



# BRIEF

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Students will pick a real world app and rework a single task or user flow that already exists within their chosen app.

# WHAT IS DUTCH?





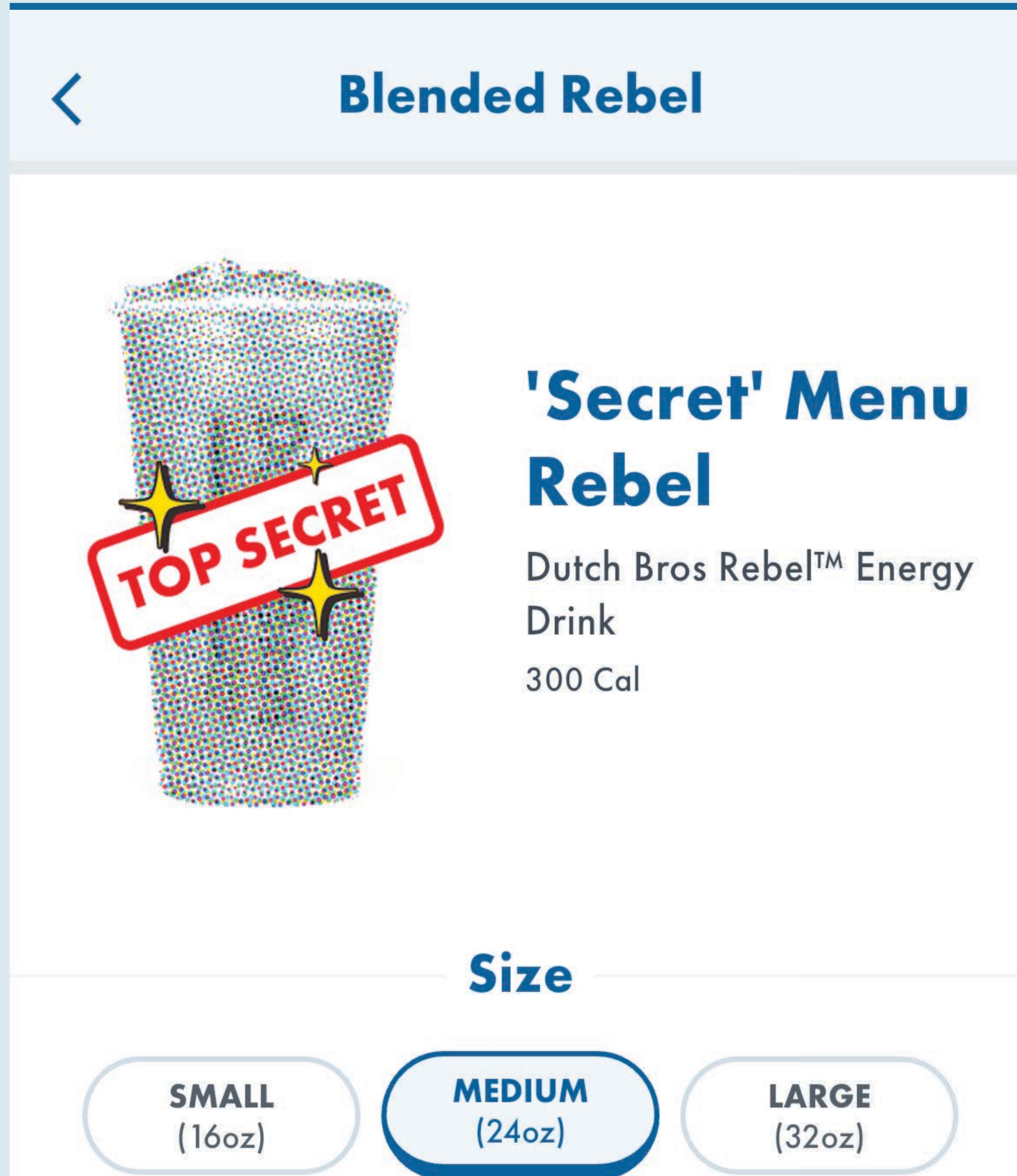
# BRAND



Dutch Bros is a drive-through coffee chain from Oregon. Known for its fast service, high-energy vibe, and huge menu. It's a brand that values personalized service, cracked-out broistas, as well as customer engagement.



# THE ISSUE



Users often struggle to decide what to order due to an overwhelming amount of drink options

Many customers ask baristas to surprise them, but it's not efficient in a busy drive-thru.

The app currently has a "Surprise Me" flavor option, but it's only in two spots.




# THE APP

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Menu Search

Search by drink or Flavor

Too tired to think? here are some quick search ideas that could help...



Palm Tree Iced




Tropical Lemonade

<


Rebel™ Energy

Blended Rebel


[View All](#)



Blended Rebel



Build Your Own: Rebel



'Secret' Menu Rebel

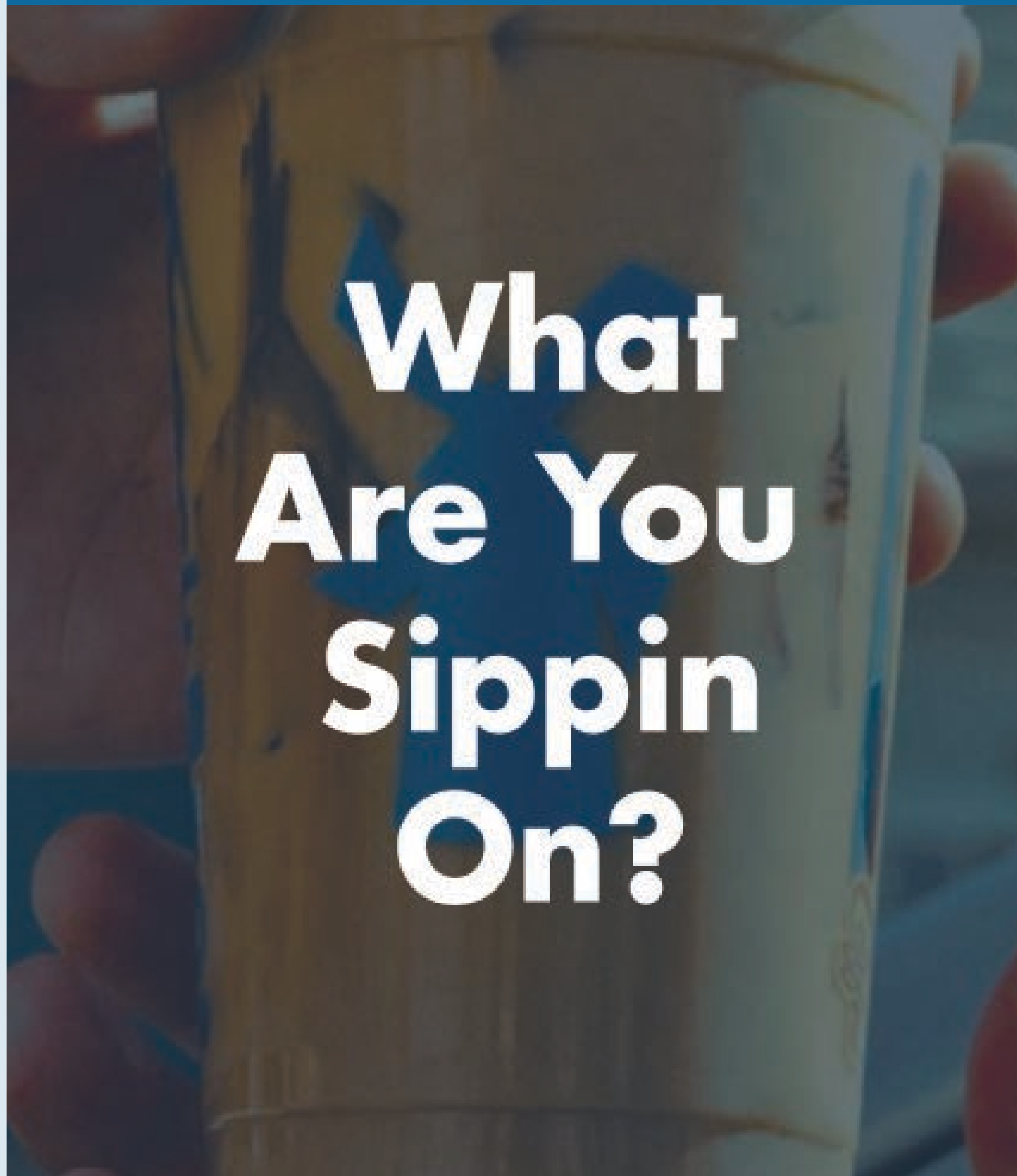
Iced Rebel

[View All](#)

DUTCHBROS  
Coffee

Created by Madi Martinez

# THE ISSUE



How can we assist and keep users engaged while exploring the menu and making decisions easier and more fun?



# THE SOLUTION



A personalized, interactive quiz that can simplify the decision-making while keeping the experience fun and on-brand.



# THE SOLUTION



## What's your Sip?

Not sure what to order? Let your mood decide!  
Take our quick quiz and get a surprise drink  
recommendation based on how you're feeling.  
We've got the perfect pick to match your vibe.

**Order Now**

## Quiz Mode:

Users answer questions for recommendations'

## Wildcard Mode:

Random recommendations'



# EMMA CARTER



## About

Age: 19  
Occupation: College Student  
Location: Seattle, Washington

Income Level: Low  
Education Level: Undergraduate

## Drink Behavior

Extra thick Shark Attack Rebel

## Personality

She is a fun, outgoing college student who's always on the move—juggling classes, work, and a packed social life. She drinks coffee multiple times a day to keep up and loves trying new things. She's playful and social, often sharing her latest finds online.

## Motivations

Thrives on social connections, new experiences, and a fast-paced lifestyle. She loves discovering trends, sharing moments with friends, and small wins like a good playlist or a perfectly timed caffeine boost.

## Goals

- Find quick, affordable, and exciting drink options.
- Stay energized throughout busy school days.

## Frustrations

- Running late
- Easily bored
- Slow or Inconsistent Service

## Quote:

*"I get the same thing every time but I'm feeling adventurous—just surprise me!"*



# SCENARIO

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"I get the same thing everytime"

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"First-time Dutch Bros customer"

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"I don't know what to get"

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*A customer in the Dutch Bros drive-thru isn't sure what to order.*

Instead of scrolling through the menu, they open the 'Surprise Me!' Quiz, answer a few quick questions, and get a new drink suggestion.

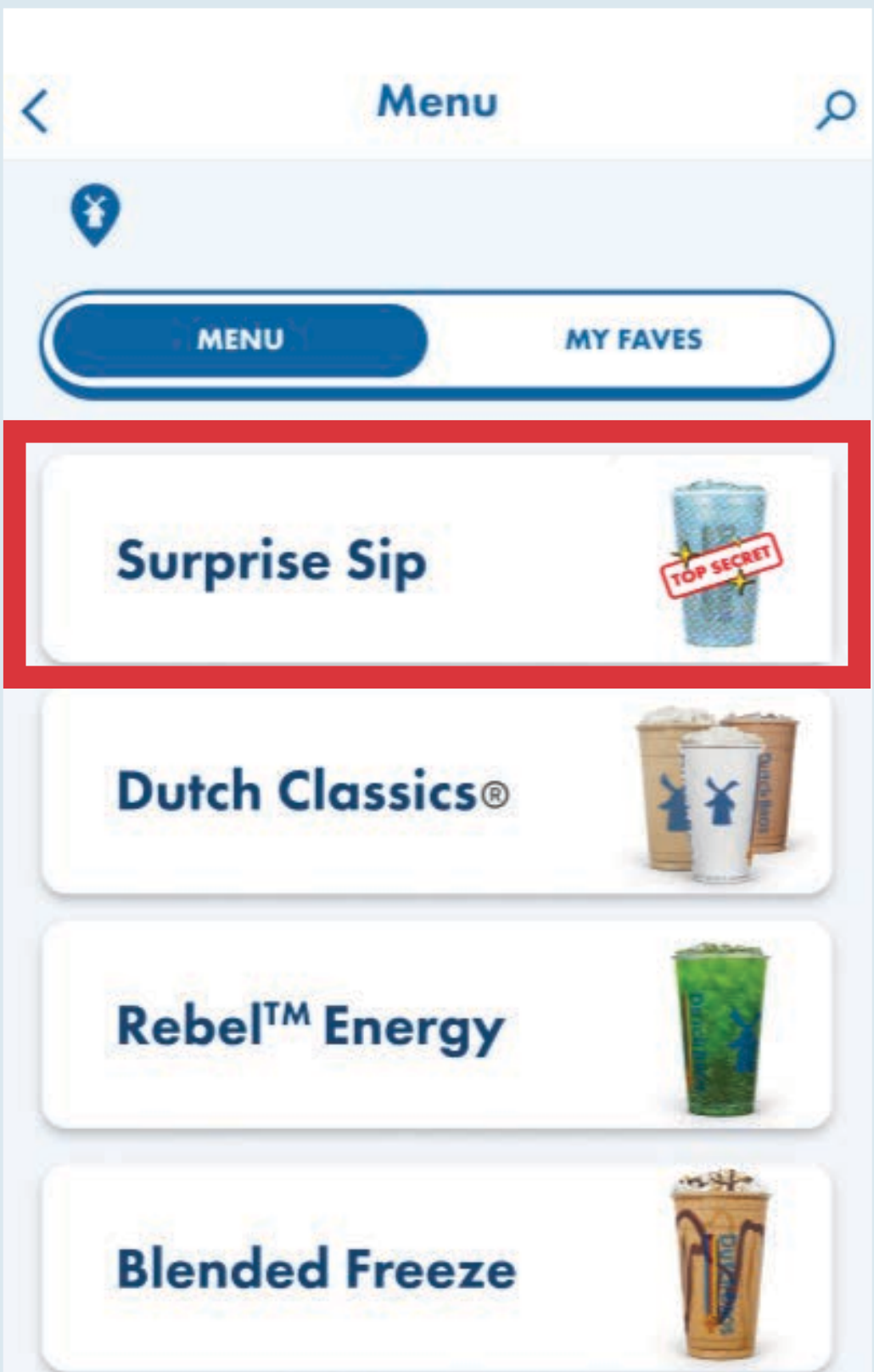
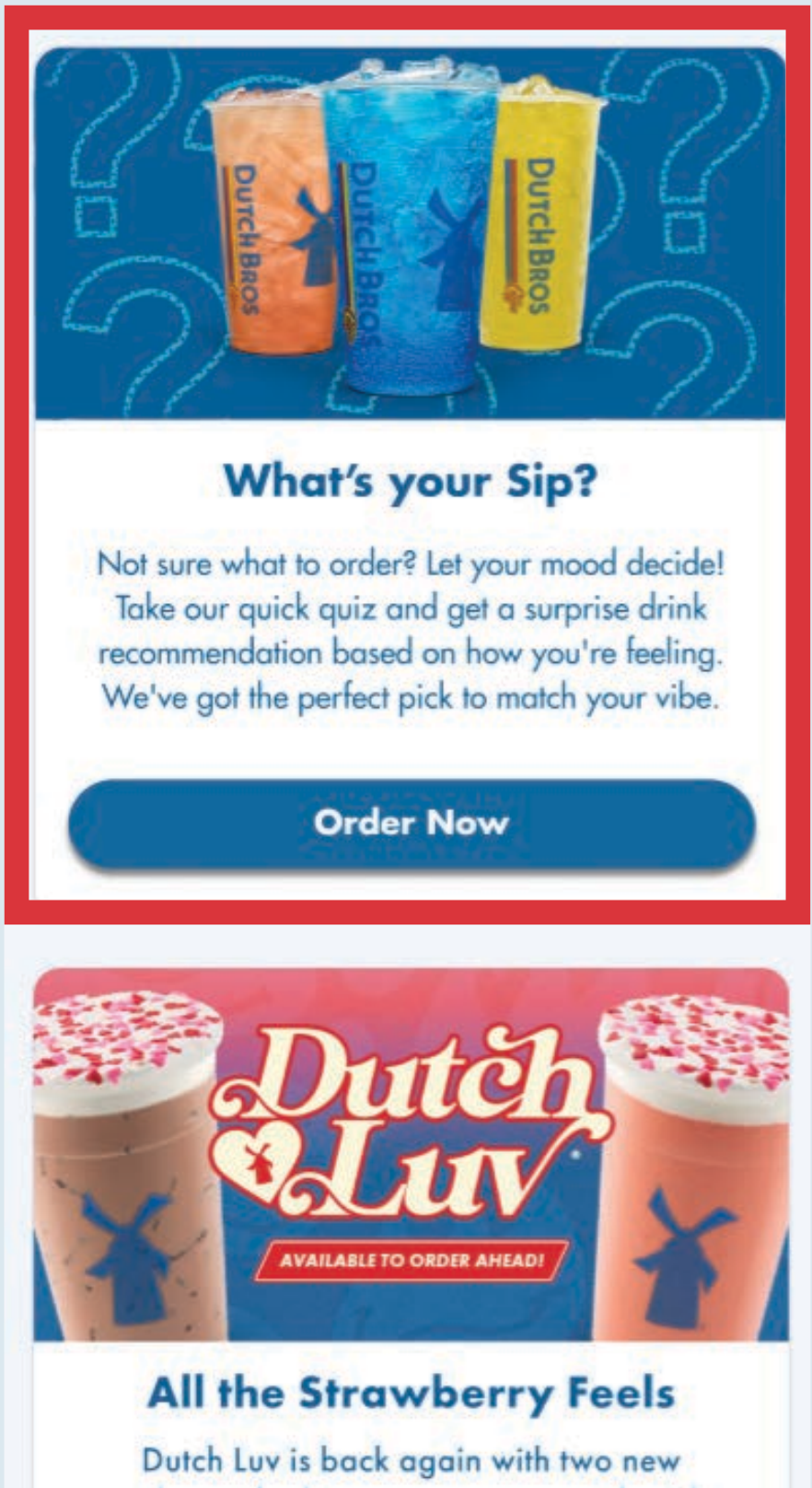
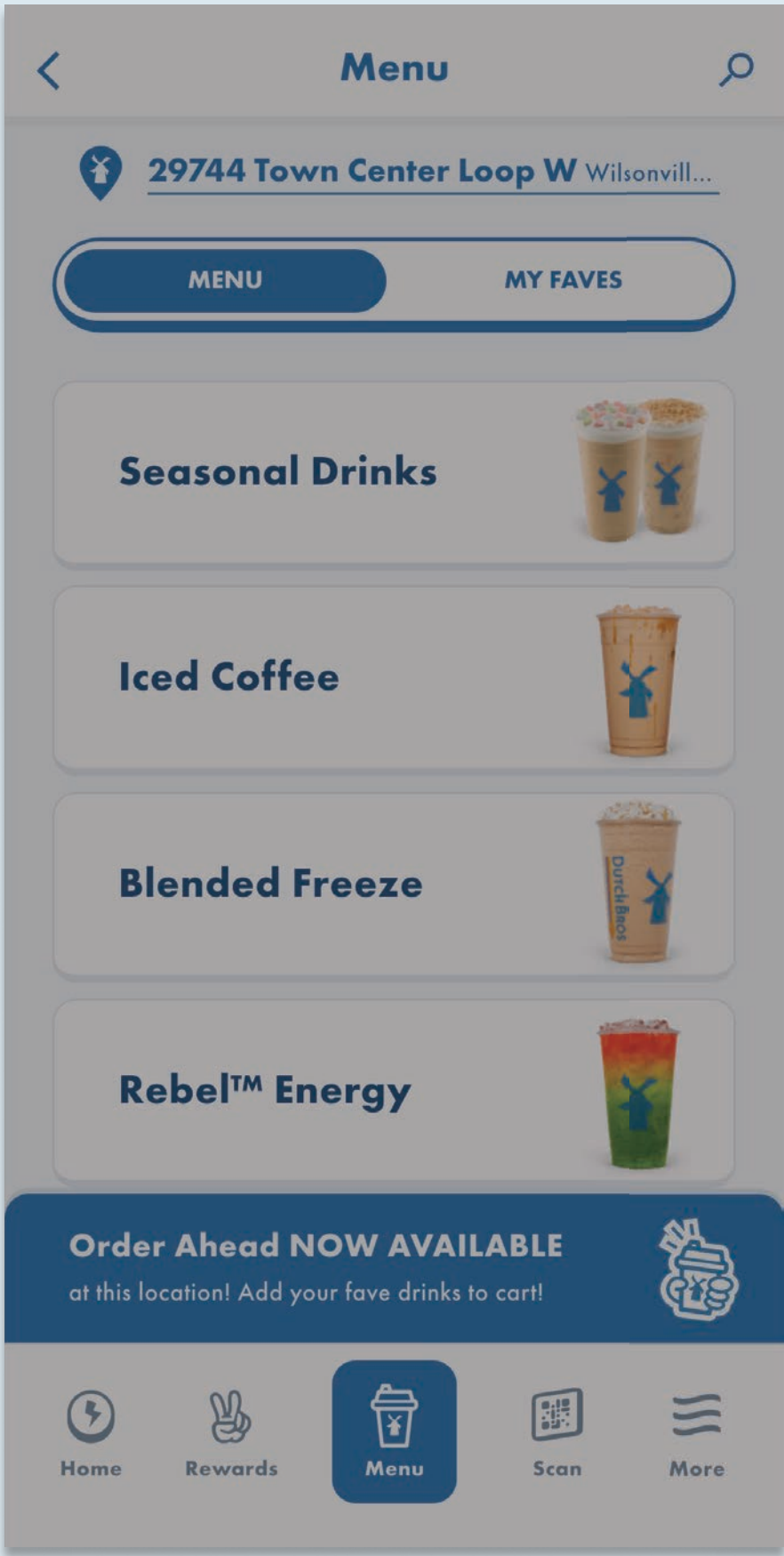
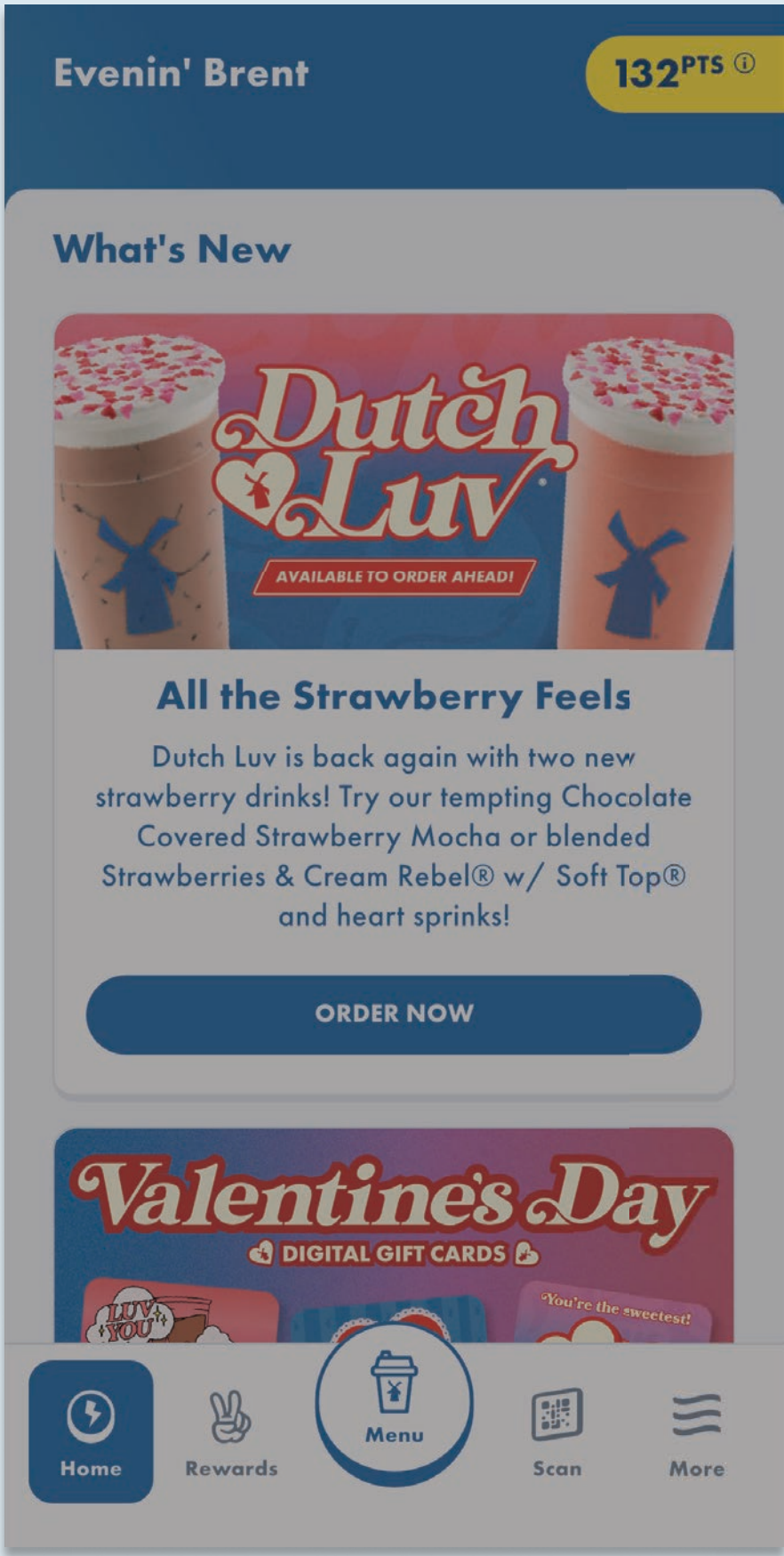


**PROTOTYPE**



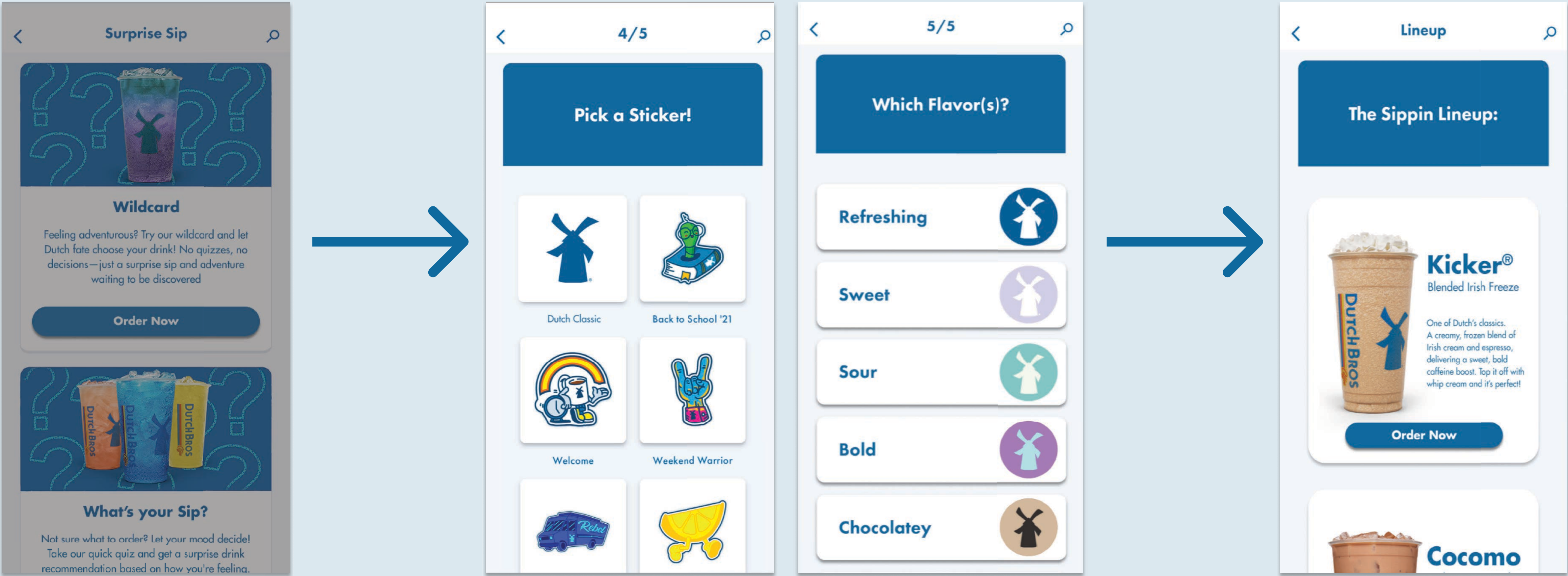


# ACCESSIBILITY



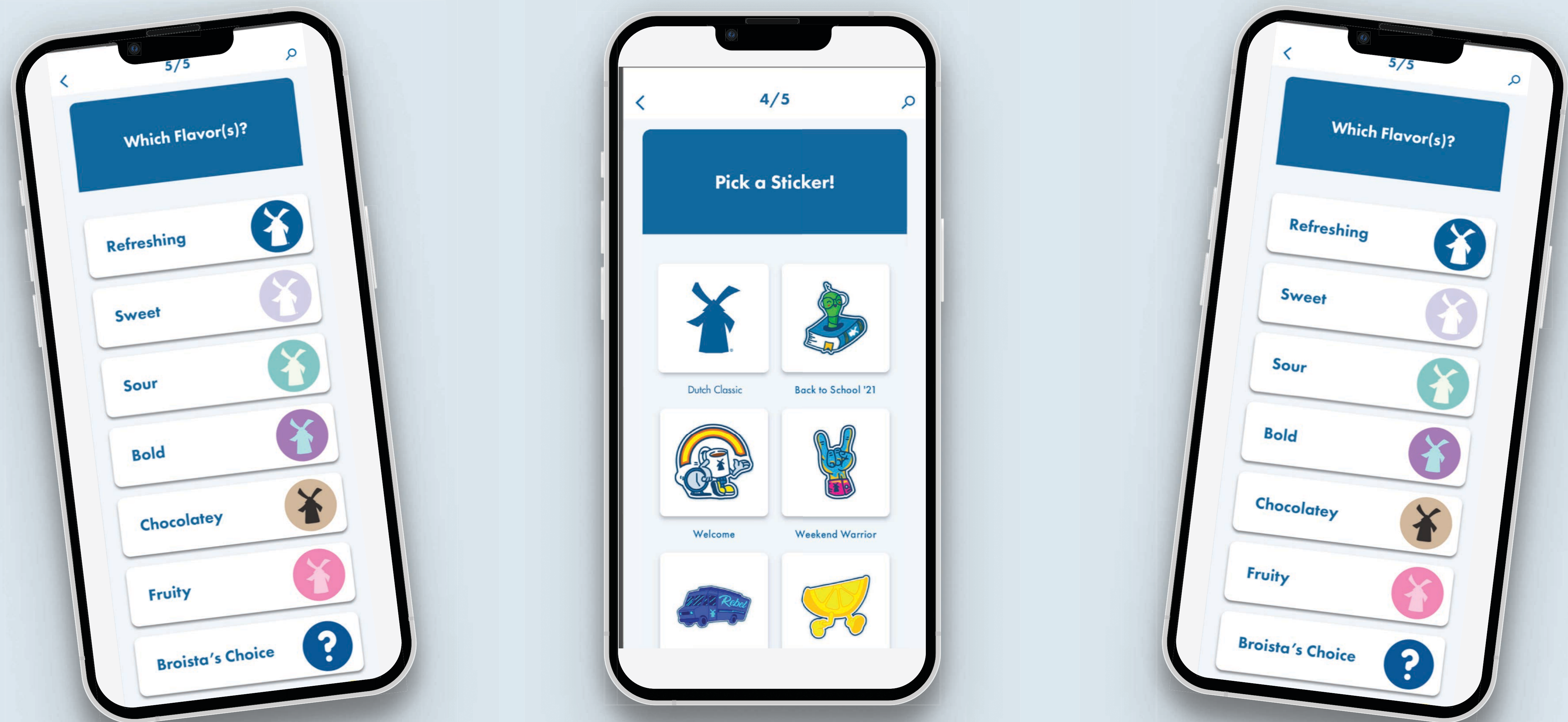


# THE PROTOTYPE





# THE PROTOTYPE



**THANK YOU!**



**DUTCH BROS<sup>®</sup>**