INTELLIGENTSIA

an exploration into a mobile app redesign for the speciality coffee house’s customers and how to widen their reach

By Diana Cholankeril
Alexa Albanese
and Ben Deagedeh
PROBLEM

THE CURRENT MOBILE APP DESIGN
WHO IS INTELLIGENTSIA

Source: www.intelligentsia.com
WHO IS INTELLIGENTSIA

a speciality coffee brand that is extremely passionate about coffee and wants its customers to love coffee too

Source: www.intelligentsia.com
INTELLIGENTSIA IS BUILT ON EXCELLENCE
Loyal to Intelligentsia for the beans, I think they have the best coffee in the area.

I’ve been coming to this place for the past two years and it’s becoming a daily ritual.

I go to Intelligentsia because it’s the only place that offers Angelinos which have 4 shots of espresso, and is really well balanced.
“I believes that the brand quality stands for excellence and it shows in the merchandise, the design of the spaces, latte art”
WHAT RESEARCH HAS TAUGHT US
Intelligentsia creates a tight knit coffee community through quality products, **customer outreach** and **education**
Intelligentsia strives to include the consumer in the whole coffee making experience by telling the story of their products.
Intelligentsia wants to create a welcoming atmosphere where people feel comfortable asking questions, chatting with others, and spending time.
INSIGHTS TO PRINCIPLES
FROM INSIGHTS TO PRINCIPLES
Solutions should **encourage engagement**
Solutions should educate users in multiple ways (instructional and informative)
Solutions should make users feel like they are part of a culture

Source: www.unsplash.com
Mobile app solutions should align with the brand goals as well as the look and feel of the website.

Source: www.intelligentsia.com
How might we encourage users (instructionally and informatively) to engage in the community and help them feel a part of the Intelligentsia culture?
INTRODUCING
THE INTELLIGENTSIA APP REDESIGN

Join our Monthly Coffee Club and get your first month free.

Meet Our Growers and Insta Gentsia. Share your latte art.

A solution that *engages users in multiple ways*
A solution that **engages users in multiple ways**
A solution that **engages users in multiple ways**

### How Much Are You Brewing?

<table>
<thead>
<tr>
<th></th>
<th>Grams</th>
<th>Ounces</th>
<th>Volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>COFFEE</td>
<td>24 G</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WATER</td>
<td>384 G</td>
<td></td>
<td></td>
</tr>
<tr>
<td>YIELD</td>
<td>336 G</td>
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</tbody>
</table>

- Brew Guide
- Start Timer

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Is instructional
A solution that **encourages user engagement** with the brand.
It also helps users feel apart of the Intelligentsia culture.
A design that matches the look and feel of the website
A solution that encourages user engagement with the brand. It also helps users feel apart of the Intelligentsia culture.

A solution that engages users in multiple ways.

The solution is instructional, creates culture, and is on brand.
A REDESIGN THAT ENCOURAGES, ENGAGES AND CREATES A STRONG CULTURE
THANK YOU

THANK YOU