



Coffeewall

Localize to Socialize

A unique platform designed for coffee shop community.

Prepared by **Max Cipicchia**



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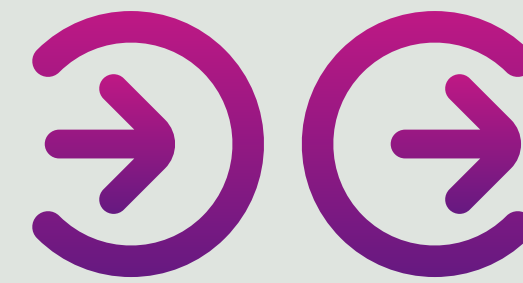
Persona



Affinity Map



Journey Map



In & Out



Prototype



Presentation



Persona



SUSAN

Writer

Age: 49 | Education: Bachelor degree | Hobby: Music, Travel, Food

Goal: Meet new people

Susan is a writer who frequents a local coffee shop as their preferred workspace. She likely enjoy the atmosphere and the convenience of having a source of caffeine nearby while they work on their writing projects.

Pains / Problems

- Struggle to start a conversation.
- Sometime she'd likes to ask for technical help.
- Desire to know more who is around her.

Gains / Goals

- Social interaction.
- Find coworkers.
- Dating in the future.



Persona



MIKE

Blogger

Age: 45 | Education: Associate's degree | Hobby: Books, Coffee, Sports

Goal: Discover Places

Mike is a blogger who uses a coffee shop as a location to work on his blog. He is writing articles, editing photos and videos, or engaging with his readers and followers on social media. He is also enjoying the atmosphere, and the convenience of having a source of caffeine nearby while they work. Additionally, he might be meeting with his peers and networking or conducting interviews with sources, or simply enjoying the ambiance while he brainstorms ideas for his blog.

Pains / Problems

- Cultural appropriation.
- Missing socialization.
- Local activity initiatives.

Gains / Goals

- A better environment.
- Find cooperation.
- Dating in the future.



Persona



ROSIE

Fashion Designer

Age: 28 | Education: Design degree | Hobby: Cinema, Travel, Music

Goal: Find Help

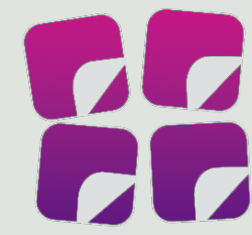
Rosie is using a coffee shop as a location to work on their fashion designs. She can be sketching new designs, selecting fabrics, or working on his computer to create technical drawings or patterns. She can also meet with clients or industry peers, discussing upcoming projects or collaborations, or conducting research for new design ideas. She is also enjoying the atmosphere connect with people who can inspire her next collection.

Pains / Problems

- Wrong environment.
- Missing socialization.
- Local activity initiatives.

Gains / Goals

- A selectable location.
- Find inspiration.
- Dating in the future.



Affinity Map



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Journey Map





In & Out

IN

WiFi
Customers Connection
Community Feed
Extra Contents
Personal Profiles
Friendship
Messages

OUT

Location Search
Number of Members
List of Extra Contents
Rating
Reviews
Menu
Media

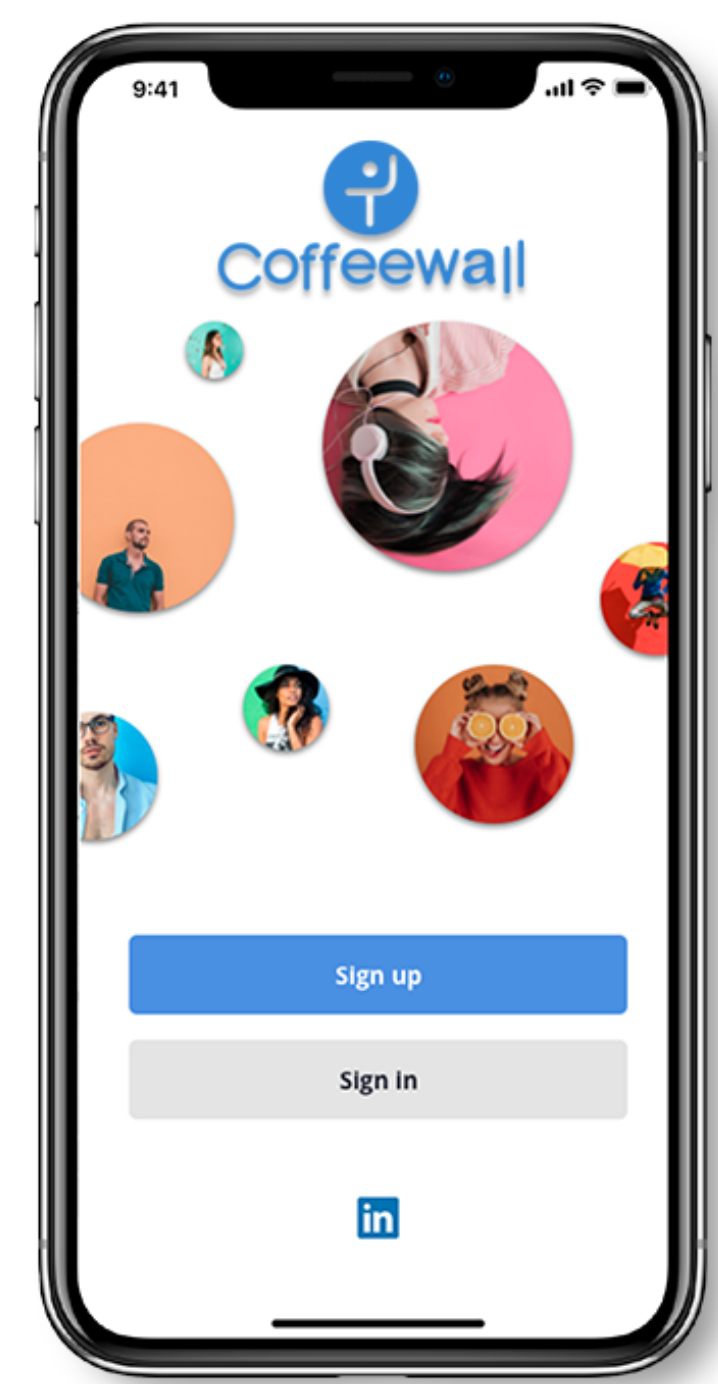


Prototype

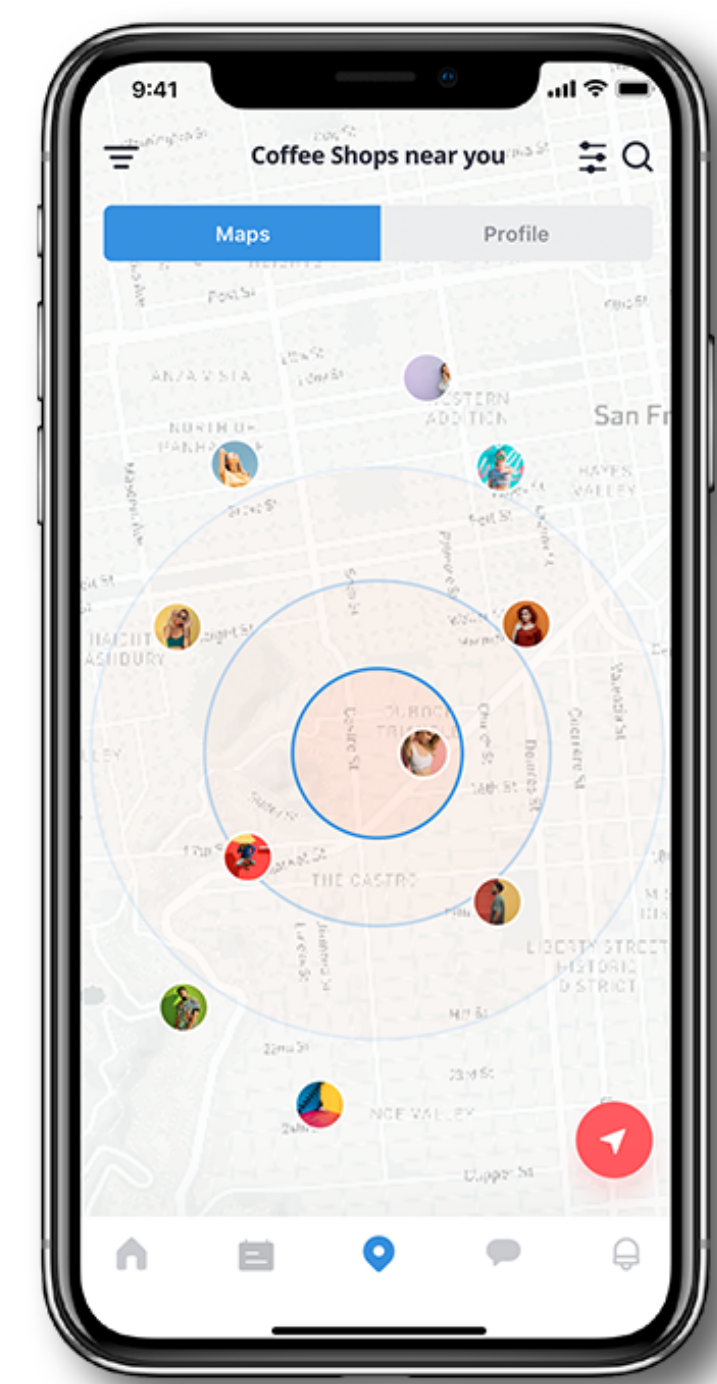
Splash page



Sign in/up



Geolocation

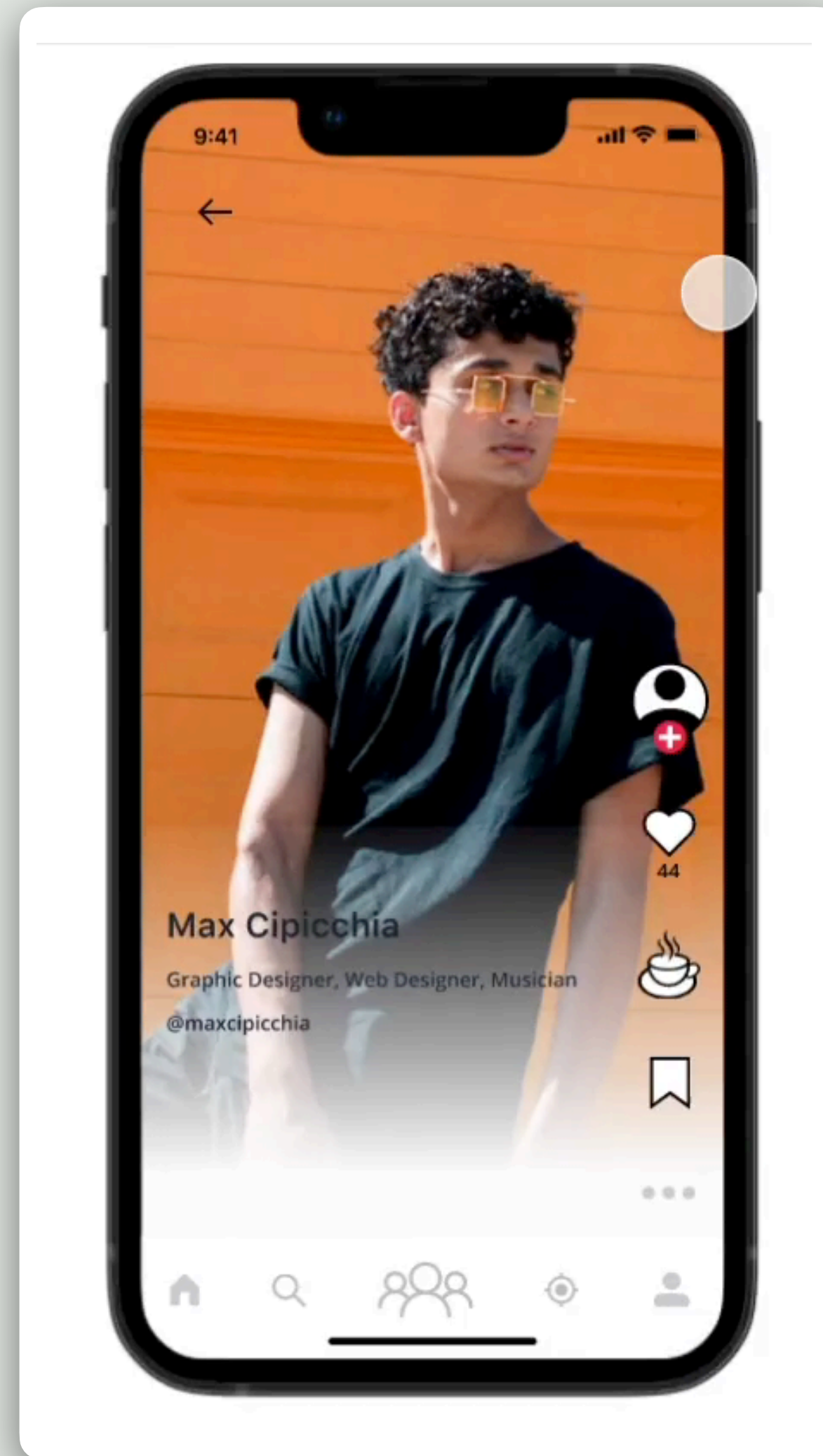


Connect





Prototype



Prepared by **Max Cipicchia**



Video Presentation



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