GET ROASTED!: THE APP FOR COFFEE CONNECTIONS

Whitney Dyer, Juliana Gaitan, Philip Jamison, Ava Ragonese
School of Systems and Enterprises, Prof. Eirik Hole

BACKGROUND

THE PROBLEM
• Coffee workers need a seamless method to communicate and source beans that is still sustainable for producers and the environment
• Many coffee consumers and shops have a lack of understanding about where their coffee comes from, and if the farming of that coffee is conducted ethically
• Coffee shops fail to discover new products and usually rely on one source

OUR SOLUTION
• Get Roasted! "Linkedin for the coffee industry"
• Mobile application that enables coffee professionals to develop quality relationships through communication and connection
• Sustainability is incentivized as businesses with ethical and sustainable certifications will be highlighted
• We beat forums and Facebook groups with our coffee-centric platform that focuses on the real needs of the industry worker
• Additional features include an entry quiz to match shops with vendors, a curated news feed, and direct links to vendors’ sites for placing orders
• Get Roasted! is the all-in-one platform for coffee industry workers

PROTOTYPE

Welcome Page
Selection Screen
User Selection
Entry Quiz
Matching Results
Vendor Profile
Sustainability Certifications
Vendor Shop
Newsfeed

FLOW

THE USER EXPERIENCE

The activity diagram above displays the user experience when navigating the app. With initial user feedback we seek to iterate upon our designs and continually improve the user interface for a seamless, intuitive, and accessible application.