480 bfa seminar
PROJECTS

PROJECT SCENARIO

Persona
College students.

Scenario
To improve the experience of the persona's favorite coffee shop.

Modifier
Innate.

USER FLOW

Since the product has only a couple of affordances and has a lot of signifiers on how it functions, there are most likely only linear user flows for the chair. Below is a user flow that a user might go through but the steps could potentially be mixed around depending on the user.

Sits down → Takes out items from bag → Places items on desktop → Plugs in laptop and phone charger → Hangs bag on the storage hook

INTERVIEW QUESTIONS

Ten college students were interviewed about their experiences at coffee shops as part of research. Here were the questions:

What does your typical school day look like?	Do you bring a smart device with you everywhere? If so, what are they?	Are you a coffee drinker?	Why do you drink coffee?	How often do you drink coffee everyday?	What's your favorite on campus coffee spot? Why?
What's your favorite off campus coffee spot? Why?	Why would you go to off campus coffee shops if there are on campus shops?	What do you do at coffee shops	Do you use your smart devices at coffee shops?	Describe a coffee shop experience that made you uncomfortable.	If you were to run your own coffee shop, how would it differentiate from the competitors?

HI-FI PROTOTYPE

After the lo-fi testing, a hi-fi prototype was developed. This was a singular unit that has both a chair and a desk in one. This posed an accessibility problem as people who can't sit on the chair wouldn't be able to use the product.
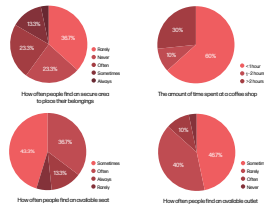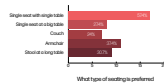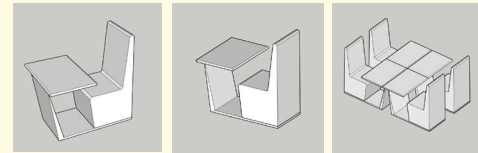

USER JOURNEY MAP

WORKING ON HOMEWORK AT A COFFEE SHOP

Tina Smith / College Student / 24 years old / Studying Sustainable Design

SURVEY RESULTS

The sample size of the survey when it ended was an even thirty and these were the results. From these results, the previous assumptions were verified as now we see that there is a problem with finding a secure seating within coffee shops that has enough space to accommodate everyone and also has outlets for the devices that they use.

How often people find an secure area to place their belongings

The amount of time spent at a coffee shop

What type of seating is preferred

How often people find an available seat

How often people find an available outlet

FAIR

Modular seating for industrious individuals.

SINGLE

This is the single desk and chair setup for Fair. The chair and the desks are separate units in order to cater to people in wheelchairs as well as the ease of use when the tables are joined together.