

Note: These interview notes are mostly paraphrased. The full Interview was recorded and direct quotes and context information were pulled from that. Due to time constraints, I was unable to transcribe the entirety of this interview. As noted in report, both expert users were interviewed simultaneously due to time constraints (and a dying laptop due to a severe lack of outlets in The Metreon).

INTRO:

Hi, my Name is Mandi. The goal of this interview is to learn about your experience with Café X.

This interview should take 20-30 minutes. You are welcome to stop this interview at any time or skip a question if you are uncomfortably answering.

To aid in future analysis, I would like to record this interview. Do I have your permission to record this interview?

Thank you. I am starting the recording now.

Background:

To get a better understanding of you as a user, can you tell me a bit about yourself?

How old are you?

- Participant A: 24
- Participant B: 24

What is your profession/occupation?

- Participant A: Software Engineer
- Participant B: Student

How comfortable would you consider yourself with using technology?

- Participant A: 10
- Participant B: On a scale of one to 10, probably 7.8.

Do you normally drink coffee or other caffeinated products?

- Participant A: yes
- Participant B: yes

How much caffeine do you consume on a daily basis?

- Participant A: Uhm.... Usually I have two to three shots first off in the morning. And then I'll usually have a couple more shots mid morning. In the afternoon I have a cup or two of tea. And then usually another shot somewhere in the afternoon

- Participant B: Uhm...I gotta count. Hold on. I usually have like probably 12 oz in the morning before I leave. And then I have probably another 2 cups (20 oz). and then an afternoon cup. (10 oz).

Can you give me an estimate of how much time you spend acquiring or making coffee?

- Participant A: Probably only 2-3 minutes because I keep the Nespresso machine on my desk.
- Participant B: 5 minutes. It's already made at school.

Where do you normally get coffee from? Home, school, work?

- Participant A: Mostly at work.
- Participant B: One at home. Remainder at school.

What is most important to you in a cup of coffee? (price, flavor, origin, ethics, etc.)

- Participant A: Flavor. It needs to taste good.
- Participant B: It depends. Usually price. I also like it to taste at least decent. But the coffee at school is free...

What type of coffee drink you order most often?

- Participant A: Cappuccino
- Participant B: Americano or drip

Do you usually go out for coffee? How often? Where?

- Participant A: 1.5 times per week.
- Participant B: Several times a month. Starbucks typically. Or local coffee shop.

What do you like most about Café X?

- Participant A: The speed and the price and the choice of beans.
- Participant B: The robot waving at you. And the fact that It's a robot and I don't have to talk because talking when you're undercaffeinated is really hard and words don't come out right.

Think back to the first time you used Café x. Did you find the app difficult or easy to use?

What areas did you struggle with, if any?

- Participant A: Kiosk iPad. Pretty easy. Differentiation between Oatly and normal milk. Bean selection button. (Participant B: I didn't really care about that button. I don't know about that)
- Participant B: Almost used the screen. And then I downloaded the app for free credits. The app was very easy to use.

What, if anything, do you find frustrating to use?

- Participant A:
- Participant B:

Can you walk me through the process of ordering a drink? Feel free to be as detailed as possible and explain your thought process out loud. Give example

- Participant A:
- Participant B:

Would you recommend this to a friend?

- Participant A: Yes it works well. I'd like there to be more
- Participant B: Yeah I think the robot is really cute. It waves at you! I'd also like there to be more of them.

Are the coffee descriptions helpful to you?

- Participant A: well done once you found them.
- Participant B: didn't care enough about beans

Do you have a favorite product? If so, what is it and why is it your favorite?

- Participant A: only ever tried cappuccino
- Participant B: Mocha

How often do you use?

- Participant B: 3 months (total use). About once a week. It's a block out of my way or I'd use it more.
- Participant A: every time I'm in the city. If there was one in _____ (home) or _____(work). I'd be 3 or 4 blocks out of the way easily

How does this differ from a traditional coffee ordering experience? What do you find preferable about Café X? Is there something you prefer about traditional coffee shops?

- Participant A: little chance of messing order up. Consistent
- Participant B: Robot. Don't have to talk to people. Better seating.

Verify perceived main feature usage

- Participant A: order. Consistent coffee.
- Participant B: order. Pick up/wave .Drink

Is there anything else you'd like to share with me about your experience with Café X?

- Participant A: Man in bushes makes me question reliability
- Participant B: waves. It's adorable. Wave. simplicity is good. Check Yelp for location times in unnecessary