



# UserResearchand Personas

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This document was completed as a group consisting of:

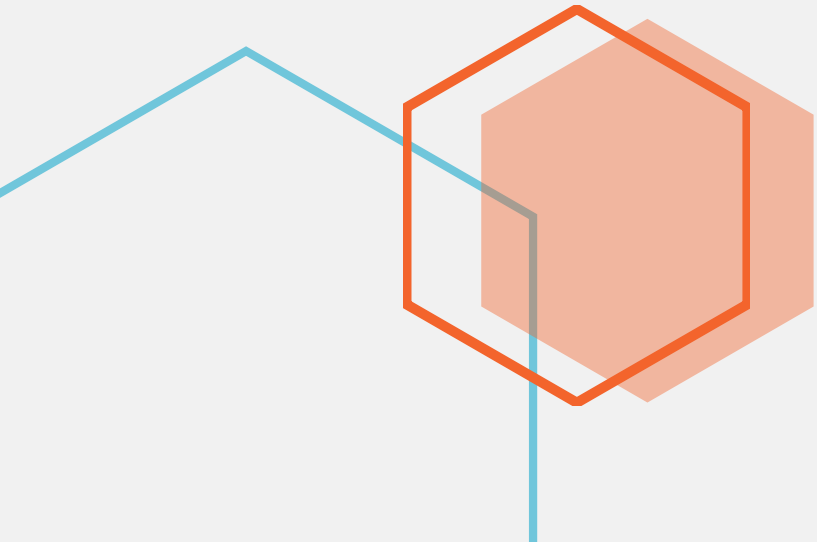
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Team Members: Charles Miller and Dreyke Boone

GIT 340 Information Design and Usability

Professor Dirks

May 30, 2020





# User Research and Personas

## Introduction

The goal of this assignment was to create and conduct a user research survey. From the results of the user research survey, the team built two personas.

The survey was built to receive results to create personas about Dutch Bros Coffee Company.

## Methodology

As a team, we built the survey involving the following criteria:

- Name
- Age
- Gender
- Education
- Work experience
- Computer skills
- Frequency of Internet usage
- Web sites visited on frequent basis
- Knowledge of subject of your Web site
- Key reasons why to visit your Web site
- Key needs from a Web site on your subject

# Survey

## Dutch Bros

Please complete the questions below regarding general information about yourself, computer usage, and you coffee preferences. Questions requiring answers are marked with a red asterisk.

\* Required

1. Name \*

2. Age \*

- ☐ 18-24  
☐ 25-30  
☐ 31-40  
☐ 41-50  
☐ Over 50

3. Gender \*

- ☐ Female  
☐ Male  
☐ Prefer not to say  
☐ Other:

4. Education \*

- ☐ High School or GED  
☐ Some College  
☐ Trade School  
☐ Associates Degree  
☐ Bachelors Degree  
☐ Masters or PhD

5. What is your occupation? \*

6. How skilled are you with using computers? \*

- ☐ Very skilled  
☐ Somewhat skilled  
☐ No skill with computers at all

7. How often do you browse the internet? \*

- ☐ More than once per day  
☐ Once per day  
☐ Several times per week  
☐ Less than once per week

8. Do you visit any of these websites regularly? \*

- ☐ Dunkin Donuts  
☐ Starbucks  
☐ Dutch Bros Coffee  
☐ Google  
☐ Yahoo  
☐ Bing  
☐ None of the Above

9. Do you purchase coffee while on the go? \*

- ☐ Yes  
☐ No

10. If yes, how often?

- ☐ Every day  
☐ Three times a week  
☐ Twice a week  
☐ Once a week  
☐ Once a month  
☐ Other:

11. Do you make your coffee at home? \*

- ☐ Yes  
☐ No

12. If yes, what do you prefer?

- ☐ K-Cups  
☐ Grounds  
☐ Whole Bean  
☐ Instant Coffee  
☐ Other:

13. Have you visited DutchBros.com? \*

- ☐ Yes  
☐ No

## Survey Results

We received a total of 12 responses from the survey. The following includes the data we collected from the participants.

### Participant 1:

**Age:** 25-20

**Gender:** Female

**Education:** Masters or PHD

**What is your occupation?** Architecture

**How skilled are you with using computers?** Very skilled

**How often do you browse the internet?** More than once per day

**Do you visit any of the following websites regularly?** Google

**Do you purchase coffee while on the go?** Yes

**If yes, how often?** Three times a week

**Do you make your coffee at home?** Yes

**If yes, what do you prefer?** Whole bean

**Have you visited DutchBros.com?** No

**Why would you visit DutchBros.com?** Find a location, Order coffee beans, Learn about the company

**What is something you would like to see in a coffee website such as DutchBros.com?**

Sourcing of coffee beans and company agenda, something that is altruistic and would make me want to support the company.

### Participant 2:

**Age:** Over 50

**Gender:** Female

**Education:** Bachelor's Degree

**What is your occupation?** Management

**How skilled are you with using computers?** Very skilled

**How often do you browse the internet?** More than once per day

**Do you visit any of the following websites regularly?** Google

**Do you purchase coffee while on the go?** Yes

**If yes, how often?** Once a month

**Do you make your coffee at home?** Yes

**If yes, what do you prefer?** Whole Bean

**Have you visited DutchBros.com?** No

**Why would you visit DutchBros.com?** Find a location

**What is something you would like to see in a coffee website such as DutchBros.com?** Specials and discounts

### Participant 3

**Age:** 25-30

**Gender:** Female

**Education:** Some college

**What is your occupation?** Student

**How skilled are you with using computers?** Very skilled

**How often do you browse the internet?** Once per day

**Do you visit any of the following websites regularly?** Google

**Do you purchase coffee while on the go?** Yes

**If yes, how often?** Three times a week

**Do you make your coffee at home?** Yes

**If yes, what do you prefer?** K-Cups

**Have you visited DutchBros.com?** No

**Why would you visit DutchBros.com?** Find a location, Order coffee beans

**What is something you would like to see in a coffee website such as DutchBros.com?** Photos that are pleasant as well as recipes that use the products.

### Participant 4:

**Age:** 31-40

**Gender:** Female

**Education:** Some college

**What is your occupation?** Addiction Technician

**How skilled are you with using computers?** Somewhat skilled

**How often do you browse the internet?** More than once per day

**Do you visit any of the following websites regularly?** Google

**Do you purchase coffee while on the go?** Yes

**If yes, how often?** Once a week

**Do you make your coffee at home?** Yes

**If yes, what do you prefer?** Grounds

**Have you visited DutchBros.com?** No

**Why would you visit DutchBros.com?** Find a location, View Menu

**What is something you would like to see in a coffee website such as DutchBros.com?** Free coffee coupons



**Participant 5:**

**Age:** Over 50

**Gender:** Female

**Education:** Associates Degree

**What is your occupation?** Stay at home house/family manager

**How skilled are you with using computers?** Somewhat skilled

**How often do you browse the internet?** More than once per day

**Do you visit any of the following websites regularly?** Google, Yahoo, Bing

**Do you purchase coffee while on the go?** Yes

**If yes, how often?** Once a week

**Do you make your coffee at home?** Yes

**If yes, what do you prefer?** Grounds

**Have you visited DutchBros.com?** No

**Why would you visit DutchBros.com?** Find a location, View menu, Learn about the company

**What is something you would like to see in a coffee website such as DutchBros.com?** menu/location/coupons/rewards

**Participant 6**

**Age:** Over 50

**Gender:** Male

**Education:** Masters or PHD

**What is your occupation?** Program Manager

**How skilled are you with using computers?** Very skilled

**How often do you browse the internet?** More than once per day

**Do you visit any of the following websites regularly?** Google

**Do you purchase coffee while on the go?** Yes

**If yes, how often?** Twice a week

**Do you make your coffee at home?** Yes

**If yes, what do you prefer?** Grounds

**Have you visited DutchBros.com?** No

**Why would you visit DutchBros.com?** Find a location, View menu, Learn about the company

**What is something you would like to see in a coffee website such as DutchBros.com?** Coupons; growth plans

#### Participant 7

**Age:** Over 50

**Gender:** Male

**Education:** Associates Degree

**What is your occupation?** Entrepreneur

**How skilled are you with using computers?** Somewhat skilled

**How often do you browse the internet?** Several times per week

**Do you visit any of the following websites regularly?** Google, Yahoo, None of the above

**Do you purchase coffee while on the go?** No

**If yes, how often?** N/A

**Do you make your coffee at home?** Yes

**If yes, what do you prefer?** Whole bean

**Have you visited DutchBros.com?** No

**Why would you visit DutchBros.com?** Learn about upcoming events

**What is something you would like to see in a coffee website such as DutchBros.com?** History of coffee

#### Participant 8

**Age:** 25-30

**Gender:** Female

**Education:** Bachelor's Degree

**What is your occupation?** Workplace Communication Coordinator

**How skilled are you with using computers?** Somewhat skilled

**How often do you browse the internet?** More than once per day

**Do you visit any of the following websites regularly?** Starbucks, Google, Yahoo

**Do you purchase coffee while on the go?** Yes

**If yes, how often?** Once a month

**Do you make your coffee at home?** Yes

**If yes, what do you prefer?** K-Cups

**Have you visited DutchBros.com?** No

**Why would you visit DutchBros.com?** Find location, View menu, Learn about the company

**What is something you would like to see in a coffee website such as DutchBros.com?** Maybe a feature where you can see the coffee maker you have, and be able to select the type of k-cup you use with ease (and not buying the wrong type of coffee for your machine by accident...not that I am speaking from experience or anything...)

## Participant 9

**Age:** 31-40

**Gender:** Female

**Education:** Bachelor's Degree

**What is your occupation?** Bartender

**How skilled are you with using computers?** Somewhat skilled

**How often do you browse the internet?** More than once per day

**Do you visit any of the following websites regularly?** Starbucks, Google

**Do you purchase coffee while on the go?** Yes

**If yes, how often?** Every day

**Do you make your coffee at home?** No

**If yes, what do you prefer?** N/A

**Have you visited DutchBros.com?** No

**Why would you visit DutchBros.com?** Find a location, View menu, Learn about the company

**What is something you would like to see in a coffee website such as DutchBros.com?** Discounts

## Participant 10

**Age:** 31-40

**Gender:** Male

**Education:** Associates Degree

**What is your occupation?** Bartender

**How skilled are you with using computers?** Somewhat skilled

**How often do you browse the internet?** More than once per day

**Do you visit any of the following websites regularly?** Google

**Do you purchase coffee while on the go?** No

**If yes, how often?** N/A

**Do you make your coffee at home?** Yes

**If yes, what do you prefer?** K-Cups

**Have you visited DutchBros.com?** No

**Why would you visit DutchBros.com?** Find a location, View menu, Order coffee beans

**What is something you would like to see in a coffee website such as DutchBros.com?** Specials and coffee knowledge

### Participant 11

**Age:** 41-50

**Gender:** Male

**Education:** Some college

**What is your occupation?** Firefighter

**How skilled are you with using computers?** Somewhat skilled

**How often do you browse the internet?** More than once per day

**Do you visit any of the following websites regularly?** Google, Yahoo

**Do you purchase coffee while on the go?** Yes

**If yes, how often?** Once a month

**Do you make your coffee at home?** No

**If yes, what do you prefer?** N/A

**Have you visited DutchBros.com?** No

**Why would you visit DutchBros.com?** Other: Why would I

**What is something you would like to see in a coffee website such as DutchBros.com?** Where do you get your beans from

### Participant 12

**Age:** Over 50

**Gender:** Female

**Education:** Some college

**What is your occupation?** Retired

**How skilled are you with using computers?** Somewhat skilled

**How often do you browse the internet?** More than once per day

**Do you visit any of the following websites regularly?** Google, Yahoo

**Do you purchase coffee while on the go?** No

**If yes, how often?** N/A

**Do you make your coffee at home?** Yes

**If yes, what do you prefer?** Grounds

**Have you visited DutchBros.com?** No

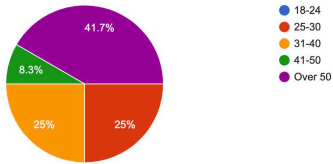
**Why would you visit DutchBros.com?** Learn about the company

**What is something you would like to see in a coffee website such as DutchBros.com?** Decaf flavors

# Graphical Survey Results

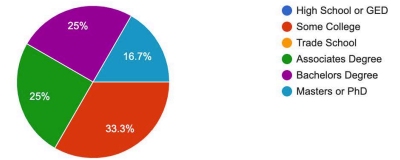
## Age

12 responses



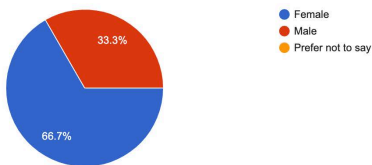
## Education

12 responses



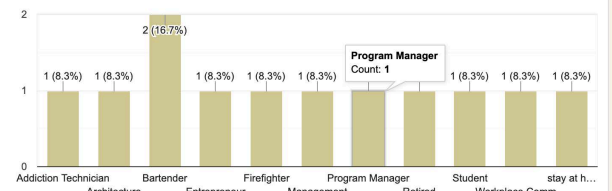
## Gender

12 responses



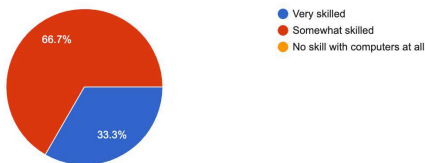
## What is your occupation?

12 responses



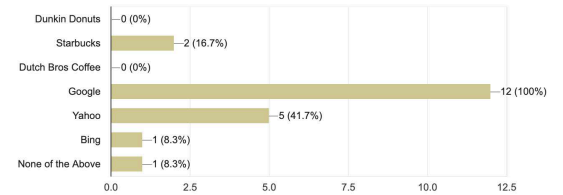
## How skilled are you with using computers?

12 responses



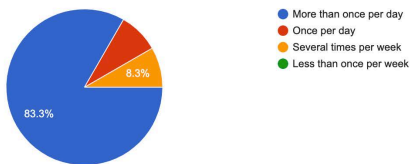
## Do you visit any of these websites regularly?

12 responses



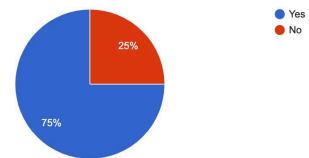
## How often do you browse the internet?

12 responses



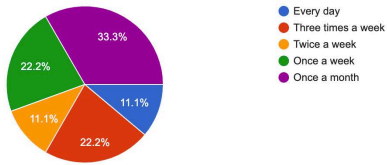
## Do you purchase coffee while on the go?

12 responses



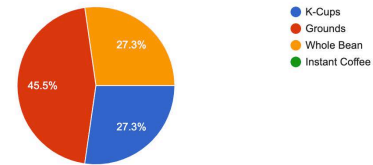
If yes, how often?

9 responses



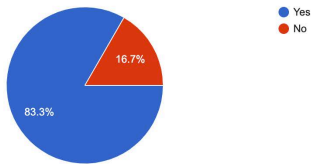
If yes, what do you prefer?

11 responses



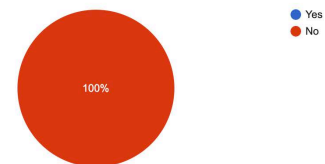
Do you make your coffee at home?

12 responses



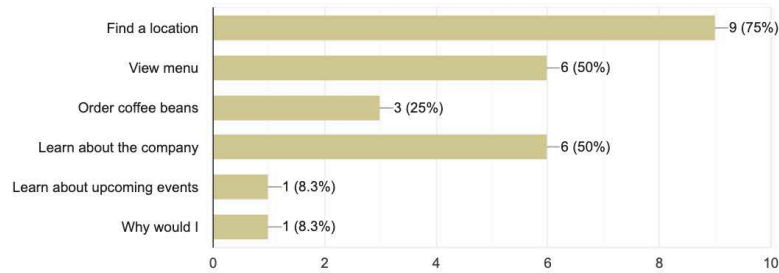
Have you visited DutchBros.com?

12 responses



Why would you visit DutchBros.com?

12 responses



What is something you would like to see in a coffee website such as DutchBros.com?

12 responses

Sourcing of coffee beans and company agenda, something that is altruistic and would make me want to support the company.

Specials and discounts

Photos that are pleasant as well as recipes that use the products

Free coffee coupons

menu/location/coupons/rewards

Coupons; growth plans

History of coffee

Maybe a feature where you can see the coffee maker you have, and be able to select the type of k-cup you use with ease (and not buying the wrong type of coffee for your machine by accident...not that I am speaking from experience or anything...)

## Personas

Based on the results of the survey, we were able to create two personas from the varying responses from the participants.

### Ashton Vargas



Photo by kyryll ushakov on Unsplash

#### ABOUT

Age: 27  
Gender: Male  
Education: Bachelor's Degree  
Work: Bartender

Outgoing Extrovert Sociable  
Cultured Confident Adventurous

#### PERSONALITY

Likes: Responsibly sourced coffee, whiskey, history  
Dislikes: Bad energy, traffic, baking  
Communication Style: In-person, verbal

#### TECHNICAL

Computer Skills: Somewhat computer savvy, has an iPad and iPhone  
Internet Use: Uses internet daily, looking up cocktails and researching  
Websites frequently visited: Google, Starbucks, Instagram, YouTube, Reddit

#### KNOWLEDGE BASE

Topic Knowledge: Advanced  
Key Reasons: Sourcing of coffee beans and company agenda, something that is altruistic and would make me want to support the company  
Key Needs: Find a location, learn about the company, view menu

#### NARRATIVE

Ashton Vargas is a 27-year-old bartender who is always on the go. Whether it is to an early morning gm session or a late shift at the bar, caffeine is a must. With Ashton's sociable lifestyle and interest in responsibly sourced coffee, he is always on the lookout for the next best blend.

### Bianka Weeks



Photo by Victoria Heath on Unsplash

#### ABOUT

Age: 53  
Gender: Female  
Education: Master's Degree  
Work: Program Manager

Introvert Self-sufficient  
Observant Excitable Focused

#### PERSONALITY

Likes: Typically makes coffee at home, prefers black coffee, bike rides  
Dislikes: Storytelling, horror films, small spaces  
Communication Style: Written

#### TECHNICAL

Computer Skills: Computer novice, owns a desktop, laptop, and Samsung  
Internet Use: Uses internet daily, mostly uses internet for work to manage teams  
Websites frequently visited: Google, Yahoo, Project Cubicle, Slack

#### KNOWLEDGE BASE

Topic Knowledge: Intermediate  
Key Reasons: Order coffee beans, find a location, learn about the company  
Key Needs: A feature where you can see the coffee maker you have, select the type of k-cup you use with ease

#### NARRATIVE

Bianka Weeks is a 53-year-old Program Manager who strives for nothing less than excellence. To Bianka, there is nothing better than waking up to a fresh pot of coffee before her early morning bike ride to another productive day at the office. When not stressing over the multiple programs she manages, she can also be found curled up on the couch reading a good book.



## Conclusion

The results from the survey allowed for us, as a team, to work together on creating the personas. We were able to create a persona for male and female target audiences.

The personas will be used in later assignments.