



Primary User: As-is Scenarios

PRIMARY USER AS-IS SCENARIO 1: MIRTE

Mirte is 25 years old and lives in a campervan in her parents backyard. She Just finished her studies and started her dream job at an NGO helping entrepreneurs in developing countries. She is a very adventurous and outdoor person and loves all kinds of sports. Whenever she has some free time she goes on cycling trips around Europe with her boyfriend.

Often when they are on cycling trips they would have long days of cycling. They would wake up very early to make sure that they can cover the most distance in one day. Since they cannot carry around all the food and drinks they need on their bikes for the entire trip, this means they often go to gas stations and other roadside shops along the way to get the things they need. With all the early mornings, she needs a caffeine boost to wake up. Although she does not like coffee from machines, she buys it because she doesn't have another option. She always gets the most simple coffee from the machine because she doesn't want to drink the milk from these machines. She prefers vegan milks like oat or soy, but the machines never have this option. Since she never likes the taste, she gets the smallest option so that she can drink it fast.

She is often also confused about which cup size she should use, and is often paranoid that the cup will overflow, so she takes the biggest cup no matter which drink she buys. However, she uses her own cup whenever the machine permits it, because she finds the disposable cups unhygienic and also bad for the environment. She is glad that the coffee isn't very expensive, but at the same time, she would sometimes throw out the coffee because it tastes off. A major issue she has is that the taste of the coffee is not consistent and she never knows what she is going to get.

Generally, she loves being adventurous with the coffee drinks she tries and also likes to have light roast beans from different parts of the world. But with the gas station coffee it is always a dark roast, so the beans all taste the same to her no matter which part of the world they are from. Mirte really wishes she could get better coffee from the machines even if it means it would cost a bit more. She would love to choose the type of bean and decide on what kind of milk to use. She is sure she would drink coffee from the machine alot more if this were the case.

PRIMARY USER AS-IS SCENARIO 2: MAX

Max is 48 years old and is working as a Physics teacher. He lives in a house in the suburbs with his wife. He enjoys the simple things, like reading a good book, a nice hike in the mountains or a good cup of coffee. On his long summer and winter holidays he drives into the countryside or the coastal areas to have a nice relaxing holiday.

Max and his wife both like having their own space and flexibility so they always take their caravan with them. They usually have everything they need in the caravan, but every now and then they stop at a gas station or rest stop to get some extra food and drinks. Max often goes to the same places for his holidays, so he is familiar with the routes and stops at the same places every time. Each time they stop

he would get himself a warm drink. Sometimes because he is tired but mostly out of habit. He would always get something sweet along with a coffee, or something savory with a tea. He would decide on his coffee drink depending on what sweet treats are available. If they have something very sweet like fruit cake he would get a strong coffee, or if it's something less sweet he would get a more milk based drink.

At some of the stops he never buys any drinks because the coffee machines are really bad. Often the coffee is too watery and he dislikes the taste. He feels that the coffee tastes bad because the machine is not maintained well. In addition, he doesn't like the way the cups are placed. When taking one cup he has to touch the other cups to separate them, he finds this very unhygienic and would like to use his own cup instead. If he happens to go to a new stop, he decides to get a coffee based on the general appearance of the machine. If it looks bad he won't bother trying the coffee.

From all his trip routes, he only knows one gas station that has a really good coffee machine. This machine allows him to choose from different coffee beans and he can see the coffee being ground after he selects the drink he wants. The machine also allows him to either use a disposable cup or his own cup. He is also able to decide how much sugar to put in his coffee and the amount of water that goes into it. It also has a good selection of coffee drinks so he can get either one of his favorite drinks. He wishes that all gas station coffee machines could be like this one.

PRIMARY USER AS-IS SCENARIO 3: TOM

Tom is a 35 year old engineer living in the city with his wife and son. He is often on the road for work traveling to different countries. He loves traveling and discovering new places, but he does not like being in a car for a long period of time without a break.

When Tom is on the road and he is feeling hungry or tired, he would stop at a rest stop or bakery to get a snack and something to drink. He decides on which drink to get based on which country he is in. If he is in Italy he definitely gets an espresso because the crema is always perfect, they have the right cups and the machine is tuned well. He also likes that the coffee comes with a glass of water. Whenever he is in Germany however, he doesn't buy espressos because they are often too watery and bitter, and they don't have the correct espresso cups. So when in Germany, he would rather buy a latte macchiato because it has more milk and you don't taste the bitterness of the coffee as much. He finds that the quality of milk is also very important for milk based coffee drinks and this is usually not an issue in Germany.

His experience with most rest stops is that the coffee machines look modern and it's quite clear how they need to be used. However, there are a few things he finds inconvenient. The first issue is that he thinks the machine does not give him enough information about the process of the coffee being made. He never knows if the drink is ready or if he has to wait longer. For example, when he orders a latte macchiato the milk would come out first and then after a short pause the coffee comes out. He has made the mistake of taking his cup too early and only having a glass of milk. While waiting for his coffee to be prepared he is often distracted, so he doesn't pay attention to what is going on with the machine. Another issue is that he is unable to customize his drink. So he has found a workaround by simply adding an espresso to his latte macchiato manually. At some stops the machines require you to enter coins or tokens to buy coffee. This is quite inconvenient in itself, but in addition, sometimes the machine would swallow the coin if he takes too long to decide on the drink he wants. He also

discovered that it is more expensive to pay with tokens for certain drinks, so he has to make sure he always has coins with him.

Another issue he has often faced is that the machines are broken or they are being cleaned. He would like to have more of an overview about when cleanings take place and how long they will take. This way he doesn't have to waste time when he goes to get coffee. Overall, the main issue for him is really that the cups are not ideal for the drink he wants and the sizing is also sometimes confusing. One thing that he does like about the coffee machines is that the coffee is cheap.



Secondary User: As-is Scenarios

SECONDARY USER AS-IS SCENARIO 1: CLARA

Clara is 32 years old and lives in an apartment in a small town with her boyfriend and their pet dog. She works full time at the highway gas station cafe. In her free time she enjoys watching movies, knitting and walking the dog.

At the gas station, she is mainly responsible for managing the cash register and maintaining the coffee machine. The station has an automatic coffee machine that makes a variety of drinks by just clicking a few buttons. This is preferred over a manual coffee machine since manually making each drink would be too time consuming for Clara. This is at the expense of the quality, as manual coffee machines produce better quality coffee. However, most customers only want to consume some caffeine when buying from the gas station and don't care much about the taste of the beverages.

Clara does not like the taste of coffee so she never uses the machine to make coffee for herself. The customers all use the machine themselves, therefore, Clara mostly only uses the machine when it needs to be cleaned, if something needs to be fixed or if she needs to train a new employee on how to use it. Occasionally, she would use the machine to get some hot water for tea, but she finds that the water is nerve hot enough and making the water hotter is too difficult.

Cleaning the machine is a very time consuming task, she has asked all her colleagues to be involved in this. Every evening one employee would do a quick clean of the machine. Depending on how much the machine is being used, it needs to be cleaned more thoroughly every 3-5 days. This thorough clean takes approximately 20 minutes, so she instructs the employees to do it outside working hours. This is a major issue for many as it may mean that it lengthens their work day. Ideally, the cleaning process would be automated more so that one only has to start it off and the machine takes care of the rest. Moreover, even though Clara trains the employees on how to use and clean the machine, they often forget how it works and Clara has to explain the process multiple times. Although the machine provides guidance on some of the cleaning steps, it doesn't give sufficient guidance when cleaning physical parts of the machine. This is frustrating for Clara as she has to remember how to take apart and reassemble small parts of the machine. This takes a lot of time and energy.

When something breaks down the customers and employees always come to Clara. She tries to fix the issue herself, but often she is unable to fix it and has to call the technician. This happens roughly every 3 months depending on how often the machine is used. The physical parts of the machine also break roughly every 4 months due to a lot of inexperienced users cleaning the machine. If the cleaning process was easier Clara would always do it herself, and avoid the machine breaking. Unfortunately, she does not have time to do it all herself.

Clara would also like to have a better overview on how to check the amount of coffee and milk consumed on average and then reset the machine periodically. This process is however a bit too complicated for her. Moreover, the buttons on the machine collect dust which makes it harder for Clara to clean the machine, a touch screen would make this process a lot easier for Clara. She has also

noticed how certain parts of the machine are quite fragile and tricky to dissemble. This makes them more prone to breaking when cleaning the machine. In addition, certain pieces are small which makes it difficult to disassemble and reassemble the parts when cleaning. Finally, the machine has one sensor that is very sensitive. Even if she fixes the issue it continues to give an error message. Clara and her colleagues all find this very frustrating, but don't mind it as long as they can get a nice cup of coffee from the machine.
