

CREATE YOUR OWN EXPERIENCE MAP!

Describe your idea with one concise sentence.

The QuickStir sugar + creamer spoon is designed to sweeten beverages while eliminating plastic and other wasteful packaging in cafe environments.

Draw and describe the ideal user

Title

Name: Ramona

Age: 27

Profession: Account Manager for a large Tech Company

Any Other Key characteristics:

She does have a coffeemaker at home, but she likes to sleep late, and always forgets to wash her reusable mugs - she works hard, and usually gets at least 1x-2x coffees a day.

Concisely describe what is happening

On her commute, she always stops in to a cafe three blocks from work to get a breakfast sandwich and a large black coffee (hot or iced depending on the weather) to go because the coffeemaker at work is broken. She doesn't have a lot of time, but allows this convenience, and she also only usually has one hand to use - the other is holding her cell phone while she checks her work emails, and puts her breakfast sandwich in her purse.



Title Ramona Arrives At Cafe



Concisely describe what is happening

Ramona arrives at the cafe, and goes to
stand in line.

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Title Ramona orders her drink



Concisely describe what is happening

Ramona orders her drink and her food -
as always, they ask if she would like room
for cream and sugar. She says yes.

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Title Ramona Pays & Picks Up Drink



Concisely describe what is happening

The Barista behind the counter makes Ramonas drink as she pays.

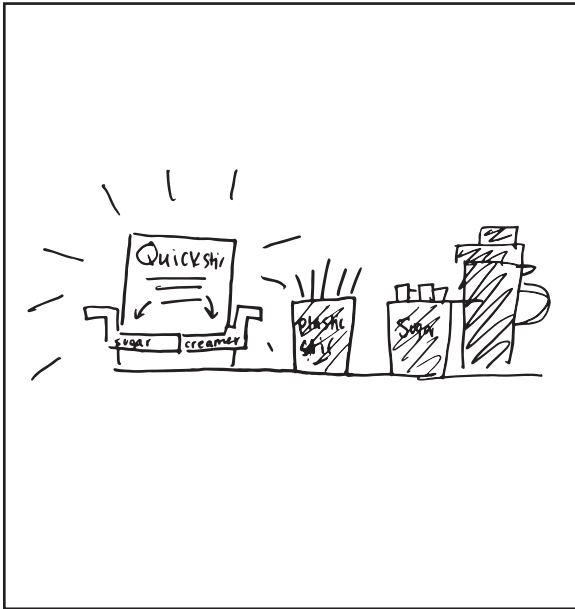
Title Ramona Turns To Sugar & Creamer Counter



Concisely describe what is happening

Ramona turns and walks over to the sugar and creamer counter. She is juggling her breakfast sandwich and her phone where she is monitoring work emails about the presentation that is happening in 10 minutes. She needs to finish sweetening her drink and walk over to the office fast.

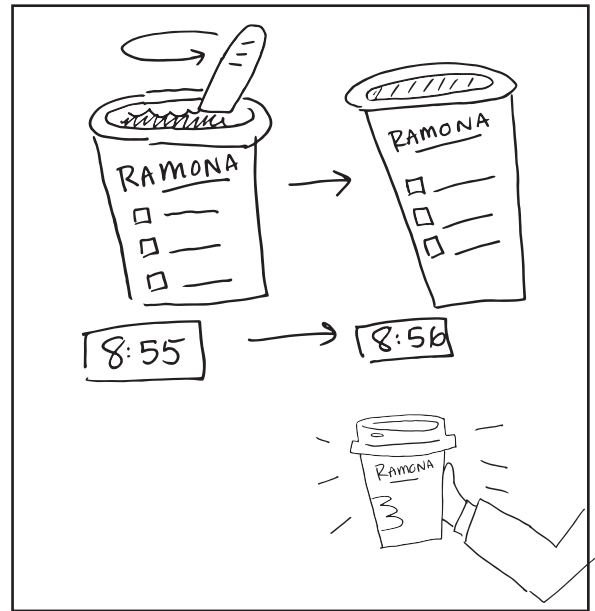
Title Ramona Assesses Her Choices



Concisely describe what is happening

Ramona takes the lid off of her hot coffee cup and looks at the sugar cart. Today, something is different! Instead of just sugar packets she has to rip open, plastic stir sticks she uses once and throws away, and small half and half packets, she sees a dispenser marked "QuickStir" which explains that she pulls a lever, and uses a spoon made of sugar and creamer to stir into her drink.

Title Ramona Uses QuickStir Creamer & Sugar



Concisely describe what is happening

Ramona clicks the lever on the side of the dispenser that indicates it is both creamer and sugar. A single creamer and sugar spoon pops out. Ramona picks it up, and stirs it into her coffee. When it fully dissolves, mixing itself in, she puts her lid back on the cup and runs out the door to her meeting.