

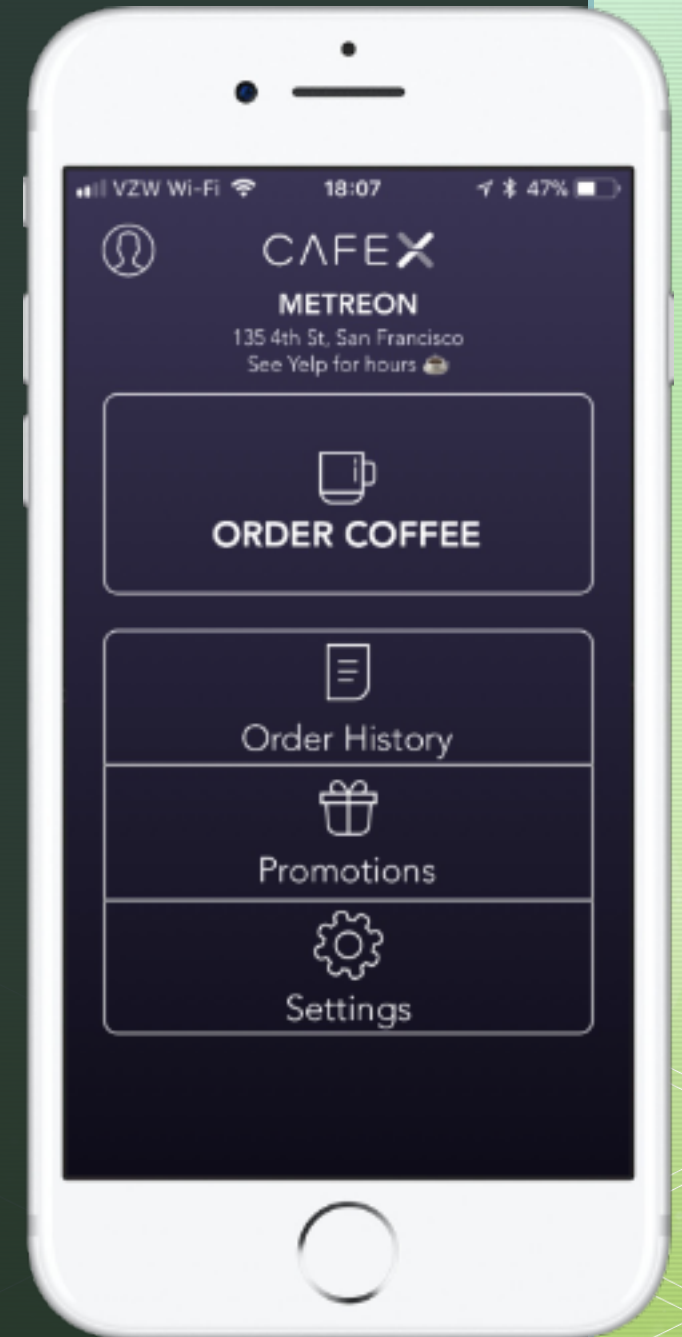
# Café X



Mandi Martin

## System Background

- First location opened January 2017 in Downtown San Francisco
- Exotic beans paired with local roasters
- Automated espresso machine teams with robot arm to serve coffee. And smiles!
- Loved by tourists, children, busy professionals, and antisocial caffeine addicts.



# Experienced User Interviews

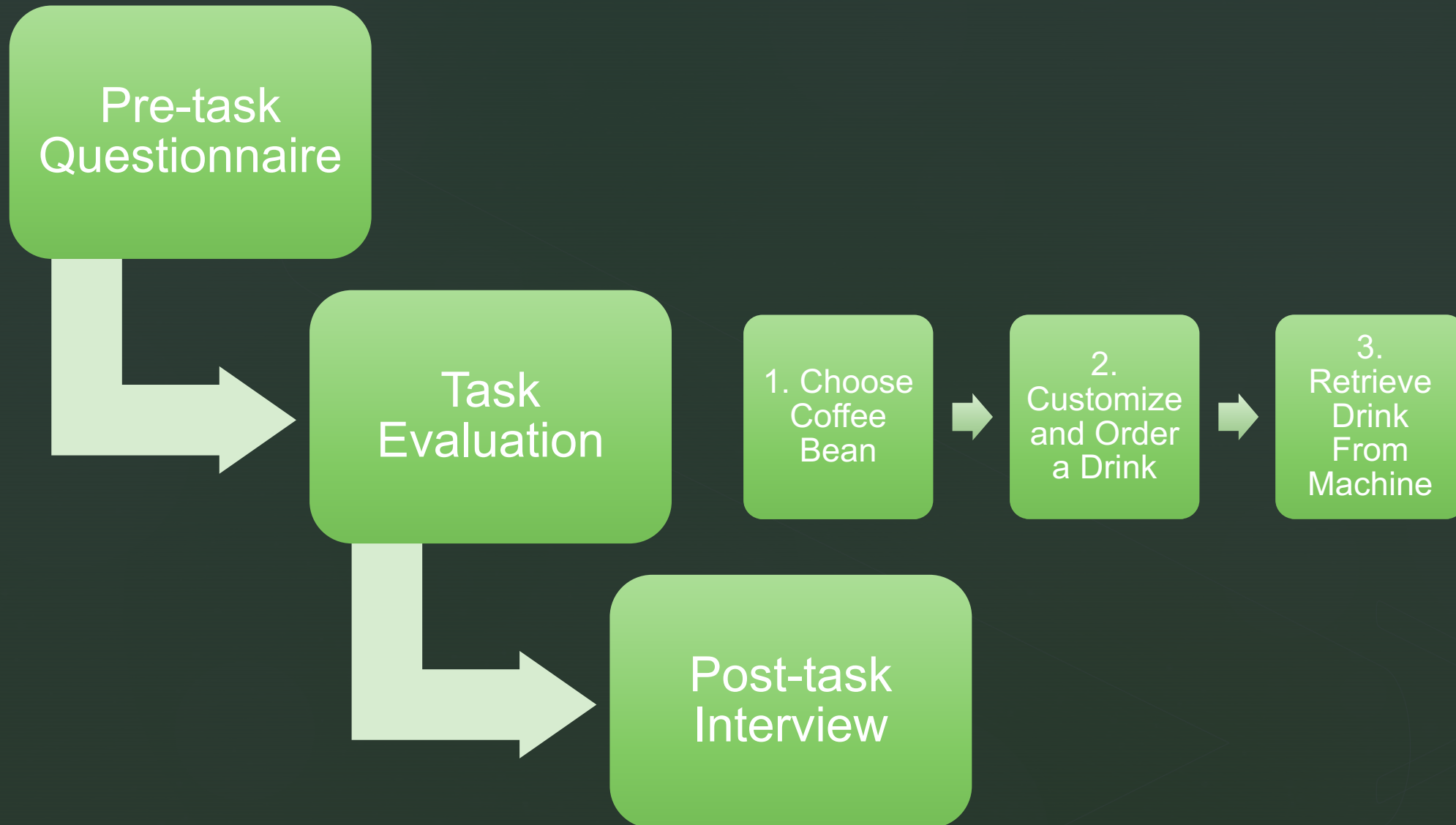


“Good, consistent coffee without the hassle of waiting in line”  
-User A

“I don’t have to interact with a human while I’m under-caffeinated!”  
-User B

“The robot is completely 100% nonjudgmental!”  
-User B

## Naïve User Evaluation Findings



# Conclusions

- Overall good user experience
- Usability.....less so

