

ASTRO

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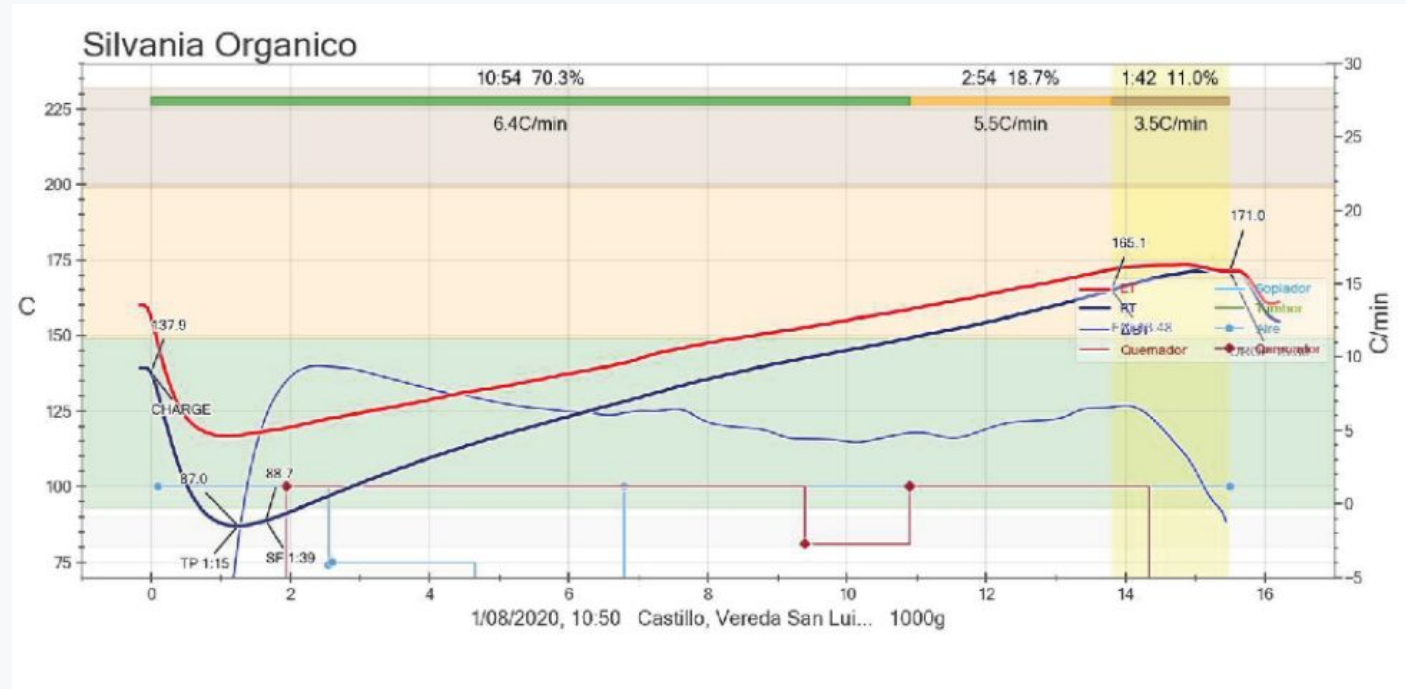
www.linkedin.com/in/stivensc/

Automatic Curve Roasting

Product Design

Roasting Curves

Roasting curves are a way to control the roasting of coffee beans. They track the temperature of the beans over time, and can be used to create different flavor profiles.



Roast Roadblocks

1. Manual roasting profiles:

- Creating a good roast profile requires visualizing the roast curve graph and manually adjusting the temperature of the roasting machine over 10-15 minutes.
- There are no commercial apps that can save and execute these curves automatically.
- Interacting with the roaster's burner makes it difficult to execute a curve exactly the same way twice, leading to unwanted flavors in the coffee.

2. Difficulty in purchasing a roaster:

It is difficult for users to find clear and concise information about roasters, such as prices, shipping costs, the post-purchase process, and shipping details.

3. Sharing roast profiles:

Roasters are not allowed to share their roast profiles on blogs like educafes.com without internal authorization, and the process of requesting authorization is cumbersome.

Coffee Nirvana

1. Automated roasting profiles:

- Provide an app where users can monitor, save, and execute roast profiles automatically.
- This will allow users to achieve consistent results and avoid unwanted flavors.

2. Improved online purchasing:

- Establish a user-friendly platform where users can find information about roasters, including costs, shipping, and post-purchase processes.
- This will make it easier for users to find the right roaster for their needs.

3. Social platform for roasters:

- Offer a space where roasters can share their roast profiles, articles, and experiences about coffee.
- This will help roasters learn from each other and improve their skills.

Coffee Hacks (Curves)

1. Automated Curve Execution: Achieve consistent and precise roasting results every time with automated curve execution, eliminating the need for manual burner adjustments.

2. Saved Recipes: Store your favorite roasts and repeat them effortlessly.

3. Roast Insights: Analyze roast data to fine-tune your profiles.

4. Machine Health Check: Monitor machine performance for peak roasting conditions.

5. Roast Comparison Tool: Compare roasts and identify areas for improvement.

6. Batch Tracker: Keep tabs on your roasting volume and optimize for consistency.

7. Custom Roast Creator: Design your ideal roast profile and experiment with flavors.

8. Unlimited Recipe Storage: Save endless roasts, catering to every bean and taste.

Coffee Hacks (Roasters)

1. Compare Roasters: Explore different types and find the perfect fit.

2. Get a Quote: Request quotes & compare shipping costs easily.

3. Secure Payments: Pay securely within the app with flexible options.

4. Track Your Order: See your roaster's journey from assembly to delivery.

5. Learn & Master: Access roaster tutorials for all skill levels.

6. FAQ at Your Fingertips: Get answers to common questions instantly.

Coffee Hacks (Social)

1. Compare Roasters: Share Saved Curves: Share your roasting expertise by easily sharing your saved curves with the community.

2. Explore Roasting Profiles: Discover and follow fellow roasters, gain inspiration from their profiles, and stay updated on their latest roasting creations.

3. Engage with Roasts: Like and comment on shared roasts, fostering a community of passionate roasters who exchange ideas and insights.

4. Stay Informed: Receive notifications about new roasts, profile updates, and community interactions, keeping you engaged and connected.

5. Find Your Roasting Tribe: Utilize the profile search feature to connect with roasters who share your interests and roasting style.

6. Personalize Your Experience: Customize your profile settings to control your privacy, notification preferences, and other aspects of your roasting social experience.



Desk research

Generative

Coffee Crafters Blind Spots

1. Manual Curve Execution: Lack of automated curve execution forces users to manually adjust settings, hindering consistent roasting.

2. Static Curve Visualization: Existing curve viewers fail to provide interactive data exploration, limiting in-depth roast analysis.

These limitations prevent users from fully leveraging the power of roasting data and achieving the level of control and precision desired for exceptional roasting outcomes.



Coffee Crafters Reviews

x



pj47tech, 02/03/2019

Overall good app

I'm new to roasting but I started using this app to document my progress and results. Quite satisfied with its capability. Since I'm using a Behmor 1600+ I don't have an easy way to log bean temperatures but I can log the basic B reading for comparison purposes. Help files are full of great documentation.

x



drumasaurusrex, 08/18/2010

Awesome!

Excellently useful and well-thought application to augment the fun and rewards of home-roasting! Worth the \$10... which is saying a lot in the world of apps these days. Thank you!!

x



Jpinec, 07/04/2016

Not worth the cost

This app has its usefulness, but it is not worth the \$10 I paid. It has a very non-intuitive feel, and features seem to change with no warning or pattern. Sometimes I am able to compare a current roast profile with a historic one, but then that feature drops out mid-roast. For the cost, I expected much more.



philhart, 04/22/2013

Roastmaster

Don't waste your time. It takes longer to use the program than to roast coffee. Create your own in numbers. Way faster doing it your way. Thumbs down

Coffee Craze Trends



Pandemic Powerhouse: Highlights the unexpected strength and adaptability of coffee roasters.

<https://educafes.com/category/tostadores-de-cafe/>



The Rise of the Micro Roaster: Highlights the growing importance and impact of micro-roasters.

<https://www.revistaforumcafe.com/los-microtostadores>

Total Audience

—

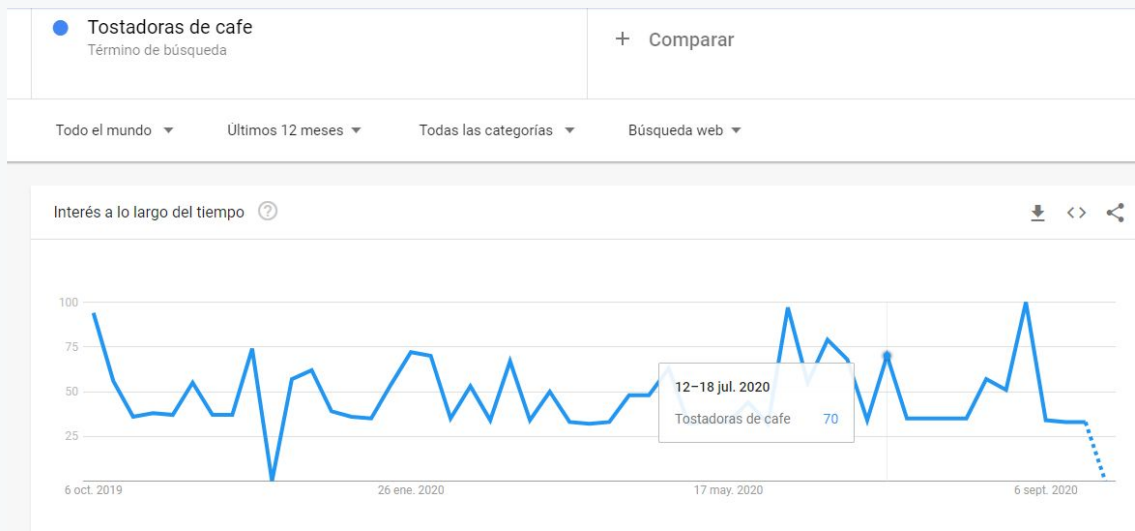
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Licensed Coffee Roasters of Latin America
<https://federaciondecafeteros.org/>

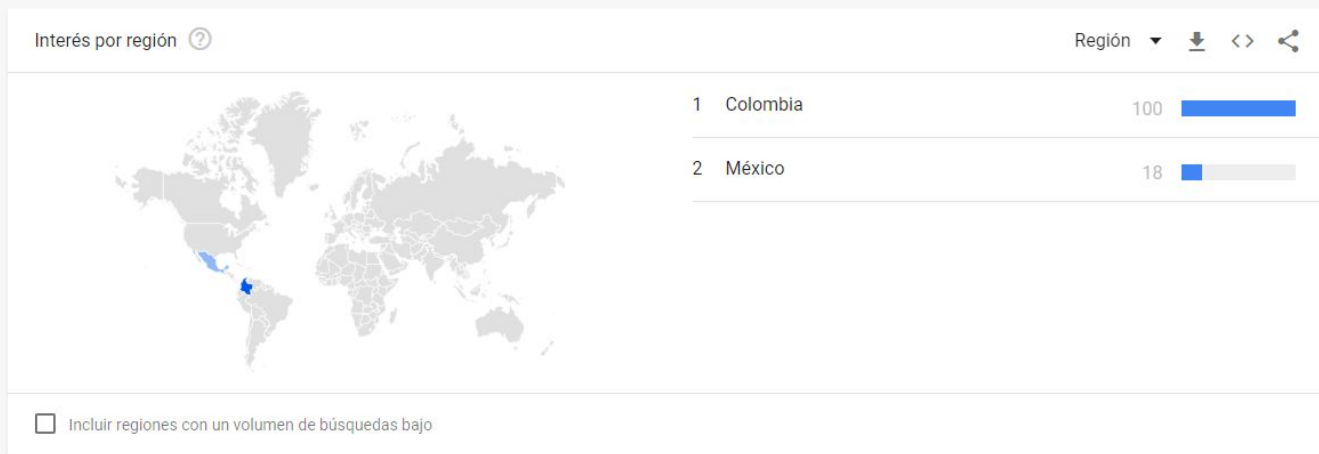
550

Potential Audience

Google Trends



Tostadoras de café Todo el mundo, Últimos 12 meses



Temas relacionados

En aumento

1 Perú - País en América del Sur	Aumento puntual
2 Colombia - País en América del Sur	+400%
3 Café de Colombia - Tema	+300%
4 Máquina - Tema	+100%
5 Máquina - Tema	+70%

Benchmarking

Analyzing the Competition: Observe to Define

The Coffee Colosseum



artisan

Visual scope for coffee roasters

Track, analyze, control roasts.
Perfect for detail-oriented roasters
who value customization.



Comprehensive solution with roast
tracking, inventory management,
cupping tools, and reporting. Ideal
for serious roasters.



Find coffee roasters, grinders, green
beans, and roasting supplies from
around the world – all on one
platform.

Usability Path

FEATURE	ARTISAN	ROASTMASTER	AliEXPRESS
View roast curves	2 steps	3 steps	N/A
Save roast profiles	3 steps	1 steps	N/A
Search for a coffee roaster	N/A	N/A	2 steps

Usability Errors

	ARTISAN	ROASTMASTER	AliEXPRESS
Goal Fulfillment: Enables users to achieve their objectives.	Fast real-time data streaming mechanism from the roaster.		
Error Tolerance: Minor error that allows users to proceed without significant disruption.		The navigation is somewhat confusing and it's difficult to find the actions you need.	Confusing navigation makes it difficult to find necessary actions.
Critical Error: Prevents User from Completing Their Objective.			

Usability Design

	ARTISAN	ROASTMASTER	AliEXPRESS
Clean: Uncluttered and spacious layout for easy readability and visual comfort.	Clean and uncluttered layout with ample spacing for easy readability.		
Balanced: Harmonious distribution of elements with clear visual hierarchy and readability.			Balanced layout with clear text and easy-to-find buttons.
Cluttered: Overcrowded layout with poorly proportioned elements that hinder readability and visual appeal.		Overcrowded interface with poor text contrast and low-resolution icons.	

Usability Conclusions

	ARTISAN	ROASTMASTER	AliEXPRESS
Strengths	<ul style="list-style-type: none">- Easy to use with a variety of options- Customizable library for search- Metric comparison reports	<ul style="list-style-type: none">- Balanced distribution of information and icons- Task reminders- Product comparison	<ul style="list-style-type: none">- Comprehensive roast curve tracking- Robust purchase and payment options- Social media sharing
Weaknesses	<ul style="list-style-type: none">- Cannot execute saved curves- No advanced user options- Small text and large icons- Limited usage information	<ul style="list-style-type: none">- Limited curve interaction- No curve execution- Confusing icons- Overall complexity	<ul style="list-style-type: none">- Unintuitive design- Limited interactions- Color and text saturation



Persona

Providing a positive user experience.



IVÁN

Roaster

Age 32

“My passion is crafting a specialty coffee that embodies the dedication in its flavor.”

He seeks to showcase his roasting expertise through varied curves for premium specialty coffee. Saving and replicating his best curves ensures consistent quality in each batch.

Objectives and goals

- Reduce coffee roasting time.
- Share achievements with fellow coffee enthusiasts.
- Access insights on superior roasting machines for business expansion.

Frustrations

- Lacks a convenient roasting service.
- Struggles with time constraints during high order volumes.
- Faces the necessity to hire additional staff.

Objectives and goals

- Discover a coffee enthusiasts' social network.
- Simplify the coffee roasting process.
- Elevate product quality with coffee roasting expertise.

Frustrations

- Seeks advice to enhance barista skills.
- Faces time constraints during peak customer hours.
- Lacks a roaster machine and is unfamiliar with the topic.

LINA

Barista

Age 26



"I aim to be renowned for exceptional coffee at my store"

She aims to showcase her barista skills, connecting with coffee enthusiasts, inviting them to her store for specialty coffee. Seeking advice on coffee roasting, she looks to expand her knowledge.



POV & MVP

Understanding your users

UX POV Statement

Coffee enthusiasts, like Iván, crave a consistent and high-quality coffee experience, but the time-consuming process of manually adjusting roast profiles for each batch limits coffee roasters' ability to meet peak demand. This leads to frustrated customers and reduced productivity for roasters.

MVP

Core Functionalities

Coffee Enthusiasts:

- Create and manage profiles
- Automatically execute roast curves
- Save and share roast curves
- Follow other users
- Engage in social interactions (commenting, liking, sharing)

Roaster Retailers:

- Create and manage profiles
- List and sell toasters (including descriptions, prices, and images)
- Manage orders, track shipments, and communicate with customers

Coffee-centric social network:

- Users can connect with other coffee enthusiasts
- Users can share roast curves and coffee-related content
- Users can engage in discussions and exchange knowledge

Additional Features:

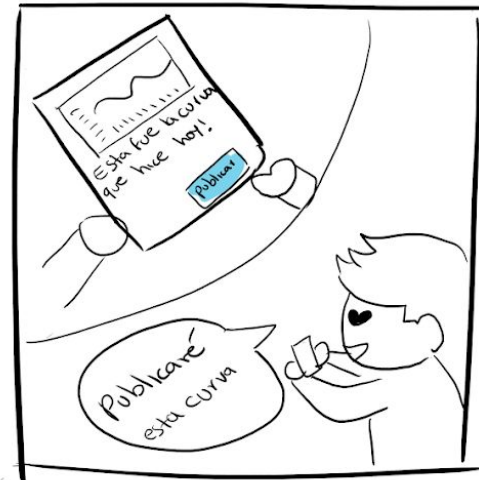
Search and filtering: Users can search for roast curves, toasters, and other users based on various criteria.

Notifications: Users receive notifications about new roast curves, social interactions, and order updates.

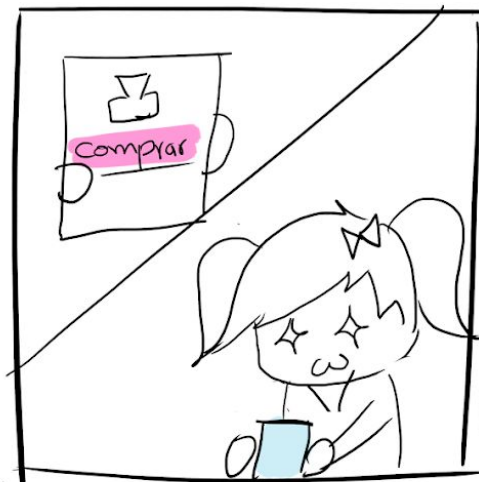
Basic analytics: Users can track their profile performance and engagement metrics.

MVP Storyboard

User 1



User 2

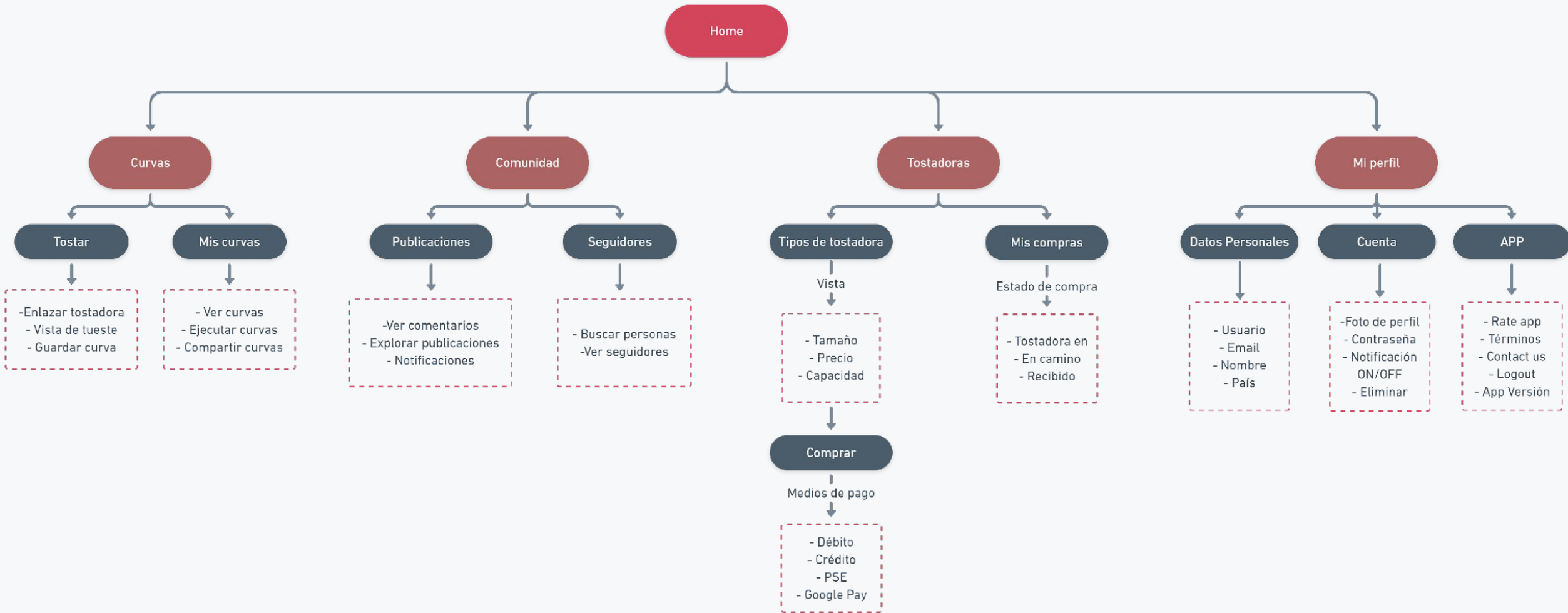




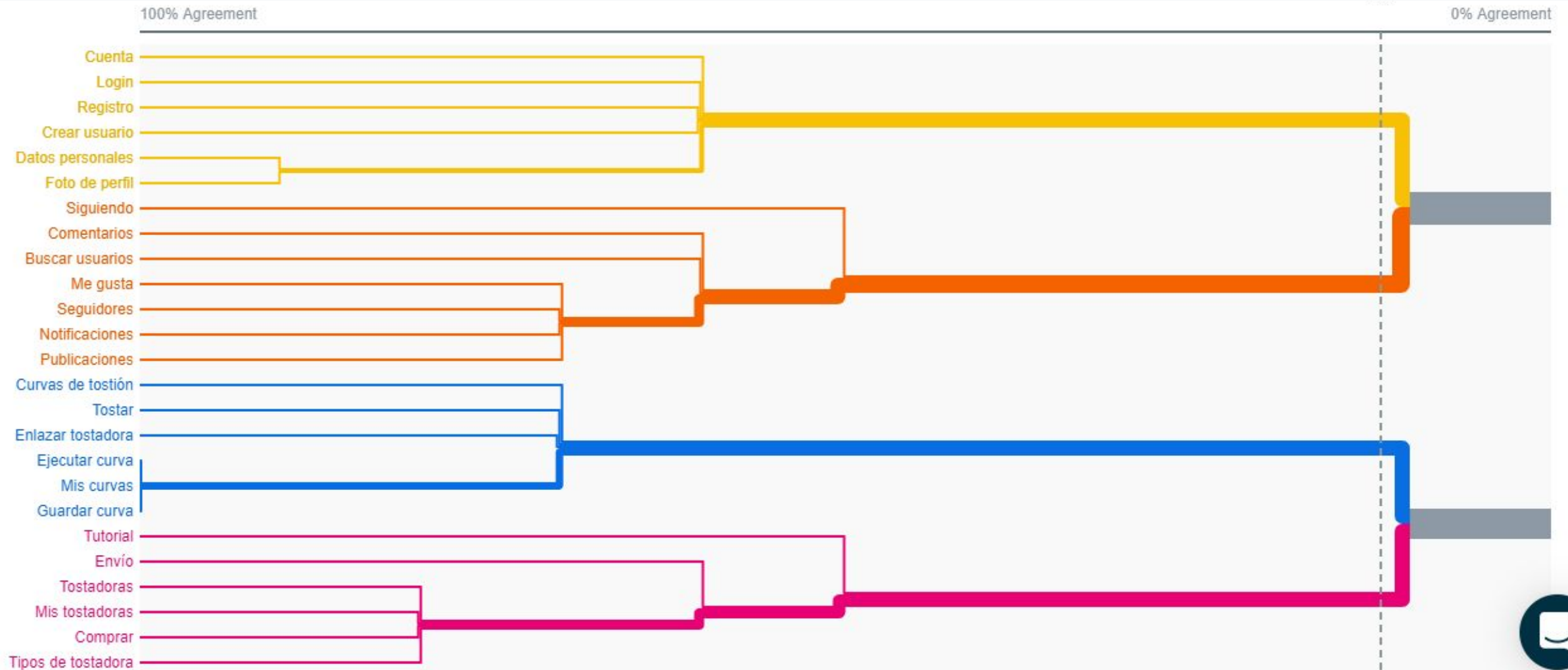
Information Architecture

User understanding and navigation

Card Sorting



Card Sorting Dendrogram



User Flow

Improved User Experience

MVP POV

In the world of coffee, passion meets precision. ASTRO emerges as a transformative platform, bridging the gap between tostadora expertise and coffee aficionados. Our mission is to empower both tostadora retailers and coffee enthusiasts with innovative solutions that elevate the coffee experience.

Curves

ASTRO empowers tostadora retailers to meticulously capture and replicate their perfect roast curves, ensuring consistent and exceptional coffee quality every time.

Social

Share your roasting triumphs and meticulously crafted roast curves with a vibrant community of fellow coffee enthusiasts. Engage in discussions, exchange knowledge, and elevate your coffee expertise together.

Roasters

Explore the latest range of tostadora models from PRISMA COFFEE TECH directly within the ASTRO app. Seamlessly purchase your desired tostadora and embark on a journey of coffee roasting excellence.

TaskFlow



Task Flow

Usuario que desea tostar

El usuario ingresa a la sección de Curvas

El usuario selecciona una acción (Tostar una nueva curva o ejecutar otra que ha sido guardada)

El usuario enlaza su tostadora

El usuario inicia la tostión

El usuario guarda la curva realizada o regresa al menú de tostión



Task Flow

Usuario que desea comprar una tostadora

El usuario ingresa a la sección de Tostadoras

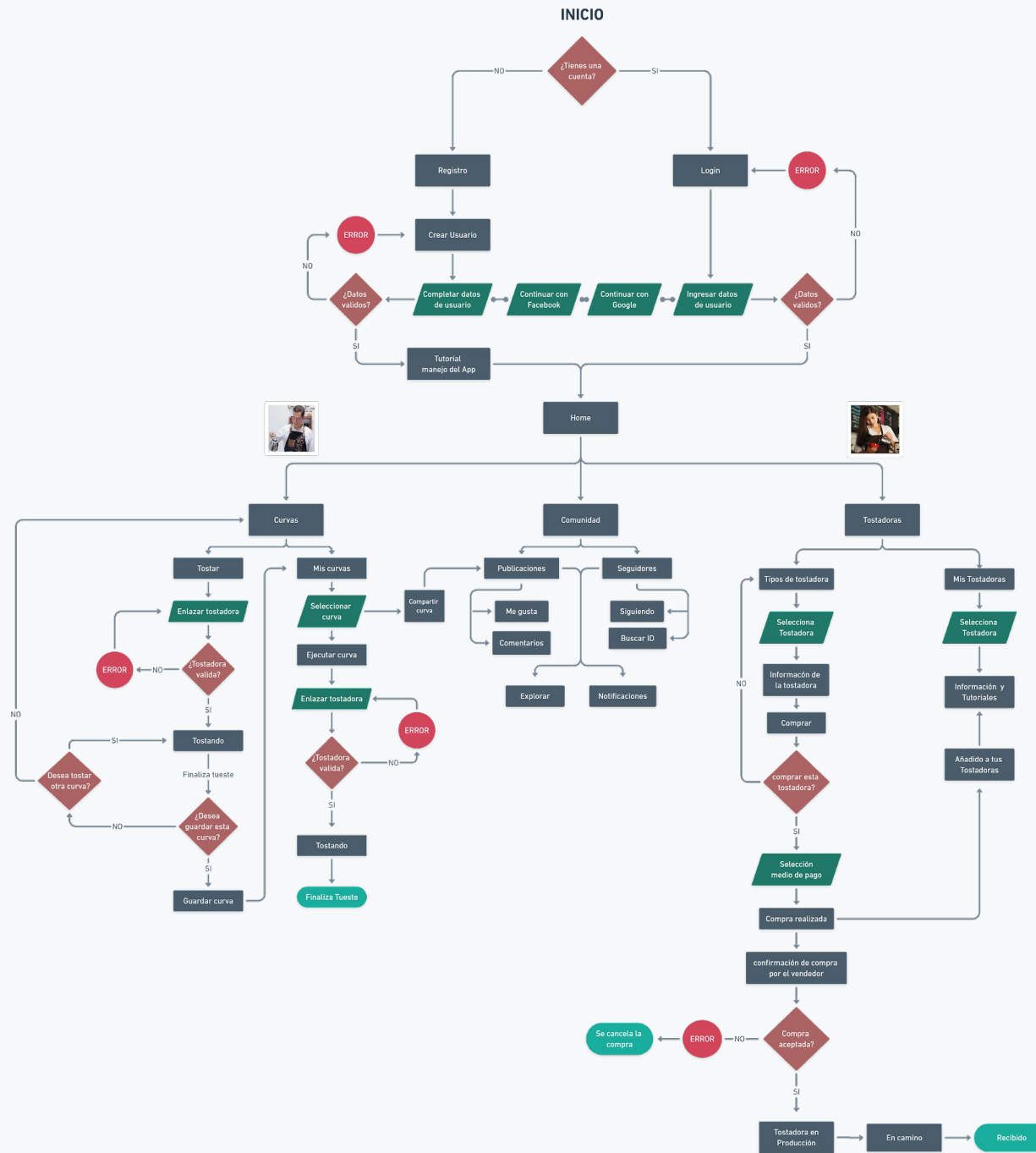
El usuario selecciona una tostadora

El usuario ve la información de la tostadora seleccionada

El usuario compra la tostadora

El usuario puede ver los procesos y envío de la tostadora

User Flow



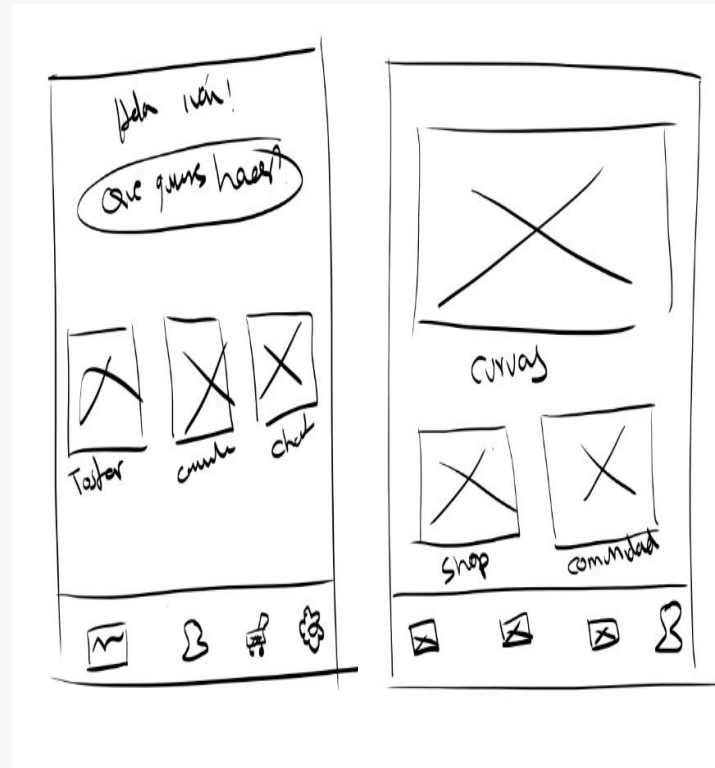


Wireframe

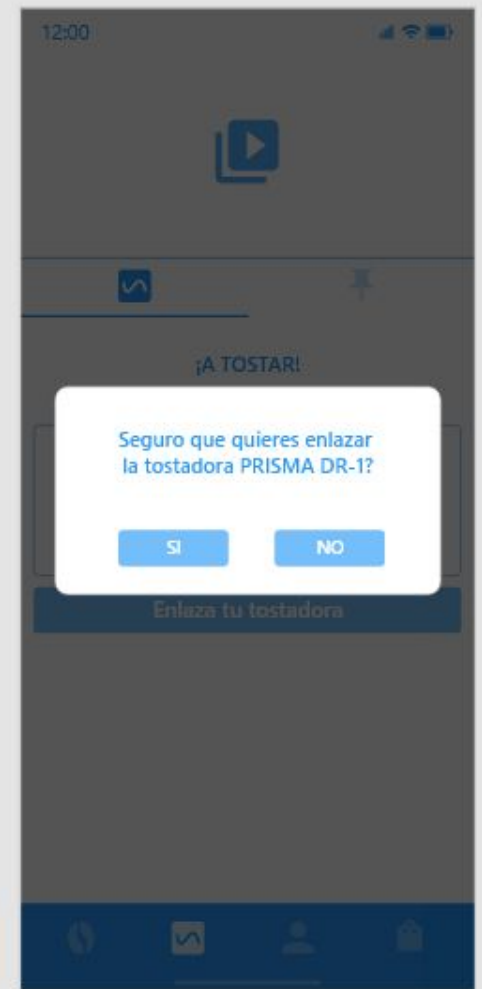
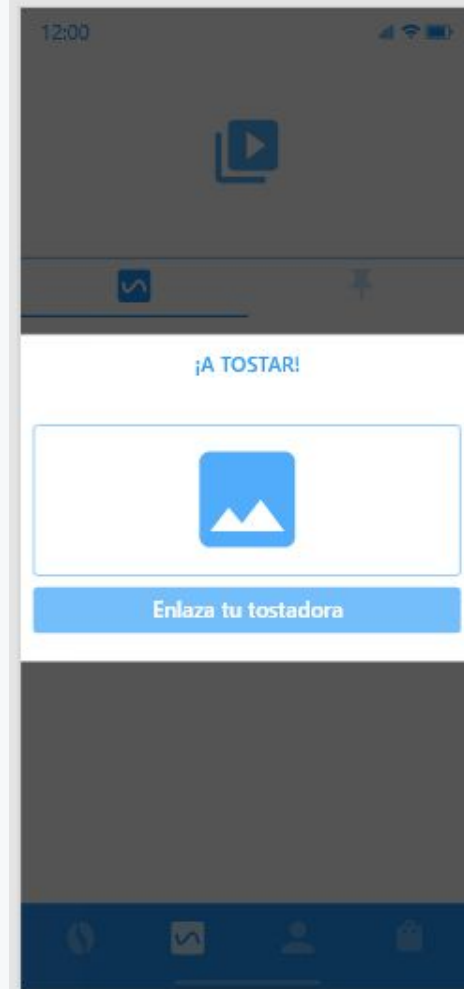
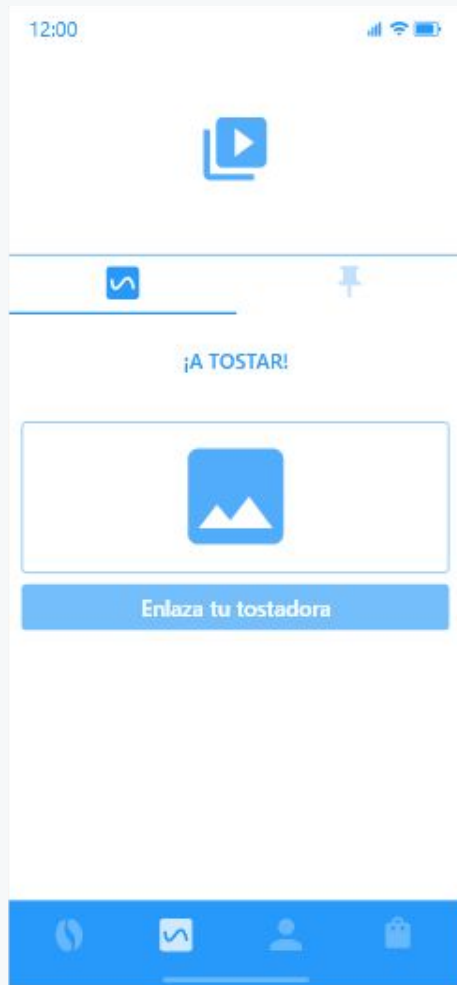
Low-fidelity blueprint

Astro Lo-Fi

This is a basic wireframe focusing on core functionalities. It can be further expanded to include additional features and user types



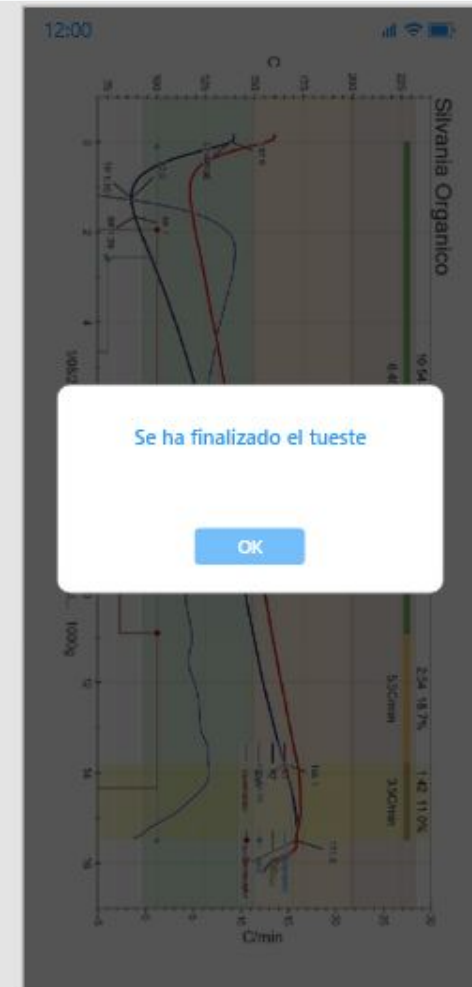
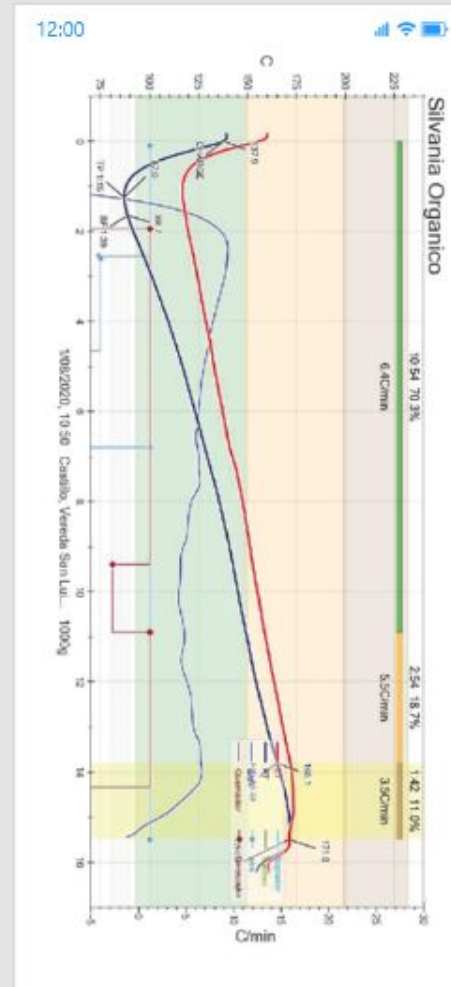
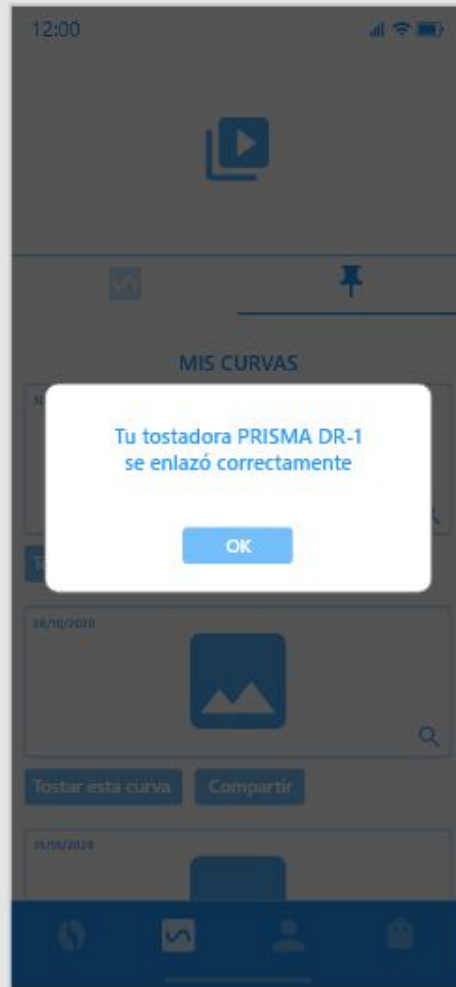
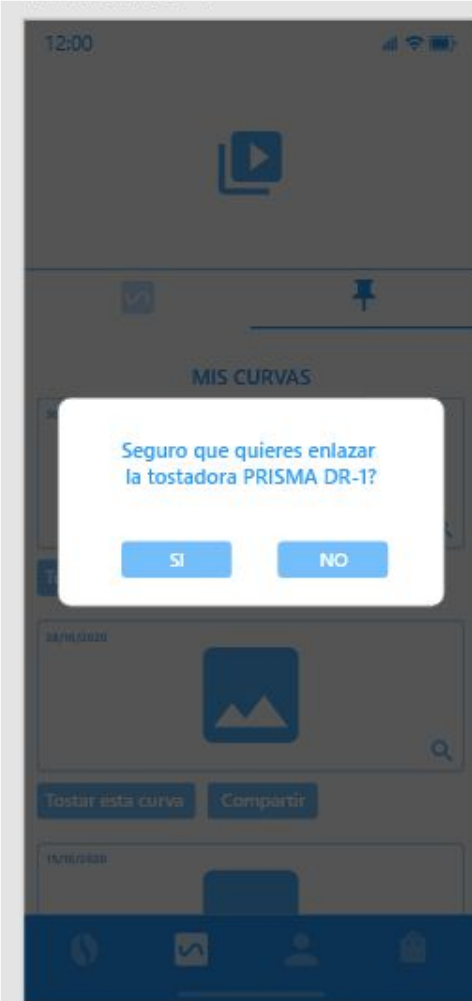
Astro Roast



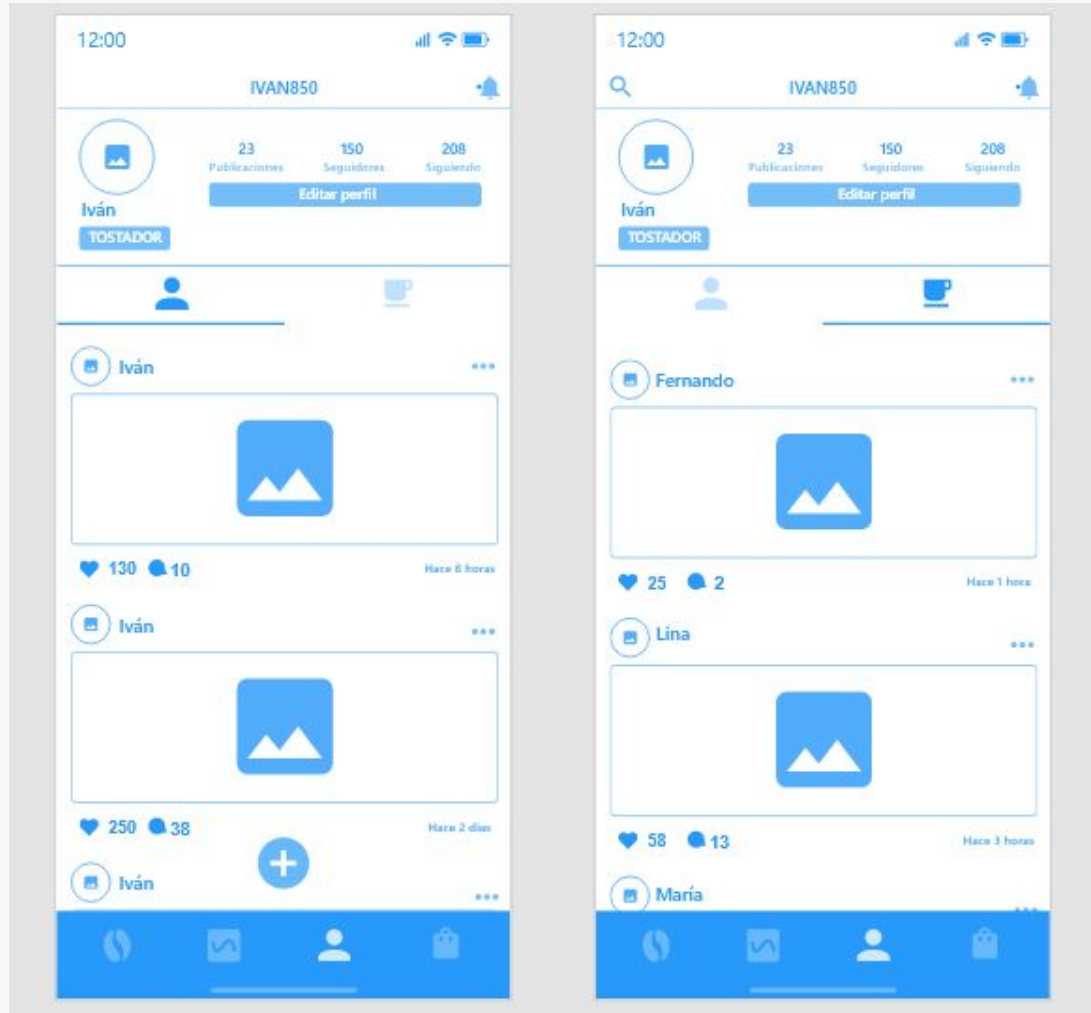
Astro Curves



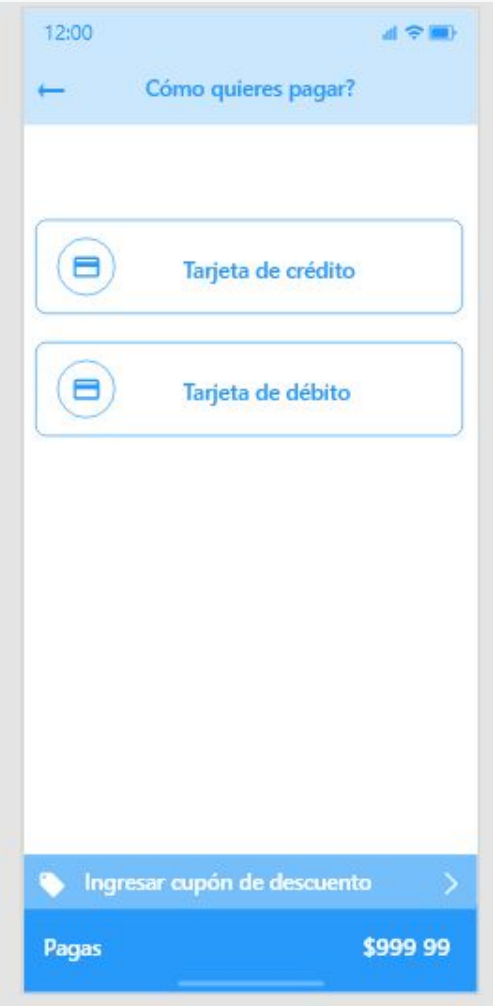
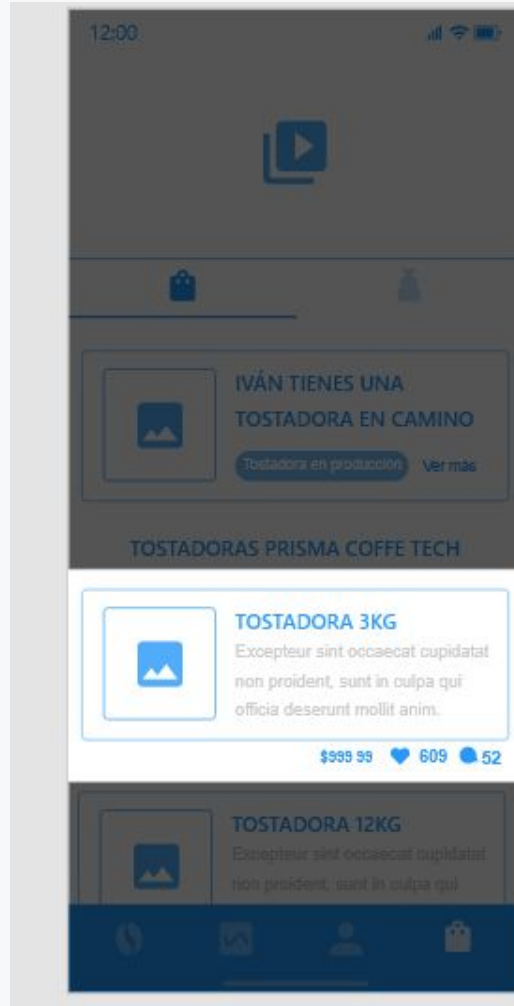
Astro Curves



Astro Social



Astro Roasters



Usability testing

Development process

Metrics

Hypothetical Scenario

User Scenario 1: You are a busy Tostador (coffee roaster) who relies on PRISMA machines for your daily operations. Due to time constraints, you need a way to streamline your roasting process.

Action: You download an app that promises to save and execute roast curves automatically.

User Scenario 2: You are a Barista (coffee maker) with your own coffee shop. You strive to stay ahead of the curve and want to connect with other Baristas and Tostadores. You are considering purchasing a tostadora to enhance your coffee offerings.

Action: You download an app that offers deals on tostadoras and connects you with fellow coffee enthusiasts.

Tasks:

- User registration
- Roaster linking
- Initiating a roast
- Saving the executed curve
- Viewing posts from other users
- Browsing available roasters
- Purchasing a tostadora
- Tracking purchase status

Objective: Evaluate the ease of use for each task:

- Roasting
- Saving and executing curves
- Posting and viewing other users' content
- Searching for and purchasing a tostadora

Executive Summary

What Went Well:

- All users successfully created and saved a roast curve.
- All users successfully executed a saved roast curve.
- All users successfully purchased a tostadora and tracked their order status.

What Needs Improvement:

- Users found it difficult to understand the app's initial navigation.
- Users expressed a desire for recommended roast curves, including a curated list of high-quality curves that can be easily executed.
- Users requested a search function to find other users and connect with them.

Recommendations:

- **Simplify App Navigation:** Implement clear and intuitive navigation to guide users through the app's features and functionalities.
- **Introduce Recommended Roast Curves:** Provide a selection of recommended roast curves, updated regularly (weekly or monthly), to assist users in creating high-quality roasts.
- **Incorporate User Search Functionality:** Integrate a search feature to enable users to find and connect with other coffee professionals within the app.

Efficiency and Effectiveness Metrics

COMPLETA LA TAREA						
TAREA	U1	U2	U3	U4	U5	TOTAL
Registro de usuario	-	-	-	-	-	-
Realizar y guarda una curva	1	1	1	1	1	1
Ejecutar una curva guardada	1	1	1	1	1	1
Comprar una Tostadora	1	1	1	1	1	1
Ver el estado de compra	1	1	1	1	1	1
EXTRA" Reconocer la red social	1	1	1	1	1	1

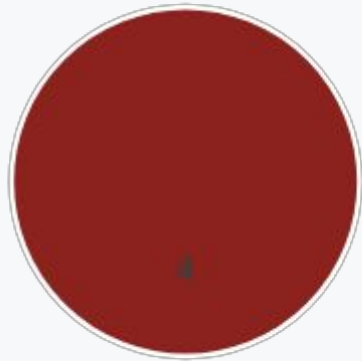
U1 JUAN ESTRADA (Edad 33)
U2 YESICA MARTIN (Edad 27)
U3 JULIAN LLANO (Edad 28)
U4 CRISTIAN MORALES(Edad 29)
U5 OSCAR ZAPATA(Edad 30)

TIEMPO						
TAREA	U1	U2	U3	U4	U5	TOTAL
Registro de usuario	-	-	-	-	-	-
Realizar y guarda una curva	10'	14'	9'	13'	14'	
Ejecutar una curva guardada	8'	7'	8'	10'	10'	
Comprar una Tostadora	18'	19'	15'	10'	18'	
Ver el estado de compra	4'	5'	5'	4'	7'	
EXTRA" Reconocer la red social	11'	15'	20'	13'	14'	

PASOS						
TAREA	U1	U2	U3	U4	U5	TOTAL
Registro de usuario	-	-	-	-	-	-
Realizar y guarda una curva	8	10	9	8	11	
Ejecutar una curva guardada	7	10	7	11	8	
Comprar una Tostadora	5	8	6	10	7	
Ver el estado de compra	2	1	4	2	5	
EXTRA" Reconocer la red social	10	11	15	18	9	

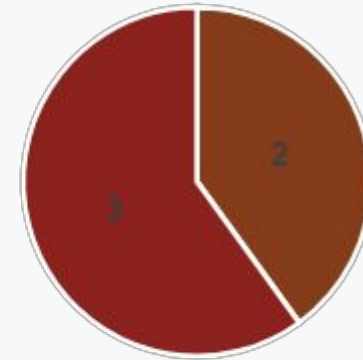
Satisfaction Metrics

QUÉ TAN FÁCIL FUE REGISTRARSE?



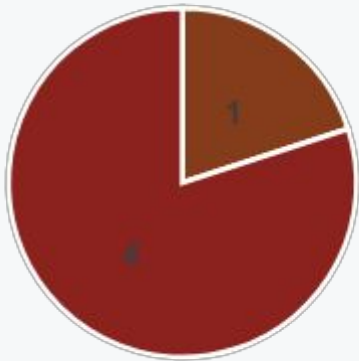
- Muy Difícil
- Difícil
- Indistinto
- Muy sencillo

QUÉ TAN FÁCIL FUE TOSTAR?



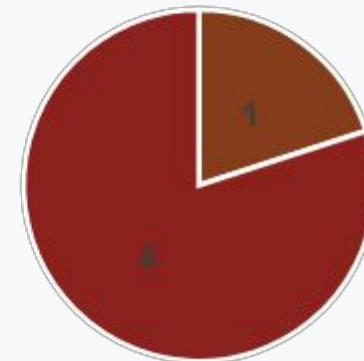
- Muy Difícil
- Difícil
- Indistinto
- Muy sencillo

QUÉ TAN FÁCIL FUE COMPRAR?



- Muy Difícil
- Difícil
- Indistinto
- Muy sencillo

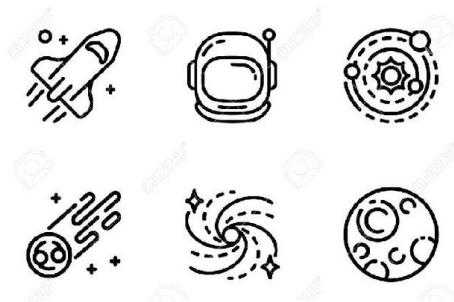
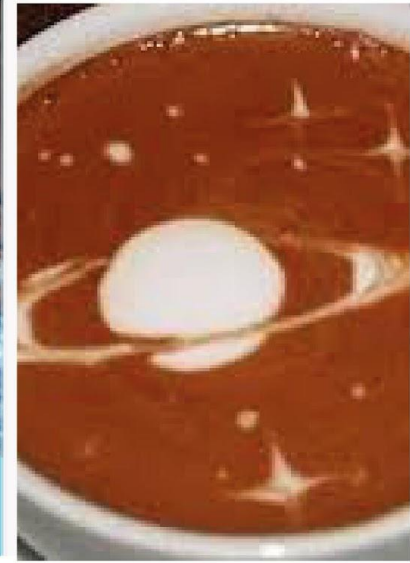
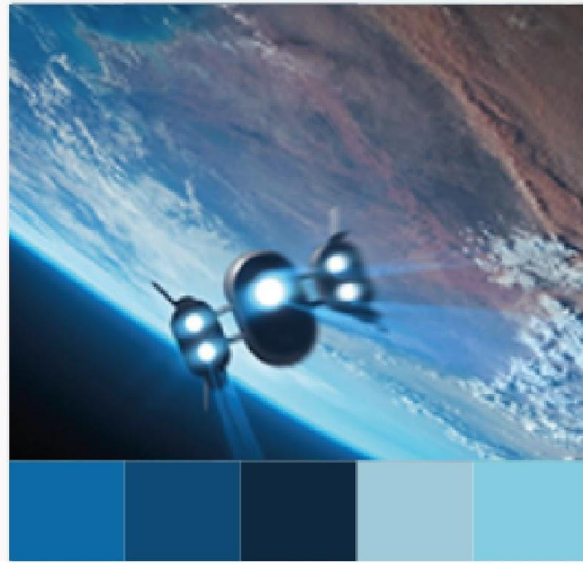
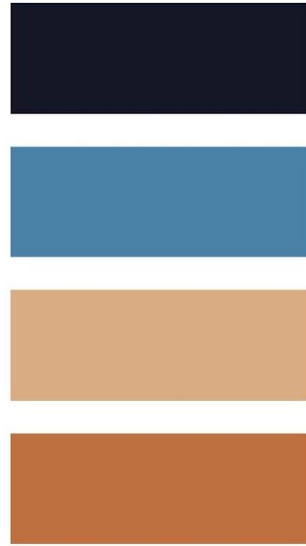
QUÉ TAN FÁCIL FUE INTERACTUAR CON EL APP?



- Muy Difícil
- Difícil
- Indistinto
- Muy sencillo

UI Kit & Moodboard

User interface



Botones Principales



Botones Secundarios



Colores



Tipografía

SF Pro Text Thin
SF Pro Text Regular
SF Pro Text Bold

Tap bar



Cards



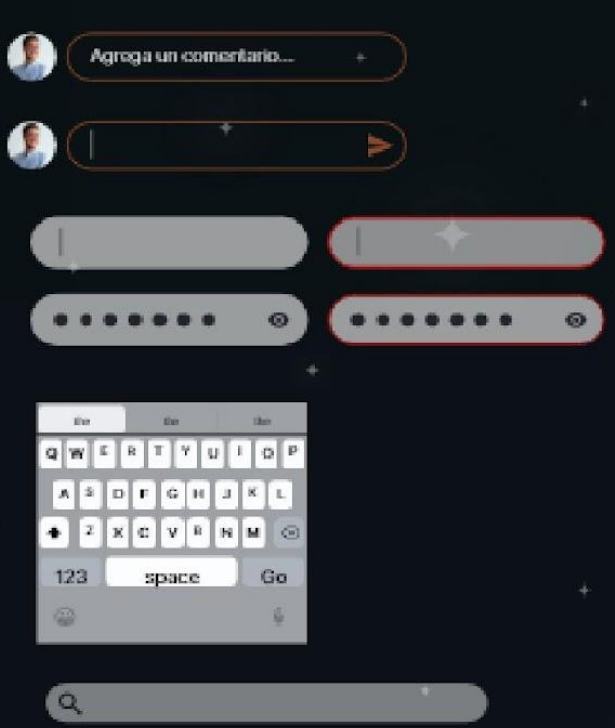
Special Cards



Pop up



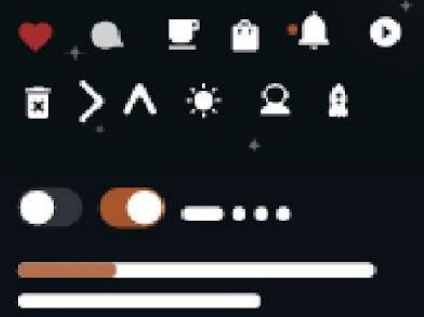
Cajas



Publicaciones




Iconos



Artes



ASTRO +  =

ASTRO 



Elevator Pitch

Your All-in-One Coffee Companion App

Your All-in-One Coffee Companion App

Ever wished you could recreate that perfect roast curve you once achieved?

ASTRO empowers you to:

Master the art of roasting: Save and execute your favorite roast curves with ease, and learn from experienced coffee roasters.

Connect with fellow coffee enthusiasts: Share knowledge, exchange tips, and discover new roasts within a vibrant community.

Explore roasters options (future): Find your ideal coffee roaster directly within the app.

ASTRO is more than just an app - it's a hub for coffee passion and precision.

Download ASTRO today and elevate your coffee experience, one roast at a time!



Mockup

Your All-in-One Coffee Companion App

ASTRO







Curves

Save and run
curves



Social

Share and learn
with other users

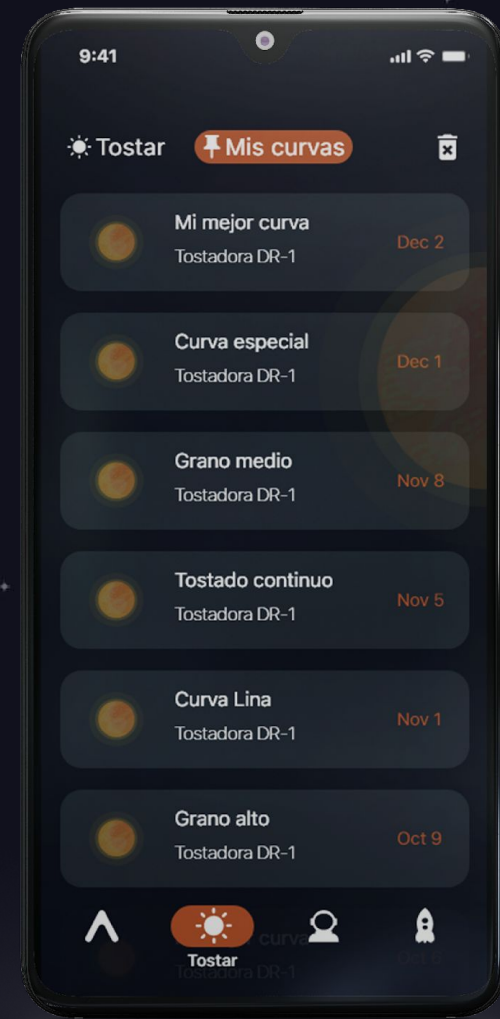


Roasters

Search, learn and buy
the best toasters

Curves

Save and run



Social

Share and roast



Roasters

Search, learn and buy

9:41

Tostadora DR-1



Tostadoras Prisma

Son un equipo industrial especializado para la tostión de cafés especiales o de altos requerimientos técnicos en sus curvas y desarrollos.

- Bache completo 1 kilogramo (Capacidad mínima sugerida 200 gramos). Puede llegar a tostar hasta 5 kilogramos/ hora.
- Potencia del quemador (0% al 100%), velocidad de giro del tambor (40 rpm a 80 rpm), salida de aire (25% al 100%).
- DIMENSIONES GENERALES : 70 cm x 100 cm x 144 cm (ancho x profundidad x alto). PESO: 80 kg

609 52

\$999 99

Comprar Tostadora

Tostadoras

9:41

Atras

Tostadora PRISMA DR-1



¿Cómo encender la tostadora Prisma DR-1?

- 1 Conectar la máquina tostadora al tomacorriente eléctrico.
- 2 Girar el switch principal de encendido (botón amarillo y rojo) ubicado en la puerta del gabinete eléctrico. En este momento debe encenderse el ventilador de expulsión del aire y la pantalla principal con la información básica de la máquina.
- 3 Abrir la válvula de salida de aire al 100% esta ubicada en la parte trasera sobre el ciclón.

Tostadoras

9:41

Mis tostadoras Tostadoras

Tu tostadora DR-1



Tostadora en producción En camino Recibido

Tostadoras

9:41

Mis tostadoras Tostadoras

Iván tienes una tostadora en camino!

Producción En camino Recibido

Tostadoras PRISMA

- Tostadora DR-1 1KG \$999 99 609 52
- Tostadora DR-3 3KG \$999 99 609 52
- Tostadora DR-6 6KG \$999 99 609 52

Tostadoras

9:41

Mis tostadoras Tostadoras

Iván tienes una tostadora en camino!

Producción En camino Recibido

Mis tostadoras

- Tostadora DR-1 1KG

Tostadoras

ASTRO
For coffee lovers



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