

Instructions



Exercise 1: You own a coffee shop. What is the **value proposition** of your products?

Special flavoured coffee
with alcohol essentials

good italian coffeeslow down
in pleasant environmentmeet
your friendssmall snacks

Speciality coffe with
unique anaerobic
processing

high quality coffee for fair
prices.

High quality coffee for fair
prices.

Good coffe

high quality for fair price

good italian
coffepleasant
environmentslow down
meet friends

Exercise 1: You own a coffee shop. What is the **value proposition** of your products?

Building community and making people's lives better - every day.

To offer high quality products based on "green agriculture" and human working condition.

First coffeeshop on Mars

Our beans have high quality.

our coffee not only pleases all the senses, all keeps you alive through the day, but is from fair trade sources

membership and coworking space for specific (space) community.

quality coffee with great service-
quality - product range -
sustainability - snacks- service -
location - human interaction -
atmosphere / community

Family tradition, homegrown coffee beans, special recipe, customized flavors

Exercise 1: You own a coffee shop. What is the **value proposition** of your products?

Building community and making people's lives better - every day.

good coffee, simple

Make themselves more productive and motivated
Reward for them

Queue

Value Proposition (chosen answers)

- High quality coffee for a fair price
- Great service and ambiance





Faster & Cheaper Service
with a Unique Location

– *Our attempt*

Exercise 2: Why are our clients there? What are they attempting to **get done**?

44 responses



Customer Jobs (chosen answers)

- Relax
- Socialization



//
To meet friends
To have a quick cup of coffee
To have someone else brewing one's
coffee

– *Our attempt*

Exercise 3.1: From our clients' point of view, what **pains** can exist when getting a coffee?

Long waiting time for
getting a coffee
High price
Low quality

accessibility, operating hours,
value for money, long waiting
times, and hostile ambiance.

pain - bad coffee :(gain -
awesome coffee :)

time for waiting

crowded coffee shop

long waiting times

Bad coffee, surprisingly
expensive, non-pleasant
personnel, coffee shop is too far
away, crowded place, you might
spill the coffee on you

bad coffee

Exercise 3.1: From our clients' point of view, what **pains** can exist when getting a coffee?

Bad taste, long line, high cost, bad service

unexpected taste

closed shop
no empty seats
slow service
unpleasant service

waiting time

broken coffee machine

price, waiting, walking

not strong enough

Cost, bad taste of coffee, waiting time, distance, no sitting place available

Exercise 3.1: From our clients' point of view, what **pains** can exist when getting a coffee?

no place to sit

Unaccepted, uncertain
taste

Overcrowded, too noisy, bad
taste, improper furniture and
decoration,

bad service

Queue waiting, cost,
overwhelming environment,
commuting to cafe, possible
disease spread (e.g. COVID),
low quality

- queue- walking (if not a drive-in
option)- price- acidity of coffee
turned to a big issue lately- non-
availability of lactose-free milk
option- design of space

Wrong milk. Waiting time.
Bad coffee taste.

Bad taste, long que, long
waiting time, no cupcakes, no
place to sit/ no table, no
sugar OR cream

Exercise 3.1: From our clients' point of view, what **pains** can exist when getting a coffee?

Price, waiting in the line,
distance, unpleasant
services

||

