



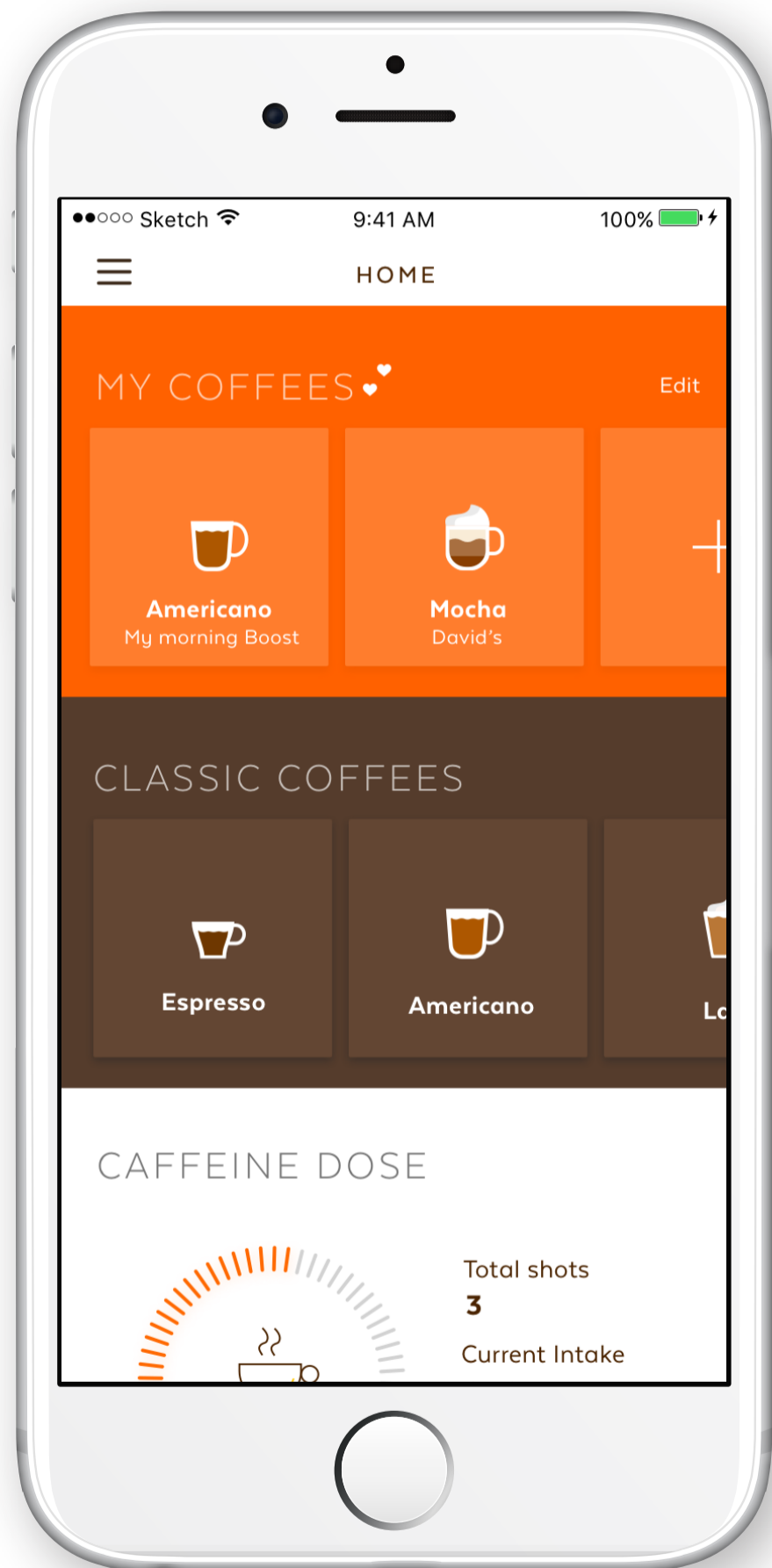
CAPU

SMART COFFEE MACHINE

The easy way to make your perfect coffee at home.

INTRODUCTION

INTRODUCTION



“Good morning! Your coffee is ready!”

There is truly nothing better than a perfect cup of coffee in the morning. But a lot of the time it is hard to actually get out of bed and make that perfect cup. This is an idea that can give you a completely new way to remotely control your coffee machine. Smart Coffee Machine allows you to start your cup of coffee every morning before even getting out of bed.



What is Smart Coffee Machine?

This smart coffee machine will help you to be more relaxed and carefree at home.

It gives you an easy way to control your coffee machine with your mobile phone, and using this app you can easily customize your favorite cup of coffee every time. Also, it makes it easy to figure out your daily caffeine dose and monitor your coffee machine such as amount of water, coffee beans, and flavors.

There are a wide variety of customizable coffee choices, and you can order any ingredients when you need them. Additionally, it offers scheduling features and notifies you when your coffee is ready to enjoy.

From now on, You have the chance to make your favorite coffee remotely through your phone. If you hate to stand near the coffee machine, waiting for the drip, you need a smart coffee machine.

HOW IT WORKS



1. Stay connected with smart coffee machine

Remotely control your coffee machine from anywhere in the house, directly from your smartphone.



2. Customize your favorite coffee and select the size.

Select your coffee type and customize flavors, temperature (iced, hot) and size (8oz, 12oz, 16oz).



3. Select the time

Choose “Get it Now” or set the time for your fresh coffee.



5. Enjoy your perfect cup.

Monitor your coffee process and It will let you know when it is ready.

CAPU MACHINE

INSIDE MACHINE

Sugar
Powdered milk
Chocolate
Cinnamon
Waste container
Water container
Coffee grainder

COFFEE BEAN
CONTAINER 1

COFFEE BEAN
CONTAINER 2



TOUCH SCREEN

Choose option for classic coffees or my favorite coffee

PROBLEM

- You need to stand near the coffee machine until your coffee is ready.
- There are a lot of coffee makers or machines but it is hard to customize your favorite coffee.
- Making the perfect cup of coffee is pretty complicated at home.
- It is hard to know your daily caffeine dose and your daily limit for drinking coffee.

SOLUTION

- A smart coffee machine that can customize your favorite coffee remotely from anywhere in your house.
- Easily check how many cups of coffee you drink per day.
- Using this new app and a smart coffee machine, a cup of perfect coffee will be ready at any time.

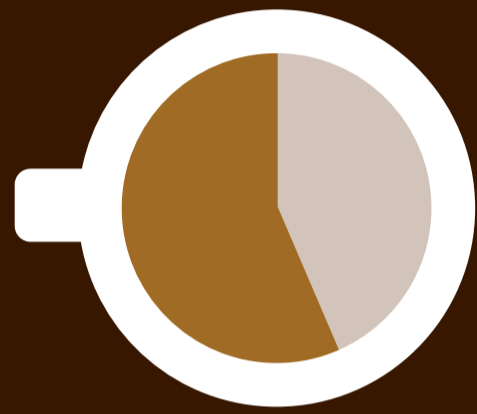
GOAL

- To enable people to do simplify their morning routine.
- To allow people to check more easily how many cups of coffee they drink per day.
- To make it easier for people to buy ingredients for their coffee machine.

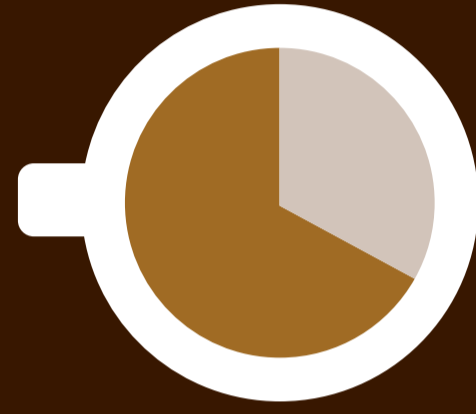
RESEARCH

RESEARCH

American Coffee-Drinking Habits



54%
agreed that “coffee makes me feel more like myself”



68%
of coffee drinkers have their first cup within an hour of waking up

MOST POPULAR



28 %
Espresso



41 %
Latte



31 %
Regular

THREE OUT OF FIVE



says “I need a cup of coffee to start my day”

65%

of Americans who drinks coffee each consume an average **13 cups** of coffee per week.

RESEARCH

The truth about caffeine

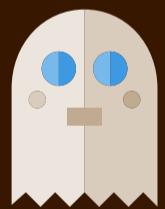
MAX RECOMMENDED DAILY LIMIT

400mg = 4.7 cups



daily recommended limit of coffee is about 4.7 cups (8oz) of drip coffee which equals about 400mg of caffeine.

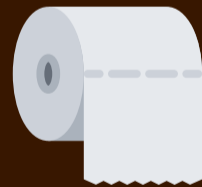
IF YOU DRINK TOO MUCH CAFFEINE



INSOMNIA



DIZZINESS



DIARRHEA

CAFFEINE

A WHITE CRYSTALLINE XANTHINE ALKALOID THAT ACTS AS A STIMULATE DRUG

WHICH HELPS



• INCREASES ATTENTION & MEMORY PERFORMANCE

• DECREASES RISK OF HEART DISEASES

• INCREASES PHYSICAL PERFORMANCE & MUSCULAR RECOVERY



Behmor temperature-control coffee maker

Price : \$188.98

DESCRIPTION

Behmor is a great drip coffee maker for customizing your brewing temperature, and great for coffee lovers who truly appreciate a slow-brew coffee.

FUNCTIONS

- Connect with smart phone.
- Remote controlled on the phone.
- Customizable temperature.

PROS

- Once your drink is ready, you'll get a alert.
- Easy to set desired temperature.
- Various brewing options.
- Keeps coffee hot for hours.
- Brews up to 8 Cups of Coffee

CONS

- It works for only brewing coffee.
- It doesn't allow you to choose coffee flavors.
- Lacks integration.



Nespresso Prodigio Espresso Maker

Price : \$168

DESCRIPTION

The Nespresso Prodigio delivers great coffee an optimal brewing conditions. You can program it to prepare you a cup at your most convenient time.

FUNCTIONS

- Connect with smart phone.
- Remote controlled on the phone.
- Operated with built-in Bluetooth connection.

PROS

- Automatic off mode after nine minutes.
- It is able to choose flavored coffee capsule
- Scheduled brewing option.
- Warning in the event of low water level.
- Compact size, easy to move.

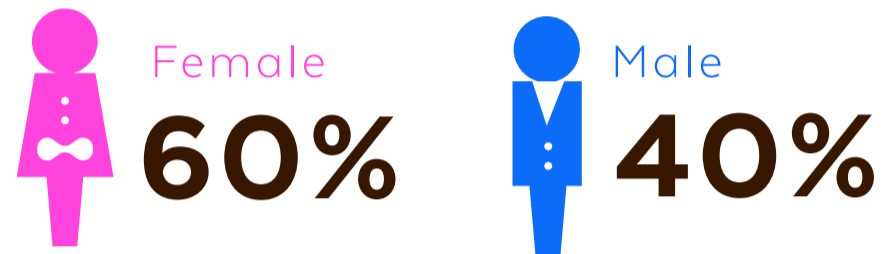
CONS

- It works only for Nespresso capsule coffee.
- Capsules must be prepared before brewing.
- Uses only compatible pods
- Milk function costs extra

TARGET AUDIENCE

- PRIMARY TARGET
Coffee lovers who desire their own coffee machine at home.

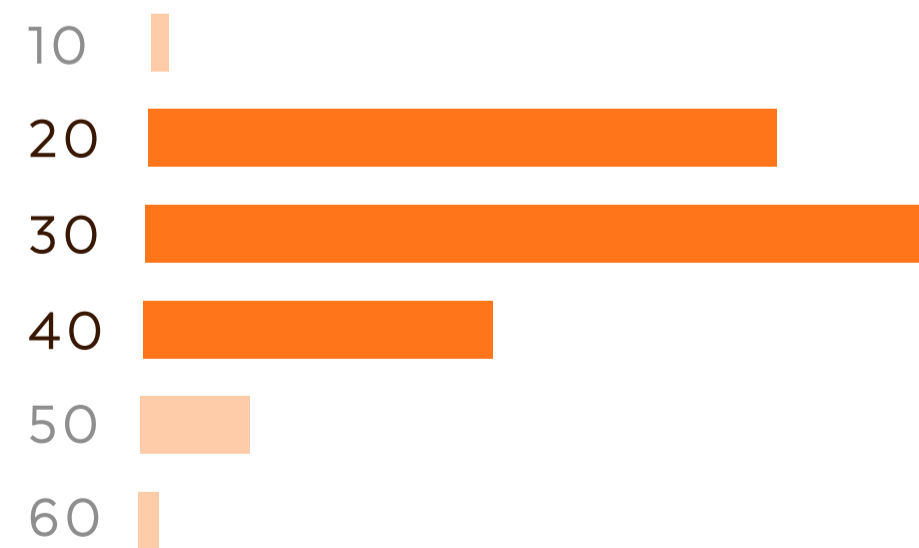
- GENDER



- INCOME



- AGE : 25 - 49



PERSONA



Amy
28
Visual designer

Name	Amy Hutter
Location	San Francisco, CA
Age	28
Income	\$68,000
Device	iPhone 7, iPad pro

“ *A perfect cup of coffee a day helps me keep the grumpy away.* ”

- She is a coffee lover and every morning she starts her day with coffee
- She drinks 2 - 3 cups of coffee per day.
- She often uses a regular coffee maker at home.
- She prefer dark roasted coffee beans rather than medium roasted.
- She loves to explore coffee shops in San Francisco.

CHALLENGES

- Keeping her energy up energy for work and home life.
- Finishing designs for various clients during the work day.

GOALS

- Desires to purchase espresso machine.
- Have a quick and quality coffee in the morning at home.

USER JOURNEY MAP



SCENARIO

Saturday morning, Amy woke, launched her coffee machine app in bed. She chooses an 8oz hot americano and taps to get it after 15 mins, then she visits the bathroom to take a shower and goes to the kitchen for her fresh and tasty americano.

BRANDING

MOODBOARD



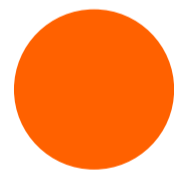
Typography

Texta Alt

Bold	Title
Medium	Heading
Regular	Body
Book	Body
Light	Caption

Color palette

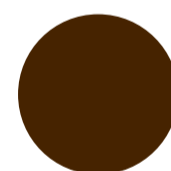
Primary color



FF6100



FF7D18

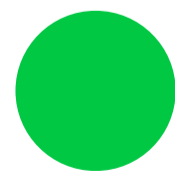


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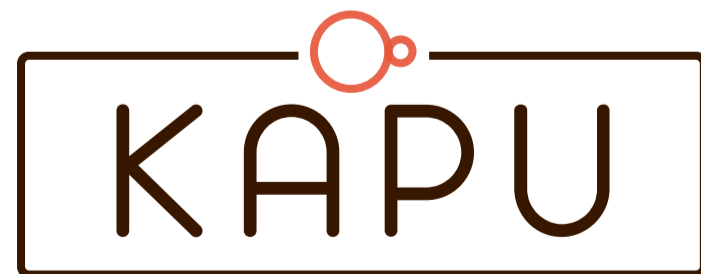
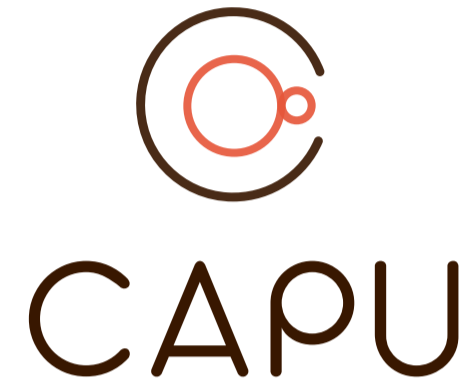
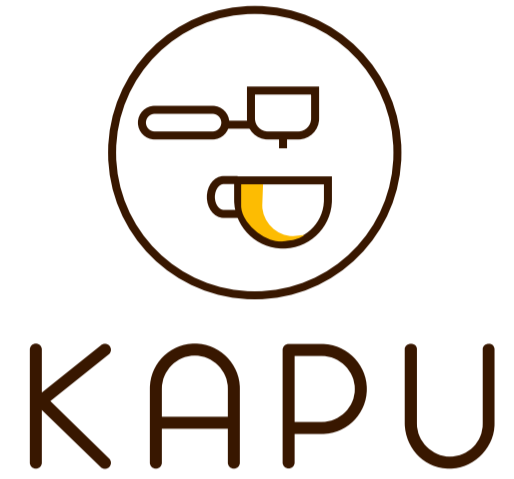
563C2B

Secondary color

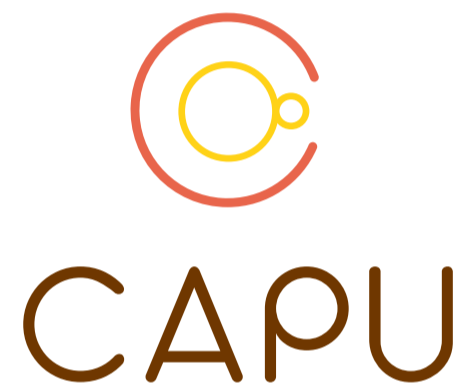


00C843

LOGO EXPLORATIONS



LOGO KEYWORDS



||



CAPPUCCINO

+



Letter C

+



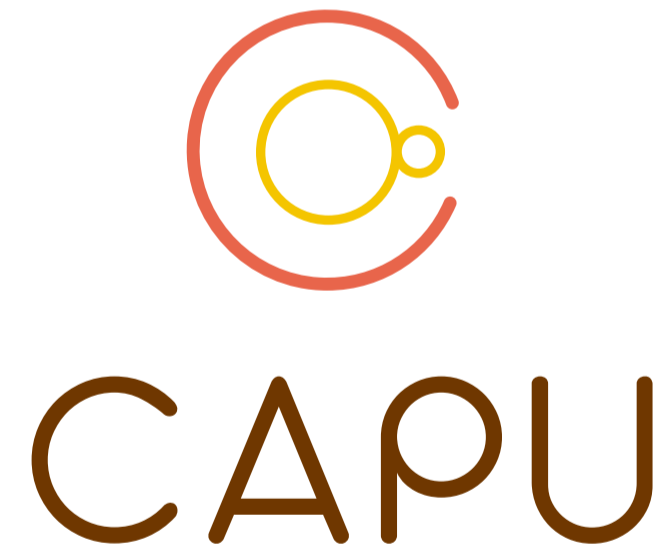
CUP SYMBOL

FINAL LOGO

APP ICONS

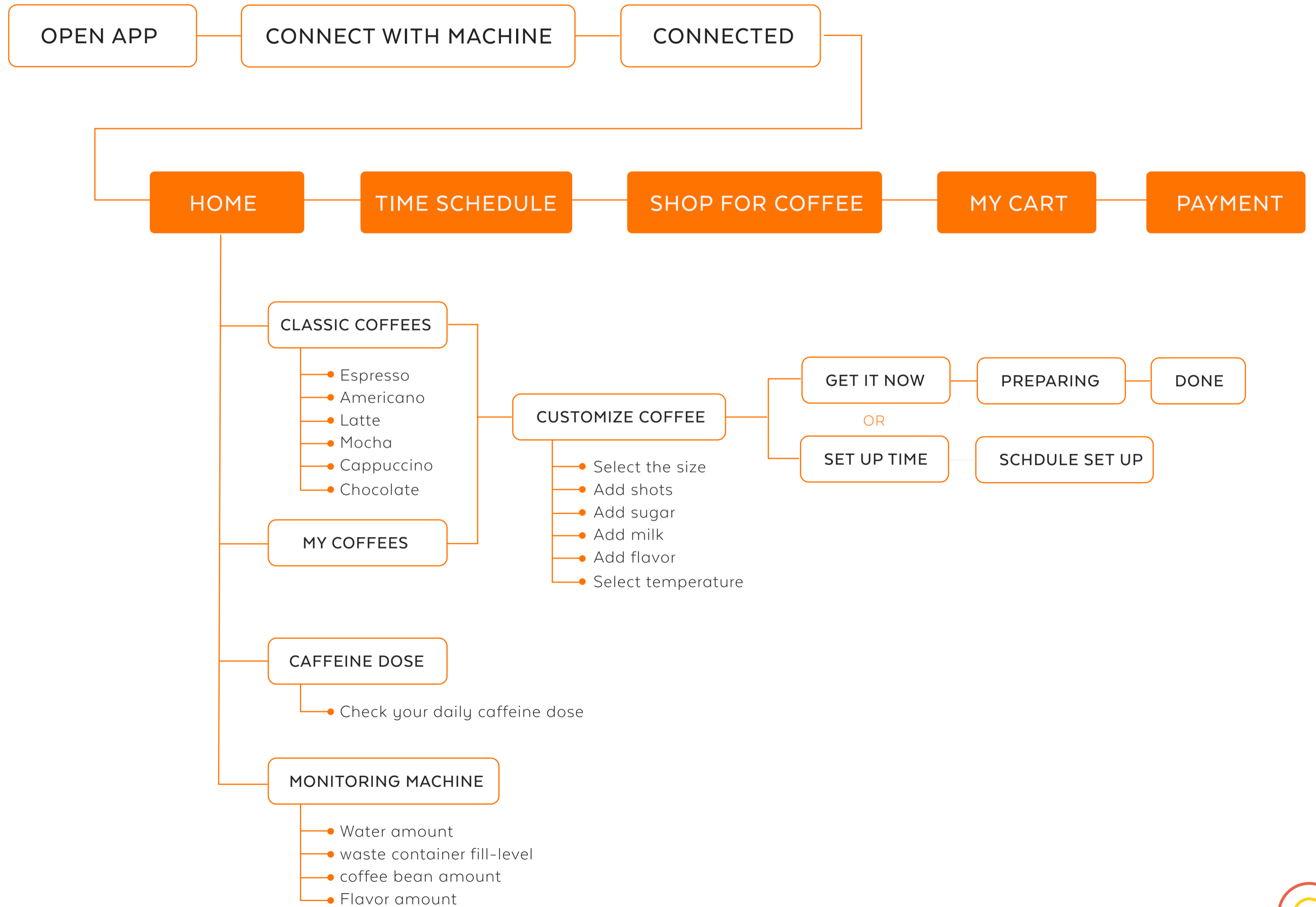


WEB

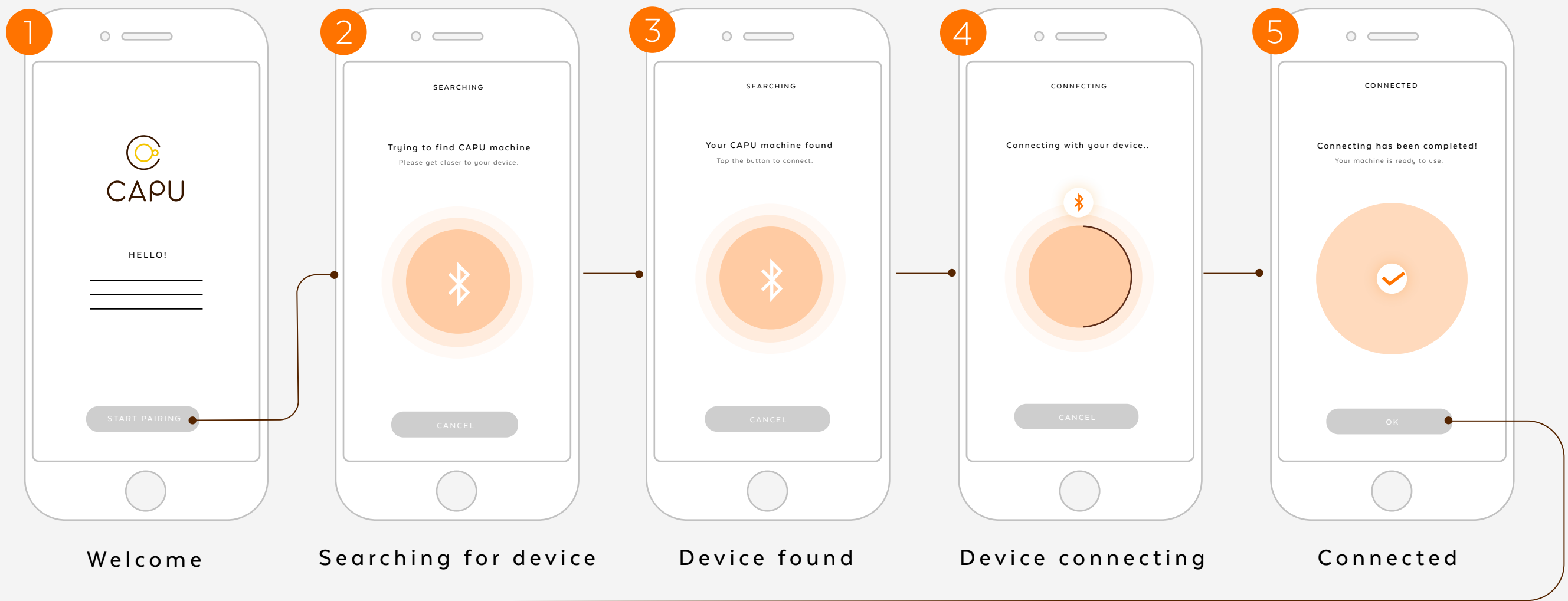


DESIGN PROCESS

FLOW CHART



LOW-FIDELITY



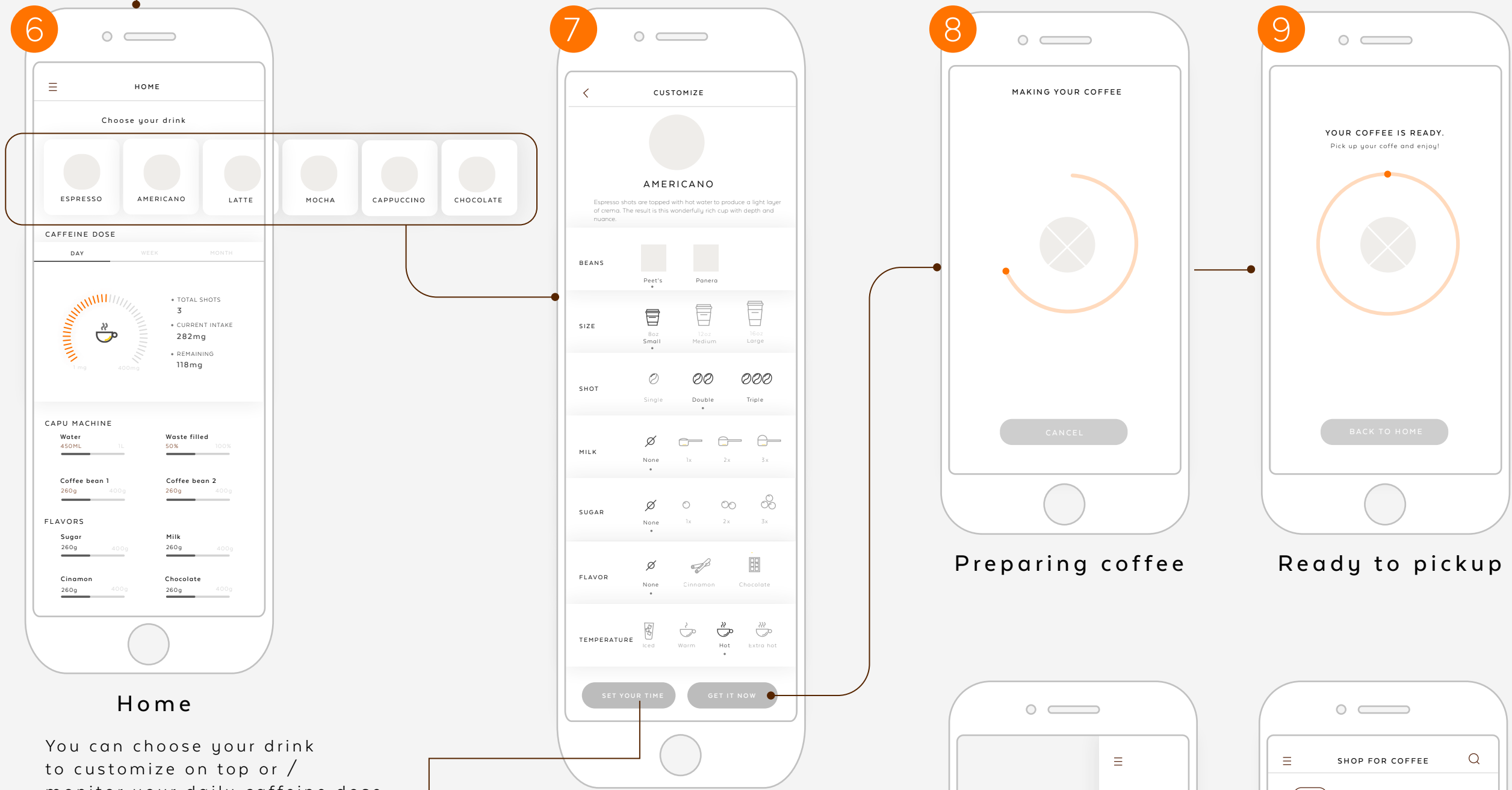
Welcome

Searching for device

Device found

Device connecting

Connected



Home

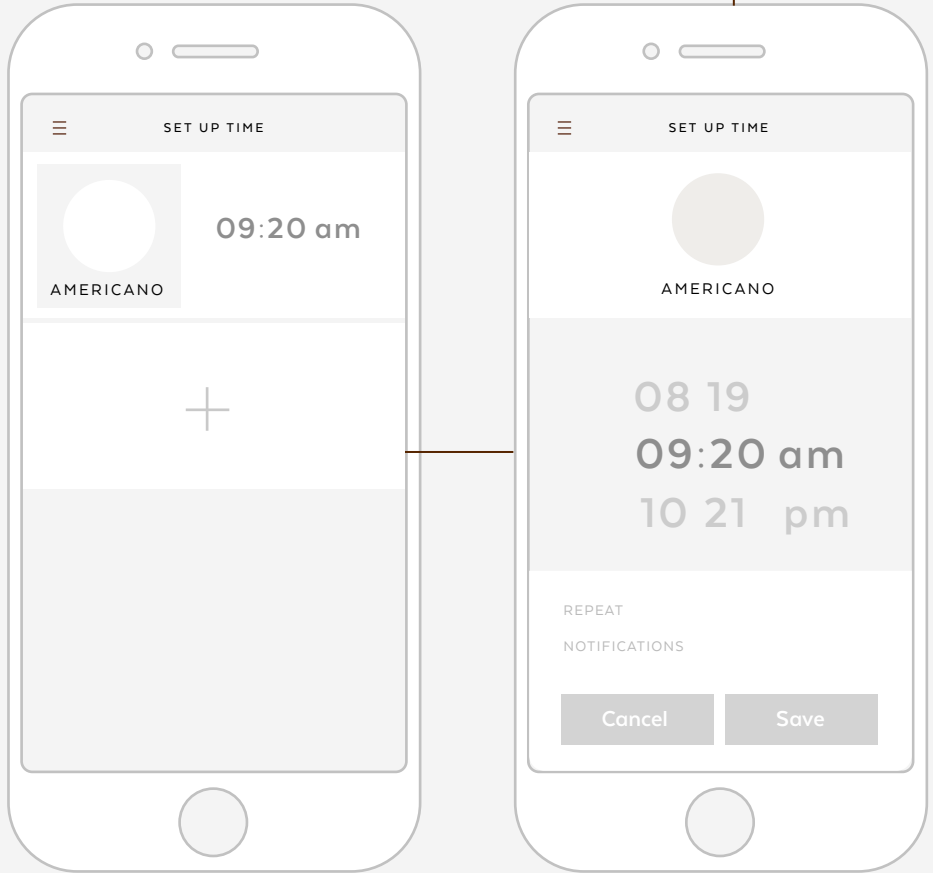
Customize coffee

Preparing coffee

Ready to pickup

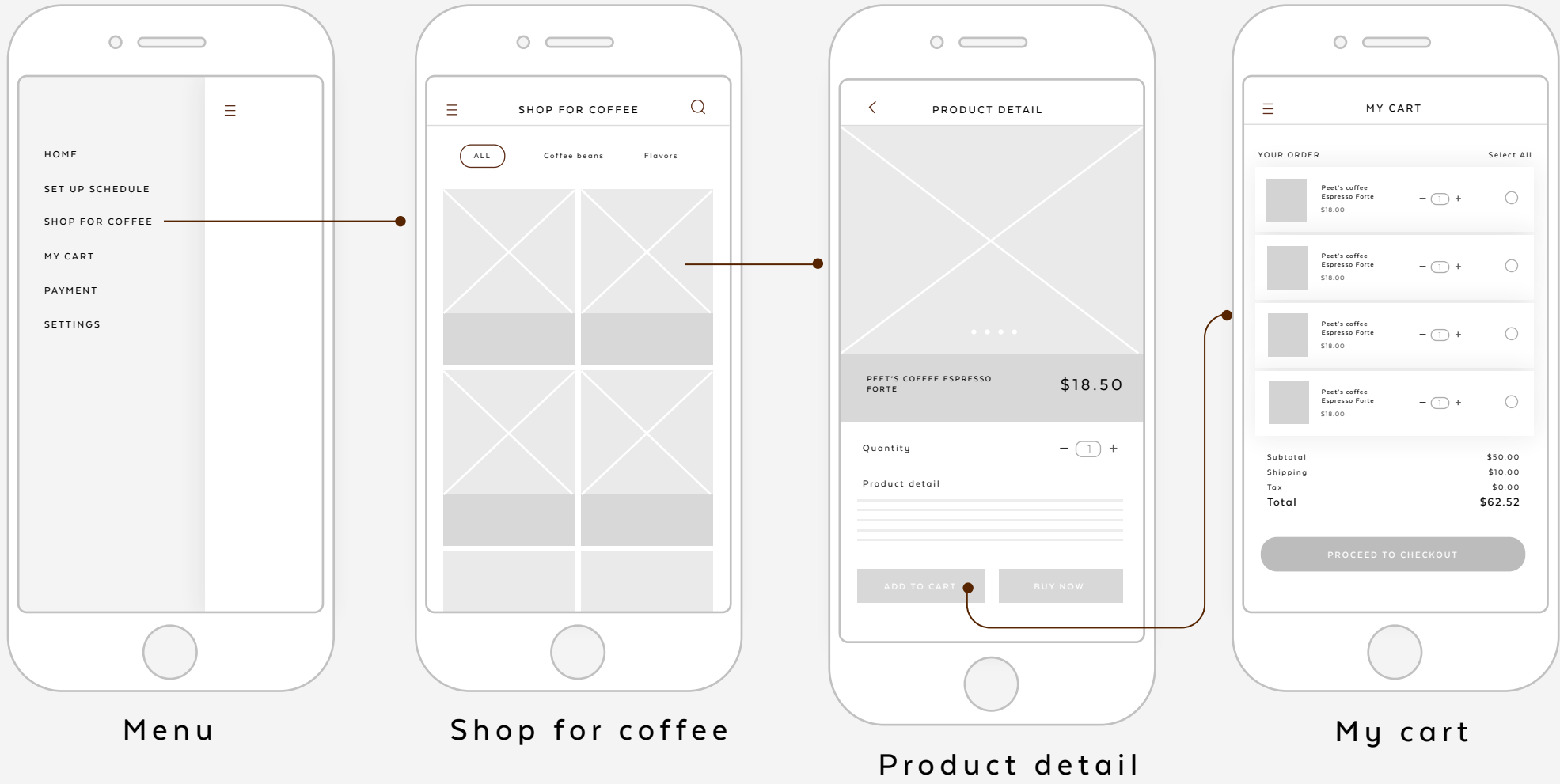
You can choose your drink to customize on top or / monitor your daily caffeine dose and coffee machine.

Customize coffee for your favorite cup. Select the size, add flavors and shots, Also choose the type of beans.



Set up time

Set up time



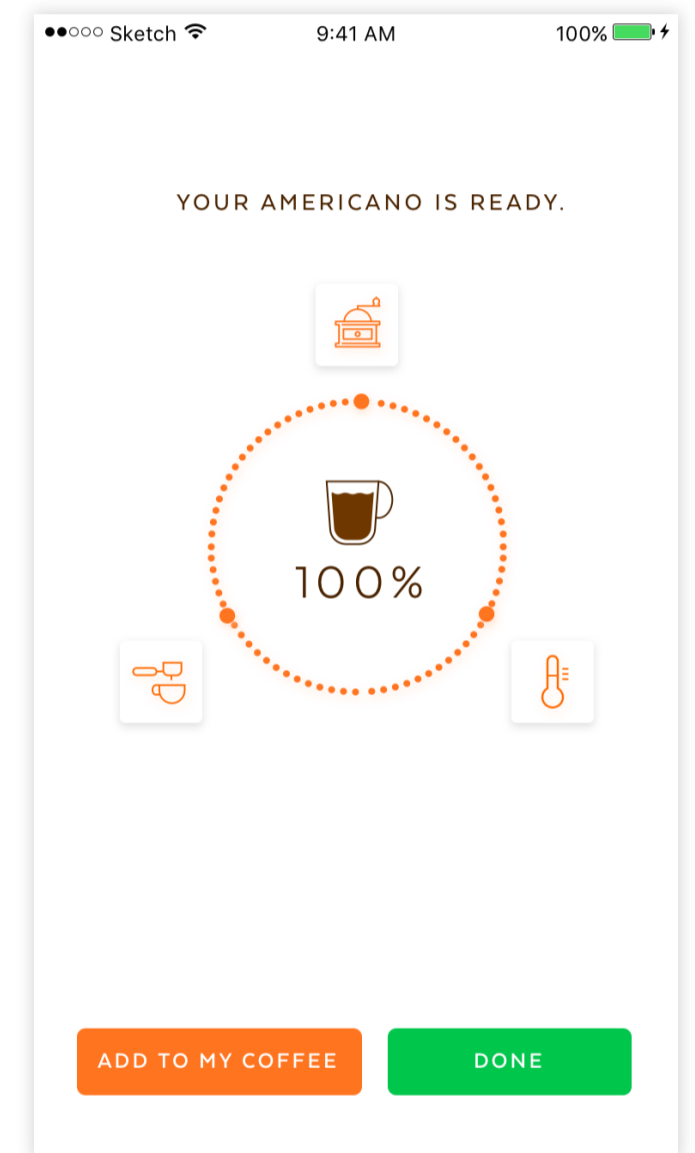
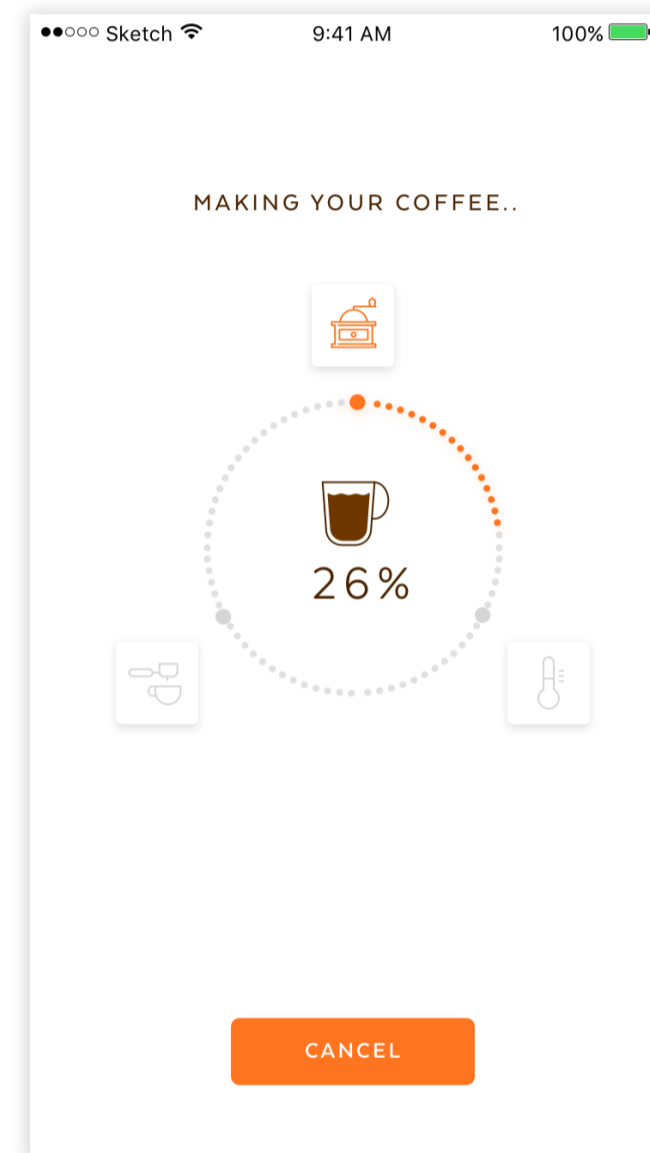
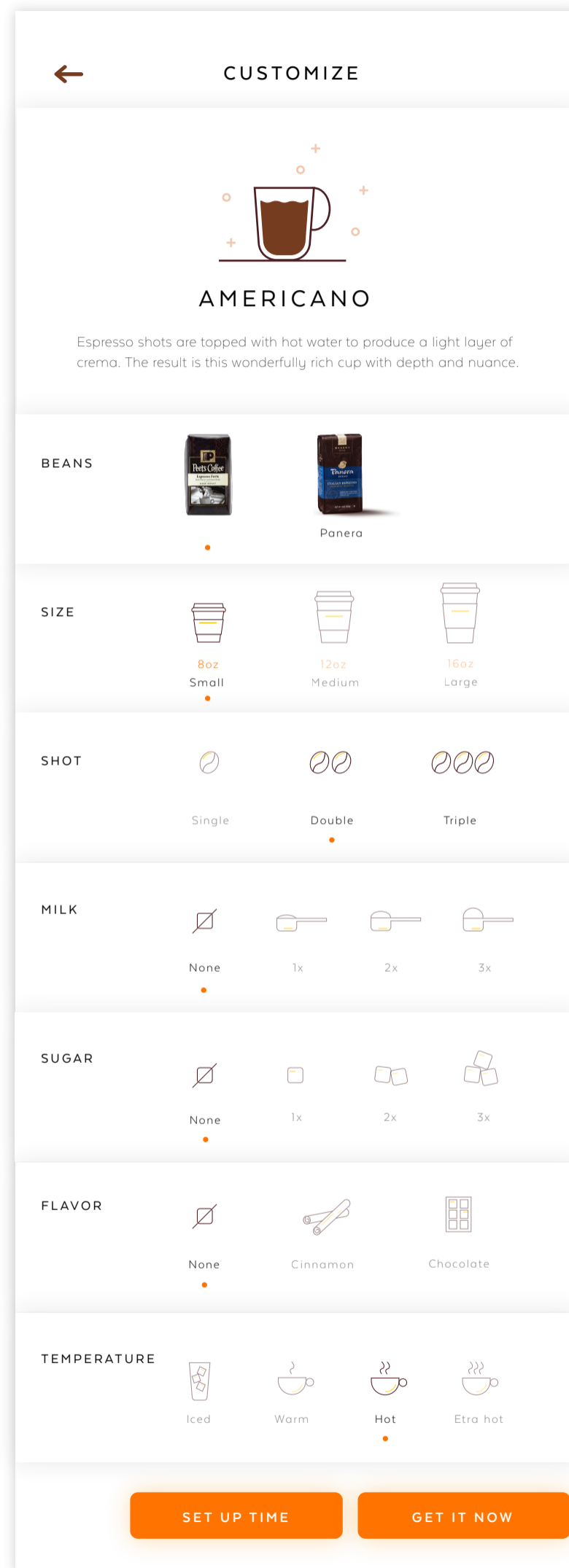
Menu

Shop for coffee

Product detail

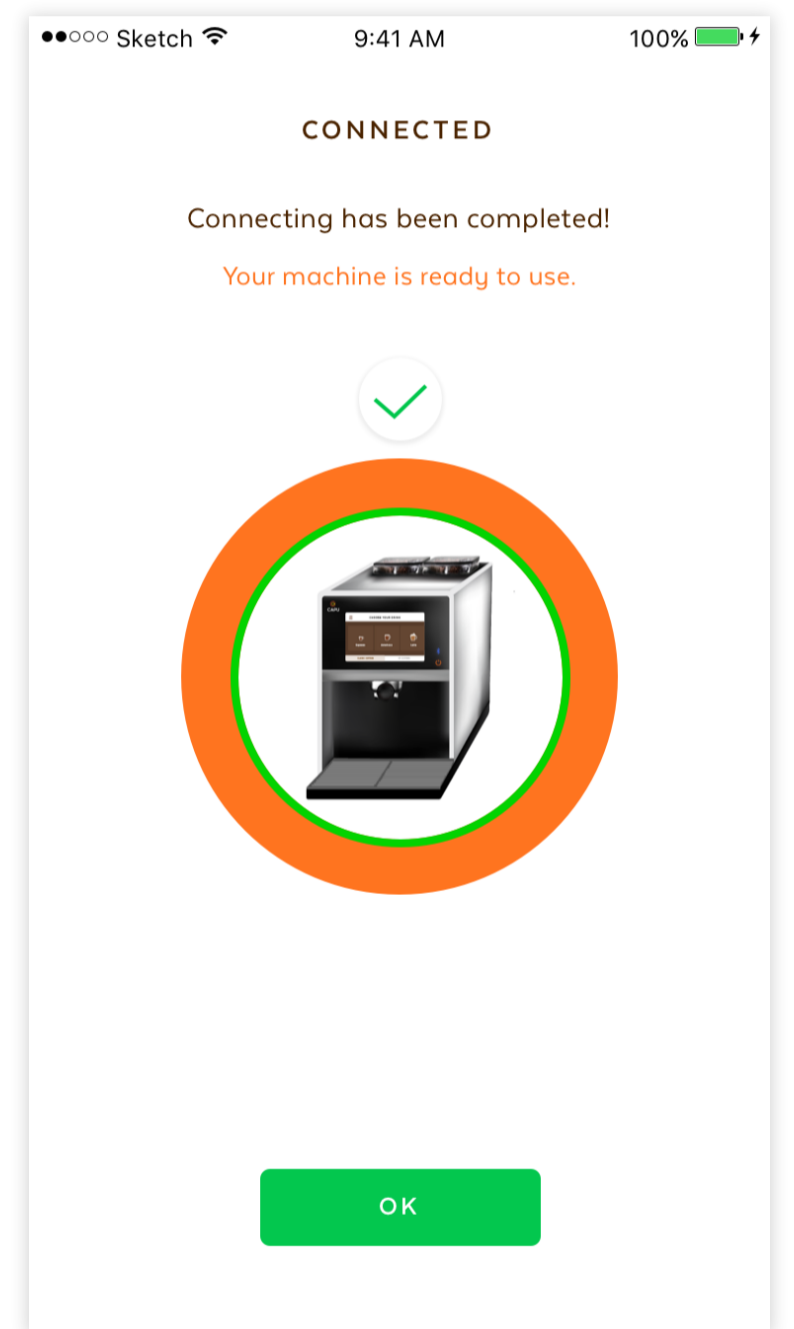
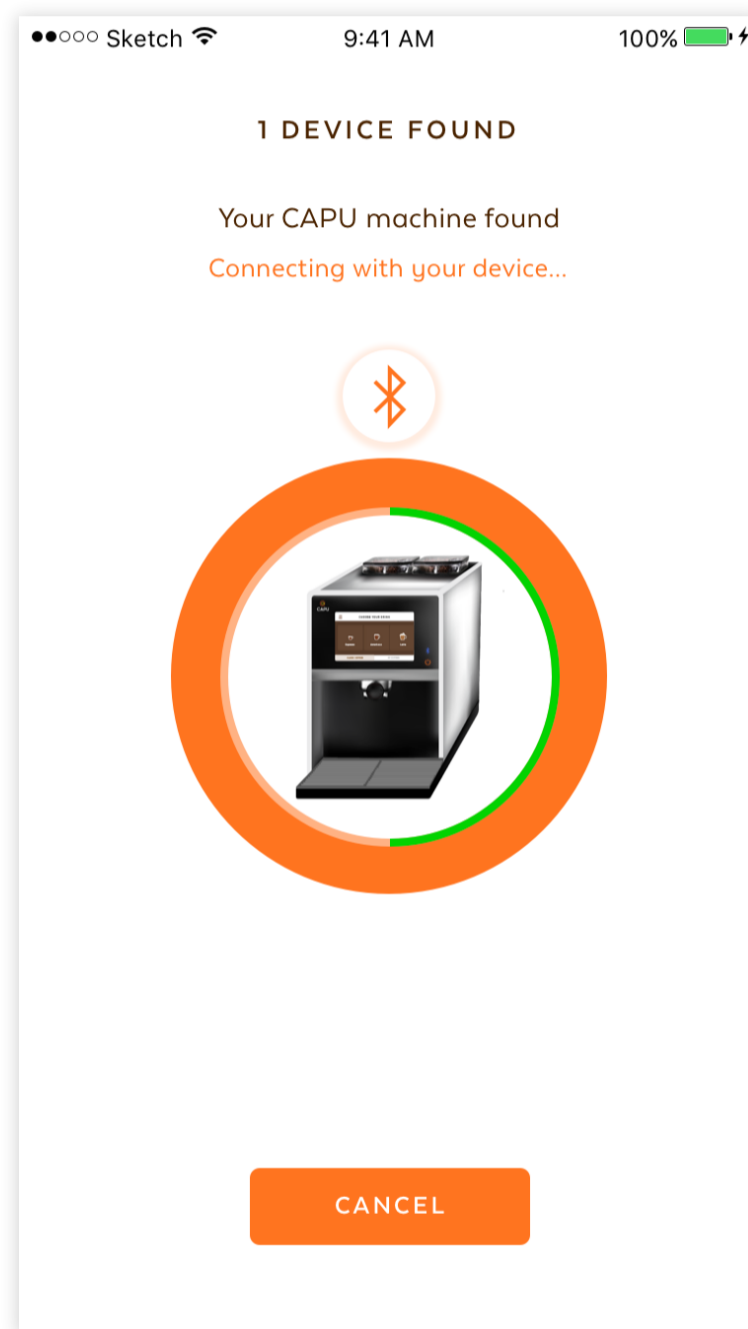
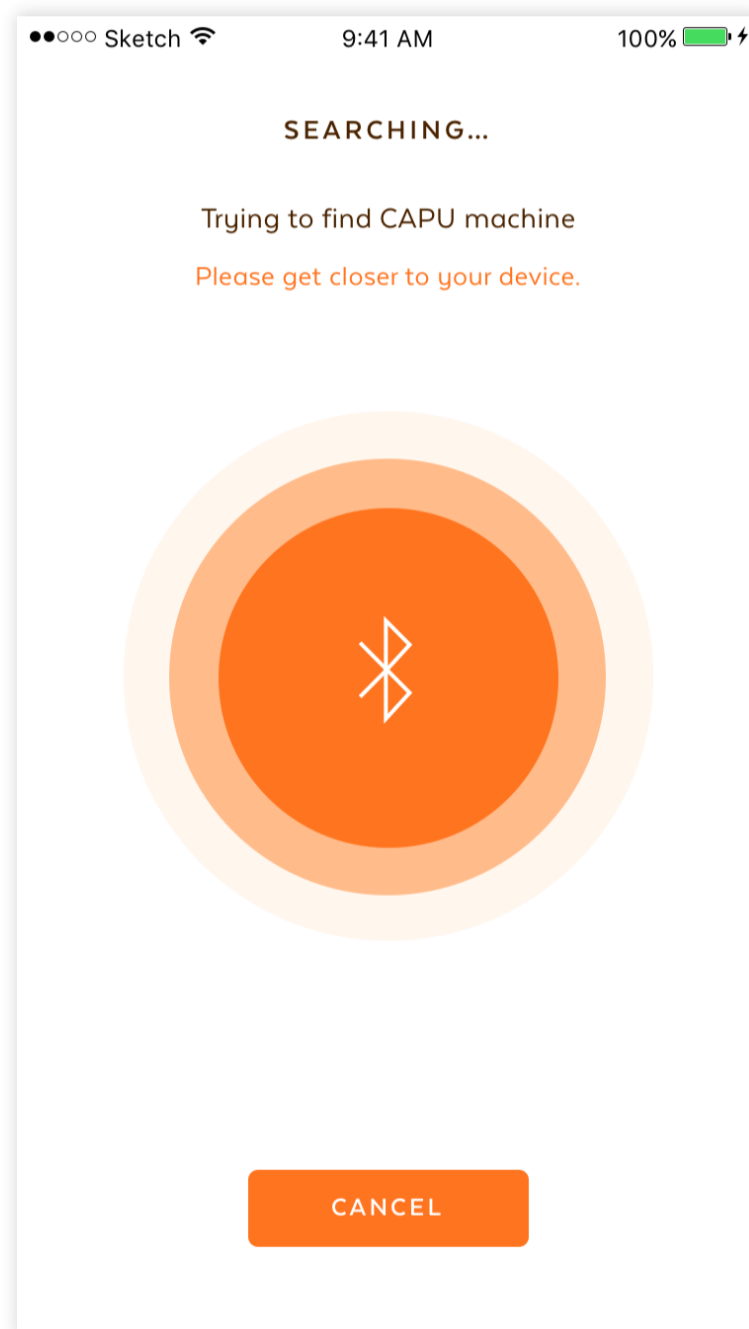
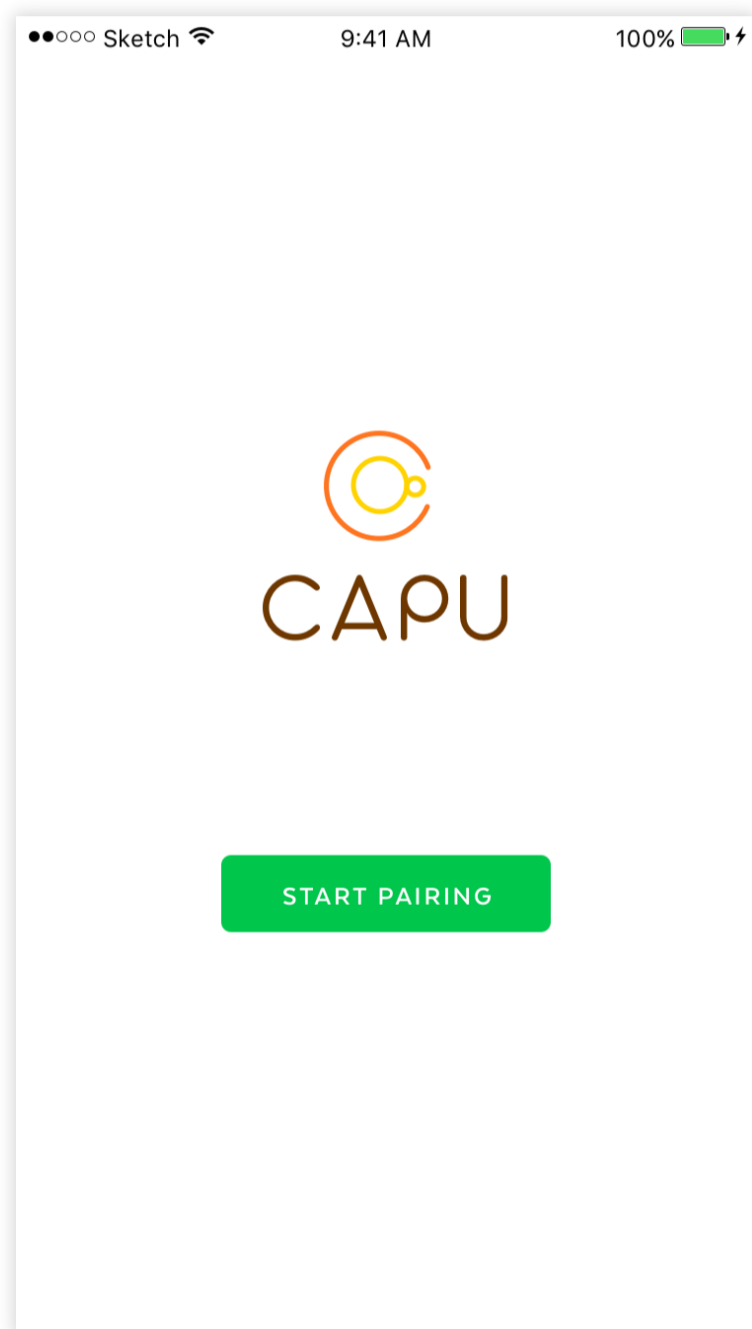
My cart

HIGH FIDELITY - Rough round

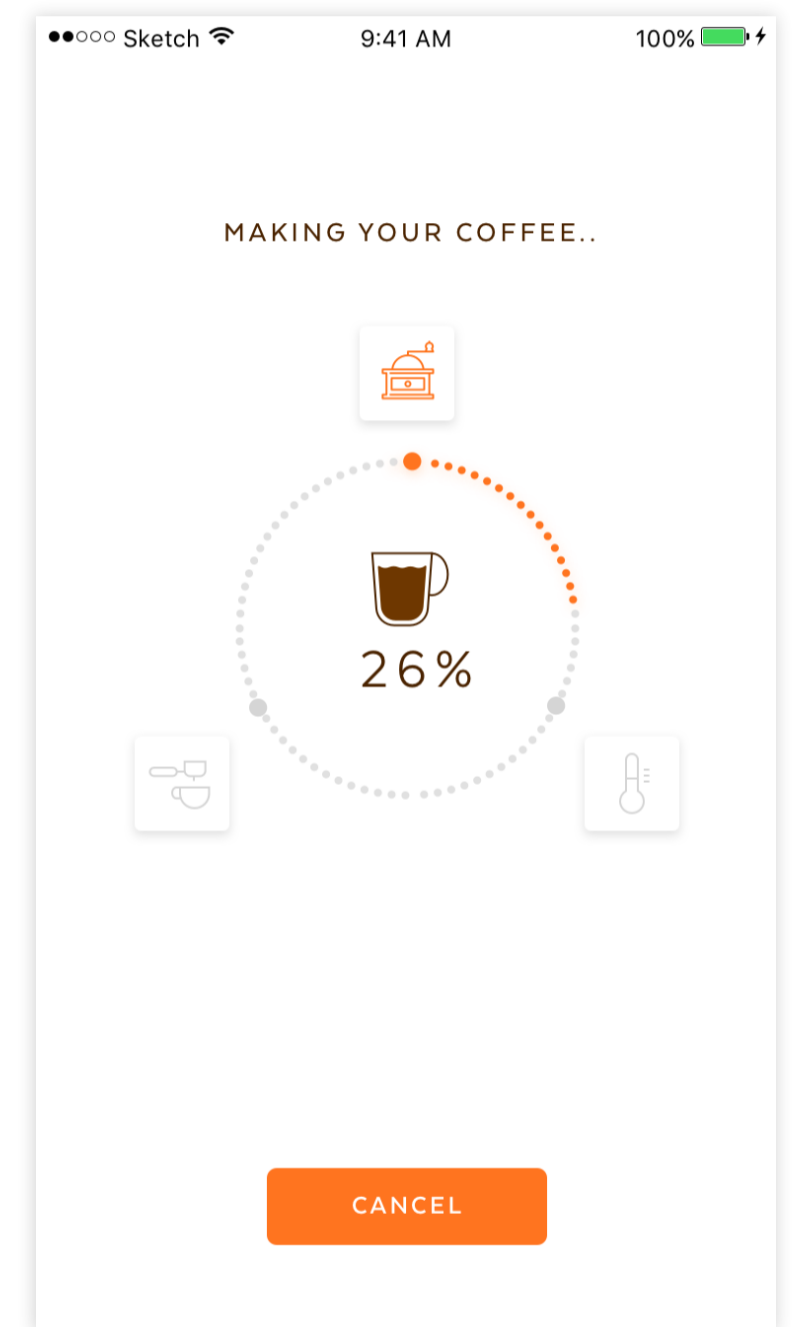
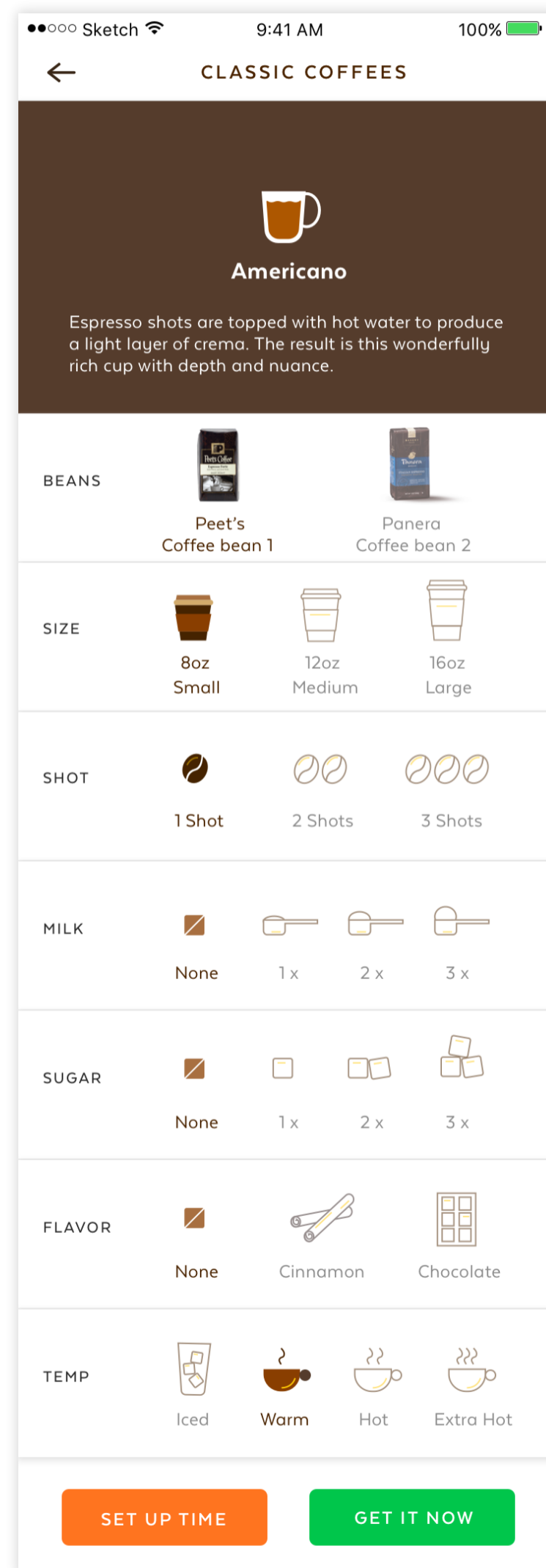
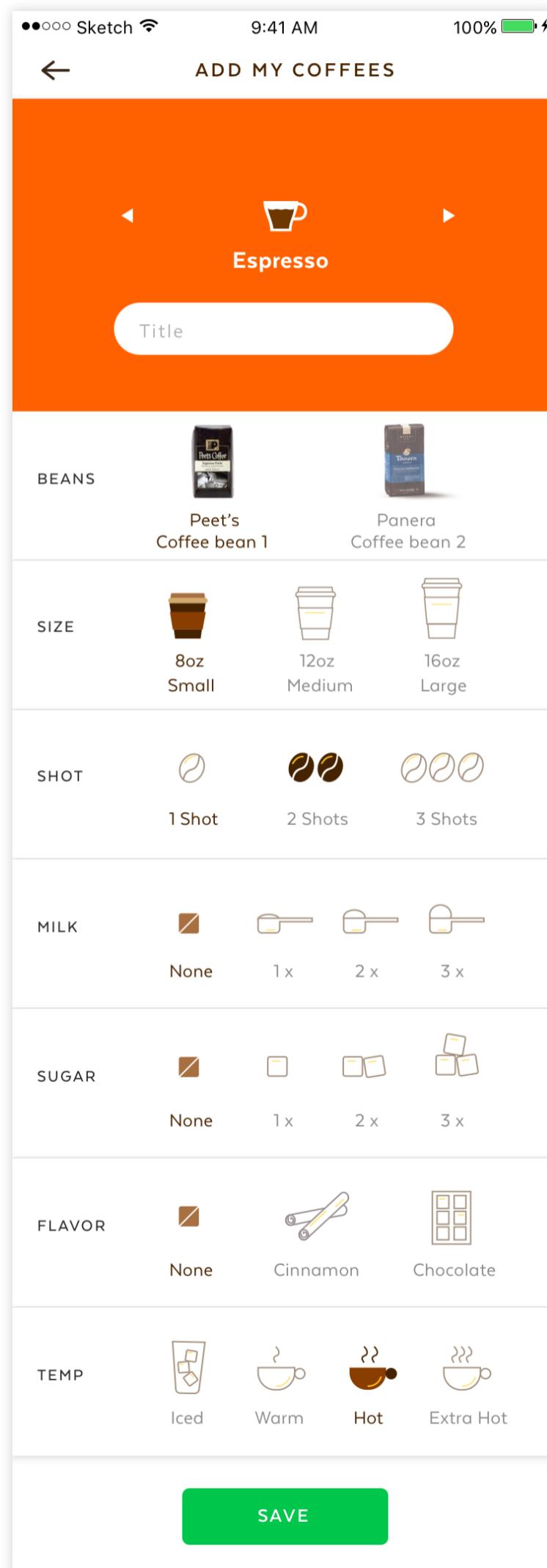
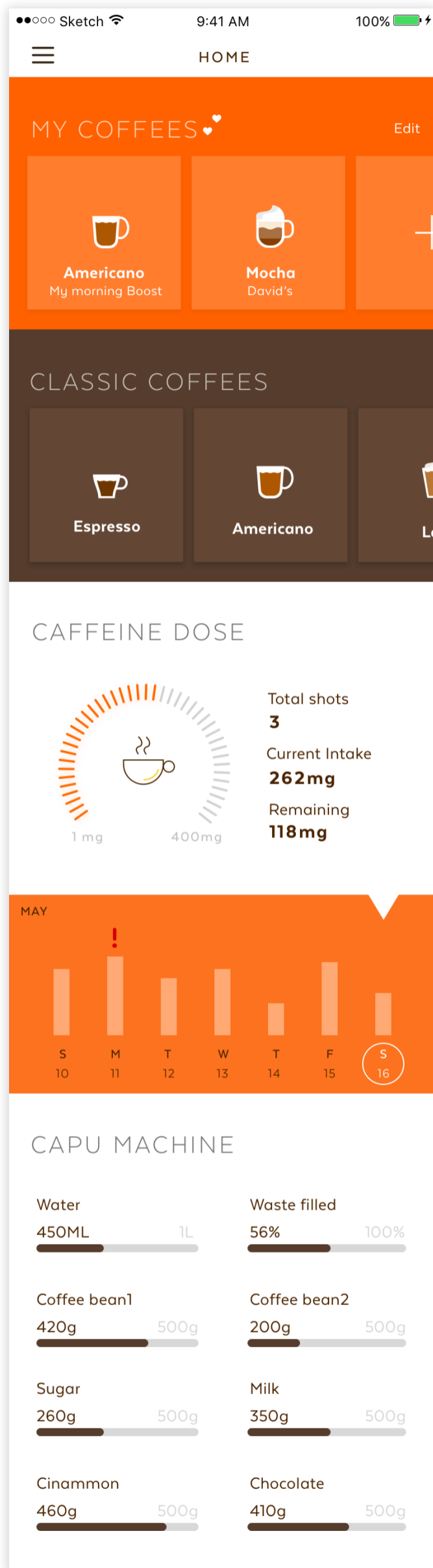


FINAL UI DESIGN

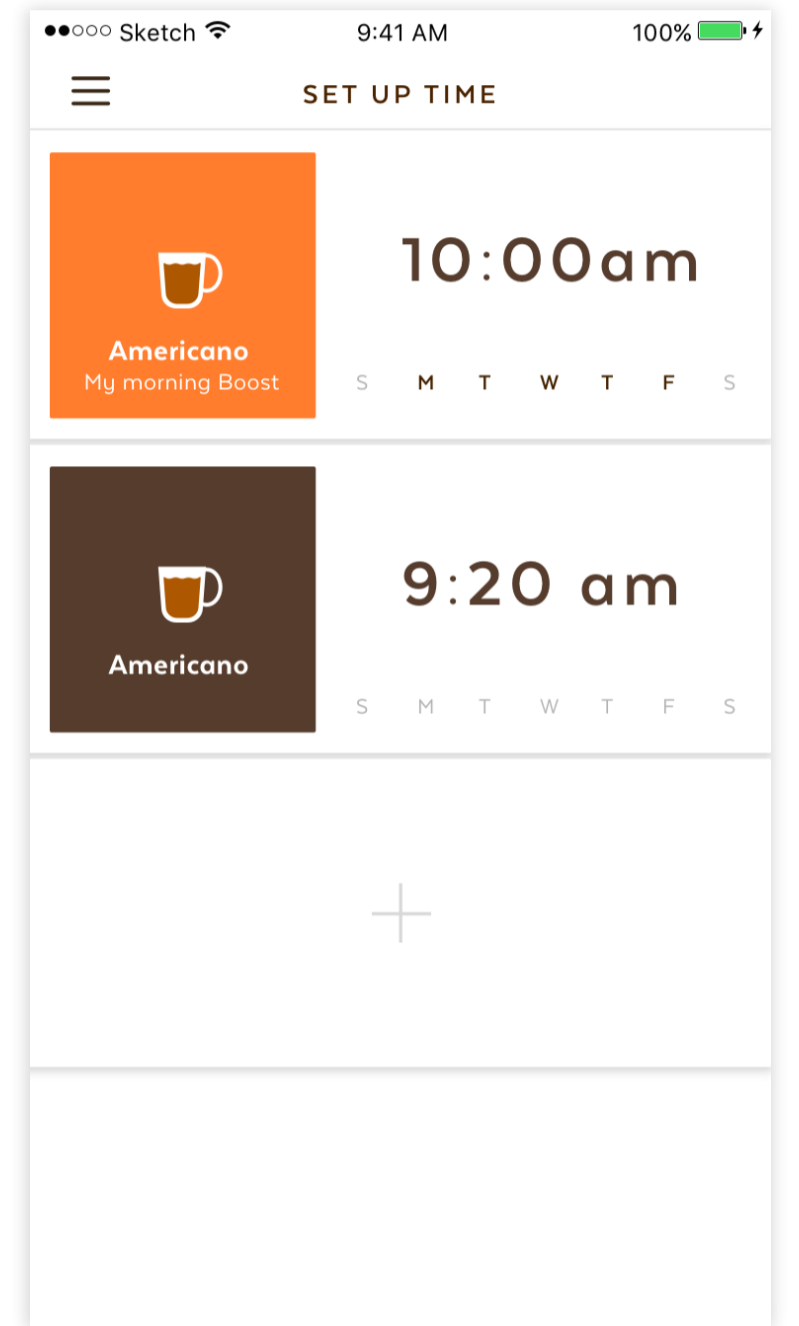
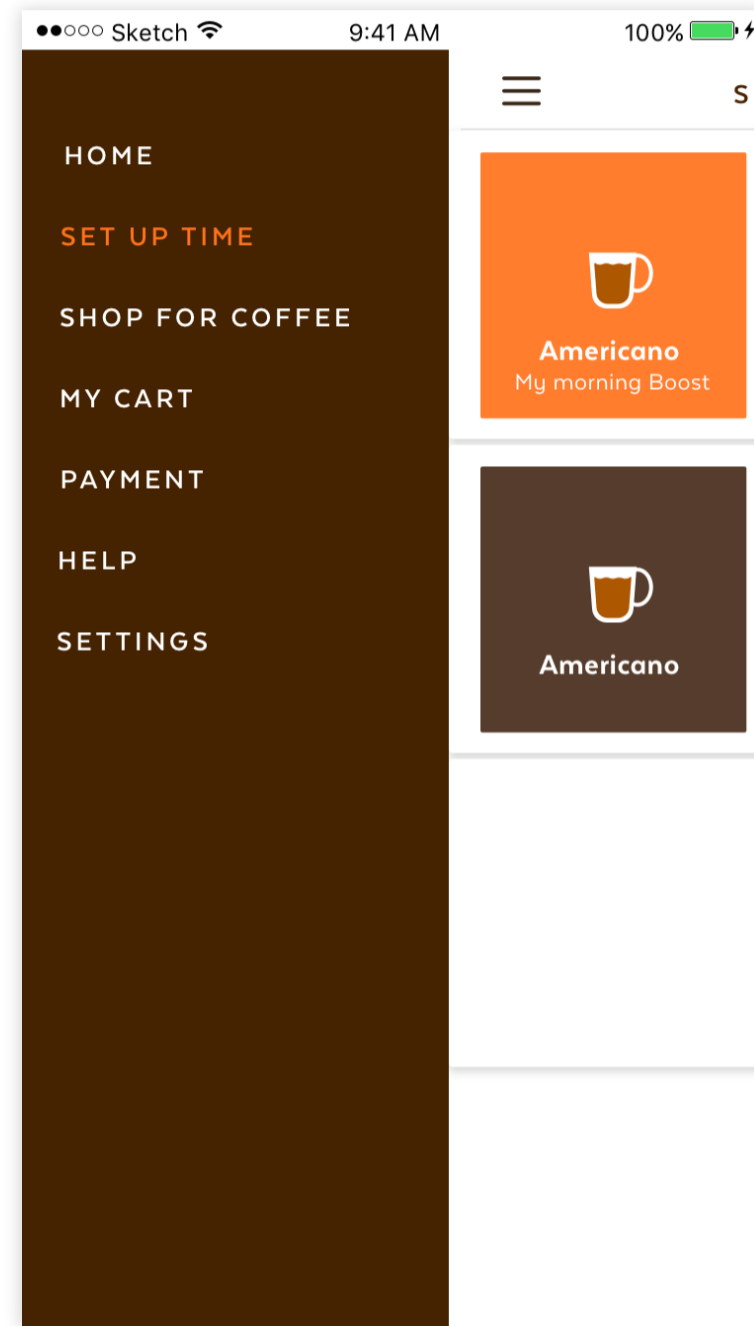
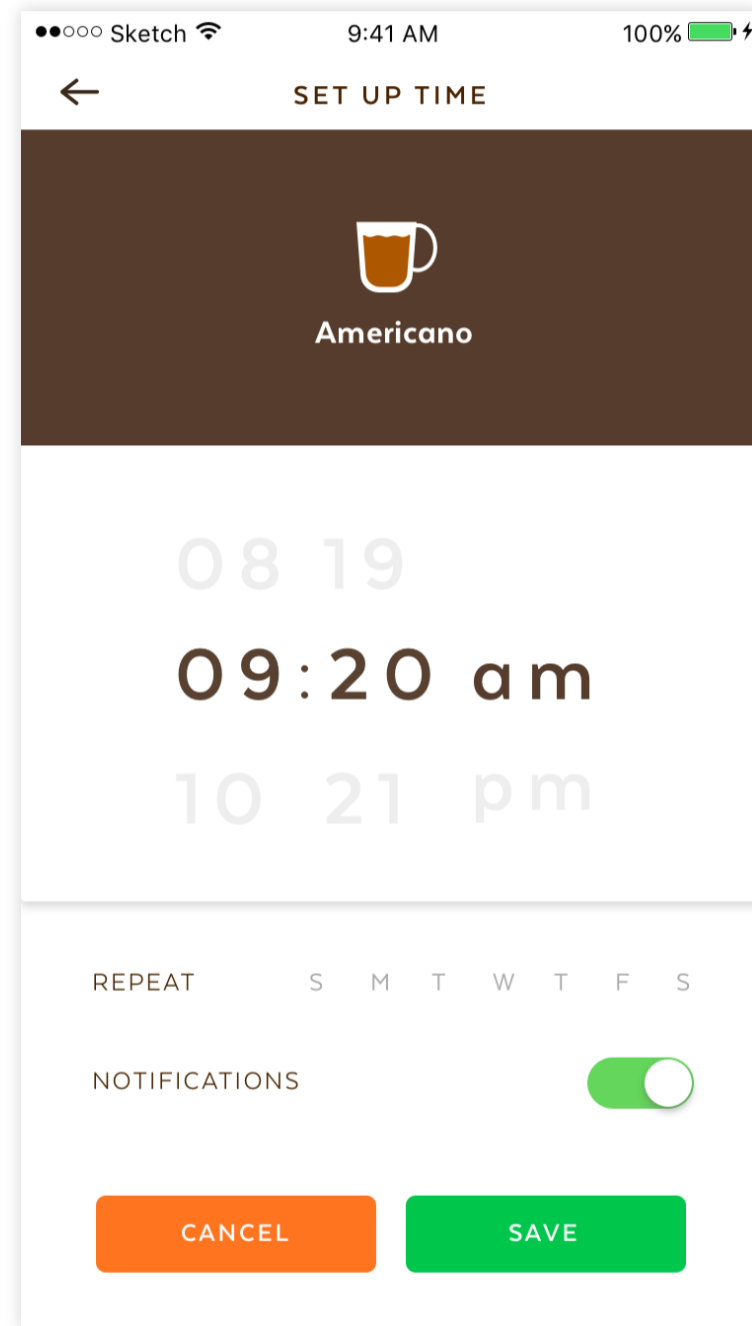
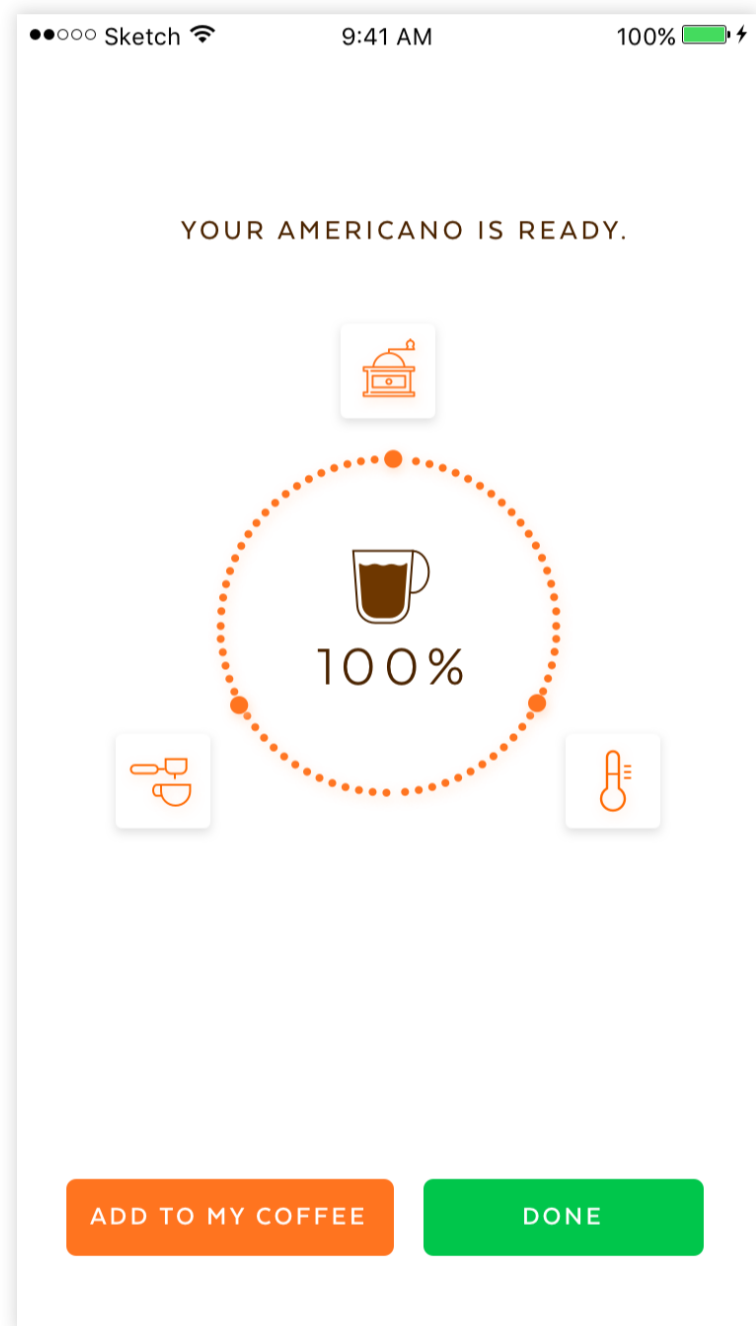
FINAL APP DESIGN



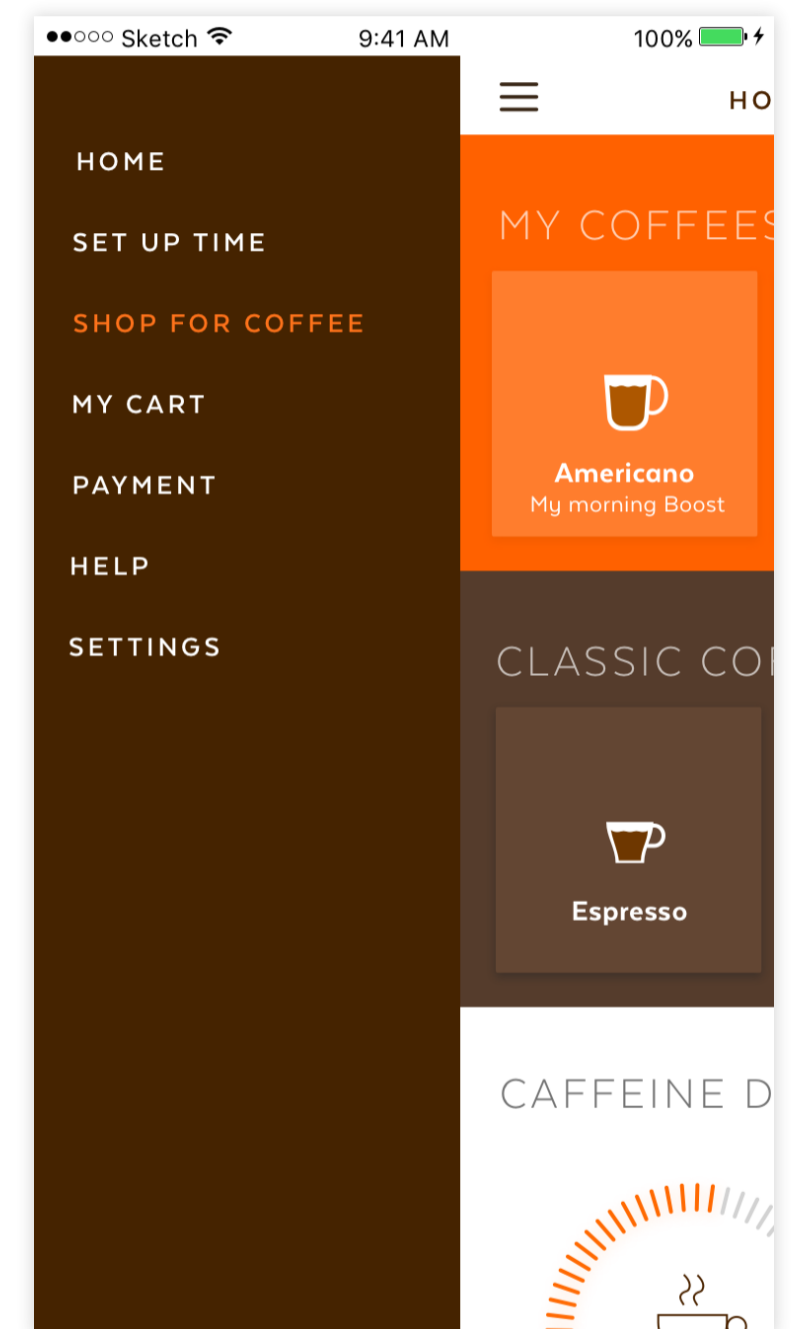
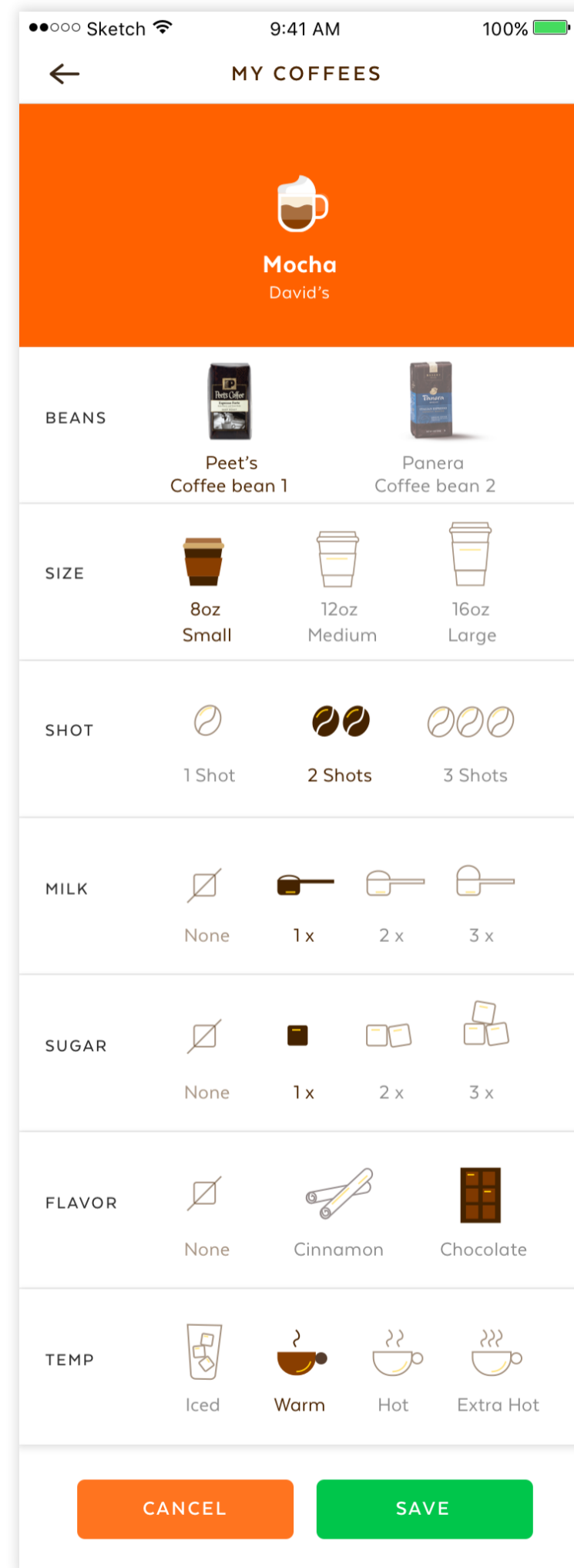
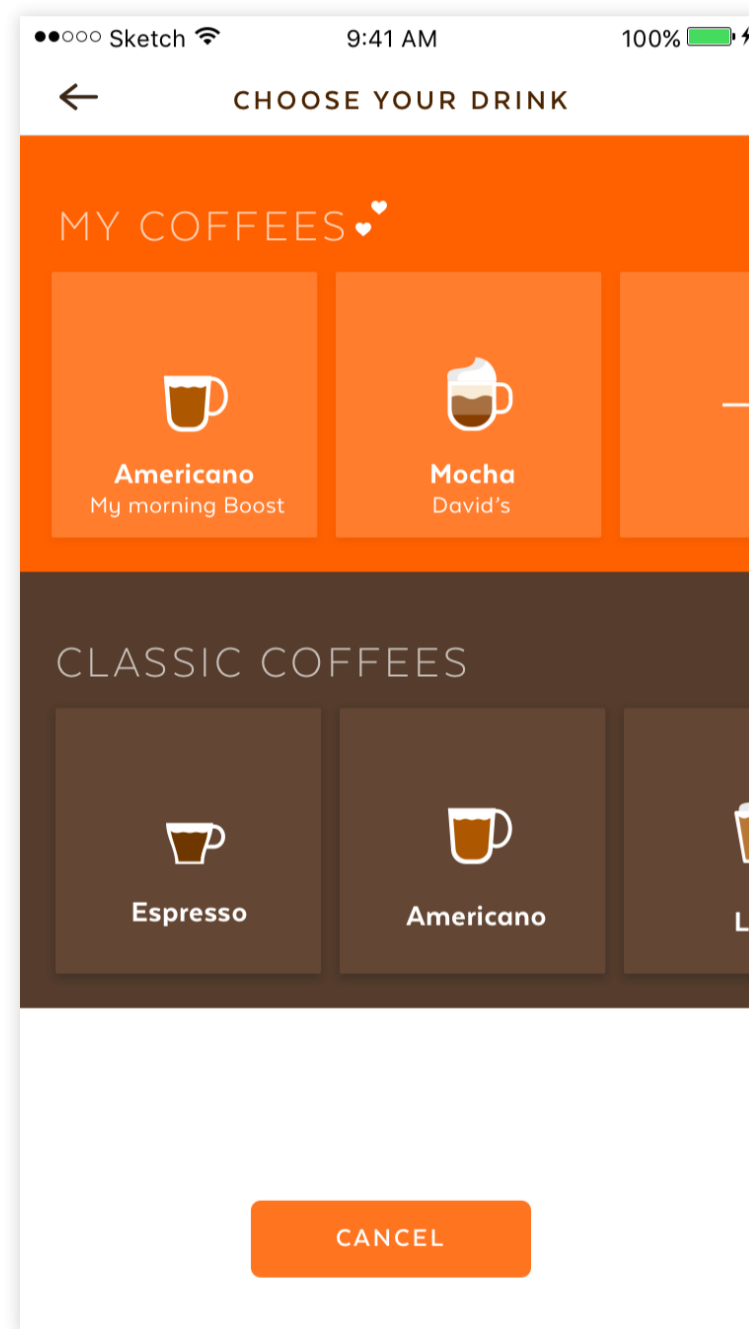
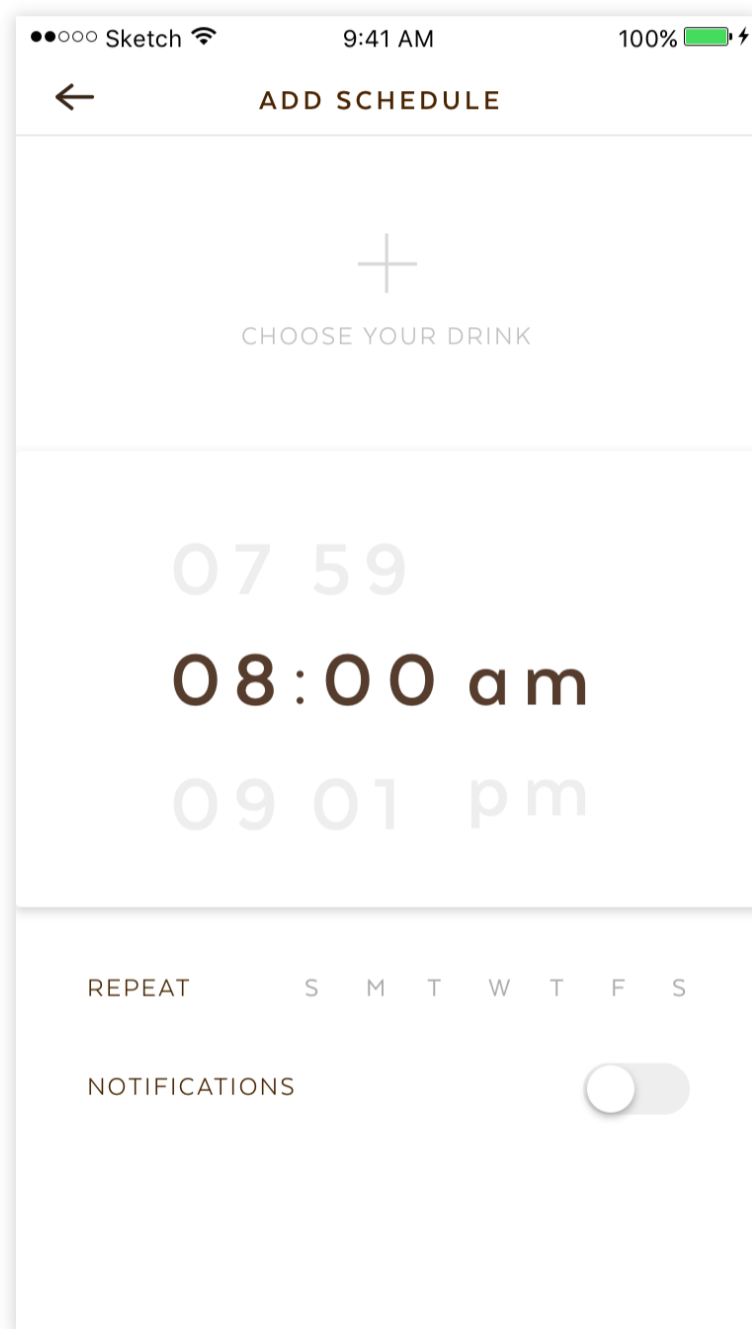
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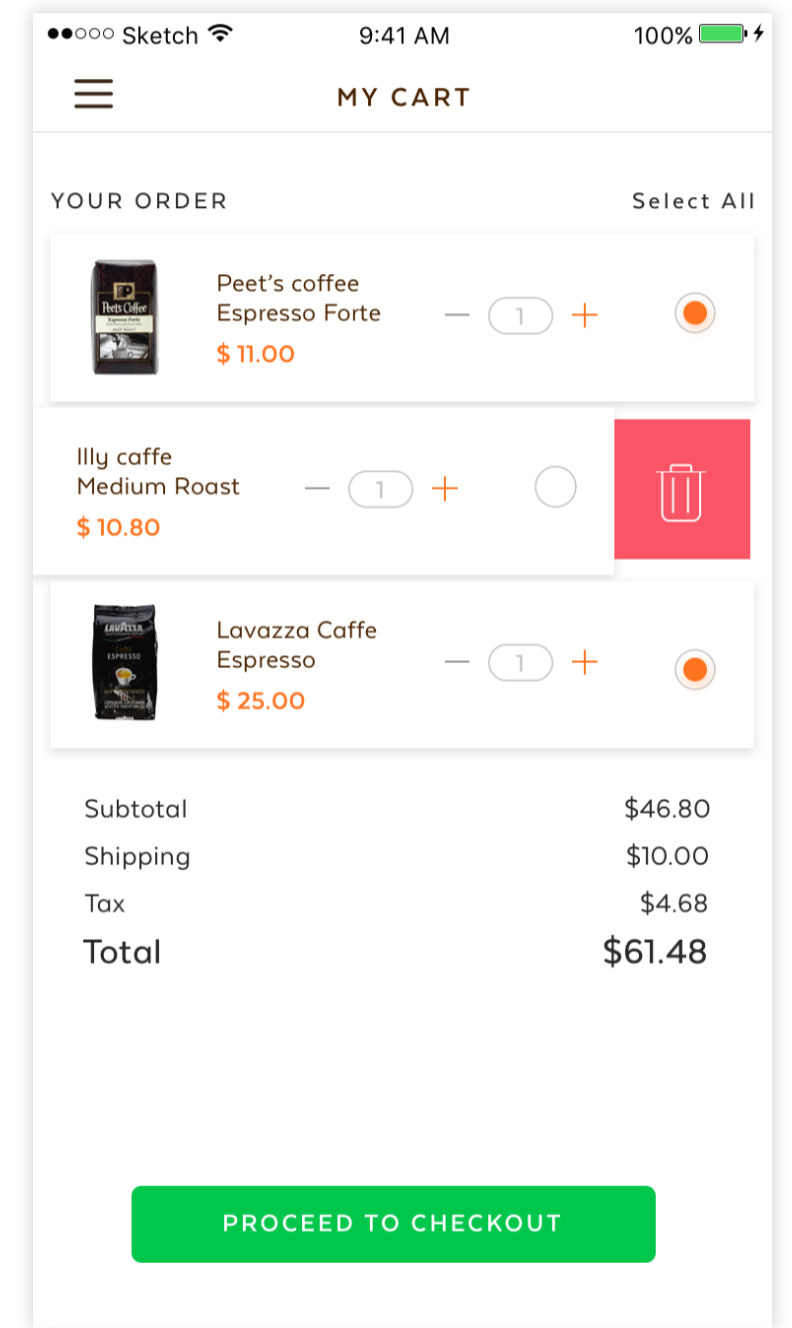
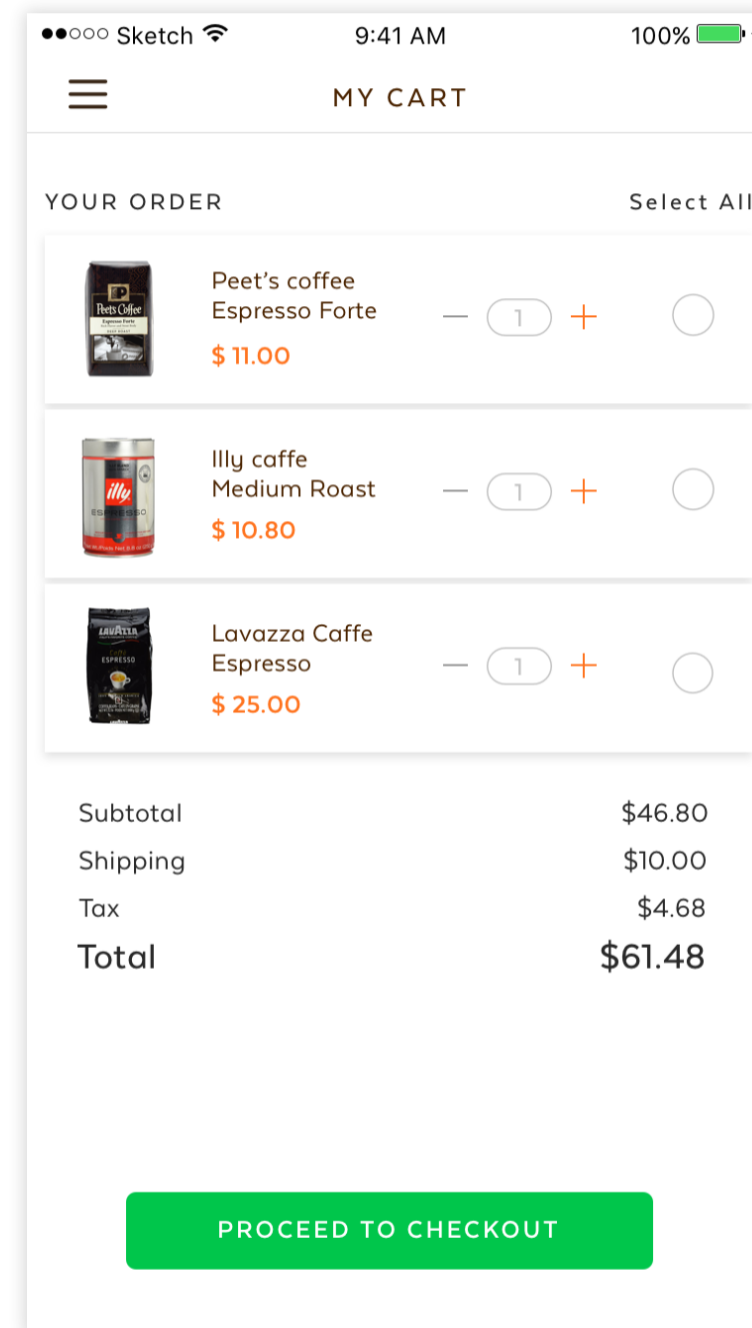
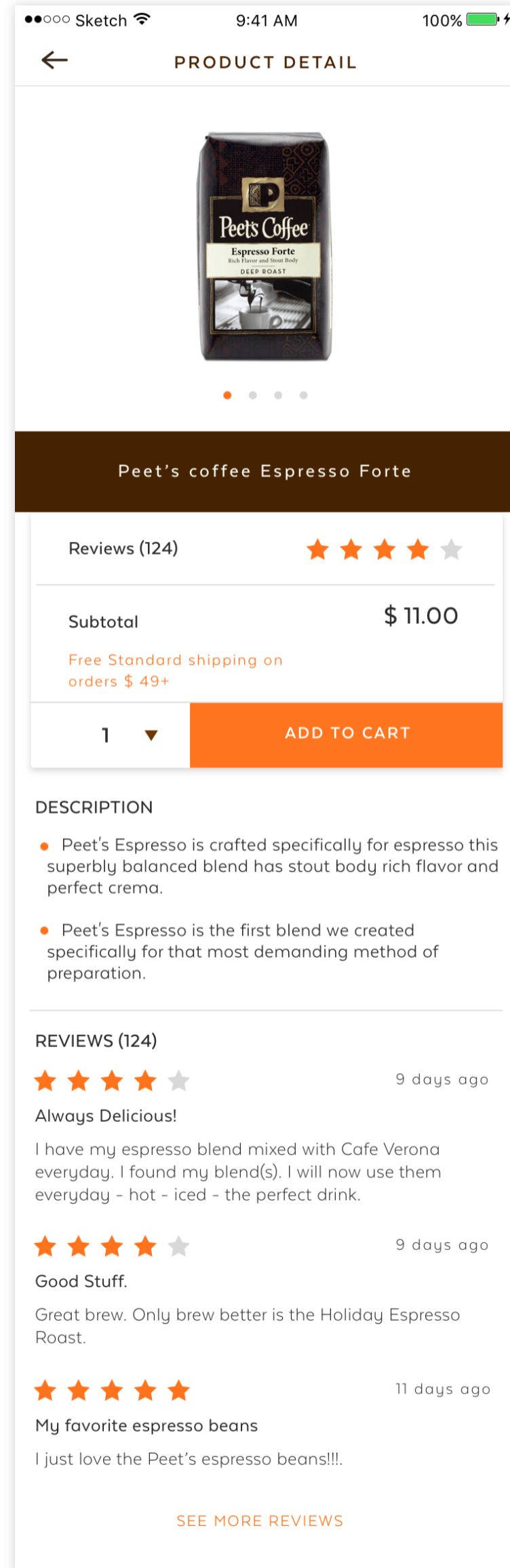
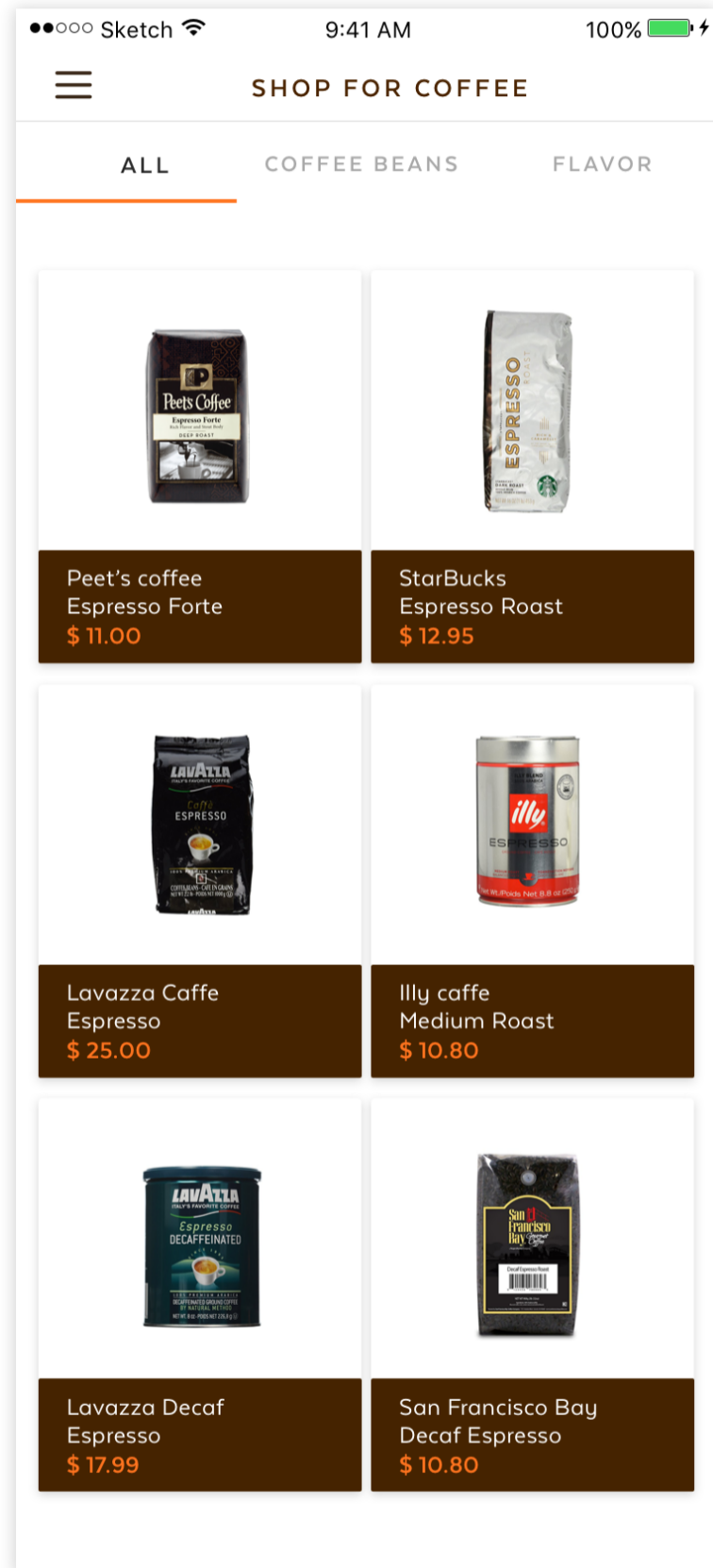
FINAL APP DESIGN



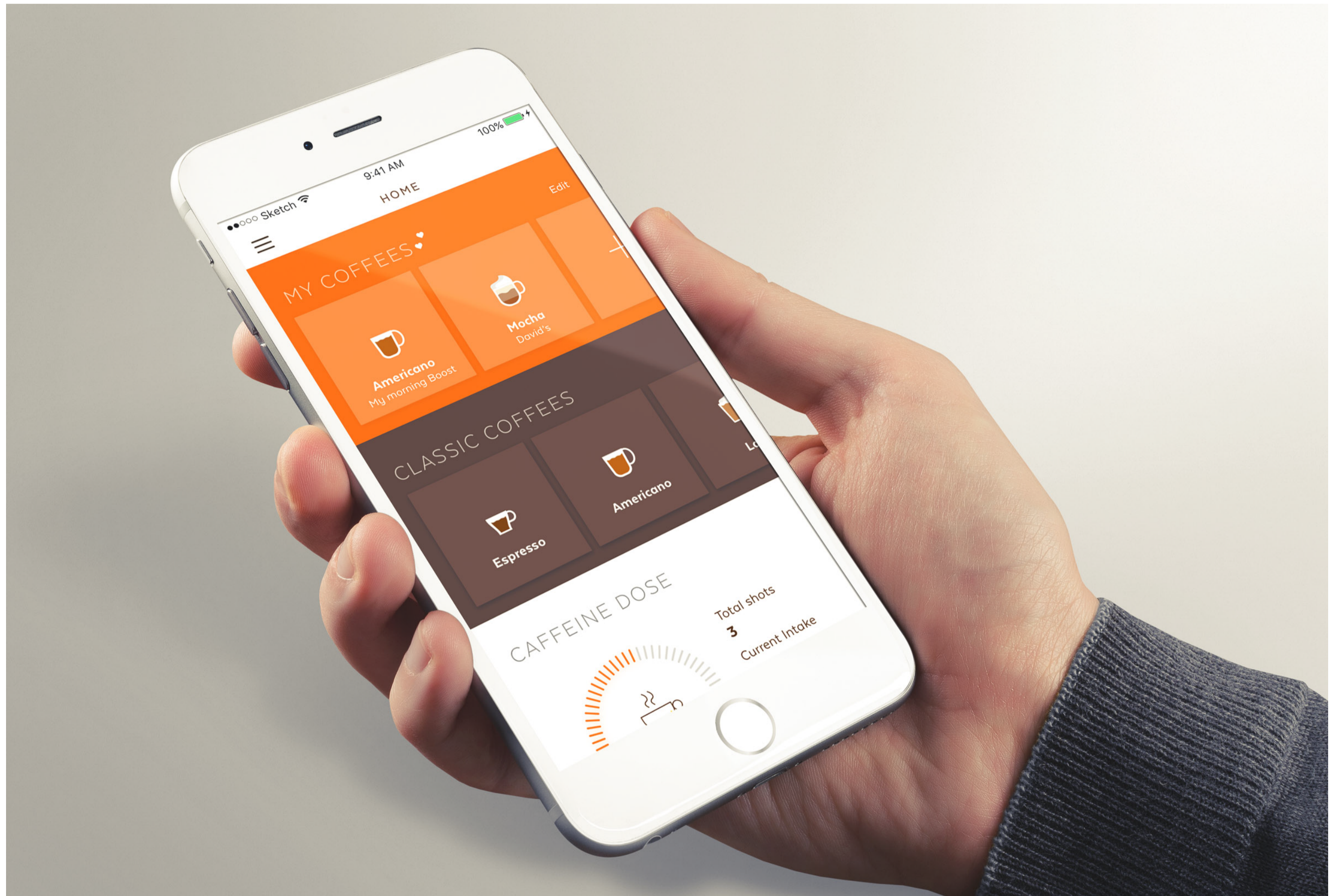
FINAL APP DESIGN



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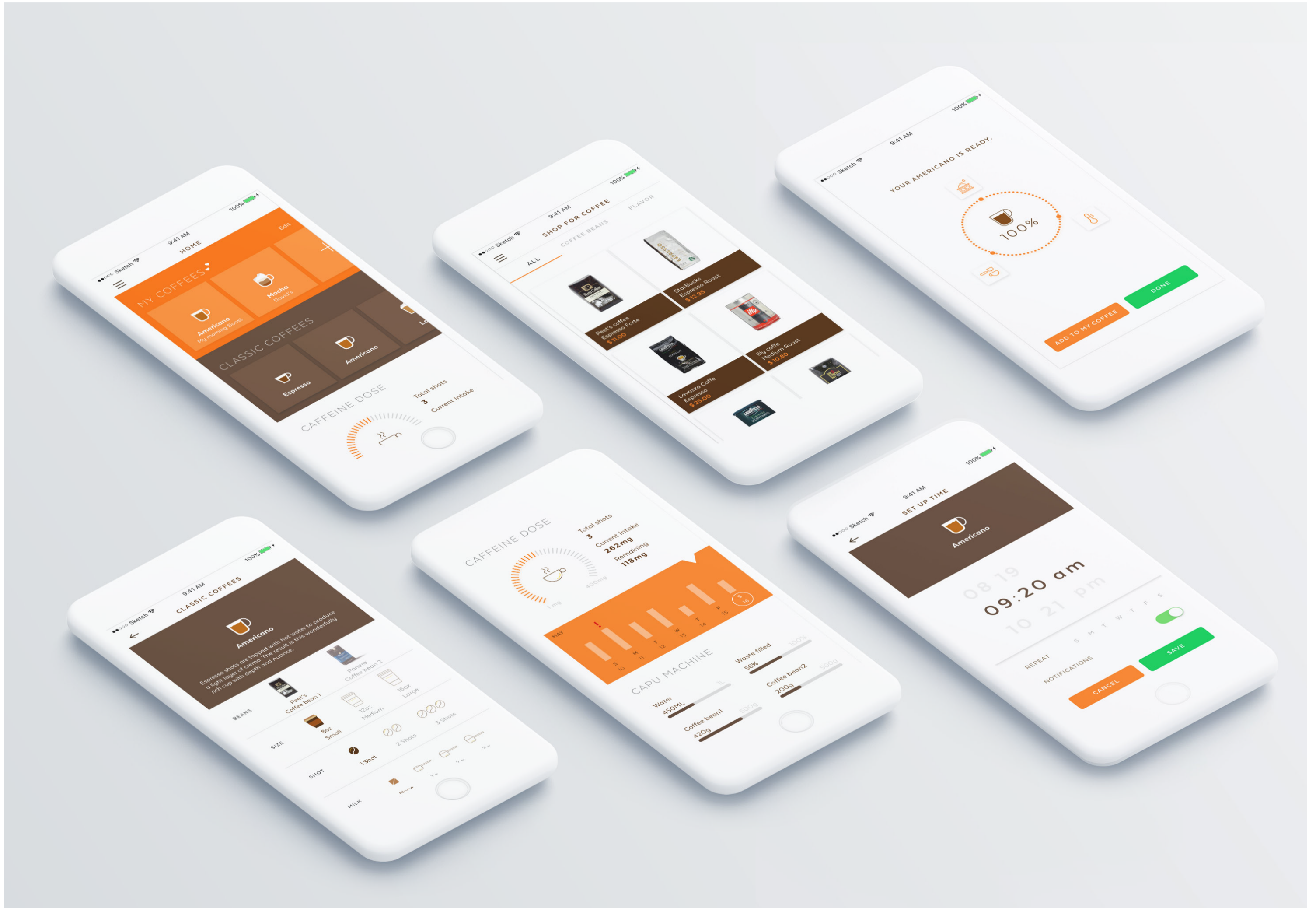


PROTOTYPE



https://projects.invisionapp.com/share/M2BT6PK6W#/screens/72141975_Start

UI MOCKUP





CAPU

THANK YOU