8
O	1	1	1	0	1	0	2	1	1	0	1	1	10
P	1	1	1	-1	1	0	1	1	-1	1	1	-1	5
Q	1	1	1	2	0	0	1	2 -	2	0	2	2	13
R	1	1	2	0	0	1	2	-1	-1	2	2	-1	7
S	2	2	1	0	2	0	1	1	-2	-1	1	0	6
T	1	-2	-2	0	-2	2	1	1	2	1	2	3	10
U	1	2	2	-1	1	2	1	1	-1	1	0	1	10
V	1	2	2	0	1	0	1	1	-1	0	1	0	8
Avarage of Q	1,21	1,05	0,44	0,58	0,58	0,68	1,00	0,58	-0,17	0,89	0,47	1,47	0,63
Strongly Agree	5	5	3	3	2	3	4	1	1	4	3	9	2
Agree	12	11	5	5	9	6	11	12	3	10	7	9	6
Neutral	1	1	6	6	5	9	2	3	5	3	5	0	7
Disagree	0	0	2	2	1	0	1	1	7	1	1	0	2
Strongly Disagree	0	1	0	0	1	0	0	1	1	0	2	0	0

Appendix

- Poster first draft

- Analysis Scientific Researches

- Douwe Egberts Coffee Social Cohesion Creative Session (brief report)

APPENDIX Images

would you like to go out
for date ♥
with me ?

D·E
DOUWE
EGBERTS

INVITATION
On the behalf of Coffiedos,
we would like to invite you to attend
our final presentation of Social Cohesion course.
Place: Wim Crowelzaal, 10
Time: 19:00, 23th of June

D·E
DOUWE
EGBERTS
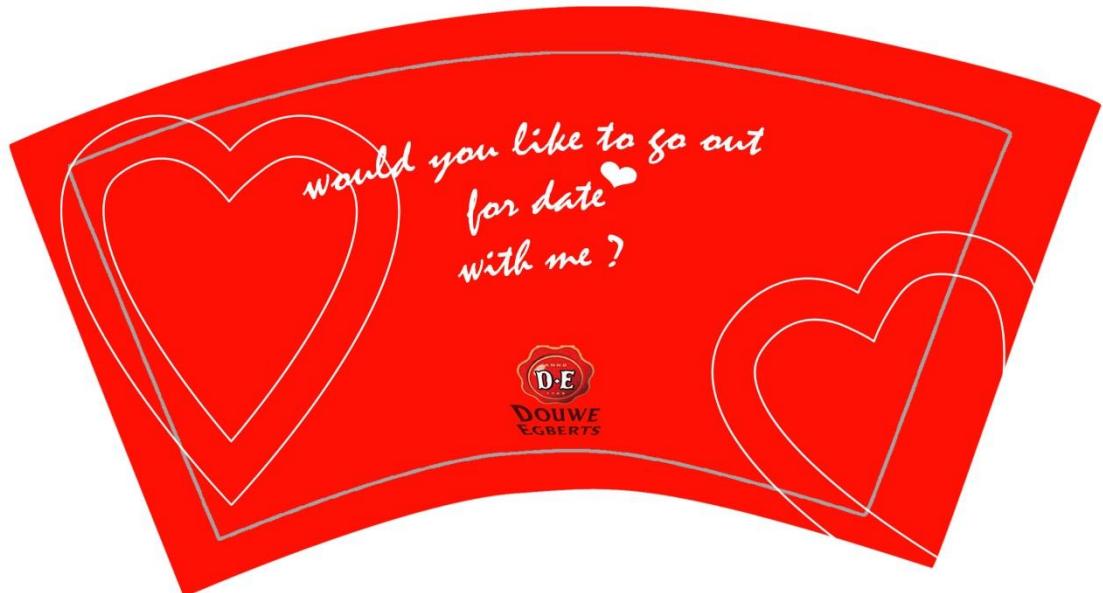
CaféNova

Discover coffee together again

SOCIAL COHESION

"CaféNova enhances your coffee experience and combines this favourable moment with social interactivity. Offering you the best of both".

DOUWE EGBERTS
ANNO·1753

CaféNova Concept

for Douwe Egberts Coffee Company

TU Delft
2011
Social Cohesion

by Coffiedos team

**Henk Nagelhoud
Sjoerd Post
WenWen Xin**

CaféNova
Douwe Egberts

Would you like to have a cup of coffee with me?

CaféNova offers the user preconfigured or blanco stickers to put a message to a coffee cup, when droping it at your colleagues desk.

DOUWE EGBERTS

APPENDIX Analysis Scientific Researches

Social loafing on difficult tasks: Working collectively can improve performance

Information

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Abstract

Investigated the prediction that on difficult tasks (on which high levels of drive result in poor performance) working collectively would result in improved performance. A direct comparison of the methodologies of the social facilitation and social loafing paradigms was used. 48 undergraduate students were involved in the manipulation of 3 group conditions (alone, co-worker, and collective). The tasks involved 2 difficulty levels of computer mazes. Results indicate that Ss tended to perform better individually on simple tasks but better collectively on difficult tasks. Implications for integrating findings in social loafing and social facilitation are discussed. (24 ref) (PsycINFO Database Record (c) 2010 APA, all rights reserved)

Why Successful People Leave Work Early

Try this for a day: don't answer every phone call. Stop checking your email every two minutes. And leave work early. You'll be astounded at how much more you'll get done.

According to a study published in the Psychological Review conducted by Dr. K. Anders Ericcson, the key to great success is working harder in short bursts of time. Then give yourself a break before getting back to work.

The trick is staying focused. Ericsson and his team evaluated a group of musicians to find out what the "excellent" players were doing differently. They found that violinists who practiced more deliberately, say for 4 hours, accomplished more than others who slaved away for 7 hours. The best performers set goals for their practice sessions and required themselves to take breaks.

Looking at the chart, you can see that the best violin students practiced with greater intensity just before the lunch hour and then took a break before starting up again at 4 p.m. -- whereas the other students practiced more steadily throughout the entire day.

The researchers found that successful people in other professions had similar habits:

"While completing a novel, famous authors tend to write only for 4 hours during the morning, leaving the rest of the day for rest and recuperation. Hence successful authors, who can control their work habits and are motivated to optimize their productivity, limit their most important intellectual activity to a fixed daily amount when working on projects requiring long periods of time to complete."

Timothy Ferriss gives similar advice in his New York Times bestseller, The 4-Hour Workweek. He stresses the Pareto principle, or the 80/20 law, which is that 80 percent of outputs come from 20 percent of inputs. So stay focused, and you'll do more in less time.

APPENDIX Douwe Egberts Coffee Social Cohesion Creative Session

June 2011 (results are parallel from our team results, not influenced, similarities ahead!)

The aim of this session is to practice facilitation skills but also to get interesting results from the participants concerning the problem statement:
How to make the coffee moment more social?

The background for this problem statement is the Social Cohesion course on our IDE faculty. Which has an assignment by Douwe Egberts concerning this problem statement. Currently we are finishing up the process but it is always nice to check what kind of ideas others would think about.

The session started with three brainstorms around three different words. First the participants brainstormed on "How and Where to meet new people". The focus especially lies in recognizing locations and situations and their context when meeting friends or new people. The second brainstorm was about "Break time". Now the participants were thinking of work relief and having a break. Where do people go to relax. What do you or people do on such occasions. What is fun to do together having a break and so on. The participants still did not have any clue about the problem statement. The word coffee did even not enter the scene yet, is was about to though. The third brainstorm was on "Coffee". Coffee in general, all kind of thoughts thinking about coffee. As facilitator I tried to get people also think of the prior two brainstorms, not limiting them but trying to let the participants also connect coffee to meeting new people and having a break. The three ingredients for the solution of the problem statement: *How to make the coffee moment more social?*

After doing these three introduction brainstorms we discussed the problem statement in more detail. With the help of this brainstorming is was very easy to get the picture of the aim of this session. Using stickers we identified interesting and potential ideas. The participants selected the following with the following background information:

Fairtrade	Icebreakers	Youtube
An interesting trend	*The use of icebreakers (exercises and games) to get relaxed and create positive atmosphere in the room. Energize and motivate.*	*Share your experience, connect together and communicate through showing experiences (videos).*
Gossip, Facebook	Music	Eifeltower
People love to talk about themselves but also about other people.	*Music gives people a relaxing moment, a moment of freedom, another reality.*	*An interesting place where people come together but also meet. And how an symbol can create a shared understanding.*
The Greenmile	Relaxing	
walking the greenmile together, or feeling a connection with everybody ever walked their last green mile (as in the movie).	*Often main goal of having a break.*	

The group got split up in pairs of two, resulting in three pairs and each of them worked on brainstorm combining two terms. How would this combination help in making the coffee moment more social. This phase the emphasis also was on visualizing alongside with the ideas. Kind of half and half concept generation. We used the combinations:
Fairtrade – YouTube
Gossip,Facebook – Icebreakers
The Greenmile – The Eifeltower

From there we put all the sheets to the wall together and selected interesting concept directions. The participants recognized interesting connections between several ideas. These represented some idea clusters. Together we identified

Social Dates Secret Messages Connect DUo-CuP Make Coffee a present for someone else	Social Coffee Maker Cofetition Staying in the social area	Mood Cup Be together to unlock special tastes

Cell1
These ideas have attributes bringing people in touch with each other. Whether you leave a (secret) message to someone on his cup, on a post-it on the machine or you have an cup which is similar to just one cup in the room and you need to search the person with the same cup in order to make it complete.

Cell2
The idea behind the social coffee maker is that it involves multiple people to get coffee from the machine. Also Cofetition (competition) is about targets and reaching those with the use of coffee and the moment (break).

Cell3
The mood cup is a futuristic idea, a cup which reflects your personal mood. A cup having different colors each one reflecting a specific mood. Green for example looking for a person to talk to and red if you are in a hurry, no time to social interact. Another idea was to have multiple people at the machine required to unlock special tastes.

Concepts
Coffee-Flava
A promotional machine requiring multiple people to unlock additional products. This machine also emits sounds and flavors in order to attract people. It is cup shaped and fits a promotional context.

Friday Cup
This involves cup with an transparent bottom. You select a message on the machine and you will get a printed piece from the machine, exact the same size as the bottom of the cup, you can stick your message to the bottom and your colleague you are getting coffee for will read the message when he finished coffee drinking, giving him an pleasing personal message or a compliment for example.

ArtistCupo
This involves creating a piece of art together, each time someone drinks a cup of coffee he has a piece (the coffee cup) in his hands of the big picture, the piece of art. Each cup has different prints each print with multiple textures. In the room there is a big shelf space you can place you cup. Follow the lines represented by the already standing cups or give a new twist to the complete artwork.
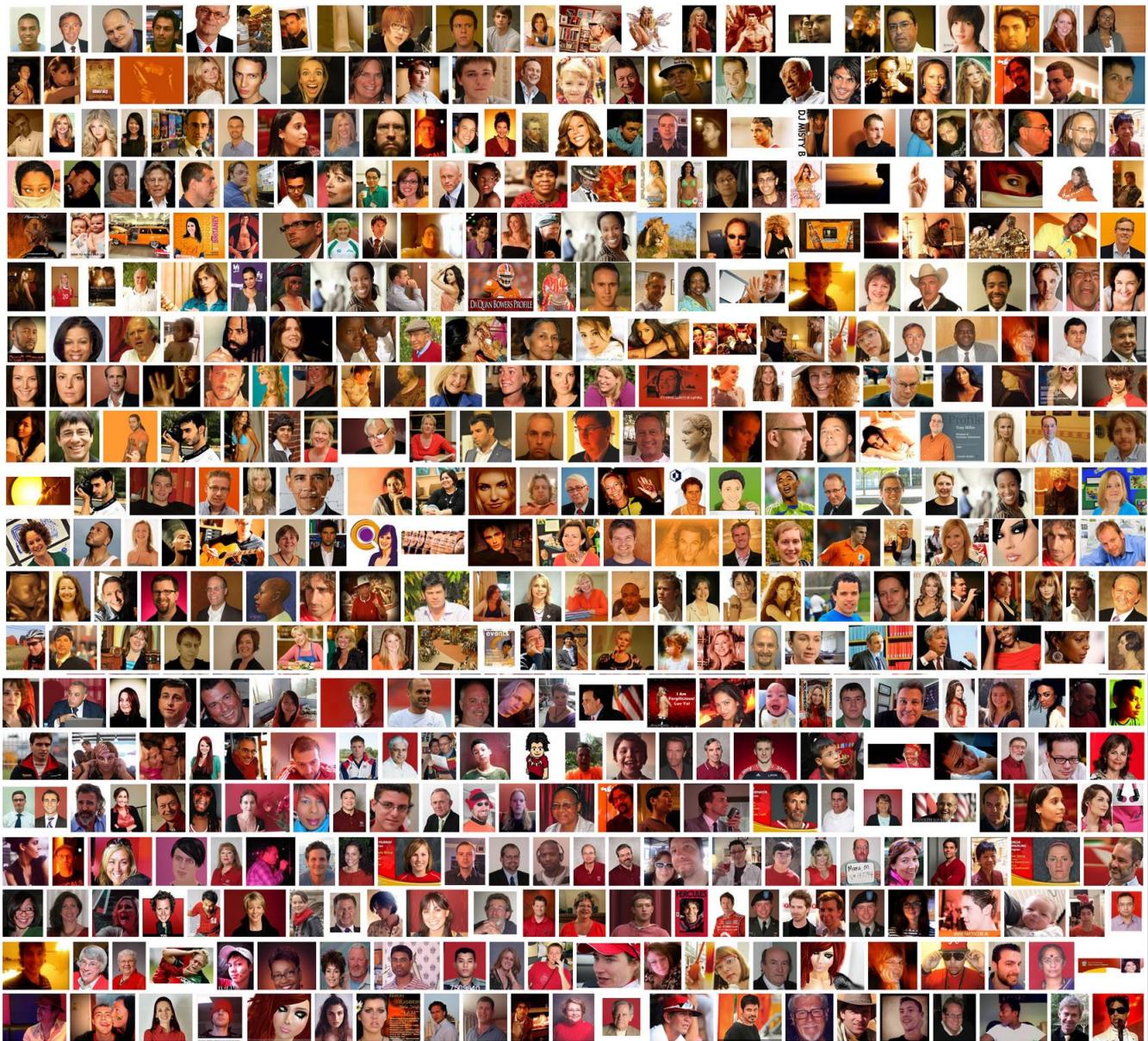
Figure 2 Image of our Tool Box of Social Cohesion Class

You came to the end of this extensive report, please take a coffee and a rest

Thank you for reading.

The Coffiedos