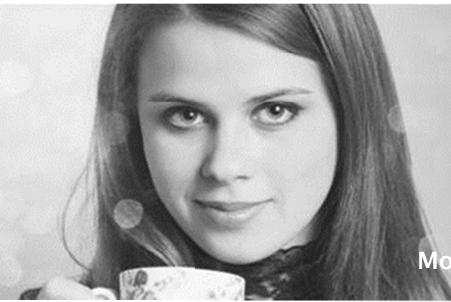


MetrixLab provides deep understanding of single serve coffee preparation

Coffee Types 2014
Mobile SCOUT U&A Study



Client objective

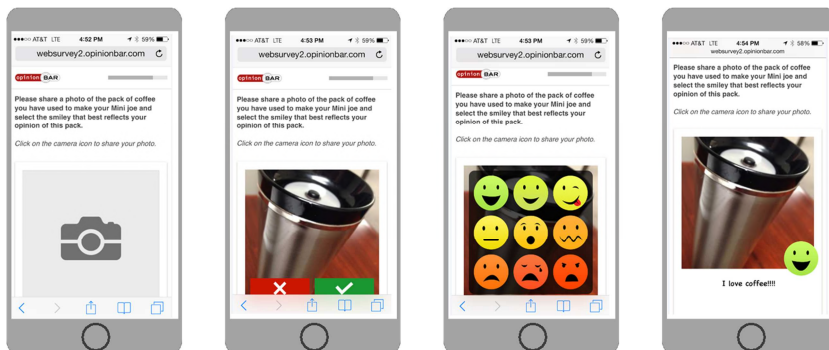
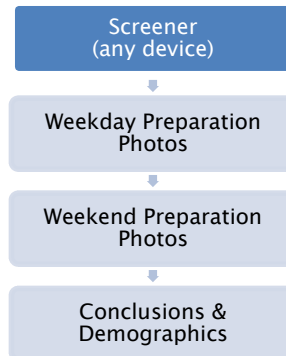
Understand how single serve coffee appliance owners actually prepare and drink their coffee in an effort to identify 'white space' business opportunities, inspire innovation and validate go forward planning.

MetrixLab solution Mobile study capturing Usage & Attitudes in the moment

From the research perspective, we needed quantified results to understand:

- What are the actual coffee preparation habits?
- How do consumers adapt the coffee to meet their tastes?

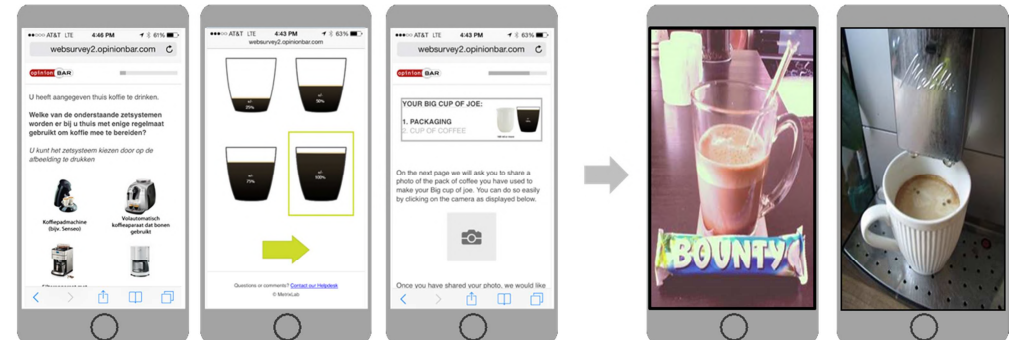
Respondents were asked to keep a 'mobile real-time coffee preparation diary' for two occasions (week day and weekend) that included uploading images of their beans, their brewing methods and final product.



Results

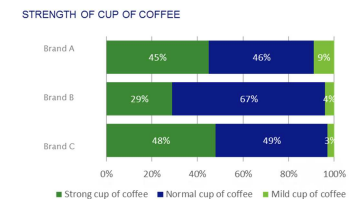
We were able to get better insights in the coffee habits of target consumers throughout the day by leveraging mobile with photo upload in the survey.

Instead of being simply asked for their coffee habits, respondents were able to share their habits as they occurred, in the moment and in real time.



Findings:

A majority of consumers do not use the appliance as intended by the maker. Espresso machines are invariably used with regular beans to produce jumbo-sized cups. This is true for coffee pod system users, as well as bean-to-cup full automatic machines. Milk foaming is shown to be popular but messy.



Uniqueness

Smart phones provide the technology to enable our mobile web based survey to be combined with photo capture. Our unique combination of these elements provides in-home context for deeper insights about usage occasions and demand moments.