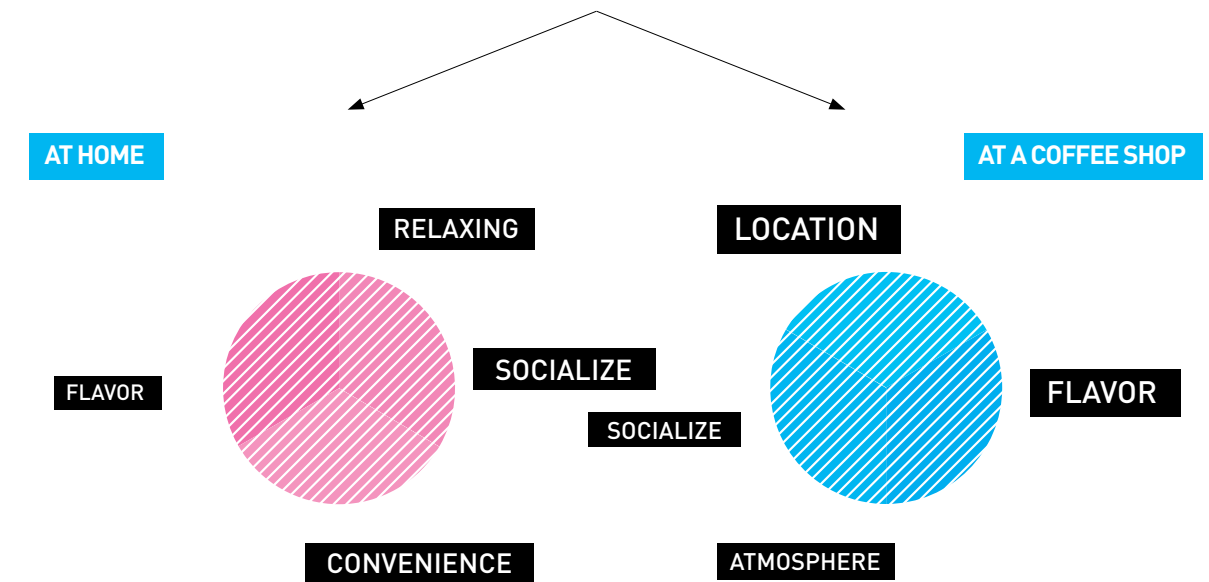


develop a new espresso coffee experience that doesn't require of the user to be an expert

create a new product where everyone can take part of making their own beverage

question the semantics of todays products and explore possibilities if a new form attribute could be applicable

KEY FACTORS FOR ENJOYING ESPRESSO COFFEE



Things that effects us when visiting a coffee shop is the atmosphere, its location, service, type of crowd, and the price. All these things effects our emotions, and augment the overall drinking experience. It is from these inputs we make our decision if we enjoyed it or not, and whether we come back. Drinking coffee at home is a way of relaxing,

and spending time with family and friends. The social aspect comes first, then the beverage which differs from visiting a café. The user can decide any time when they feel like it and is in control of the entire process them selves. This will effect the social part hence the host has to prepare the coffee in the kitchen, and its guests might be in a different room.