



Coffee Finder - Client Interview for Project Phase I

The following is a dialog from a mock interview between your Agile Software Development team and private investor Andrew Fox who is sponsoring the development of the Coffee-Finder application and services platform.

Thank you for taking the time to talk. We would like to focus on the goals of the application you are interested in building, what motivates these goals, and specifically what application and web services features are most important to support.

To start, can you describe a 50,000 foot view of the application you'd like to build?

I am an avid coffee and breakfast burrito lover. However, I struggle to find both of these things at the same time and place. Beyond simply breakfast burritos, there are so many coffee shops in the pacific northwest that it's hard to know what they offer, if they are any good, as well as what kind of atmosphere they have. Some of my friends are busy with research at the university and have been known to spend weekends writing papers and research grants in coffee shops. I've heard that some shops have poor internet, or limited seating, so I'd like to help my friends find a good place to work. I myself am often looking for a burrito and coffee to go while heading off to the mountains for a weekend adventure. Several of my friends have discussed how we could use a coffee shop review website that allows you to find coffee shops based on the different types of food and atmosphere they offer. This will really help when traveling in new unfamiliar areas. So I came up with the idea of funding the development of a

coffee finder web site that not only accepts reviews of coffee shops, but also helps users to identify coffee shops with good food and different environments.

What are some of the key aspects of a coffee shop, the coffee finder application should track?

Right now, I envision the basics: name of the shop, address, city, state, zip, phone number, and hours of operation. I envision my friends logging in and adding new coffee shops when they run across them. They'll add a general description of the shop, the hours of operation, the types of food they offer, etc. It would be nice if my friends could choose from a list of different types of features to help describe the shop as it will be faster for them to just select predefined attributes like "has breakfast burritos", "has breakfast bagels", "has sandwiches", "has wraps", "has fast internet", "has slow internet", "is quiet", and "is loud" for example. Adding a new coffee shop to the website should be simple and fast.

You mentioned that you'd also like to have your friends add reviews of particular shops. What would they contribute? What kinds of information?

Once a coffee shop is in the system, it would be nice if me and my friends could track how it is doing. For example, I am interested in new menu offerings, menu pricing, and service. When a new shop opens, lots of times they like to "bait-and-switch". They will offer a great deal to get customers hooked, and then either raise the price, or stop offering the menu item. So for me, I could see coffee shop reviews including a short written statement from friends, but also several rankings. I'd like to have friends contribute a "burrito ranking" from 1 to 5. This wouldn't just be a ranking of their burritos, but of all of the food they offer. I'd like friends to also provide a dollar ranking which is an honest assessment of how expensive the shop is. One dollar sign could mean a very frugal shop, with great deals – I like these! Two dollar signs would mean it's more expensive but still reasonable. Three is getting pricey. Four and five are probably too much for a lot of folks. I'd also like to have a coffee ranking. This could be from 1 to 5 cups. I like these simple ranks because not only will customers provide frank comments, but the coffee finder will also report on a shop's collective food, cost, and coffee quality.

Can you talk more about the food, cost, and coffee ranking?

Sure, I think this is what distinguishes my coffee website from others already online like Yelp and GoogleMaps for example. My friends, the shops customers, and others will write short comments and provide these numeric rankings. The coffee finder could then weight the reviews based on how recent they are. So if my friend Fred says that MUGS coffee has 5-star burritos, 2-dollar-sign pricing, 1-star coffee 2 years ago, and then my friend Mike last week says MUGS now has 2-star burritos, 4-dollar-sign pricing, and 1-star coffee last week, the coffee finder would weight this new review higher than the older one. This way we can police the coffee market and watch for bait-and-switch, and price changes. Maybe the weight of the reviews will decay on a monthly basis or something.



You had mentioned something about your friends who need wireless internet to work in coffee shops. They are perhaps interested in the atmosphere and environment of particular shops?

Yeah that's import too. But maybe this isn't really something that needs a ranking. My friends will just report what features a particular coffee shop has like we talked about before. There are

a lot of features we could try and track. I see having fast internet as a feature, also having lots of seating, or wanting to know if a place is typically noisy or quiet. A friend who initially adds the coffee shop to the website could report what features they know about, but another friend who contributes a review later on, should be able to add or delete these features as part of the review.

How will you and your friends want to interact with the application to find coffee shops?

As for finding a shop, I envision we should have some quick and easy searches. Searching by city or state would be nice. If I know I am going to be visiting Auburn, WA for example, I should be able to get a quick report of the coffee shops there. The report should list the shops, addresses, and their burrito, dollar, and coffee rankings. But as you may know, I am an avid maps guy given my background in GIS. So I'd like for the website to do what is called **geocoding**, so that when my friend provides the address of a coffee shop, the latitude and longitude coordinates could be automatically looked up using a webservice and added to the coffee shops data record. If we can have this coordinate, then another possible search would be to search by location. I will enter the latitude and longitude from my cell phone's GPS to search for the nearest coffee shops. Here is a nice article on geocoding:

<https://www.programmableweb.com/news/7-free-geocoding-apis-google-bing-yahoo-and-mapquest/2012/06/21>

How important to you is this location search feature for coffee shops?

Well I know you guys are agile, so if we can't have the geosearch feature right away, it would be good to plan for it in the future. We could track latitude and longitude for coffee shops initially. So if my friends happen to know the lat/long when they add a shop, they could provide it. Maybe they will look this up online on their own. When time permits we could add in the geocoding feature to automatically convert a street address to a lat/long coordinate later so we can support a location based search via a user interface.

You mentioned how your coffee finder isn't just a website?

Yeah. I think these days just building a website can be limiting. So I sort of envision that we'll build a coffee finder platform. We can make a set of public webservices to track coffee shop data and reviews. Then we can make a first stab at building a web UI for the services. Later maybe someone else will want to build a smart phone application. Other folks may want to use the API to include coffee shop information on their existing websites and mobile apps. So this isn't just about building a website, but also making good, simple, web services to collect and share coffee shop data with others.



Thank you for your time Andrew. I think this helps us to understand your vision of a coffee finder website and services platform. I think there is some flexibility here with the design so maybe the next logical step is for our agile team to start building some web services and then we can get back with you with an initial preview and prototype.

Awesome, sounds perfect! That sounds great. I can't wait to see what your team comes up with.