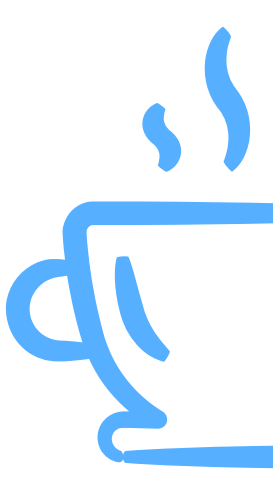


# SOCIAL COFFEE



I want to help parents at the DOK Delft library cafe to feel more confident about socialising with each other and meeting new people through an interaction.

The Social Coffee is a vivid indicator that a user is open for a social interaction. The tray spans the table between two users creating a personal bridge.

The product has various items on it that assist the users through the new meeting via touch, smell and stimulating questions. The experience allows the users to feel confident with socialising.

## INTEREST:

A curious user is made aware of the idea via advertising or through exposure via other users

## ENJOYMENT:

A successful social interaction has begun. The product assists the two in feeling relaxed during their meet and stimulates further conversation when needed.

## INVESTMENT:

The user asks about the product at the cafe, the barista asks how it works and receives it free alongside a coffee.

## 2<sup>nd</sup> USER JOINS:

Another user who wants to socialise sees the product as an indicator and decided to join them.

## ACTION:

The user takes the product to a table and has a chance to explore the product themselves.

## WAIT:

The user waits, enjoying their coffee, for someone else to join.

