Mind the Gap

Survey Responses

Creator: Jasmin Jimenez

Mind the Gap Coffee is a New Jersey-based local business that was launching a website alongside her brick and mortar business. The owner is a veteran business owner and retail executive with years of experience in the catering and culinary space. Although not new to the e-commerce space, she will be consolidating her three brands under her Mind the Gap website. She is focused on growing her local e-commerce business and expanding her reach through a user enriched website experience.

Observations:

The bulk of participants were either Gen Z or Millennials. This is not representative of the general population of Monroe; however, the data is still beneficial in participants' feedback on what they expect to see on coffee/tea websites.

Based on the responses, it will be important to use google analytics, and tie your website to your social media accounts in order to cross-promote. It'll also make an impact if you decide to market to your local community through social media platforms and local newspapers/community events/centers.

Although many participants were split on visiting a local businesses' website, many have had experience ordering from those websites. The focus areas of interest were knowledge, purchase, access and brand. From the survey, it was clear that participants want to know more about the people, company and products (not just what type but its source).

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It's clear that users will want to know about where you stand as a business, not just what you sell. They want to see it in writing but also through media (images, videos) and other creative storytelling.

Responses:

1. Do you drink coffee and/or tea?
    a. 93% of testers drink coffee/tea
2. Age range?
    a. The bulk of testers were between 15 - 40.
    b. This is not representative of the general population of Monroe; however, the data is still beneficial in participants' feedback on what they expect to see on coffee/tea websites.
3. How often are you purchasing coffee/tea from local businesses, or other similar establishments?
    a. The bulk of participants drink coffee/tea at a local business several times a month. The rest were spread across a higher count of times they visited such businesses.
4. When you think about buying a cup of coffee/tea at a local business, which brands come to mind? (Please list them in order of recall).
    a. Starbucks was the most recalled business listed, followed by local coffee/tea locations and the Tazo tea brand.
5. How did you find/learn about the coffee/tea shop?
    a. Google
    b. Instagram / TikTok / Facebook Community Groups
    c. Reddit
    d. Yelp
    e. Word of mouth
    f. Exploring local area

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6. Do you visit the website's of local or national coffee/tea companies?
    a. This result was split 50/50 between users with some visiting / not visiting the website.

7. What type of content do you want to see when viewing a specialty coffee and bakery e-commerce's website?
    a. The responses were interesting and provided insight into what information users look for when diving into a website.
        i. Knowledge
            1. tea steeping instructions
            2. see menu
            3. learn about products
        ii. Purchase
            1. buying supply for month
            2. order online
        iii. Access
            1. larger tea options
        iv. Brand
            1. learn more about the business

8. What type of content do you want to see?
    a. Participants want hours and location
    b. They also want to know about the people, company, products, where products are sourced, and any additional ethical stances.
    c. They want images of the food and drinks. They also want to learn about the equipment, coffee, and tea brands.
    d. They want to know how-to's, from steeping tea and coffee to creating an at home latte. Consider blog posts and any cross-social media promotions.
    e. They seek features that allow them to easily navigate the website, search for products by type but also moods while including media and clean look.

9. Have you ordered online from a coffee/tea shop before?
    a. Although visiting a website for a coffee/tea shop's website was 50/50, participants were more likely to have ordered online from such a business.

10. What items have you ordered online from a coffee/tea shop?
    a. Key items ordered were coffee, loose teas and tea bags, brewing accessories, gifts, baked goods and coffee beans.

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11. Card sorting activity
    a. Based on the card sorting activity, we will focus on organizing your brands' identities and founding stories under the About page, the specific items offered will be listed under the Products page and the landing page will feature key information for users to then branch out to their desired destination.