BRUUR

User Interview & User Test

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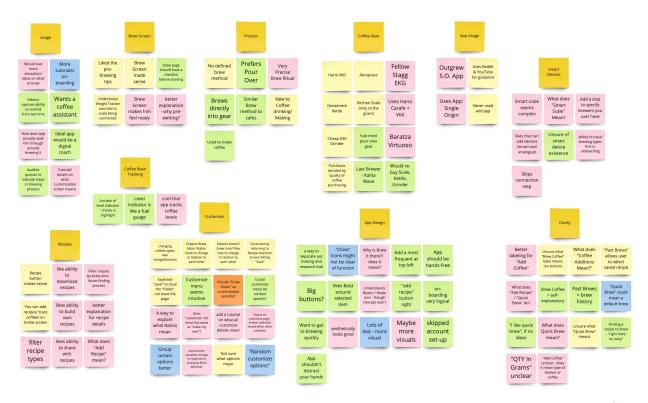
1/ High Level Analysis

Generally, users fairly positive with the app - excited to see full version.
The major areas are:
- They want more clarity: eg. what labels mean, what terminology means
- They want the app to be both a tool for making and a tool for education
- Many users unaware of and aren't using smart devices. **BRWR** app should be very clear how their existing "dumb" devices are set-up/ integrated
- App needs to be both a guide and a journal type tool

2/ Affinity Map

Usage
- Would love more education/ ideas on what to brew
- More tutorials/ onboarding
- Videos/ capture ability to remind from last time
- Wants a coffee assistant
- How does app actually walk him through actually brewing it
- Ideal app would be a digital coach
- Audible queues to indicate steps in brewing process
- Tutorial/ details on what customization screen means

Brew Screen
- Liked the pre-brewing tips
- Brew Screen made sense
- brew page should have a checklist before starting
- Understood Weight Tracker was tied to scale being connected
- Brew Screen makes him feel ready
- better explanation - why pre-wetting?

Process
- No defined brew method
- Prefers Pour Over
- Very Precise Brew Ritual
- Brews directly into gear
- Similar Brew method to cafes
- New to Coffee drinking/ Making
- Used to make coffee

Coffee Gear
- Hario V60
- Aeropress
- Fellow Stagg EKG
- Gooseneck Kettle
- Kitchen Scale (only to the gram)
- Uses Hario Carafe + V60
- Cheap $30 Grinder
- had most pour over gear
- Baratza Virtuoso
- Purchases decided by quality of coffee purchasing
- Last Brewer - Kalita Wave
- Would re-buy Scale, Kettle, Grinder

App Usage
- Outgrew S.O. App
- Uses Reddit & YouTube for guidance
- Uses App: Single Origin
- Never used and app

Smart Devices
- Smart scale seems complex
- What does "Smart Scale" Mean?
- Add a step to specify brewers you use/ have
- likes that can add devices (smart and analogue)
- Unsure of smart device existence
- ability to input brewing types first in onboarding
- Skips connection step

Coffee Bean Tracking
- Unclear of level indicator - thinks is highlight
- Level Indicator is like a fuel guage
- cool that app tracks coffee levels

Recipes
- Recipe button makes sense
- like ability to download recipes
- Filter recipes by brew time - faster finding process
- You can add recipes/ track coffees on home screen
- likes ability to build own recipes
- better explanation for recipe details
- filter recipe types
- likes ability to share with recipes
- What does "Add Recipe" mean?

Customize
- changing coffees types was straightforward
- Expects Brew- Ratio/ Water/ Dose to change in relation to each other
- Expects bloom/ brew time/ flow rate to change in relation to each other
- Surprised by returning to Recipe Selection Screen hitting "Save"
- Expected "save" to close the "folder" not leave the page
- Customize menu seems intuitive
- Does "customize" not mean the same as "make my own"?
- Could customize menu be context specific?
- A way to explain what Ratios mean
- include "Draw Down" as customizable variable?
- add a tutorial on what all customize details mean
- Hopes on customize page - brewer selection would affect other variables
- Group certain options better
- would other variables change in response to changing Brew Methods
- Not sure what options mean
- "Random customize options"

App Design
- a way to separate out making and research tool
- "Close" Icons might not be clear of function
- Why is Brew It there?/ does it mean?
- Add a most frequent at top left
- App should be hands-free
- Big buttons?
- likes Bold around selected item
- Understands Beans + Water icon - though new ppl won't
- "add recipe" button right
- on-boarding very logical
- Want to get to brewing quickly
- aesthetically looks good
- Lots of text - more visual
- Maybe more visuals
- skipped account set-up
- App shouldn't distract your hands

Clarity
- Better labeling for "Add Coffee"
- Unsure what "Brew Coffee" label means (on button)
- What does "Coffee Additions Mean?"
- "Past Brews" allows user to select saved recipe
- What does "Add Recipe / "Quick Brew" do?
- Brew Coffee = self-explanatory
- Past Brews = brew history
- "Quick Brew" could mean a default brew
- "I like quick brew", if no ideas
- What does Quick Brew mean?
- unsure what "Quick Brew" means
- Finding a recipe to brew - "right here, so, easy"
- "QTY In Grams" unclear
- "Add Coffee" unclear - does it mean type of brewer or coffee

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3/ Observations Breakdown

– Previous App Usage –
• All interviewees had used digital tools as education/ resources for learning & research
• 1/3 of interviewed had used an app before. Moved on after out-growing.
• 2/3 never used an app
• Specifically mentioned YouTube + Reddit as information sources

– Coffee Gear –
• All users had a variety of pieces of gear
• All users unaware there are smart devices
• All users have agreed upon core pieces - gooseneck kettle, scale, grinder, at least 1 brew method
• Users liked they could input the gear they use
• Wanted an option to add coffee brewing methods early in onboarding.

– Brewing Process –
• All users have a process, though differing levels of strictness
• All 3 users are different levels
• One user is very precise, very exact. Described process from start to finish to the movement.
• One user very vague, referenced cafe methods. Had used many brew methods.
• One user new. Understands process, but still new. Admits, forgot steps sometimes.

– Smart Devices –
• All users unsure of what a smart device is
• One user Skipped that step in the process
• Unsure of what "Smart Scale"term means

– Ideal App + Usage Observations–
• Users wanted more tutorials/ details on what and how to make
• One user described a "Coffee Coach" as an example - guides you through the process
• Would love audible prompts
• Video examples of what it should look like
• App shouldn't impede what hands are doing/ be hands free

– App Design –
• One user confused if "close" icon's function is clear
• Generally think onboarding process is logical
• Design Feedback suggests shorter onboarding process, but more tutorials
• Suggestion to break app into different levels
• Users didn't really like account creation to start - didn't understand the value yet
• A way to separate out the app into a doing/ making section and a research/ learning section.
• More visuals requested

– Clarity –
• Labels were unclear.
• Quick Brew - commonly unclear what it meant (is it a default brew, does it bypass the recipe selection)
• Past Brews divided between - brew history & a recipe library
• Often unsure what "Add …" functions would do
• Suggestion to include better visual + better labels

– Customization Screen –
• Users typically expected variables to change in relation to each other
• They liked the level of customization, though consider it's very complex for new users (possible too complex for them>)
• Should draw down time be specifiable option?
• More descriptions/ details of what options mean
• Suggestion to group related variables (eg. Time all under one heading)
• Suggestion for menu to be context specific (likely impractical)

– Recipe Screen –
• Users like ability to download recipes from others - increases usability for long time/ makes it interesting
• Like ability to build their own
• Request to better filter recipe types
• Perhaps better description of recipe details
• Design feedback suggests a larger recipe style button (see Feeletics app) with more details of the recipe when expanded upon

– Brew Screen –
• Would like to see a pre-brewing checklist first
• Maybe better instruction for why to follow these steps pre-brewing steps
• Details on screen are clear what they are

– Coffee Bean Tracking Screen –
• Enjoys that app tracks coffee
• Better label for Add Coffee - unclear if brewer type or bean type
• Current design = like a fuel gauge. Some users unclear and assume = highlighted

4/ Interview Notes

– User 1: Matt (Rachel's BF) –

Interview Notes:

Is an Engineer

Recently, started drinking coffee

Uses Reddit + YouTube Tutorials to learn new recipes

Gear: Hario V60, Aeropress, unknown brand GooseNeck Kettle, unknown brand/inexpensive Hand Grinder. Kitchen Scale (to the Gram).

Hasn't used any apps, but isn't opposed to them.

Got into coffee, then decided to up his coffee buying, which opened him up to the aeropress.

No particular process to brewing.

Reason for choosing, was get something good enough for that price range.

(Grinder is $30 range).
Kettle is from a department store.

Usability Test Notes:
Home screen -
• Unsure what Brew Coffee means.
• expects Past Brews would allow him to select a past recipe to brew.
• Unsure what "Coffee Additions" means
• Sees you can add gear, and coffees you have.

Recipe Page:
• Can add a recipe
• Not sure what Quick Brew implies
• The recipe button makes sense - shows details: how much water, coffee, brewer and given name.

Customize Screen:
• Not immediately sure what some of the options do.
• Expects Brew Ratio/ Water/ Dose to change in relation to the other variables changing.
• Same with Bloom, Total Time, and Flow Rate
• *(Should I include Draw Down time?)*
• Ability to change coffees, was straight forward for him. That made sense.
• Surprised when hitting "Save" when coffee menu was opened and it returned him to Recipe Selection Screen. His expectation was Coffee Menu would close.

Brew Screen:
• Made sense to him
• Saw there was a count up timer and gram tracker (if the scale is paired).
• Liked the little pre-brewing tips, he said he forgets some of this stuff (like pre-wet your filters).

– User 2: Jonathan –

Interview Notes:

• Most Pour overs

• Pour Overs was one of his first hadn't crafted methods/ press has too much particulate matter. Prefers pour over flavour.

• His method is very similar to most cafes. He'd researched different methods of prep. And would adjust based on his taste preference.

• Brews into a carafe or directly into the cup.

• Gear wise, started with V60. Had the clever, the Wave, Aeropress. Has tried tons of brewers.

• Last brewer was Kalita Wave

• His gear to get back - a scale, a kettle, a grinder.

• Grinder is the only thing

• Not sure why people spend more than $100 on a grinder *(should this be Scale?)*

• Would love an app to be like a digital coach. Something hands free? Big buttons. Doesn't distract from what your hands are doing while making coffee.

• When he started, wasn't systematic or organized

• I want a coffee assistant.

• Does it have videos/ or an ability to capture/ remind yourself for the next time

• Audible cues to signal different phases of the brewing process, etc.

Usability Test Notes:
• Skipped the sign-up step. Will go back and sign-up if he finds it useful.
• Loves the on-boarding. Very logical. It's sequential. The steps follow the logical steps.
• Brew Coffee - self explanatory
• Past Brews = brew history. Go back and look
• Unsure what devices can connect
• When getting to Brewing Recipe - "right here, so easy. I'd click brew it."
• I'd add Most Frequent at top left. Add Recipe Bottom right.
• I want to get to it quick, it's not research.
• I like quick brew. If you don't have ideas get it done.
• Likes that "bold" around the selected item
• "Customize" menu seems intuitive.
• Likes that customize screens starts with Bean since I was on bean - it doesn't, only that was the question.
• Likes that customize is context specific and reconfigures based on context (Can that be done?)
• Understands he could label the recipe whatever he likes
• Thinks the level indicator is a highlight - maybe that level indicator is unclear.
• Notices the level indicator is like a fuel gauge.
• Reaches the brew page - "I haven't ground the beans yet" expects a step to explain grinding.
• Time + Weight are clear

- Likes green button
- Likes imagery
- Gives you some steps to to follow pre-brew
- Get a video or a link to a video of someone demoing the technique. Is it a research tool.
- Is there a way to break out between making and research tool?
- Wanted a comprehensive checklist pre-brewing process (Grind, Boil Water).
- Is there a way to understand your fines/ particle size/ distribution?

(Maybe there's a pre-brewing flow users can follow, with a "I'm a pro, skip me to brewing" setting + a setting to turn off prompt in future)

– User 3: Dan Patching –

Interview Notes:

• Uses an app called Single Origin

• Really likes it, doesn't use it anymore because it's served it's purpose (doesn't have flexibility).

• Very precise brewing method

• Uses Hario gear

• Has - Baratza Virtuoso, Hario V60, Fellow Stagg EKG

• Would love a service that gives you more ideas/ this is how you brew. -

Usability Test Notes:
• "Add coffee" prompt doesn't immediately imply adding coffee beans - maybe have a visual or better labeling
• Am I adding a way of brewing or adding a type of bean to use? - didn't read the on screen info (is this an error of too much text?).
• Could it be more visual?
• Freshness + quantity is real cool - getting an update is really cool
• "Add some coffee" too me doesn't make sense. Too general for what I'm doing"
• QTY in grams isn't obviously clear

• Many aren't aware what a smart scale or smart devices are - they're still niche.
• Smart Scale seems complex - what does it do?
• He skips the step - connecting a smart device seems a contentious issue. (Not against it, but too reliant is too complex).
• Likes ability to download a recipe/ share with a community
• Likes ability to build his own recipe
• Would like to able to input brewing types first - so all recipes are a bunch of Hario suggestions
• Likes That can add devices - assumes that includes V60 (and non-smart devices. YES, how do I make that work?)
• Make coffee, easy
• Past Brews, check out past recipes
• Your coffee - cool how it shows how much you have left/ monitors it for you
• A little unclear on my question - likes the upfront icons to explain what the recipe was, but maybe something to help demo that?
• Some kind of explanation on why that's displayed as so
• "Quick Brew" What does that mean?
• "Add recipe" what does that mean? Making my own?
• How is customize not the same as making my own?
• Why is Brew It here
•
• Add a step that specifies what brew type you use
• So far, likes the app. Just gotta get used to using it.
• Some tutorial? To click through/ next, next, next to learn?
• Screen makes him feel ready
• Maybe explain + be more specific on what you're looking to do?
• Why are you pre-wetting? To get rid of taste/ lignens
• How that the app would walk him through actually to brew it

- Have a way to filter recipe types – so you can see only the ones you want – so like V60 or Aeropress or Chemex of whichever.
- Instruct what the Water and Beans icons mean
- Not sure what to do with "Add Recipe" or "Quick Brew"
- Would hope that on customize page if you chose Chemex as a brew method (or whatever) that the other variables would change in response/ relation to the chosen settings.
- A way to explain ratios – what 16:1 means.
- Would be more specific with the prompts
- Add a tutorial on what all the details on the customize screen means
- Aesthetically looks good
- A fully developed app, would be rad to play with
- Would want to see it laid out first?
- More info at the start, to give you context on what you're getting into/ what the app can do for you?