Primary User

Question	Answer	User Need (Resource, Information, Competence)	User Requirement
What has your experience been like using coffee machines?	A1: The machine produced a very sweet coffee and it was terrible. I wasn't able to decide how sweet the coffee should be.	The customer must have the option to adjust sweetness in order to get the coffee to their liking.	The customer must be able to adjust the sweetness level in the system so that they can make the drink to their liking depending on their mood and personal taste.
	A2: 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.	The customer must have information on which cup size is needed in order to make sure the drink doesn't overflow.	The customer must be able to see information on which cup size to use so that they do not have to use the large cups everytime.
		The customer must have information on where the cup goes in order to place the cup in the correct place quickly.	The customer must be able to see information/signifiers on where the cup goes so that they are able to place the cup in the correct place in time.
How do you decide which beverage 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 get something sweet because I know the coffee will be terrible. So I would look for a latte or mocha. I don't expect the coffee flavour to be very good, so the milk helps mask the bad taste.	The customer must have the option to get milk based drinks in order to enjoy the coffee.	The customer must be able to select a milk based drink in the system so that they can get a drink they like.
	The process was quite simple, I had the impression that it was a modern machine, very clear what to do. 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.	The customer must have more information about the process as the coffee is being made in order to know how much time it will take the coffee to be prepared.	The customer must be able to see in the system when the drink is ready so that they know when to take the cup out.
		The customer must have the option to customise the main components of the drinks in order to make the drink the way they like it.	The customer must be able to customise the main components of the drink in the system so that they can get the drink to their exact liking.
		The customer must have a simple method of paying for their drinks.	The customer must be able to pay for drinks easily using the system.

What do you like about these coffee 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.	The customer must have easy access to the coffee menu in order to get the beverage fast.	The customer must be able to find the coffee they like easily in the system so that they can get the coffee fast when they are on the go.
	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.	The customer must get cheap coffee from the machine in order to be satisfied with their purchase.	The customer must be able to get coffee that is cheaper than at a cafe so that they can be satisfied with their purchase.
	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.	The customer must have information on the sizes of the drinks in order to be assured that they are getting the best value for money.	The customer must be able to see exactly how much they will get for each size so that they can decide which one is worth the money and accurately decide which size he wants.
What do you dislike?	Flavour 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.	The customer must have good quality coffee beans in order to enjoy the beverage.	The customer must be able to assess the quality of the coffee beans in the system to know if the flavour will be to their liking.
		The customer must have the impression that the coffee machine is of high quality in order to feel good about drinking the coffee.	The customer must be able to see the quality of the system from its general appearance to feel like they are getting good coffee.
		The customer must have a clear indicator if the machine is not working in order to not be disappointed.	The customer must be able to clearly see in the system when it is not working.
		The customer must have a clear overview of the prices in order to make the process easier.	The customer must be able to select the beverage they want in the system without having to take extra steps to figure out the price.
		The customer must have information about how clean the machine is In order to know if that is why the coffee tastes bad.	The customer must be able to see how clean the machine is in the system to know if that is the reason why the coffee tastes bad.
	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.	The customer must have information on the cleanliness of the machine in order to feel more satisfied when using it.	The customer must be able to see from the system that the machine is clean in order to enjoy the beverage.
		The customer must have reassurance	The customer must be able to get cups

		that the cups are clean in order to feel more satisfied when drinking coffee from the machine.	directly from the system or use their own cup so that they know it is clean.
		The customer must have consistency in the coffee quality in order to be satisfied with using the machine.	The customer must be able to get consistently good coffee from the system so that they can be satisfied using it.
		The customer must have coffee that is not too watery in order to enjoy the drink.	The customer must be able to get coffee that is not watery from the system so that they can enjoy the drink.
	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 dont 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.	The customer must have a clear indication when the drink is ready to consume in order to take the cup out at the correct time.	The customer must be able to see in the system when the coffee is ready to be consumed.
		The customer must have the correct cups and glasses for each drink in order to enjoy the drink.	The customer must be able to get the correct cup type from the system so that they can enjoy their drink.
		The customer must have an overview of how long and how often the machine will be cleaned in order to avoid coming to the machine when it is unavailable.	The customer must be able to get information from the system about when the machine is being cleaned so that they won't try to get coffee during those times.
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.	The customer must have a choice of several types of beans in order to pick a specific coffee bean type he wants.	The customer must be able to select the type of coffee bean in the system so that they can have the exact coffee flavour they want.
	I would like to see some high quality freshly ground coffee. I would like to have a choice about which coffee beans to use.	The customer must have freshly ground coffee in order to enjoy the drink.	The customer must be able to get freshly ground coffee from the system so that they can be satisfied with the drink.
		The customer must have a selection of coffee beans to choose from in order	The customer must be able to select the type of coffee bean they want from the

		to enjoy the drink.	system so that they can get the exact flavour they want.
	I would like to know for sure that the machine is working and cleaned, and have the right sized cups. Also it would be nice to know if there is a line at the machine so that I don't waste time. I would like to know more information about the coffee itself. Where is it coming from, who is the farmer, who produced the coffee? For me the biggest pain point is the correct cup, cleaning and the overview. Everything should be connected, it's expected now.	The customer must have information on how many people are waiting in line to use the machine in order to not waste time.	The customer must be able to see from the system how many people are waiting in line to use the machine so that they can use their time efficiently.
		The customer must have information about the origins of the coffee beans in order to have a better coffee drinking experience.	The customer must be able to get information from the system about the origins of the coffee so that they can enjoy the coffee drinking experience more.
		The customer must have the machine connected to his personal device in order to have a better experience using it.	The customer must be able to connect the system to his personal divide so that the experience is smoother and more satisfying.

Secondary User

Question	Answer	User Need (Resource, Information, Competence)	User Requirement
How often does it happen that the major cleaning is required?	If there is a lot going on then every 1-2 days, if not much going on then only 3-4 days.		
What about the daily cleaning?	It takes 5-10 minutes, that means we have to empty the holder of the coffee grounds, we have to empty the water. Then the milk comes out of the refrigerator, then we put a glass with the cleaning solution in it. We can clean via the program function "clean". Then there is the system cleaning with the cleansing solution. Then I prefer to clean it again so that in no case something tastes bad. Then the hose is soaked in a glass overnight. The first employee who comes in the morning rinses it out with water and inserts it to avoid bacterial growth.	The customer must have the option to clean the machine parts more toughrougly in order to make sure everything is as clean as they want it.	The customer must be able to clean certain parts of the system more toughrougly to be sure that everything is as clean as they want.
Do you need to memorise the entire cleaning process?	Most of the time people come to me.	The user must have a way of cleaning the machine without having to memorize the cleaning steps.	The user must be able to access information about the cleaning steps from the system so that the steps do not have to be memorised.
Does the machine help the cleaning process?	Yes it does, if you click on "cleaning" then it displays a menu, and when it starts the machine shows me when i have to take the cleansing solution. That is important. A lot of people put the cleaning tablet at the beginning in the machine which is then spat out again. You can only insert them at the required time. Because they are not cheap you have to be careful.	The user must know when the cleaning tabs need to be put into the machine.	The user must be able to **see** an indication of when the cleaning tabs need to be added into the system.
		The user must know when the machine needs an extensive clean.	The user must be able to see when the system needs and extensive clean.
Is that what goes in there every evening?	No, that is the major cleaning. The sensors tell you when you have to do the major cleaning.	The user must know when to do a brief clean in order to make sure the machine works well.	The user must be able to see from the system when it needs a brief clean.
Is the major cleaning something everybody must be able to master?	It *should be*. Otherwise I am there for questions.	The user must know if the employees have understood how to clean the machine.	The user must be able to recognise if an employee is unsure about the cleaning process.
With the whole process of	I like that it is written on the display that you do not	The user must know how to take apart	The user must be able to get guidance

the big cleaning and the daily cleaning, which aspects work fine and which need improving?	have to memorise everything. But I have an issue with the daily cleaning of this device. To disassemble all of this. It takes forever to remember in which order the components have to be put together. Everything is very small and annoying and it takes most of the time. The major cleaning takes 20 minutes and is also very impractical because sometimes you have to stay longer after work.	parts of the machine and put it back together in order to not have to memorise all the steps.	on how to take the system apart and put it back together easily in order to make the cleaning process easier.
		The user must have less involvement in the larger cleaning process in order to not spend too much time on cleaning the machine after work.	The user must be able to let the system do the major cleaning mostly by itself so that they can save time.
What would you change if you could?	I would try to make this thing easier to put together. I would shorten the time of the major cleaning process. My idea would be that you don't have to wait until the stop because it takes a lot of time. It takes about 20-25 minutes. Would be great to shorten the time, then it could also be done daily. Maybe it would be better to have only one cleaning process that cleans everything every evening. I think that would be very practical.	The customer must have a simpler way to take apart parts of the machine In order to make the cleaning process faster.	the customer must be able to easily take parts of the system apart and put them back together for a faster cleaning process.
		The customer must have the possibility to leave the coffee machine while it's cleaning in order to save time.	The customer must be able to turn on the cleaning process of the system and leave it afterwards so that it does not take up too much of their time.
What about the interface? The display etc..	I can handle it really well, but a lot of people have the problems. Because you could interact with the machine on the top or the bottom, and a lot of people are just tapping around and are getting confused. Some people try to make their coffee by clicking on the menu. Very impractical.	The customer must have a clear indicator about where to interact with the machine in order to make it easier to learn how to use the machine.	The customer must be able to clearly see in the system where they can interact with it.
So there is no protection?	There is no protectection, and it's not good. As you can see you can't go back. You have to press the programme button but most of the customers don't know this.	The customer must have an easy way to exit when they have made a mistake in order to provide some protection from braking the macine.	The customer must be able to excit a process the system easily.
Does it happen that some people tap on the display and not press the buttons?	I have not seen it, but it would be nice if everything is touch. I think buttons are outdated and they are just dust traps.	The customer must have a nice touch screen in order to feel like they are using a modern machine.	The customer must be able to use a touch screen on the system
How reliable would you say the machine is?	It is very reliable. Whenever there is a lot going on we have to call a technician. About once every 3 months. But besides that it is very reliable.	The customer must have a reliable machine in order to be satisfied with it.	The customer must be able to rely on the system works for a predictable amount of time before it breaks.
		The customer must have easy access to a technician in order to keep the machine working;	The customer must be able to see from the system when a technician is needed so that he can be called in time.
When do you have to call a technician?	For example, there is no more coffee coming, or error messages come up that some sensors don't work anymore. Or some elements are broken off. For example, the bracket of this element breaks quickly. A Lot of people don't understand that you have to be careful with it. They pull on it too hard and so its breaks really quickly. This part needs to	The customer must have the experience with the machine in order to know when a technician is needed.	The customer must be able to know from experience with the system when a technician is needed.

	be unlocked to pull it out, that is the reason for the higher risk of breaking.		
		The customer must have knowledge that some parts need to be handled with care in order to reduce the chances of breaking parts of the machine.	The customer must be able to know how to handle some part of the system so that they are less likely to break it.
		The customer must have an indicator whenever a component needs to be unlocked to take off in order to avoid breaking parts.	The customer must be able to see when there is a lock on a part of the system.
How often does something like this break?	Every 4 months. It is complicated by the fact that many people operate the machine who have never operated it before.	The customer must have clear guidance on the usage steps in order to avoid inexperienced users breaking the machine.	The customer must be able to clearly see how to use the system so that they are less likely to accidentally break it.
How does the machine let you know when the sensors are broken?	We have one particularly suspicious sensor. If you know how to use it, nothing happens. But it is constantly broken. The problem is under no circumstances should you split a drop of water. That was the first thing I was told when I learned how to clean the machine. If just one drop gets on it, the machine won't work anymore. It says "water on the sensor" all the time. No matter how many times you wipe it again. But this is probably the sensor that messes around the most. Also, all employees should empty the drip tray when they see that it is full, but that doesn't work like it should.	The customer must have a clear indicator on how to fit sensor errors in order to avoid not being able to fix an error.	The customer must be able to the system
Do you have the possibility to look at evaluations about the useage?	I think so. What I have done before was to look at the amounts of using. I think you can do that under "programming", where you can customise some things about quantity. There must be the possibility to evaluate how much coffee has been let out. But if im being honest, i dont know that much about it. As you can see there are alot of daily goals, i dont think it is all from today even if its called daily goals. Probably sine the last visit from the technician. Maybe it was reset by teh technician.	The customer must have in order to	The customer must be able to the system
But that is nothing anyone would check isnt it?	No this will not be checked. You can see during a certain period how often the milk system was rinsed. The filter had to be changed 12 times and it has been decalsified 18 times.	The customer must have in order to	The customer must be able to the system
Can it cook water?	Yes i do that sometimes and make myself tea.	The customer must have in order to	The customer must be able to the system

How satisfied are you with the machine?	The water is not hot enough but i think you can make it hotter, but i dnot know how. Often i am not fast enough, and then it is too cold for tea.	The customer must have in order to	The customer must be able to the system
Do you get feedback from the users?	They only come when it is broken and does not work.	The customer must have in order to	The customer must be able to the system
What are the most common causes for this?	Mostly error message that can not be fixed by the cleaning process, and then we have to call a technician. But none of the colleagues praise the coffee, but i know there are some customers who said "we prefer to come to you because you have the best coffee". Thats the reason why we dont change the coffee brand. The brand is holy here.	The customer must have in order to	The customer must be able to the system