



Primary Users: Interview Transcripts

PRIMARY USER INTERVIEW 1: MAX

Pre-Interview Questions:

1. Do you drink coffee? If yes, what are your go to coffee beverages?

Espresso, macchiato, lungo, cappuccino.

2. What do you like about these drinks?

I like the flavor, I like them significantly better than drip or filter. Espresso style drink is what underlies these coffee drinks and that is what I like.

3. How often do you go on long trips by car?

Once a year.

4. On these trips, do you stop to get refreshments? If yes, what do you normally get?

Oh yea I love stopping to get refreshments. I usually get energy drinks, chocolate and chips.

5. Do you get coffee? If no, why not?

Rarely, because often it is drip coffee and I don't like it very much. The machines have shitty cappuccinos.

Main Interview Questions:

6. Do you remember the last time you used a coffee machine?

London in LSE, but they were actually pretty good. Better than gas station coffee in the US and Canada.

7. What has your experience been like using these machines?

Had gas station coffee in the US or Canada last. The machine produced a very sweet coffee and it was terrible. I wasn't able to decide how sweet the coffee should be.

8. How do you go about deciding what to get?

There are only a few buttons so it is not difficult to use the machine. I just decide if I'm in the mood for something sweet or not. I usually sweat because I know the coffee will be terrible. So I would look for a latte or mocha. Something sweet. I don't expect the coffee flavor to be very good, so the milk helps mask the bad taste.

9. What do you like about these machines?

I like that it only takes one button press and shoots out a bunch of coffee. Other than that I don't like anything about them.

10. What do you dislike?

Flavor sucks, I don't like that I can see water going in at the end, the look of the machine gives me the impression that I am buying trash coffee. It doesn't pretend to be good. I don't like the decision making about the size. Because then I got to check the price. They should all be priced the same. I don't like how unreliable they are, never know if they will work. I never know if the coffee is shit because the machine is not clean.

11. What would you like to see in a coffee machine?

I'd like to see a place with a bin of beans, I want to put beans in and watch as it grinds and makes the coffee, and watch the coffee come out. I want to be part of the process.

Choose my beans. If I can just see the beans and select the bean I want. Making cappuccinos would be great. I would like it to produce crema. You don't even see proper coffee machines at gas stations though. Cup should be inside the machine so that the espresso and the cup shoot out of the machine. I hate that others touch the cup. Preferably a place to take my own cup and have the machine adjust to cup size.

PRIMARY USER INTERVIEW 1: MIRTE

Pre-Interview Questions:

1. Do you drink coffee? If yes, what are your go to coffee beverages?

Yes, I really like drinking coffee. I usually love french press coffee, filter coffee, Americanos or cappuccinos. But in general I also really like experimenting and trying out different types of coffee, so if a menu has something interesting like Vietnamese iced coffee I would try it out! Hot chocolate with an espresso shot is also delicious.

2. What do you like about these drinks?

I like that I can really taste the coffee flavour, and that the coffee taste is mild unlike in an espresso. However, occasionally I would drink an espresso as well.

3. How often do you go on long trips by car?

I do not go on long car drives very often, but I go on a lot of cycling trips with my boyfriend.

4. On these trips, do you stop to get refreshments? If yes, what do you normally get?

Yes we do stop every now and then to get refreshments. We would get water, some snacks and sometimes we would buy some coffee. Only if it is early in the day though because we want to be able to go to sleep at night. We usually just need a caffeine boost to wake up in the morning.

Main Interview Questions:

5. Can you think of a time when you bought a used coffee machine in a public place?

Yes, I remember getting coffee during our last bike trip from Maastricht to the Alps in Germany.

6. What has your experience been like using these machines?

It was fine. I try not to be too picky when I use these machines because the coffee is never good. I only buy it because I'm really craving some warm coffee. So I just get a plain coffee every time. The experience is always the same. It is quite easy to operate, usually just one button press. But I do sometimes get confused about which cup size I should use and where to put the cup! I always take the big cup no matter which drink I get just to be safe so that the drink doesn't overflow.

7. How do you go about deciding what to get?

I almost always just get a plain coffee. Sometimes if I want something sweeter I would get one with milk.

8. What do you like about these machines?

I like that the coffee is cheaper than at a cafe. Also, since it is coffee I get while I'm traveling it sometimes helps me when I'm hungry. But there isn't really much else I like about it.

9. What do you dislike?

The coffee always sucks, I don't know how hygienic the machine and the cups are, and there is no consistency in how the coffee tastes. Sometimes it is very watery.

10. What would you like to see in a coffee machine?

I would like to see some high quality freshly ground coffee. I would like to have a choice about which coffee beans to use.

PRIMARY USER INTERVIEW 1: TOM

Pre-Interview Questions:

1. Do you drink coffee? If yes, what are your go to coffee beverages?

Espresso, latte macchiato, cappuccino only in the morning. Those are the three main ones. Nespresso caps in Germany cause they don't taste so good. Italy it's part of the culture. In Italy they taste better because the coffee is not as bitter, in Germany the coffee is more bitter. In Italy they really tune the machine, the espresso always has better crema, and has less water than in Germany. The espresso is very important. This is important to me. The cappuccino depends on the quality of the milk. In

Germany I make it with a mocha maker and an espresso machine. But lately I've been using Nespresso espresso powder. Which creates a crema!

2. What do you like about these drinks?

Espresso.

3. How often do you go on long trips by car?

Yes, in the past a lot. Every week or every second week. Sometimes 2-3 weeks I'll be in Italy or hungry. To fairs or suppliers or factories.

4. On these trips, do you stop to get refreshments? If yes, what do you normally get?

In Italy it's more of a coffee drink. But I always get water. In Italy they always give water which I like. In Italy, sometimes I would get a drink and a sandwich. Something savory. Or if I just landed I would stop and get some lunch, sometimes they have espresso. I don't like traveling for long without taking brakes.

Main Interview Questions:

5. Do you remember the last time you used a coffee machine?

Yesterday at a co-working space.

6. What has your experience been like using these machines?

The process was quite simple, I had the impression that it was a modern machine, very clear what to do. They got it recently, but I used it a few times. The issue, if you want a latte macchiato the milk comes first and then the coffee, but there is a break in between. So then people only drink milk. There isn't enough information about the progress. In general it is a simple machine, nothing to really choose from, apart from the coffee you want. Can't change the settings. Can add an espresso on top. It used to be that it was free, but they started having money problems. So they started charging 1 euro in coins. If you get tokens is one drink. So you save money this way. But if you put in the token and don't press fast then it swallows money. Milk drinks are 1 euro but espresso is 70 cents.

Looks modern cause it has a big screen, the design looks modern, very simple, and has a high tech impression. Colored screen, looks like a television. Pictures are good quality. Has 3D video and animation.

Does quality match appearance?

I think it does. I think because it looks modern I don't expect Italian coffee. Starbucks is not good, Costa is better. In Germany the coffee places are better. The cafes have the right cups. The right glasses are often gone at the co-working spaces.

7. How do you go about deciding what to get?

I know beforehand. At co-working it's always latte macchiato, very rarely espresso. I want a drink with more liquid. I find americano it's too bitter. Prefer latte because it's more liquid.

8. What do you like about these machines?

I like that it's convenient, not expensive. If I go out I can get a better cappuccino. Discount bakeries also have those machines. They are very simple to use. Sometimes it's unclear what is large and extra

large. They probably use that to their advantage, and quality is less than at co-working places. I don't like vending machines because I've had bad experiences.

9. What do you dislike?

The issue of taking your cup out too soon, it takes a while and you are usually distracted, looking at your mobile. Often you have to wait until it finishes cleaning or it's broken. Okay so how long is it going to take... There is no information about it and don't want to ask the people there about it. I would probably get espresso if they had real Italian cups. Now the cups are a jungle! There are some cups I like better than others, some have some weird texture, I don't like to drink out of them. The correct glass is missing. Worst of all, there are no cups, all dirty, and this happens quite a lot. So you have to search or wash a cup. Sometimes all the machines are broken, this is annoying. There is no overview about cleaning..

1. What would you like to see in a coffee machine?

Know for sure that the machine is working and cleaned.

Right size cups.

Know that there is no line at the machine.

All about saving time.

More information about the coffee itself. Where is it coming from. Who is the farmer who produced the coffee?

Biggest pain point is the correct cup, cleaning and the overview. Everything should be connected, it's expected now.