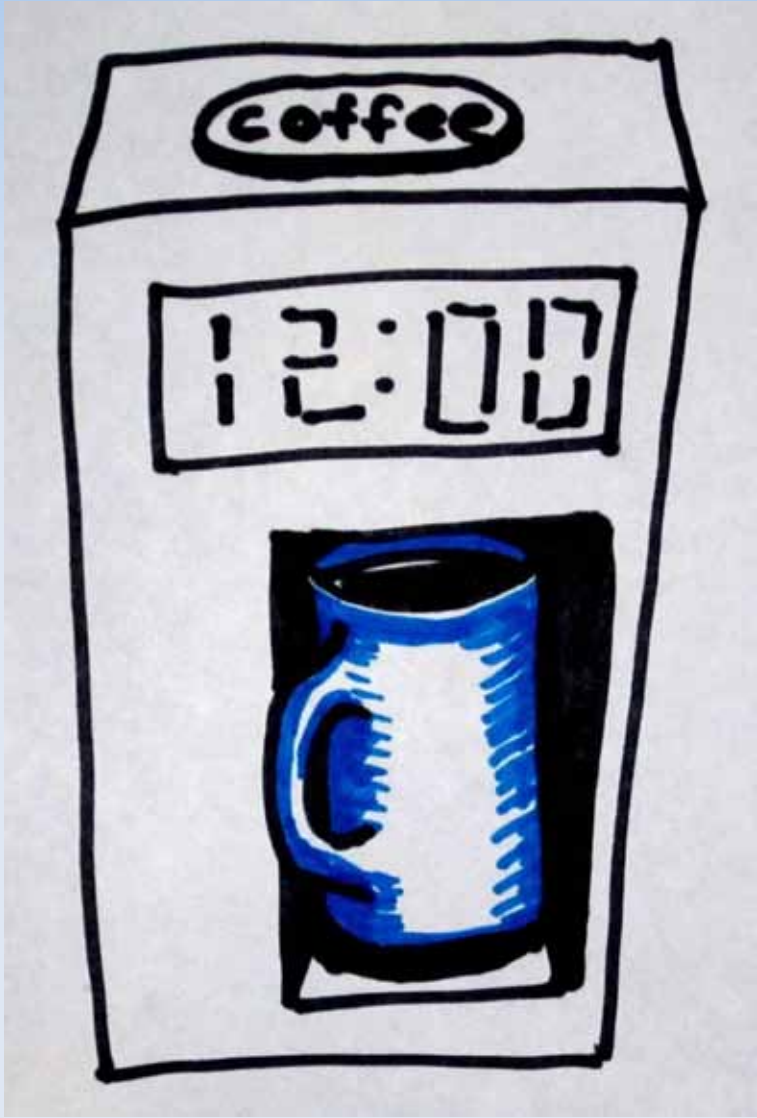
Coffee-Waker



The Problem

People have trouble waking up

-70% hit snooze button 2 or more times

-Average person sleeps 23.5 min past first alarm

- People like coffee

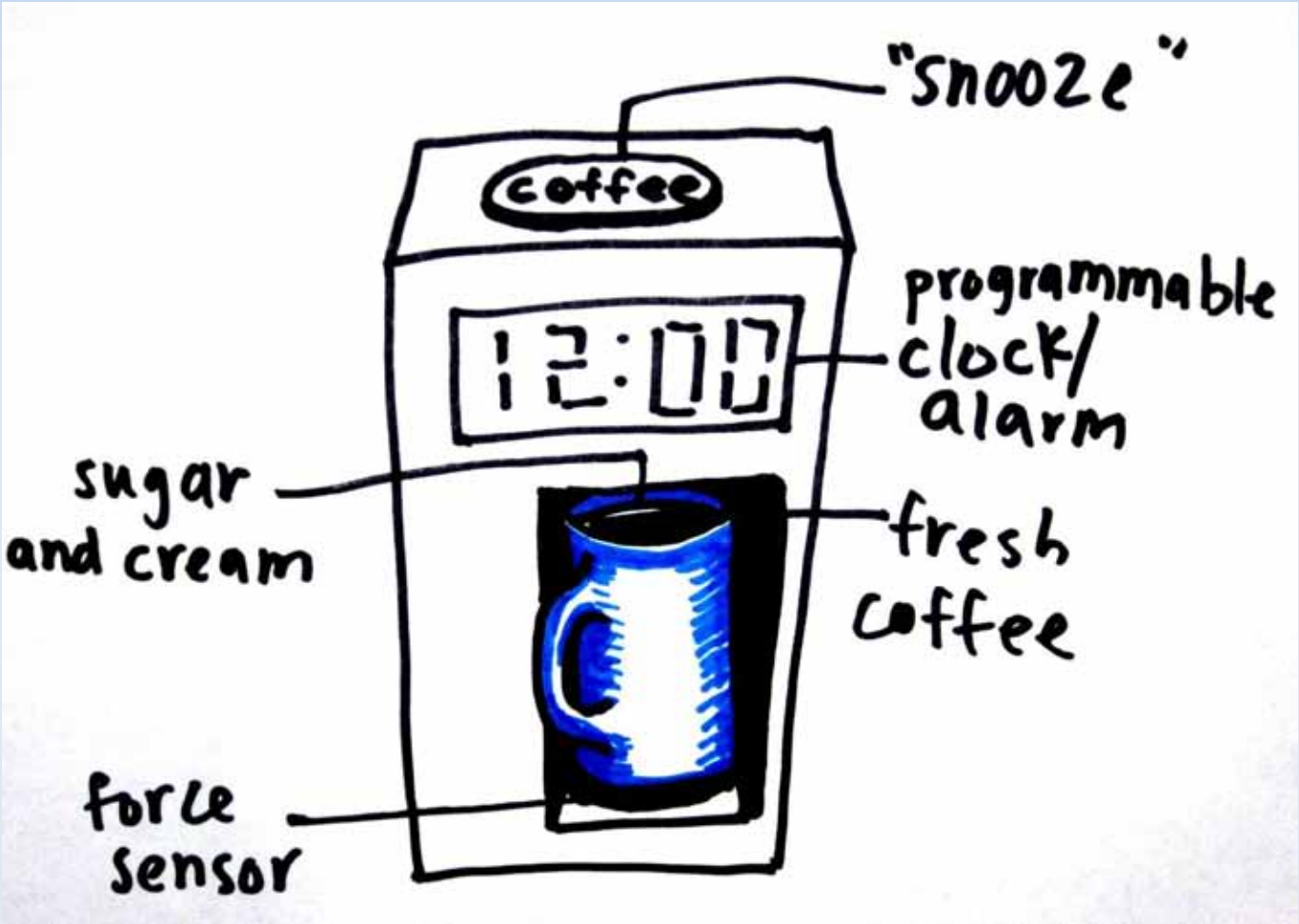
-97.5 million morning coffee drinkers in US

-Studies show that coffee aroma may reduce stress

*Survey of 1,136 people by fitsugar.com

The Solution

Alarm clock coffeemaker—the Coffee-Waker!



The Product

- “Make-coffee” button replaces “snooze” button
- When coffee is ready, turn off alarm by removing cup

- Compact and automatic, ready for nightstand
- Ideal for any morning coffee drinker
    - Convenient, time-saving
- Current programmable coffee makers do not fully integrate alarm system
    - Coffee-Waker provides incentive to get up

Mockup

- How compact can we make the product for use in bedroom while containing essential components?
- What is the best geometry and internal organization?
- What can we learn from consumer testing?

Mockup: Consumer Observation

- Visual clarity
- To-go cup
- Ease of setup and maintenance
- Set # of snoozes
- Backup batteries for alarm
- Wireless activation of coffee maker

Lessons learned

- Can fit comfortably on nightstand or in dorm room
- Functional requirements
  - Reservoir placement
- Considerations for bedroom use
  - Spill prevention
  - Maintenance