User Research and Personas: Team DB2

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User Research

Survey

A mixed-method survey with both qualitative and quantitative questions were administered in an online format to a total of 23 participants. The goal of this research was to collect demographic data about the typical Dutch Bros customer, as well as get their insight about various topics that center around the Dutch Bros coffee company. They were asked to respond to a total of 20 questions.

Questions

1. Please enter your first name.
2. Please enter your age.
3. Please enter your gender.
4. Please select your highest level of education.
5. What is your occupation?
6. Describe your lifestyle. What do you do on a day to day basis?
7. What do you like to do in your free time?
8. What social issues are you most passionate about?
9. Describe yourself in 3 words.
10. Describe your life goals.
11. Describe the challenges you face on a day to day basis.
12. Please rate how confident you are in your computer skills. (1 being poor - 5 being confident).
13. If you rated your computer skills from 3 and above. Please briefly describe your computer skills.
14. On average, how many hours a day do you use the internet? (This amount pertains to both work and leisure time).
15. Please list your top three most frequently visited websites.
16. How did you first find out about Dutch Bros?
17. What makes you choose Dutch Bros instead of other coffee shops?
18. When ordering coffee online, what features do you value most?
19. What is your go-to order from Dutch Bros?
20. Briefly state the reason why you might visit www.dutchbros.com.

Responses

1. **Please enter your first name.**
   To ensure the participants privacy, each participant will be referred to as their "User ID #" (i.e. participant 1 = U1, participant 2 = U2)

2. Please enter your age.

U1: 25
U2: 20
U3: 27
U4: 18
U5: 20
U6: 20
U7: 26
U8: 27
U9: 27
U10: 27
U11: 23
U12: 21
U13: 22
U14: 21
U15: 22
U16: 22
U17: 22
U18: 23
U19: 22
U20: 20
U21: 20
U22: 24
U23: 27

3. Please enter your gender.

U1: Male
U2: Male
U3: Male
U4: Female
U5: Male
U6: Female
U7: Female
U8: Male
U9: Male
U10: Male
U11: Female
U12: Female
U13: Female
U14: Male
U15: Female
U16: Female
U17: Female
U18: Male
U19: Female
U20: Female
U21: Male
U22: Female
U23: Male

4. Please select your highest level of education.

U1: College Graduate (Bachelor's)
U2: Some College (i.e. Associates or below)
U3: College Graduate (i.e. Bachelors)
U4: High School Diploma
U5: Some College (i.e. Associates or below)
U6: Some College (i.e. Associates or below)
U7: Higher College (i.e. Masters or PhD)
U8: Some College (i.e. Associates or below)
U9: Some College (i.e. Associates or below)
U10: Some College (i.e. Associates or below)
U11: Some College (i.e. Associates or below)
U12: College Graduate (i.e. Bachelors)
U13: College Graduate (i.e. Bachelors)
U14: Some College (i.e. Associates or below)
U15: College Graduate (i.e. Bachelors)
U16: College Graduate (i.e. Bachelors)
U17: College Graduate (i.e. Bachelors)
U18: Higher College Graduate (i.e. Masters or PhD)
U19: College Graduate (i.e. Bachelors)
U20: Some College (i.e. Associates or below)
U21: High School Diploma
U22: College Graduate (i.e. Bachelors)
U23: College Graduate (i.e. Bachelors)

5. What is your occupation?

U1: Banker
U2: Starbucks Barista
U3: Software Engineer
U4: Starbucks Barista
U5: Student
U6: Barista
U7: Law Student
U8: Fleet Driver
U9: Land Survey Crew Member
U10: Delivery Driver

U11: Server
U12: Henna Artist
U13: IT Developer
U14: Surfer
U15: Retail Sales Supervisor
U16: Marketing Intern
U17: Student
U18: Student
U19: Currently looking for a new job
U20: Sales Associate
U21: Bank Teller
U22: Marketing coordinator
U23: Teacher

6. Describe your lifestyle. What do you do on a day to day basis?

U1: Workout
U2: I play/listen to music. I go to work four mornings out of my week. I play games, watch an unhealthy amount of television and spend an egregious amount of time with my girlfriend. I also find myself catching up on sleep a lot.
U3: Play video games, do hobbies, and work. I make coffee, write code, play video games, and also hobbyist projects like woodworking and collecting.
U4: Sleep, work, go to school, etc.
U5: I go to the gym about daily.
U6: Work, hang out with friends, do school
U7: School and work
U8: Work, eat sleep, pain
U9: Play video games and sleep in with my dog
U10: Sedentary
U11: Go to work, try and maintain friendships, ponder life.
U12: I wake up and get Starbucks, blonde espresso with oat milk, and then I go shopping with my dad's credit card. And

then I come home and eat some snacks and apply to medical schools and apply for jobs. Then I usually go hangout with my friends and then come home and watch Tik Tok.
U13: Work gym
U14: Surf
U15: Work, cook, watch Netflix
U16: Walk and grab coffee, work on my laptop, go to the gym, cook, and watch YouTube.
U17: I exercise, apply to graduate schools, and hang out with friends and family.
U18: School, workout, badminton, reading
U19: Spend time with friends and family, workout, be with my dog
U20: Watch TV, walk, work, spend time on my phone
U21: Work/School
U22: I work a 9-5 office job during the week. I do a lot of cooking at home and like a mix of going out and staying in to relax on the weekends
U23: I work, I come home, I relax, I try to accomplish a chore, and I take frequent trips

7. What do you like to do in your free time?

U1: Game
U2: I like to play games, play the drums and spend time with my girlfriend. I often watch twitch streams or movies/tv shows that put me in a comfy mood.
U3: Play video games, specifically first person shooters.
U4: Draw, sleep, play video games.
U5: I enjoy drawing
U6: Meet with friends, play video games, work out.
U7: Video games
U8: Video games!
U9: Play video games
U10: Game
U11: Listen to podcasts, watch television and movies
U12: I like to watch keeping up with the kardashians
U13: Smoke
U14: Surf
U15: Paint, hangout with friends, shop
U16: Try out new restaurants with friends
U17: Read, paint, draw, foster kittens
U18: Read, play badminton
U19: Travel, watch a good show, hang out with the people I love, go out
U20: Drive to fun places, see my friends, go to the beach
U21: Play baseball, and instruments
U22:I enjoy dance, reading, and making art
U23: Video games, TV, cooking, making music

8. What social issues are you most passionate about?

U1: Nothing
U2: I would say that maintaining order in our city areas is of the utmost importance. Social media is flooded with videos of people running rampant in city areas. Murder, thefts
U3: The disappearance of the middle class, women's rights, and climate change.
U4: Gender, race and sexuality equality.
U5: Adolescent psychiatry
U6: Care for veterans, treating everyone as equals
U7: Women's rights
U8: LGBTQ Rights
U9: LGBTQ+ rights, women's rights
U10: economic disparity
U11: Feminism
U12: Acid violence (domestic violence)
U13: Climate Change
U14: Environment
U15: Climate change, racial equality, gun violence
U16: Black Lives Matter, Asian hate crimes, indigenous women abuse
U17: Female safety, animal welfare, human rights, mental health
U18: I do not care about social issues.
U19: Equal rights
U20: Honestly nothing except for politeness
U21: The spreading of the Gospel
U22: I care about income inequality and protecting reproductive freedoms
U23: Equal treatment of people from minority groups

9. Describe yourself in 3 words.

U1: Cool, funny, smart
U2: Laidback, calculating, goofy.
U3: Fun, energetic, wise
U4: Honest, caring, listener
U5: Reserved, empathetic, driven
U6: Good listener, encourager, hard worker
U7: Funny, smart, driven
U8: *Answer omitted*
U9: Laidback, jolly, jokester
U10: Communist, gamer, musician
U11: People pleaser, unmotivated, hard working
U12: loyal, vivid, dramatic
U13: Outgoing positive introspective
U14: Relaxed, driven, and passionate.
U15: Passionate, hard working, creative
U16: Enthusiastic, confident, funny
U17: Compassionate, dedicated, hardworking
U18: Patient Ruthless Introvert
U19: Outgoing, open-minded, accepting
U20: Funny, kind, uptight
U21: Easy going, cynical, not very serious
U22: Curious, creative, versatile
U23: Positive, Motivated, Good friend

10. Describe your life goals.

U1: Money
U2: I want to achieve financial freedom in order to retire early. I plan on retiring no later than 30 years of age through educated financial decisions and keeping my expenses low. Any goal after that is consequential
U3: Live a full life surrounded by people I love and leave the world a better place for my children than it was left for me.
U4: Married, psychology doctorate, to be happily fulfilled
U5: I want to be a well rounded man: monetarily, physically, creatively, emotionally, etc.
U6: Be apart of the movie/music industry, have a family, impact people
U7: Make a change for marginalized groups
U8: Trying to not starve and maybe own a house at some point
U9: Move out of Texas
U10: Teaching
U11: To enjoy it
U12: I want to be a psychiatrist
U13: Rich happy healthy
U14: Financial freedom, family, and property development
U15: Find passion in work
U16: To be able to live comfortably and travel with my loved ones.
U17: I wish to complete veterinarian school, work at a vet clinic, open my own vet clinic, and help animals as much as I can.
U18: Have influence, and power and Money
U19: Happiness

U20: Financial stability with freedom to travel at anytime with a life partner
U21: I'm not sure at the moment

U22: I want to be happy
U23: Financial stability, artistic expression, to leave a positive mark

11. Describe the challenges you face on a day to day basis.

U1: None
U2: Maintaining a strict spending budget, fighting bodily illnesses and struggling to satisfy my own fear of failure.
U3: Tiredness, external influence/control, problems that arise on my work/play
U4: Lack of motivation, dissociation, distraction
U5: Time management, physical exhaustion, creative expression
U6: Judgment from other, frustrating customers at the workplace, challenging schoolwork, and tense family life at times
U7: Discrimination
U8: Money! Need more of it
U9: Keeping on top of schoolwork
U10: Financial hardships
U11: Lacking motivation, creating healthy habits
U12: I literally hate waking up. I have morning depression I think because I wake up and I wanna sleep again but then I realize

it's 2pm and I should wake up. Also making food for myself is really annoying cause I don't know how to cook. Usually I live off of iced coffee. I also get road rage on occasion.
U13: Not enough time.
U14: Tiredness
U15: Budgeting
U16: Worrying about money.
U17: I struggle to wake up early, do work for a longer amount of time, and sleep early.
U18: To think less
U19: Fighting for people to respect me
U20: Lack of motivation, having no money, being addicted to my phone and unable/unwilling to get off of it
U21: Other than school, work, not much else
U22: It's difficult to find enough time to work full time, complete all domestic tasks, and find time for leisure
U23: Stress, rising gas prices, health

12. Please rate how confident you are in your computer skills. (1 being poor - 5 being confident).

U1: 5
U2: 5
U3: 5
U4: 4
U5: 5
U6: 4
U7: 5
U8: 5
U9: 5
U10: 3
U11: 1
U12: 2

U13: 5
U14: 3
U15: 4
U16: 5
U17: 2
U18: 5
U19: 4
U20: 2
U21: 4
U22: 4
U23: 4

13. If you rated your computer skills from 3 and above. Please briefly describe your computer skills.

U1: Good
U2: Having been using computers in an intense capacity for more than 15 years I am able to find any piece of information, download any game/movie/TV series/Comic/Textbook that you could want within reason. I have a firm understanding of every aspect relating to computers, having built one myself.
U3: I'm a software engineer.

U4: Limited troubleshooting knowledge, gamer.
U5: I'm generally proficient in most typical programs/functions that would normally be used on a day-to-day basis (excel, photoshop, word, etc.)
U6: I'm considered the IT in my family, I can usually figure out the problem, and I love learning about how computers work
U7:

U8: Been using a computer every day for like 20 years.
U9: I can google sometimes I understand programmer jokes
U10: Have built several, don't understand code
U11:
U12:
U13: Savvy, job, long time of use
U14: Can use phones, electronic and internet services. Some experience with excel
U15: Social media, Microsoft suite, adobe creative cloud
U16: I'm fairly efficient in google suite, Microsoft suite, adobe suite etc. I work well

in creative platforms and designing online content.
U17:
U18: Engineering design softwares, Matlab, etc.
U19: Proficient in most technology
U20:
U21:Have a basic knowledge of fixing a computer if needed
U22: I am proficient in the Microsoft Suite and experienced with several Adobe programs such as Photoshop and InDesign
U23: I just understand all basic functions. I am not an advanced user, though I have more control of a computer than most

14. **On average, how many hours a day do you use the internet? (This amount pertains to both work and leisure time).**

U1: 4-6 hours
U2: 4-6 hours
U3: 7+ hours
U4: 7+ hours
U5: 4-6 hours
U6: 4-6 hours
U7: 4-6 hours
U8: 4-6 hours
U9: 7+ hours
U10: 7+ hours
U11: 4-6 hours
U12: 7+ hours

U13: 7+ hours
U14: 7+ hours
U15: 4-6 hours
U16: 4-6 hours
U17: 4-6 hours
U18: 4-6 hours
U19: 1-3 hours
U20: 4-6 hours
U21: 1-3 hours
U22: 4-6 hours
U23: 1-3 hours

15. **Please list your top three most frequently visited websites.**

U1: Amazon, Youtube, Twitch
U2: Google, Twitch, Youtube
U3: Reddit, Dev.Azure, Stackoverflow
U4: Youtube, Whatsapp, Instagram
U5: Twitter, Canvas, Youtube
U6: School Internet Portal, Youtube, Target
U7: Google, Amazon, Youtube
U8: Reddit, Youtube, Discord
U9:Reddit, Twitter, Youtube
U10: Reddit, 4chan, Youtube
U11: TikTok, Instagram, Youtube
U12: Hennabysasha.com, Google.com, Amazon.com

U13: YouTube mail Instagram
U14: Instagram. Youtube. Netflix.
U15: Instagram, amazon, YouTube
U16: YouTube, Snapchat, Pinterest
U17: Netflix, credit card website, and canvas
U18: ASU, Gmail, YouTube
U19: Gmail, Instagram, Twitter
U20: Youtube, Tiktok, Canvas
U21: Youtube, Instagram, Google
U22: Google, Youtube, Pinterest
U23: Google, Youtube, Imgur

16. **How did you first find out about Dutch Bros?**

U1: Friend
U2: My girlfriend took me for the first time
U3: They opened a coffee shop near where I lived
U4: Sisters
U5: Sister introduced it to me

U6: Through a friend
U7: Worked next to it
U8: *Answer omitted*
U9: My friend got me some
U10: Lived near one
U11: Word of mouth

U12: All the cool girls in highschool used to come with an iced coffee so I saw their cups
U13: Next to campus
U14: Word of mouth.
U15: Located near asu
U16: Friends
U17: Online

U18: Location near my apartment
U19: Everyone was going when I was younger, so word of mouth
U20: Through a friend
U21:Through friends
U22:I drove by a few in Arizona
U23: I see them on the road

17. What makes you choose Dutch Bros instead of other coffee shops?

U1: I don't know
U2: When I am in need of a sugary drink, refreshing tea/lemonade or a blended drink of some kind. No one does it better than Dutch
U3: Their energy, collectibles, and coffee creations
U4: A lot more options
U5: Large menu variety
U6: I like the atmosphere and the customer service
U7: Prices are better, coffee tastes better mostly
U8: I don't chose Dutch Bros over other coffee shops
U9: We don't have Dutch Bros in Texas, I think
U10: I no longer do

U11: Their variety of choices and quality of beverages
U12: Their caramel drinks and chai are bomb
U13: Customization
U14: Location
U15: Energy drinks
U16: It's cheaper than some other options
U17: I love the coffee and service here !
U18: Selective drinks and snacks
U19: Their rebels
U20: The dutch freeze is unmatched by any other frozen coffee beverage
U21: Larger menu
U22: I like the range of drinks available from coffee to smoothies
U23: I don't. I don't drink coffee. I just used a gift card once

18. When ordering coffee online, what features do you value most?

U1: None
U2: Ease of access to pricing, wait times, mapping, and some sort of great rewards program.
U3: Price, speed of delivery, and freshness of the coffee
U4: Coherence and easy navigation
U5: Well-defined options
U6: Easy to read content and a way to order your favorites easily
U7: Ease of making substitutions or additions
U8: Clarity in pricing for options
U9: Having no ads/promos getting between me and placing my order
U10: Fast delivery
U11: I prefer not to order my coffee online
U12: I need the oat milk option and also like to stop up-charging for everything. It's not

my fault I'm lactose intolerant and don't want half and half. As a female I have greater things to worry about , the last thing should be the extra 1.95 for oat milk
U13: Accuracy
U14: Suggestions and descriptions
U15: Short easy process, options to customize
U16: Simple graphics, photos of the drinks, and the ability to customize my drink.
U17: Taste
U18: Easy to find menu, selective options,
U19: Easy to navigate, aesthetically appealing
U20: Simplicity and ability to modify
U21:I don't order coffee online
U22: Cost effectiveness, ease of ordering
U23: I don't

19. What is your go-to order from Dutch Bros?

U1: Rebel
U2: Blended high dive lemonade
U3: Large blended glacier peak rebel!

U4: Banana bread freeze
U5: Golden eagle freeze

U6: Vampire slayer rebel or electric berry lemonade
U7: Picture perfect dutch freeze
U8: Lemonade
U9: Probably just a mocha or something
U10: None
U11: Blended shark attack rebel or iced christmas morning chai
U12: Iced chai with oat milk
U13: Iced coffee w sugar free white chocolate extra almond milk

U14: I don't know
U15: Rebel
U16: Cold brew with oat milk and vanilla
U17: Picture perfect freeze
U18: Banana loaf
U19: A sugar-free rebel
U20: Dutch freeze no whip no flavor
U21: I like the strawberry smoothie
U22: Vanilla & Caramel Breve
U23: Frappuccino

20. Briefly state the reason why you might visit www.dutchbros.com.

U1: I don't know
U2: To check for rewards or to make my Dutch Bros experience more streamlined
U3: To order mugs, collectibles, or stickers. I don't generally order coffee from Dutch Bros off of their website
U4: To look up the menu
U5: To check the menu
U6: I love the vibe and the things they have online. It's very easy to read and has an aesthetic that matches their atmosphere when you attend
U7: To look at the menu
U8: Looking for coupons probably
U9: To place an online order
U10: None
U11: To check for new seasonal beverages
U12: If I wanted to see their menu?? And I couldn't read the menu in front of me?

U13: No reason
U14: See what's new
U15: To see new menu options
U16: To look at different types of coffee and what they're made with.
U17: To order and look at options
U18: I do not see a reason to visit the website right now. But it's a good move. It can increase the no. Of visitors on your website. Brilliant.
U19: To figure out what kind of deals they have or new drinks
U20: To look at the menu or order online
U21: To look at the menu
U22: To look at the menu options
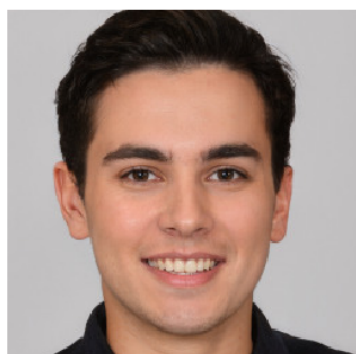U23: I won't

Personas

Liam - The "Money Pincher"

Age: 24
Gender: Male
Marital Status: Unmarried
Region: Phoenix, AZ
Education: Bachelor's Degree

"Through choosing yummy alternative drink places I can cut down on my monthly spending while still enjoying myself."

Goals:
- To cut down on financial stress through choosing less expensive items.
- Gain financial stability.
- Make more time for hobbies outside of working for money
- Witness economic equality

Bio:
Liam is in sales from Phoenix, Arizona. While he considers himself wise, he also sees the fun in life, choosing not to burn himself out over his daily workload. When he does have free time, he spends it playing video games with friends or just by himself. One of his main desires in life is the ability to be financially free one day, but at the moment he is struggling to make ends meet with the amount of money he has now. This is why he is so passionate about economic disparity in the world.

Funny   Smart   Outgoing

Needs:
- Good drink varieties that are budget friendly.
- Options for customizing order.
- Points system to get free rewards for shopping/ loyalty.

Frustrations:
- Rising cost of living makes it harder to find cheap coffee/ other drinks.
- When pricing on websites is not easily accessible.

Computer Skills:
Poor 1 2 3 4 5 Excellent

Since Liam is on the computer constantly throughout the day for his sales job, he is extremely confident in his computer skills. Liam roughly spends about 7+ hours on the internet daily.

Frequent Websites:

Sara - "Sunshine Disposition"

Age: 23
Gender: Female
Marital Status: Unmarried
Region: Scottsdale, AZ
Education: Bachelor's Degree

"A fulfilling life cannot happen without a fullfilling day and a day cannot be fulfilled without a cup of iced coffee!"

Goals:
- Appreciating the small things, like a good cup of coffee
- To always surround myself in a positive atmosphere
- To keep a cheerful mindset

Bio:
Sara is a recent college graduate from Scottsdale, Arizona still finding her footing in the world. Despite everyday posing struggles from waking up to a general lack of motivation, she is consistently energetic, creative, and postive through it all. Her day consists of part-time work, hanging out with her friends and family, and working out at the gym. During her free time, she splits her time equally keeping up with her TV shows and reading. While aspiring to attain a fulfilling life, she aspires to help other women attain the same amount of wholeness

Energetic   Creative   Positive

Needs:
- Friendly and energetic staff
- Reasonably priced quality drinks
- One-of-a-kind atmosphere with an aesthetically pleasing website

Frustrations:
- When drink ingredients aren't readily available
- The inability to make drink substitutions or customizations
- Bad website navigation

Computer Skills:
Poor 1 2 3 4 5 Excellent

Sara is confident in her computer skills since the internet surrounds everyone's daily lifestyle. She usually spends around 4-6 hours on the interent daily.

Frequent Websites: