

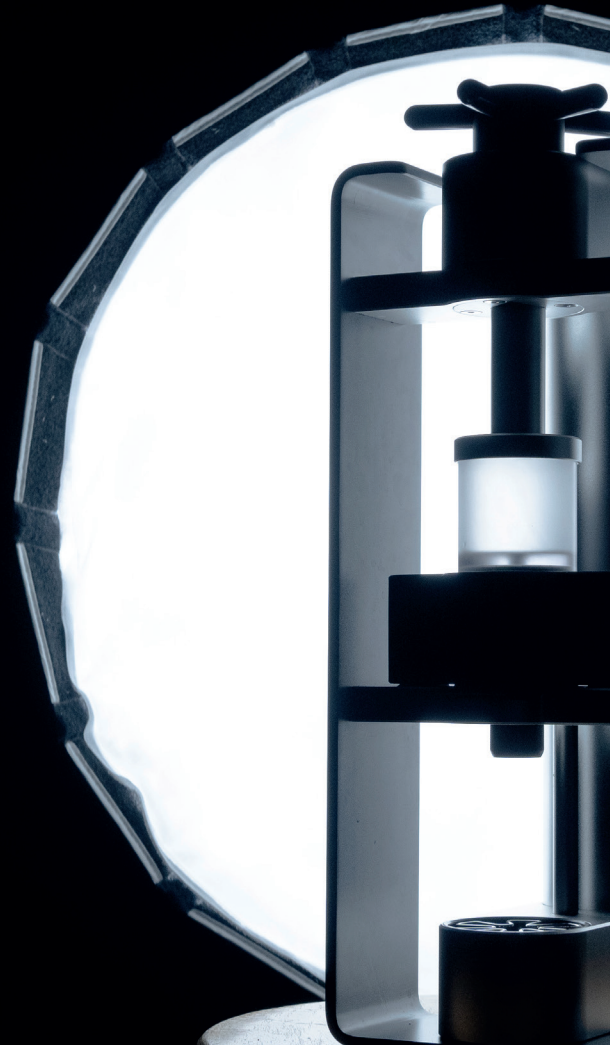
Master Thesis

CO2 Espresso Machine:

Brand Positioning for
Crowdfunding

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Msc Strategic Product Design
Faculty of Industrial Design Engineering





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Acknowledgement

3

These past months of graduation have been a journey filled with loneliness, uncertainty, and constant self-doubt about my identity and professional growth. However, the perseverance and motivation to carry this project are not only my credit.

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Abstract

The brand positioning strategy for the “X” espresso machine was developed by integrating multiple domains, including company ideology, core capabilities, environmental factors, and user perceptions. A mixed-method approach was employed, combining desk research with 16 fixed-structured interviews to construct a user perception model. Targeting identified Sophisticated Connoisseurs and Loyal Coffee Enthusiasts as primary target audiences. A subsequent quantitative study (n = 31) refined the positioning strategy, confirming Sophisticated Connoisseurs as the suitable segment for the video campaign. Additionally, the study investigated the potential impact of a redesigned logo, comparing its effectiveness against the existing design.

To reinforce brand positioning, nine design rules were formulated to guide the development of a 1:20-minute video campaign, titled “The Espresso Ceremony,” with a new re-design logo striving for improved alignment with brand positionings. A final quantitative evaluation (n = 100) assessed the effectiveness of the video and its congruence with the brand identity. While the video successfully reflected the brand positioning, its ability to translate alignment into crowdfunding backing intention remained limited.

Findings suggest that refining messaging, storytelling techniques, and audience segmentation may enhance crowdfunding effectiveness. Moreover, the “Espresso Ceremony” brand message was validated, reinforcing the brand message. However, responses to the logo redesign were neutral, with a slight preference for the existing version, suggesting that a full redesign is unnecessary. Minor refinements, however, may improve visual branding consistency.

This study establishes a foundational brand positioning strategy, offering insights into targeting, branding, and crowdfunding approaches. Future research should explore enhanced segmentation strategies and storytelling refinements to optimize consumer engagement and improve crowdfunding backing intention for the “X” espresso machine.

Introduction.....	8		
o Background	9	o	Sensory Experience
o Italian Espresso	10	o	Design to Sparks Curiosity
o Assignment	11	o	Futuristic Appeal and Sci-Fi Aesthetic
o Methods and Approach	13	o	Points of Differences.....
		o	Noisy Operation
		o	Loss of Process
Industry Context.....	16	o	Points of Parity.....
o Coffee Segments	18	o	Manual Aspect
o Crowdfunding Potential.....	19	o	User Perception Model.....
o Branding Framework	20	o	Key Takeaways.....
o Key Takeaways	21		
Identity - Inside Out.....	23	Competitors and Trends.....	56
o Ideology.....	24	o Competitors Research	57
o Capability	26	o PESTEL analysis.....	59
o Key Takeaways.....	27	o Key Takeaways.....	61
-			
User Voice - Qualitative Study.....	29	Target Market Selection.....	62
o Methodology	31	o Ability to Win.....	63
o Sampling and Participants.....		o Loyal Coffee Enthusiast – Steven.....	65
o Data Collection.....	32	o Sophisticated Connoisseurs – Alex.....	67
o Analysis.....	35	o Key Takeaways.....	69
o Functional Benefit.....	36		
o Aesthetic Quality		Positioning Path: Quantitative Study.....	70
o Ritualistic Process		o Positioning Questions.....	71
o Soundscape		o Positioning A /B	72
o User Context	38	o Quantitative Analysis for Positioning	73
o Lifestyle Alignment and Environmental Suitability		o Research Model and Hypotheses	
o Contextual Limitation		o Method	
o Special Events		o Data Collection	
o Points of Improvements:.....	40	o Results	
o Usability challenges		o Hypothesis 1	
o Scalability		o Hypothesis 2	
o Ease of Maintenance		o Discussion & Conclusion	78
o User-controlled Customization		o Limitations.....	80
o Skepticism Towards CO2		o Key Takeaways	81
o Emotional Benefit.....	43		
o Distinction and Originality		Brand Positioning.....	82
o Social Engagement		o Nine Design Rules.....	83
o Association	45	o Key takeaways	84
o Industrial Aesthetics and Mechanical Association			

Video campaign.....	86
o Concept: The espresso Ceremony.....	89
o Mood board	90
o Storyboard Development.....	98
o Shooting and post-production.....	100
o Final Outcome	101
o Key Takeaways	106
 Logo Re-Design.....	 108
o Design Question.....	110
o Design Process.....	
o Logo Concept	112
o Design Elements.....	115
o Key Takeaways.....	116
 Validation - Quantitative Study.....	 118
o Hypotheses.....	119
o Participant and Data Collection.....	120
o Measure and Survey Design.....	121
o Data Analysis.....	
o Analysis.....	122
 Discussion & Conclusion.....	 125
o Practical Implication	128
o Limitation.....	129
o Future Research	
o Key Takeaways	130
 Reccomendation & Reflection.....	 132
 References.....	 133
 Appendix	 135
o Appendix A - Interview Guide.....	136
o Appendix B - Thematic Analysis.....	137
o Appendix C - Questionnaire Positioning and Logo.....	140
o Appendix D - Results Positioning and Logo.....	142
o Appendix E - Questionnaire Validation.....	146
o Appendix F - Results Validation	148
o Appendix G - Brief.....	153



Figure 1 - "X" Espresso Machine

Introduction

"The quintessential expression of coffee is espresso." - Ernesto Illy, 1992, Specialty Coffee Association Conference (Morris, J., 2010).

The "X" espresso machine uses CO₂ technology to brew espresso from coffee grounds, combining functionality with an innovative sense of style. The project follows a structured approach for brand positioning, inspired by Beverland's framework (2018), which builds from the internal case, brand foundations, and lastly, to launch assessments. Through trial and error, the "X" espresso machine evolved into a functional prototype designed to meet consumers' expectations. The design outcome was to create a video campaign that effectively embodies the brand's positioning and translates it into a video campaign for crowdfunding. Additionally, research into the existing logo informed the development of a redesigned logo that aims to better align with the brand's communication objectives and the video campaign.

The project began with an internal case study, focusing on a literature review of coffee segments and the potential of crowdfunding to highlight the importance of establishing a strong brand positioning. Paired with the company's ideology and capabilities, a research question was developed to understand the perception of the "X" espresso machine from the user's perspective, aiming to assess its potential and market context across different coffee value-based segments (Responsible Connoisseurs, Sophisticated Connoisseurs, and Coffee Laypersons).

To address the research question, 16 interviews were conducted, providing diverse insights that shaped the foundation for brand positioning. Raw data was collected, thematically analyzed, and refined into actionable insights. These findings were then used to evaluate the competitive landscape and market trends through a PE-STEL analysis, outlining key points of differentiation, parity, and emerging trends.

Building on this foundation, the project identified two key consumer segments: Sophisticated Connoisseurs and Loyal Coffee Enthusiasts. Personas were developed, and positioning was tailored specifically to the Sophisticated Connoisseur target to meet their goals and needs. In the internal rollout, brand positioning was clearly established and translated into actionable design rules. The external launch involved the creation of a video campaign and a logo redesign, guided by a structured creative process.

Finally, the tracking phase validated the alignment between the brand positioning, the video, and its ability to drive backing intention within the context of crowdfunding. This assessment gauged backing intent and the effectiveness of the video campaign, supporting the brand positioning as well as the brand message and new logo redesign. The journey from strategy to execution was an enlightening process. While the steps may seem straightforward, crafting a cohesive strategy and content proved more complex than anticipated, highlighting the depth required to establish the "X" espresso machine's brand positioning.

Background

The “X” espresso machine is an Italian invention, created to deliver a high-quality espresso experience for domestic use. Founded in 2023, “X” company developed its first functional prototype in January 2023 in Italy, based on a simple yet innovative idea: using CO₂ pressure for espresso extraction (9 bars) instead of the traditional electrical vibration pump, giving espresso a unique twist.

“X” is a family-driven project led by engineer “X”, alongside co-founders Wu K. and Italian designer “X”, a long-time collaborator. The team previously launched a Kickstarter campaign for an espresso machine that used coffee pads. Although the campaign did not reach its funding target, it provided insights into market expectations and highlighted the importance of clear brand positioning. This new campaign builds on these lessons, employing a research-based approach to identify key leverage points for future crowdfunding efforts.

The decision to pursue crowdfunding was made to access alternative funding sources and avoid traditional bank financing. Additionally, crowdfunding provides a testing ground to evaluate whether the product resonates with consumers by backing the project, allowing for further refinement before scaling.

Unlike the coffee pads version, the “X” espresso machine elevates the brewing experience by embracing ground coffee, which falls into the semi-automatic espresso machine category, delivering a richer and more authentic espresso while maintaining the same design features (Fig. 1). As Italian espresso is globally celebrated for its precision in coffee extraction invention, the “X” machine aims to uphold and standardize this method, embedding the Italian standard and ensuring that users achieve the true essence of espresso in every cup.

Italian Espresso

The “X” espresso machine is an Italian invention, taking Italian espresso culture as a reference and building on it with CO₂ technology. In Italian culture, espresso is more than just a beverage; it is a social ritual, often enjoyed in coffeehouses as a means of connection and cultural exchange. Introduced by Turkish merchants in the 15th–16th centuries via Venice, coffee entered and evolved in Italy through trade. Urban coffeehouses in cities like Milan and Naples became intellectual and cultural hubs, shaping the Italian coffee tradition.

Initially, coffee in Italy was served as an infusion, far from the modern espresso we know today. The evolution began in the 20th century with advancements such as the Napolitana (“slow train”) coffee maker, an early step toward true espresso. The turning point occurred in 1948, when Ernesto Valente, through his Gaggia company in Italy, introduced the E61 (Fig. 2) espresso machine, the first semi-automatic espresso machine specifically designed for espresso. This invention enabled the production of espresso—named after the concept of “fast” coffee extraction—delivering a concentrated 25 ml shot brewed in a short amount of time.

According to the Specialty Coffee Association (Staff, 2018), authentic Italian espresso should be brewed at 9–10 atmospheres of pressure, between 90.5–96.1°C, using 7–9 grams of coffee. The surface foam, or “crema,” should be thick, intense, and sufficiently bitter. Unlike other variations, Italian espresso is traditionally served as a short, intense shot.

The “X” espresso machine, powered by innovative CO₂ technology, focuses exclusively on authentic Italian espresso while introducing a modern twist by replacing the traditional electrical vibration pump with CO₂ for brewing. The company’s core values are rooted in a commitment to both technical excellence and preserving the authenticity of Italian espresso.



Figure 2 -Gaggia E61
Source: Stamp, J. (2013, November 18).
The long history of the espresso machine.
Smithsonian Magazine

Assignment

11

The aim of this graduation project is to apply strategic brand positioning to launch the “X” espresso machine through crowdfunding. This involves establishing a clear brand identity and developing a video campaign to support the crowdfunding effort. Although crowdfunding typically attracts an international audience, the research will primarily be conducted in the Netherlands, with localized interviews. While this geographic focus limits the generalizability of the findings, it helps contextualize the research within a specific market.

The initial phase focuses on understanding the industry context and evaluating the potential of crowdfunding as a launch strategy. The next phase centers on research, based on Beverland’s (2018) framework, to build a strong brand foundation. This includes conducting interviews to capture user insights on the “X” espresso machine and defining a User Perception Model, considering environment, capabilities, and ideology.

Subsequently, targeting was conducted using a quantitative approach to understand and establish the brand positioning for the “X” espresso machine. The design outcome of this project includes preparing a video campaign for crowdfunding using one of the first functional prototypes, along with a redesigned logo.

Lastly, a validation process will be conducted to assess the video’s alignment with the brand positioning and backing intention, as well as the effectiveness of the brand message and the evaluation of the new logo design.

Main Research Question

How can “X” company apply brand research methods to develop an effective brand positioning for a crowdfunding campaign?

Accompanied by sub question for each chapter:

Sub-RQ1: What role do third-wave coffee culture, consumer segmentation, and branding strategies play in defining the positioning for the “X” espresso machine?

Sub-RQ2: What are the ideology, capabilities, user perception, competitive advantages, and industry trends that shape the positioning of the “X” espresso machine?

Sub-RQ3: Which value-based coffee segments show the highest desirability for the “X” espresso machine, and to what extent does the current logo effectively communicate its brand identity?

Sub-RQ4: How can Brand Positioning be translated into Guidelines?

Sub-RQ5: How can the 9 design rules be translated into a video campaign, and how can the logo effectively communicate the machine’s modern industrial design and CO₂ technology?

Sub-RQ6: How effectively does the video campaign align with brand positioning and influence crowdfunding backing intentions, and how do the brand message and logo performance compare?



"X" espresso Machine

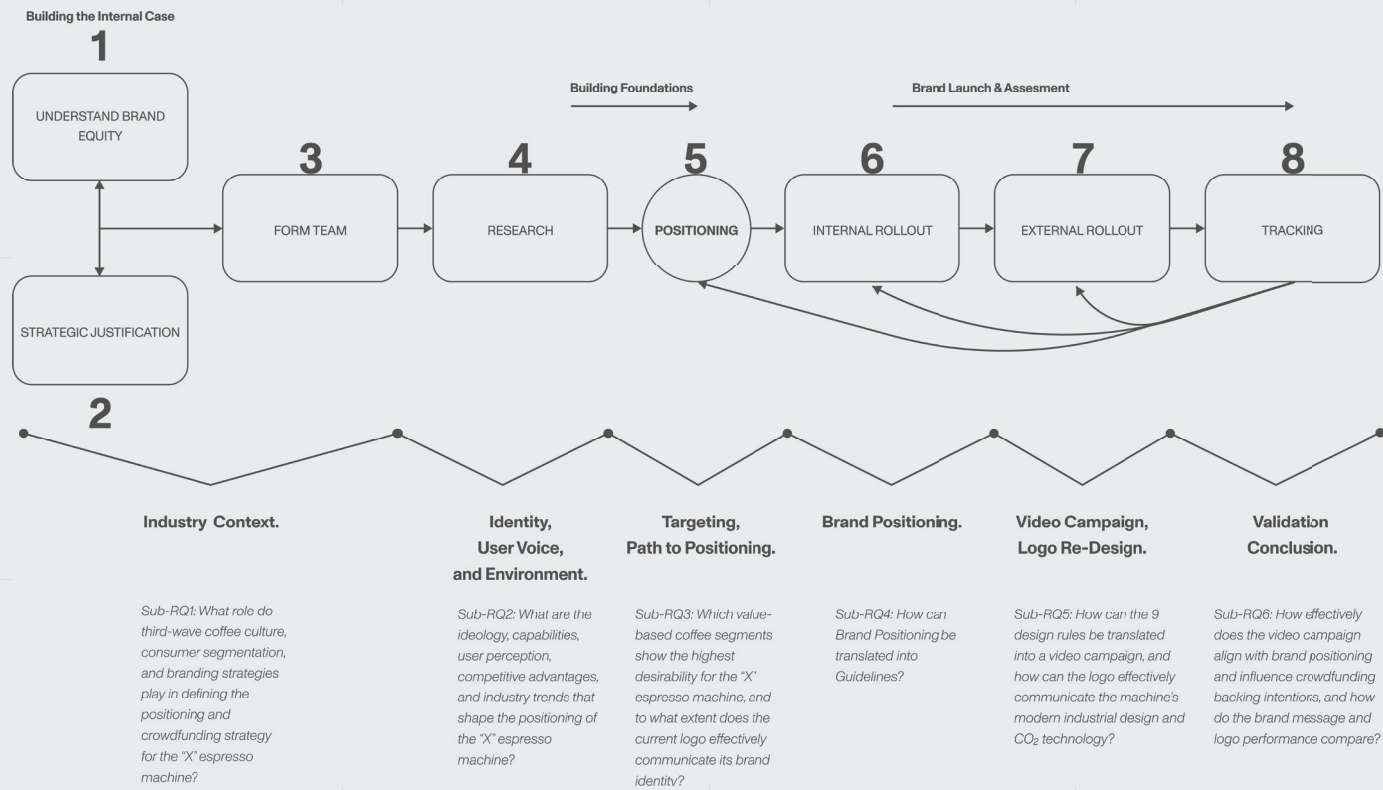


Figure 3 - Eight Steps of Brand Positioning by Beverland

Method & Approach

According to Beverland's (2018) framework, brands are often built from the inside out, emphasizing the importance of establishing brand-building principles that serve as a clear foundation for purpose and future direction.

This framework (Fig. 3) is particularly valuable as it combines the application of an Internal Identity with the central aspect of listening to the user's voice to inform decision-making. Additionally, the framework provides a structured approach to guide the report. This graduation project adopts Beverland's (2018) 8 Steps of Brand Positioning as a guiding model. The eight steps are grouped into three main categories:

Steps 1 to 3:

Building the Internal Case (Understanding Brand Equity, Strategic Justification, and Forming a Team)

Steps 4 to 5:

Building the Foundation (Brand Research and Positioning)

Steps 6 to 8:

Launch and Assessment (Internal Rollout, External Rollout, and Tracking)

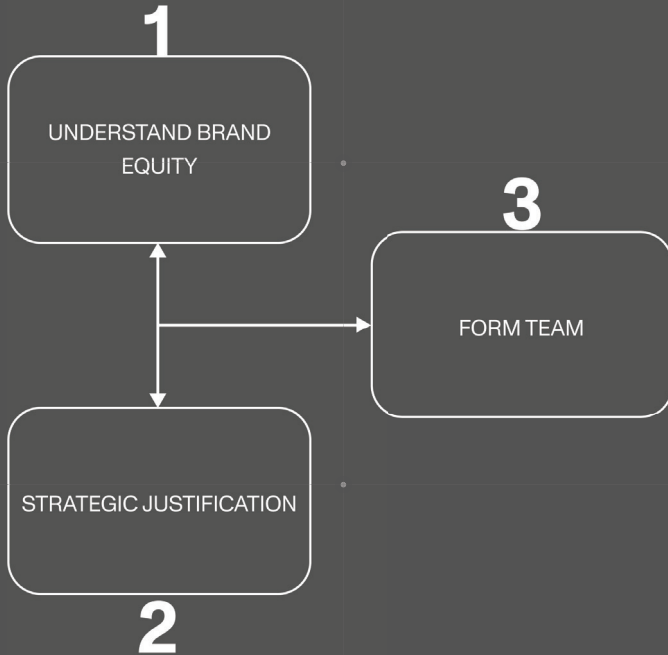
Initially, the project focuses on contextualizing the coffee industry by analyzing value-based coffee segments, crowdfunding potential, and the branding framework. Furthermore, the graduation report emphasizes Brand Research (Identity, User Voice, and Environment) to establish the User Perception Model for the "X" espresso machine, including Targeting and Path to Positioning.

Within the Internal Rollout, the focus is to summarize the Brand Positioning into actionable design rules. Additionally, a partial exploration of the External Rollout will be conducted, covering a Video Campaign and Logo Redesign. Ultimately, the final step will focus on Tracking, which includes Validation and Conclusion, ensuring alignment between the brand positioning and its execution.



"X" espresso Machine

INDUSTRY CONTEXT



16

Sub-RQ1:

What role do third-wave coffee culture, consumer segmentation, and branding strategies play in defining the positioning for the “X” espresso machine?

Throughout the 20th century, the coffee industry has undergone significant changes, marked by the “three waves of coffee consumption” (Manzo, 2014). The first wave, beginning in the 1960s, was characterized by the rise of mass-market consumption, which made coffee accessible to a broad range of consumers.

The second wave, emerging in the 1990s, was driven by the growth of coffeehouse chains, such as Starbucks, which responded to the increasing demand for higher-quality coffee. This period marked a pivotal shift, with coffee evolving from a commodity product to a premium good (Carvalho et al., 2015).

Finally, the third wave saw the emergence of small, regional coffee roasters and advanced brewing techniques that emphasized the artisanal aspects of coffee preparation.

The third wave of coffee reflects a change in meaning, as consumers have become more sophisticated and engaged with coffee on a deeper level, appreciating the craftsmanship involved in its preparation (Parrish, 2020). This growing emphasis on coffee-making process aligns with the goals of the “X” espresso machine, which aims to redefine the espresso-making process by offering an innovative experience. Therefore, the project will establish a strong foundation for positioning the “X” espresso machine within the third-wave coffee industry.

The literature review focuses on three interconnected areas that support the development of the “X” espresso machine context:

Coffee Segments:

Czarniecka-Skubina et al. (2021) provide insights into value-based coffee segments, which help identify potential segments for the “X” espresso machine based on consumer coffee preferences.

Crowdfunding Potential:

This section examines the requirements and strategies for launching the “X” espresso machine via crowdfunding and highlights the benefits this platform offers. It also discusses elements for crowdfunding campaigns and underscores the importance of brand positioning for future campaigns.

Branding Framework:

Analyzing branding frameworks by Beverland (2018) ensures that the project develops a cohesive brand positioning while aligning the team with strategic goals.

These three areas will guide the development of a comprehensive strategy for positioning the “X” espresso machine, crowdfunding, and the overall brand framework. The objective is to effectively target specific value-based coffee segments through a crowdfunding channel. To achieve this, a well-executed marketing campaign is essential to ensure consumer backing intentions. Branding will serve as a strategic tool to establish the foundation for future campaigns, including crowdfunding, and to communicate the brand's value effectively.

Coffee segments

The graduation project research will focus on gathering local and international user insights in the Netherlands. Six value-based coffee segments identified by Czarnecka-Skubina et al. (2021), which categorize value-based coffee consumers:

Responsible, Aspiring Connoisseurs: Consumers who prioritize sustainability and Fair Trade and are willing to pay a premium for organic or locally sourced coffee.

Loyal Coffee Enthusiasts: Consumers highly loyal to specific coffee brands and brewing rituals, valuing consistency and familiarity.

Pragmatic Users: Price-sensitive consumers who prioritize affordability and convenience over premium quality.

Sophisticated Connoisseurs: Individuals seeking high-quality, specialty coffee experiences and willing to invest more in taste and brewing rituals.

Coffee Laypersons: Casual drinkers who consider coffee an everyday beverage and place little importance on brand or brewing methods.

Consumerists, but not at any price: Connoisseurs who believe higher prices do not always equate to better quality and are flexible with brand choices if their preferred option isn't available.

The "X" espresso machine research will apply these segmentation values to focus specifically on espresso drinkers. Since the research is being conducted in the Netherlands, a key player in the European green coffee trade, an evaluation of consumer preferences for espresso consumption was conducted within this region.

According to Statista (2024), while black coffee is the most consumed beverage among the Dutch population, followed by cappuccinos, espresso and double espresso account for 8% of overall coffee consumption. While younger populations (ages 16 to 34) tend to favor milk-based coffee drinks.

The 8% of espresso drinkers in the Netherlands could be considered the potential "X" espresso machine's starting niche, with secondary focus on other coffee-based drinks.

In conclusion, the segmentation framework serves as a foundation for prioritizing espresso drinkers and tailoring the research to their values. This approach will strategically inform the "X" espresso machine for the development of brand positioning for future marketing campaigns, including crowdfunding.

Crowdfunding Potential

Crowdfunding platforms enable projects to secure funding without geographical limitations, allowing “X” company to raise capital and attract support from a global audience. These platforms offer a more effective way to reach consumers compared to traditional methods (Belleflamme et al., 2014).

Moreover, research shows that crowdfunding campaigns serve as platforms not only for backing (financial supporting) but also for experimenting with innovative projects. Unlike traditional investment methods, such as bank loans or professional equity funding, crowdfunding provides direct consumer feedback, even at the early stages of product development. Consumers can suggest improvements during and after the campaign, offering valuable insights that inform future iterations. However, risks are involved, as consumers must be convinced to back a prototype or concept (Stevenson et al., 2022).

To ensure a successful crowdfunding campaign, thorough preparation and a range of marketing efforts are essential. This includes not only planning the overall campaign but also implementing key elements such as:

Effective Marketing Techniques:

Well-executed marketing strategies send positive signals to potential consumers, minimizing the effort required to educate them about the product (Foster, 2019).

Compelling Video Campaign:

A strong, concise video featuring key information can significantly influence the success of the campaign (Forbes & Schaefer, 2017).

By establishing a clear brand positioning and effectively segmenting the target audience, the “X” espresso machine campaign aims to resonate with consumers and encourage consumer backing. A well-structured positioning strategy is critical for achieving the campaign's goals, as it establishes trust, conveys value, and helps the brand remain relevant (Angelka & Zuzanna, 2022).

Branding Framework

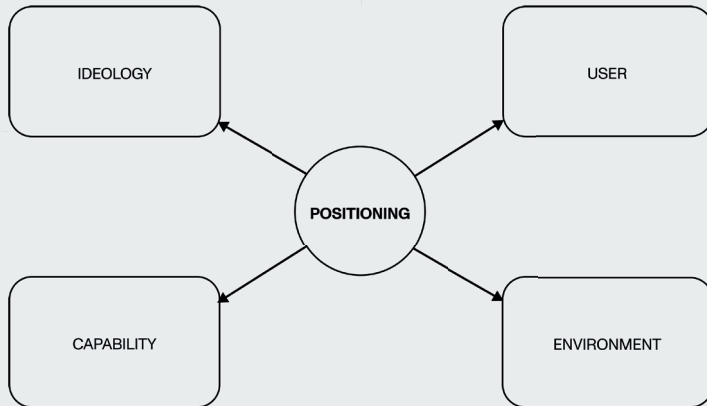


Figure 4 - Brand Research by Beverland's Book (2018)

Kotler (1991) defines a “brand” as a name, term, sign, symbol, or design that identifies the goods or services provided by a seller or group of sellers, distinguishing them from competitors. Branding plays a crucial role in creating recognition, influencing consumer perception, and shaping their willingness to purchase a product or, in this case, to back a crowdfunding campaign. According to Keller (1993), brand attributes can generally be divided into two main categories:

Product attributes: These refer to the functional criteria necessary for product performance (e.g., a phone's software functionality).

Non-product-related attributes: These include factors such as price, packaging, appearance, user imagery, and usage imagery.

The main objective is to understand non-product-related attributes from the user's perspective, focusing on user perception of “X” espresso machine. By analyzing these elements, we can gain insights into how users perceive and connect with “X” espresso machine beyond its functional attributes. Marketers leverage these attributes to build brand equity, which Aaker (in Beverland, 2018) defines as the assets or liabilities associated with a brand that enhance or diminish its value to consumers. Within the context of crowdfunding, these attributes play a crucial role in influencing backing intentions by shaping consumer perception and brand trust. Aligning the company with these branding principles ensures consistency and strengthens the overall brand positioning for the “X” espresso machine. In order to establish brand positioning, Beverland (2018) outlines four key brand research areas (Fig. 4):

Ideology: Reflecting the core values of Company “X” and the product attributes connected to the espresso machine.

Capability: Demonstrating the company's strengths.

User: Understanding the non-product-related attributes of espresso drinkers.

Environment: Evaluating the competitive landscape to position the “X” espresso machine effectively.

To conclude, this branding framework will guide the strategic positioning of the “X” espresso machine, ensuring that the product resonates with consumers and secures its place in the market.

Key Takeaway

Sub-RQ1: What role do third-wave coffee culture, consumer segmentation, and branding strategies play in defining the positioning for the “X” espresso machine?

21

Industry Context

The ‘three waves of coffee consumption’ illustrate the shift from mass-market coffee to artisanal, high-quality experiences, aligning with the goals of the ‘X’ espresso machine. This evolution positions ‘X’ within an 8% niche of discerning espresso consumers in the Netherlands who embrace third-wave coffee culture.

Coffee Segments

1

“Czarniecka-Skubina et al. (2021) provide a segmentation framework for identifying value-based coffee segments, forming the basis for ‘X’s’ research methodology.”

Coffee Segments

2

Crowdfunding allows the ‘X’ espresso machine to achieve global reach, gather direct consumer feedback, and assess market viability

Crowdfunding Potential

3

Effective campaigns require thorough preparation, impactful marketing techniques, and a compelling video campaign to engage potential consumers

Crowdfunding Potential

4

Branding is essential for creating recognition, building trust, and shaping consumer perception.

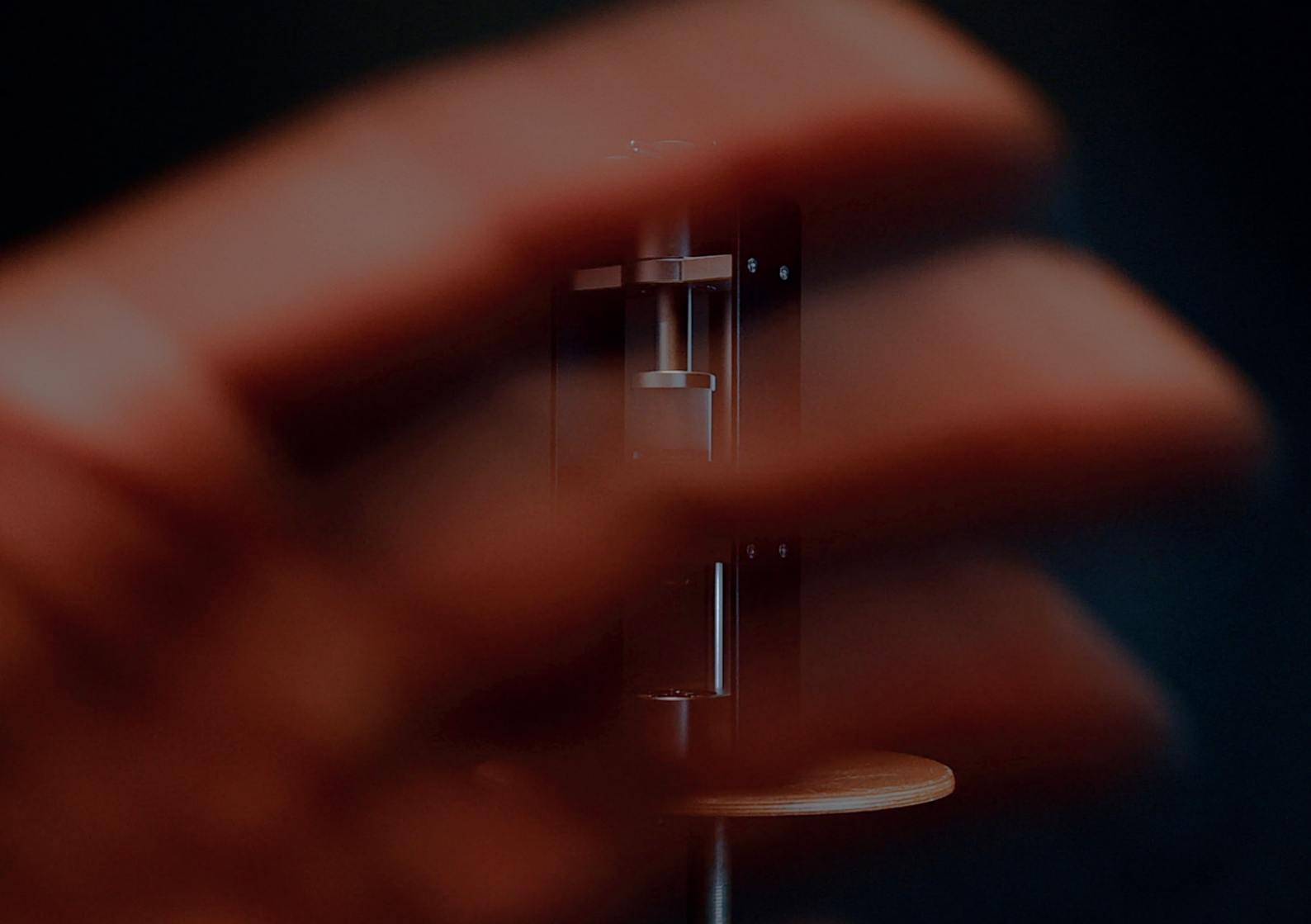
Crowdfunding Potential

5

Beverland’s four domains of brand positioning (2018)—ideology, capability, user insights, and environment—offer a framework to establish a strong and resonant brand identity

Branding Framework

6



IDENTITY - INSIDE OUT

4

RESEARCH

IDEOLOGY

CAPABILITY

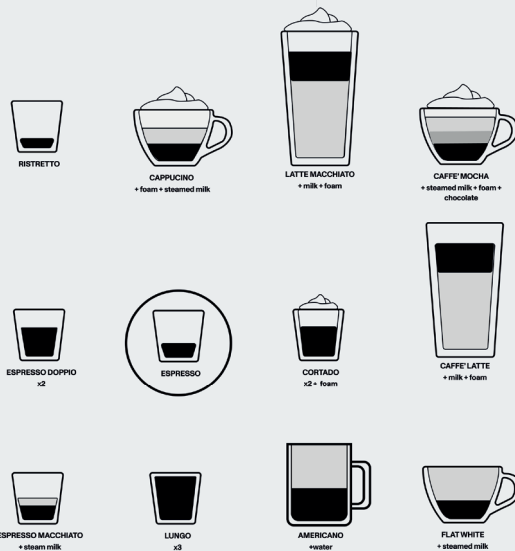
Sub-RQ2: What are the **ideology**, **capabilities**, user perception, competitive advantages, and industry trends that shape the positioning of the “X” espresso machine?

Following Beverland's framework (2018), the Brand Research Ideology defines the core values of “X” company, while Capabilities outline its professional expertise in the coffee industry. From an ideological perspective, the company's mission should be clearly expressed, reflecting the inside-out branding approach of “X” company.

Ideology

To express an innovative sense of style.

24



The “X” espresso machine was conceived through the collaborative vision of founders with Italian-Chinese heritage and an Italian industrial designer, reflecting a commitment to exploration and innovation aimed at enhancing the coffee-making process. “X” seeks to redefine espresso by introducing Riespresso Italiano—a revision of the Italian espresso experience crafted through CO₂ technology rather than the electrical vibration pumps used by most espresso machines. Designer “X” has created the espresso machine with an emphasis on balance, seamlessly merging form and technology into a vibrant yet pragmatic aesthetic.

The decision to focus exclusively on espresso brewing stems from its foundational role in coffee-based drinks. Cappuccinos and other drinks originate from espresso (Fig. 5), reinforcing the concept of offering a single espresso brew that delivers the quality of a professional coffee machine. The “X” espresso machine is designed to provide authentic Italian espresso, brewed at 9–10 atmospheres of pressure, between 90.5–96.1°C, using 7–9 grams of coffee. A short and thick shot with foam, or “crema”.

While espresso serves as the base for many coffee-based drinks, the primary target remains espresso drinkers who value the authenticity and precision of a high-quality espresso experience.

Figure 5 – Espresso Based Drinks

Core Values of the Brand

- **Innovative Simplicity**
“X” espresso machine remove the need for an electrical vibration pump, using CO₂ for pressurization, enhancing the manual brewing process.
 - **Technical Elegance**
Showcases functional components as part of the design, merging technical detail with aesthetic appeal.
 - **Intentional Preparation**
Encourages user involvement in the coffee-making preparation, creating a deeper connection to the process.
- “X” company embodies an identity that is **Confident, Poetic and Inspirational** aligning with its goal of delivering an authentic and innovative sense of style in coffee experience.
- Product Attributes (Keller, 1993) is outlined by the Ideology since it was designed within the “X” company expertise. Therefore, the “X” espresso machine, is made from stainless steel and aluminum. Thanks to the CO₂ container (capable of producing 500 espressos), it enables low-noise operation and uses ground coffee to brew authentic Italian espresso. On other hand in order to understand non-product-related attributes serves a deeper understanding of the user’s voice.
- To conclude, “X” is an Italian invention that delivers a CO₂-powered espresso, enhancing the coffee-making process with an innovative sense of style tailored for domestic use. This is made possible by the company’s technical expertise and capabilities in the coffee industry.

Personality

POETIC 1	INSPIRATIONAL 2	CONFIDENT 3
--------------------	---------------------------	-----------------------

Capability

The second element of Brand Research lies in “X” company’s professional abilities in the coffee industry. Despite being a small company, its strengths lie in its emphasis on creative thinking and independent teamwork.

Its key capabilities include:

Patents: “X” company holds a proprietary licensed patent within the coffee industry.

1

Crowdfunding Experience: The “X” company has conducted a previous crowdfunding campaign, providing valuable knowledge and practical insights into planning.

2

Technical Knowledge: Its core capabilities include technical proficiency in designing and prototyping espresso machines, as well as the ability to scale production to meet mass-market demands.

3

Espresso Machine Expertise: The company brings over a decade of experience in the espresso machine industry, with deep expertise in both technical and aesthetic/design aspects.

4

Key Takeaway

27

Identity - Inside Out

Sub-RQ2:
What are the **ideology**, **capabilities**,
user perception, competitive advantages,
and industry trends that shape
the positioning of the “X” espresso
machine?

The company's identity is defined as
confident, poetic, and inspirational.

Ideology

1

Product attributes rely on materials
made of aluminum and stainless steel,
powered by CO₂ technology that allows
low-noise operation and uses ground
coffee for authentic espresso.

Ideology

2

The ‘X’ espresso machine draws from
Italian espresso culture, ensuring
authenticity by adhering to standardized
methods rooted in Italian heritage,
focusing on espresso drinkers

Ideology

3

By introducing CO₂ technology to replace
the traditional electrical vibration
pump, ‘X’ blends Italian heritage with
innovation to create a unique coffee-
making process

Ideology

4

“X” boasts over a decade of industry
expertise in espresso machine design
and production.

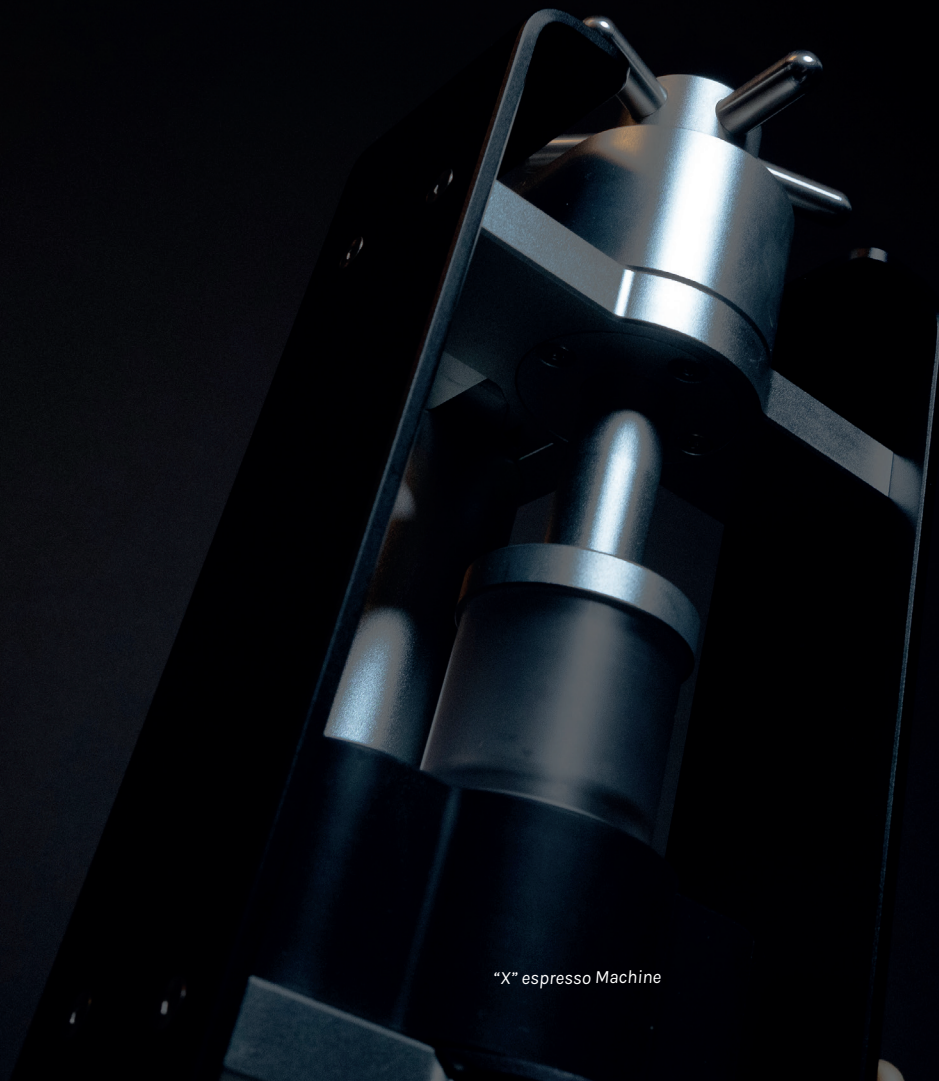
Capability

5

The company's proprietary patents and
experience in crowdfunding demonstrate
its ability to scale, and adapt to
market demands.

Capability

6



"X" espresso Machine

USER VOICE Qualitative Study

4

RESEARCH

USER

Sub-RQ2: What are the ideology, capabilities, **user perception**, competitive advantages, and industry trends that shape the positioning of the "X" espresso machine?

The third element of Brand Research focuses on the User's Voice, emphasizing the understanding of User Perception for the "X" espresso machine. The User Perception Model outlines the main insights of the "X" espresso machine, defining one part of the brand positioning (Beverland, 2018).

In this graduation project, a functional prototype was developed to gather user insights on the perception of the "X" espresso machine within the coffee segments identified by Czarniecka-Skubina et al. (2021). This phase involved conducting interviews and collecting insights from relevant coffee segments to assess user perception and identify the product's strengths and areas for improvement.

Based on a literature review of segmentation models, Czarniecka-Skubina et al. (2021) identified six segmentation categories used to understand psychographic differences in consumer relationships with coffee. This initial value-based coffee segmentation served as a foundation for psychographic analysis and helped fine-tune future targeting strategies in positioning.

The identified value-based coffee segments are as follows:

1. **Responsible Aspiring Connoisseurs:** Consumers who prioritize sustainability and Fair Trade, willing to pay a premium for organic or locally sourced coffee.
2. **Loyal Coffee Enthusiasts:** Highly loyal to specific coffee brands and brewing rituals, valuing consistency and familiarity.
3. **Pragmatic Users:** Price-sensitive consumers who prioritize deals and convenience over premium quality.
4. **Sophisticated Connoisseurs:** Those seeking high-quality, specialty coffee experiences, willing to invest more in taste and brewing rituals.
5. **Coffee Laypersons:** Casual drinkers who consider coffee an everyday beverage, placing little importance on brand or brewing method.
6. **Consumerists, but not at any price:** Connoisseurs who believe that higher prices do not always equate to better quality and are flexible with brand choices if their preferred option is not available.

These value-based coffee segments provided insights into which segments were most likely to show interest in the research. Ideally, a comprehensive examination of all six segments would have captured essential perspectives. However, due to time constraints, two segments—Pragmatic Users and Consumerists, but not at any price—were excluded due to limitations in participant recruitment and the reduced likelihood of valuable insights from these groups.

Regarding the non-product-related attributes of the “X” espresso machine (Keller, 1993), it is essential to understand them through the user’s perspective, leading to the formulation of the following research question:

Research Question:
How do **Responsible Connoisseurs, Loyal Coffee Enthusiast, Sophisticated Connoisseurs and Coffee Layperson** perceive the product, and in what contexts does it show potential for refinement and market acceptance at its current stage?

Methodology

To address the research question, a fixed-structure interview was chosen as the primary research method. This approach was selected for several reasons: it allows systematic analysis of participant responses, facilitates comparable data across participants, and enables effective cross-group comparisons. Open-ended questions were also included to explore the topic in depth and develop an understanding of relevant themes (Bernard, 1999)

Using this approach, the research aimed to capture insights into users' perspectives, which are essential for outlining user perception of non-product-related attributes (Keller, 1993) of the espresso machine.

Sampling and Participant

Based on anticipated interest and potential insights for a future branding launch, participants were divided into three sample groups:

1. Professional Baristas:

Professional Baristas offered valuable insight into the perception of the "X" espresso machine and provided insights on points of strength and weakness.

2. Entrepreneurs and Product Owners:

This sample included individuals who already own high-end espresso machines and are looking to upgrade to more advanced technology, such as a machine that integrates a CO₂ container for added functionality.

3. Coffee Nerds:

The sampling has a strong interest in the coffee industry and brewing methods. This group provided insights into their experiences with coffee machines and exhibited a keen openness to exploring new brewing techniques.

Sixteen interviews were conducted and anonymized to protect participants' identities. Sampling combined network outreach with snowball sampling techniques, beginning with local coffee establishments to schedule barista interviews. Existing connections were used to expand the sample via referrals. To ensure diversity, purposive random sampling was also employed, targeting individuals who fit the study's profile.

Data Collection

The process began with an explanation of the machine's functionality, allowing participants to simulate actions as if they were first-time users. Direct user operation was avoided to minimize risks related to product hazards or malfunctions. The interview included open-ended questions designed to elicit responses without directing participants toward specific features of the "X" espresso machine. The interview guide was organized into several key parts:

1. **Demographics and Segmentation:** Categorizing participants into value-based coffee segments based on their responses and literature (Czar-niecka-Skubina et al., 2021), enabling finer differentiation between segments.
2. **Impressions and Differentiation:** Exploring participants' first impres-sions and personal descriptions of the "X" espresso machine.
3. **User Context:** Understanding the environments and locations where participants envision the "X" espresso machine being used and placed.
4. **Points of Difference:** Identifying differences regarding participants' personal experiences with others espresso machines and pain points.
5. **Points of Parity:** recognizing potential familiar association with other espresso machines.
6. **Points of Improvement:** Highlighting areas for improvement in both technical and experiential aspects.
7. **Perceived Value of Technology:** Assessing participants' perceptions of the machine's technology and their reasons for supporting or challenging its value.
8. **Associations and Feelings:** Exploring participants' associations rela-ted to the machine, which helps to shape storytelling for the launch campaign.

Interviews were conducted between September and October, either by bringing the functional prototypes to participants' homes or scheduling appointments at the university. This approach ensured convenience and comfort for participants. Per-mission to record each session was obtained, with a commitment to anonymize interviews for future analysis. Audio recordings were transcribed using Microsoft's built-in transcription tool, converting them into text format for coding and thematic analysis. All data was subsequently coded in Atlas and anonymized to maintain participant confidentiality.

PARTICI-PANT	AGE	NATIONALITY	GENDER	PROFESSION	SEGMENTS
A	27	SWISS	M	JUNIOR INDUSTRIAL DESIGNER	SOPHISTICATED CONNOISSEURS
B	27	DUTCH	M	PROFESSIONAL BARISTA	SOPHISTICATED CONNOISSEURS
C	28	DUTCH	M	PROFESSIONAL BARISTA	SOPHISTICATED CONNOISSEURS
D	23	DUTCH	M	PROFESSIONAL BARISTA	SOPHISTICATED CONNOISSEURS
E	28	POLISH	M	PROFESSIONAL BARISTA	SOPHISTICATED CONNOISSEURS
F	30	POLISH	M	PROFESSIONAL BARISTA	SOPHISTICATED CONNOISSEURS
G	27	DUTCH	M	RESTAURANT OWNER	COFFEE LAYPERSON
H	55	DUTCH	M	IT ENTREPRENEUR	COFFEE LAYPERSON
I	56	POLISH	M	IT SPECIALIST	COFFEE LAYPERSON
J	50	DUTCH	M	CITY COUNCIL	LOYAL COFFEE ENTHUSIAST
K	41	DUTCH	M	PRODUCT OWNER	LOYAL COFFEE ENTHUSIAST
L	35	AMERICAN	M	PRODUCT MANAGER	LOYAL COFFEE ENTHUSIAST
M	36	POLISH	M	IT PRODUCT MANAGER	RESPONSIBLE ASPIRING CONNOISSEURS
N	38	RUSSIAN	F	ILLUSTRATOR	RESPONSIBLE ASPIRING CONNOISSEURS
O	26	POLISH	F	JUNIOR ARCHITECT	RESPONSIBLE ASPIRING CONNOISSEURS
P	37	POLISH	M	IT PRODUCT MANAGER	RESPONSIBLE ASPIRING CONNOISSEURS

Table 1 - Participant List

	THEME	SUBTHEME	SEGMENT
FUNCTIONAL BENEFIT			
	AESTHETIC QUALITY	<ul style="list-style-type: none">• Modern and Transparency Appeal• Modern and Industrial Design	<ul style="list-style-type: none">• Sophisticated Connoisseurs• Coffee Layperson <ul style="list-style-type: none">• Coffee Loyal Enthusiast• Responsible, Aspiring Connoisseurs
	RITUALIST PROCESS	<ul style="list-style-type: none">• It's not just pressing• Control over the process	<ul style="list-style-type: none">• Sophisticated Connoisseurs• Coffee Layperson <ul style="list-style-type: none">• Coffee Loyal Enthusiast• Responsible, Aspiring Connoisseurs
	SOUNDSCAPE REACTIONS	<ul style="list-style-type: none">• Quiet and Comfort in Operation	<ul style="list-style-type: none">• Sophisticated Connoisseurs• Coffee Layperson <ul style="list-style-type: none">• Coffee Loyal Enthusiast• Responsible, Aspiring Connoisseurs
USER CONTEXT			
33	LIFESTYLE ALIGNMENT	<ul style="list-style-type: none">• Design for Modern Spaces• Fancy Gadget for Affluent Lifestyles	<ul style="list-style-type: none">• Sophisticated Connoisseurs• Coffee Layperson <ul style="list-style-type: none">• Coffee Loyal Enthusiast• Responsible, Aspiring Connoisseurs
	CONTEXTUAL LIMITATION	<ul style="list-style-type: none">• Non-Corporate Aesthetic	<ul style="list-style-type: none">• Sophisticated Connoisseurs• Coffee Layperson <ul style="list-style-type: none">• Coffee Loyal Enthusiast• Responsible, Aspiring Connoisseurs
	SPECIAL EVENTS	<ul style="list-style-type: none">• Artistic Appeal and Unique Event Suitability	<ul style="list-style-type: none">• Sophisticated Connoisseurs• Coffee Layperson <ul style="list-style-type: none">• Coffee Loyal Enthusiast• Responsible, Aspiring Connoisseurs
POINTS OF IMPROVEMENTS			
	USABILITY CHALLENGES	<ul style="list-style-type: none">• Complication of CO2 Elements	<ul style="list-style-type: none">• Sophisticated Connoisseurs• Coffee Layperson <ul style="list-style-type: none">• Coffee Loyal Enthusiast• Responsible, Aspiring Connoisseurs
	SCALABILITY	<ul style="list-style-type: none">• What about my guest?	<ul style="list-style-type: none">• Sophisticated Connoisseurs• Coffee Layperson <ul style="list-style-type: none">• Coffee Loyal Enthusiast• Responsible, Aspiring Connoisseurs
	EASE OF MAINTENANCE	<ul style="list-style-type: none">• Hygiene Improvements	<ul style="list-style-type: none">• Sophisticated Connoisseurs• Coffee Layperson <ul style="list-style-type: none">• Coffee Loyal Enthusiast• Responsible, Aspiring Connoisseurs
	USER-CONTROLLED CUSTOMIZATION	<ul style="list-style-type: none">• More Control over the settings	<ul style="list-style-type: none">• Sophisticated Connoisseurs• Coffee Layperson <ul style="list-style-type: none">• Coffee Loyal Enthusiast• Responsible, Aspiring Connoisseurs
	SKEPTICISM TOWARDS CO2	<ul style="list-style-type: none">• Interesting but lack of practical value• Gimmicky usage in the long term	<ul style="list-style-type: none">• Sophisticated Connoisseurs• Coffee Layperson <ul style="list-style-type: none">• Coffee Loyal Enthusiast• Responsible, Aspiring Connoisseurs

POINTS OF PARITY				
	MANUAL EXPERIENCE	<ul style="list-style-type: none"> Manual and Familiar 	<ul style="list-style-type: none"> Sophisticated Connoisseurs Coffee Layperson 	<ul style="list-style-type: none"> Coffee Loyal Enthusiast Responsible, Aspiring Connoisseurs
EMOTIONAL BENEFIT				
	DISTINCTION AND ORIGINALITY	<ul style="list-style-type: none"> Feeling Cool 	<ul style="list-style-type: none"> Sophisticated Connoisseurs Coffee Layperson 	<ul style="list-style-type: none"> Coffee Loyal Enthusiast Responsible, Aspiring Connoisseurs
	SOCIAL ENGAGEMENT	<ul style="list-style-type: none"> Proud to Showcase it 	<ul style="list-style-type: none"> Sophisticated Connoisseurs Coffee Layperson 	<ul style="list-style-type: none"> Coffee Loyal Enthusiast Responsible, Aspiring Connoisseurs
ASSOCIATION				
	INDUSTRIAL AESTHETICS AND MECHANICAL ASSOCIATION	<ul style="list-style-type: none"> Hydraulic and Mechanical Impressions 	<ul style="list-style-type: none"> Sophisticated Connoisseurs Coffee Layperson 	<ul style="list-style-type: none"> Coffee Loyal Enthusiast Responsible, Aspiring Connoisseurs
	SENSORY EXPERIENCE	<ul style="list-style-type: none"> Sophisticated Ceremony 	<ul style="list-style-type: none"> Sophisticated Connoisseurs Coffee Layperson 	<ul style="list-style-type: none"> Coffee Loyal Enthusiast Responsible, Aspiring Connoisseurs
	DESIGN TO SPARK CURIOSITY	<ul style="list-style-type: none"> What's that... 	<ul style="list-style-type: none"> Sophisticated Connoisseurs Coffee Layperson 	<ul style="list-style-type: none"> Coffee Loyal Enthusiast Responsible, Aspiring Connoisseurs
	FUTURISTIC APPEAL AND SCI-FI AESTHETIC	<ul style="list-style-type: none"> Star Wars feeling 	<ul style="list-style-type: none"> Sophisticated Connoisseurs Coffee Layperson 	<ul style="list-style-type: none"> Coffee Loyal Enthusiast Responsible, Aspiring Connoisseurs
POINTS OF DIFFERENCE				
	NOISY OPERATION	<ul style="list-style-type: none"> Unwanted Noise During Peaceful Moments 	<ul style="list-style-type: none"> Sophisticated Connoisseurs Coffee Layperson 	<ul style="list-style-type: none"> Coffee Loyal Enthusiast Responsible, Aspiring Connoisseurs
	LOSS OF PROCESS	<ul style="list-style-type: none"> Disconnect in Practicality and Process 	<ul style="list-style-type: none"> Sophisticated Connoisseurs Coffee Layperson 	<ul style="list-style-type: none"> Coffee Loyal Enthusiast Responsible, Aspiring Connoisseurs

Table 2 - Overview of the Themes and Sub-themes

Analysis

The raw data were analyzed using the thematic analysis method (Braun & Clarke, 2006). Thematic analysis consists of identifying patterns within data from multiple participants to extract insights for future strategies. Interview data were thoroughly reviewed and coded using Atlas, enabling a condensed interpretation of participants' responses. Each transcript's codes were then imported into a collaborative tool, Figma, where quotes were organized as digital Post-its and categorized based on similar themes and subsequent subthemes. This tool change was based on personal preference, as Figma facilitated the categorization of themes and subthemes for analysis.

Each theme was aligned with specific interview questions. After collecting and categorizing quotes into subthemes and overarching themes, patterns began to emerge. The analysis revealed distinct response trends across different segments. However, due to variations in group sizes, analyzing data by segments may lack uniform relevance. Therefore, the analysis was structured to understand overall perceptions while preserving theme-specific group differences, aiding in the identification of relevant market segments.

In conclusion, the findings are summarized in Figure 8, each theme, along with its subthemes, will be further explained in detail.

Functional Benefit

Aesthetic Quality

Material and Transparency Appeal

The primary theme reveals that participants across value-based coffee segments see aesthetic quality as a major differentiator, especially in terms of material appeal and transparency. The machine's transparent design stood out as a unique feature, positively influencing perceptions when compared to other machines within the same functionality tier. This visual transparency was well received, further enhancing the product's appeal.

Participant J noted, "The thing I like most is the material—like the sealer part, the black frame, and the silver aluminum parts."

Similarly, Participant B appreciated the tall steam and metal components, observing that "they're sturdy, and you can look through the machine. It's big compared to a French press or pour-over, but the open construction gives it a feeling of lightness."

Modern and Industrial Design

Across segments, participants indicated that the product attributes could influence their decision to purchase the espresso machine. Initial impressions highlighted descriptors like "cool," "modern," "sturdy," and "industrial," emphasizing the machine's well-crafted aesthetic, which stems from material choices and the tactile experience of using the machine.

Participant P described it as "very sexy, modern... very minimalistic and industrial, like a robot. I like the material, and there's not a lot of plastic."

There were no significant distinctions between segments in their perceptions of the machine's design and quality. Participants across all segments viewed the quality positively, expressing no concerns about its durability or craftsmanship.

Ritualist Process

It's not just pressing

The Ritualist Process emerged as a theme, resonating across various segments as an element that enhances the coffee-making experience. Coffee Laypersons, however, did not perceive it as enriching the process. For other groups, the process of making coffee extends beyond simply pressing a button, incorporating steps that add meaning and enjoyment to the experience. Coffee Laypersons valued the quick yet interactive nature of the process, finding the ritualistic aspect appealing.

Participant G noted, "I enjoy making the drink. Instead of just pressing the button."

Similarly, Participant P reflected, "I'd consider this coffee drinking more as a ritual rather than the kind of Dutch style of eating bread for lunch, just to not feel hungry and survive until dinner."

Ritualist Process

Soundscape

Control Over the Process

Sophisticated Connoisseurs echoed this sentiment, emphasizing that while scalability may present challenges, the ability to control the coffee-making process is crucial for extracting the best flavors from the beans. They highlighted the importance of adjusting the water amount and appreciated the machine's transparency, which offers a clear view of the entire coffee-making process. This allows participants to feel more in control and engage in a more immersive experience.

Participant D remarked, "The strength is that I can choose how much coffee. When I set this thing, I can visually see exactly how much water is going into my shot. Instead of relying on the back of the machine, where there's just a water reservoir, I know exactly what's going in."

Similarly, Participant B commented, "The strength is in the design, especially transparency—not just visual transparency, but you can see each process clearly: what happened here, what happened next."

Quiet and Comfort in Operation

Several participants appreciated the machine's quieter functionality compared to other coffee machines. The sensory satisfaction from the distinct "puncture" sound added to the experience. "Satisfying sounds" were observed across segments, highlighting its broad appeal despite subtle differences between groups.

Participant P commented, "Normal coffee machines produce a much more intense sound. And if you look inside, it's like, 'Oh my God.' This machine inside is super minimalistic—it's just one pipe."

Similarly, Participant J observed, "It's more silent than others, so that's an advantage. I think that would set it apart from other devices because of the CO₂ container."

Participant A added, "I think in your machine it was satisfying as well. It's very soft. Just feeling that there's some power applied, some pressure applied to the water, is a nice touch. Hearing it happen in the moment when the coffee is being made—I do like that."

Similar patterns were observed within this theme, with no clear significance in importance between groups.

User Context

Lifestyle Alignment

38

Design for Modern Spaces

The "X" espresso machine's aesthetic appeal aligns well with upscale environments, a recurring observation across segments, particularly in modern office spaces and contemporary homes.

Participant L and others noted that it would suit "both a modern office space and a modern home, especially one with a contemporary aesthetic."

This theme underscores the machine's appeal in sleek, open kitchens, which are popular in high-end, modern spaces.

Fancy Gadget for Affluent Lifestyles

The "X" espresso machine was also described as a "fancy" gadget, appealing to high-end spaces and conveying a sense of wealth and luxury. Participants envisioned it as a stylish statement piece for open kitchens, often associated with affluent, spacious homes.

Participant N remarked, "I see it... in rich houses with a lot of open spaces. A super modern, rich house with plenty of air, and in the kitchen, I see this machine."

Similarly, Participant J noted, "It's a bit of a showpiece. It's nice to have it on the countertop. I have an open kitchen with no overhead cabinets, so it fits perfectly."

Participant C noted: "Probably I'd see it in some high-end shops selling. The place where there's an assistant in the shop. Someone comes in and for instance, and to showcase this machine so not necessarily just to tell how it works, but even the fact that you see it standing and that someone comes and uses it."

Similar perceptions between segments were present, though some participants did envision the "X" espresso machine in commercial settings, often associating it with high-end establishments.

Contextual Limitations

Non-Corporate Aesthetic

Participants from the Responsible Aspiring Connoisseurs and Loyal Coffee Enthusiasts segments noted that the “X” espresso machine may not be ideal for corporate environments.

Participant O remarked, “I think it would work nicely in design offices, but not in a corporate setting. Those people don’t care for coffee; they’ll drink anything as long as it’s black and strong.”

Special Events

Artistic Appeal and Unique Event Suitability

Several participants associated the “X” espresso machine with an environment that evokes an artistic feel, where its aesthetic value surpasses its functional benefit.

Participant L described it as “an art object in itself... a nice thing to have in the house.”

The “X” espresso machine was seen as suitable for exhibition-like settings, providing a unique, non-commercial appeal due to its distinctive design features.

Participant P noted, “I would think it might also be used in more luxurious settings, like opera theaters, where you could have regular espresso or CO₂ espresso.”

Similarly, Participant J envisioned it in “art galleries... where people come for unique objects, something quite special.”

Differences between segments were important in this case, with Loyal Coffee Enthusiasts highlighting the artistic aspect more prominently.

However, this subtheme was less significant among other segments; only a few participants considered it suitable for special event settings rather than typical commercial use.

As suggested, the machine’s original aesthetic value could be diminished in functional, high-traffic environments where quick consumption is prioritized over visual appeal. Therefore, it may be better suited to settings such as high-end shops or design offices.

Points of Improvements

Usability Challenges

40

Complication of CO₂ Elements

Throughout the interviews, participants discussed both strengths and weaknesses, particularly focusing on usability challenges and process efficiency. For some, the CO₂ element was seen as a hassle. Participant I described the coffee-making process as “complicated,” a sentiment echoed by others, especially within the Coffee Layperson and Loyal Coffee Enthusiast segments, who felt the “X” espresso machine required more effort and complexity.

Participant I elaborated, “It needs power for heating, of course, but you add something like a CO₂ container.”

Similarly, Participant H noted, “If you’re asking me, would you have this at home, my first impression is that it’s too much hassle for me... I want something hot and easy, without too much special effort.”

What about my guest?

Another significant concern was scalability, as the “X” espresso machine lacked versatility in preparing multiple beverages efficiently. In social settings with multiple people, such as gatherings with friends, participants expressed a preference for options that offer greater versatility and efficiency in coffee preparation.

Participant C noted, “I would like to buy it for myself, but then I always have this problem. If I have guests and more people want coffee, it’s not efficient. If I had five people visiting, I’d be standing there making coffee five times. So, there’s this concern with scalability.”

Similarly, Participant G remarked, “The weakness is that with this machine, you can’t make two espressos at once. You could, but I think by the time the second cup is ready, the first one would no longer be hot.”

There were no significant differences across segments regarding this issue, as scalability and efficiency held similar high importance to several participants.

Ease of Maintenance

Hygiene Improvements

Maintenance and cleaning were consistently mentioned as challenging aspects across different segments. Some participants expressed reluctance to handle the cleaning tasks directly. Within the Sophisticated Connoisseurs group, efficient cleaning was emphasized as essential, not only for the product's durability but also for maintaining quality in the coffee extraction.

Participant C explained, "I wouldn't be sure how to clean it properly after many uses. I might end up with an aftertaste because of some residue inside. If you have residue, it still affects the extraction, and you get over-extraction, making the coffee more bitter."

Similarly, Participant A shared, "I would use some kind of wooden spatula or a spoon to break up the used coffee grounds. They get tight in there, and I'd rather not try to get it out with my nail."

These concerns were widely shared across segments, highlighting the importance of an efficient cleaning process to maintain the machine's usability and coffee quality.

User-Controlled Customization

More control over the settings

Customization options were frequently mentioned, especially by Sophisticated Connoisseurs who valued the ability to personalize their coffee preparation. For instance, some participants appreciated having a designated space to organize coffee-related materials.

Participant F noted, "Or just have an option to flush the water with some cleaning powder. For me, it would be important to have something additional, like a box, to keep all these things together. It's quite annoying when you want to keep everything organized."

Responsible Aspiring Connoisseurs and Sophisticated Connoisseurs also expressed a desire for greater control over machine customization, such as monitoring the temperature of the heating system, which could improve consistency and enhance the user experience over time.

Participant D remarked, "What I like about the whole setup is that it's ritualistic—I must go through each step. For me, it would feel better if it had more character and energy. For example, if it used bright colors like yellow, I'd love that. Even if the black could be yellow, it would already feel better, you know, just a bit more detail."

Participant I suggested, "I know you said it was there originally, but some feedback on when it's heated and what the temperature might be helpful."

Participant P added, "I'd love to see an indicator of the temperature because I don't fully trust it. I mean, I don't know what the temperature is inside."

Skepticism Towards CO2

Gimmicky use in the long term

Participants from Sophisticated Connoisseurs and Coffee Laypersons expressed skepticism about the long-term appeal of CO₂ technology, while other segments did not mention it. They suggested that, although initially captivating, it might lack lasting interest and create only a fleeting impression. Several participants in these segments described it as a passing trend—initially appealing but unlikely to sustain long-term interest.

Participant F commented, "If I'm going to spend this money on making espresso, I would want it done the traditional way, like it's always been. That's where the gimmick comes in. If I bought it, it would be for the novelty."

Participant G noted, "Maybe I'd enjoy it for the first few weeks, but as soon as I realize I can make coffee quicker with my other machine, I'd switch. For a regular coffee drinker, it might not hold up over time."

Participant H added, "It's a bit gimmicky, yeah—the design, the way you make the coffee. I can't imagine people using this long-term. You try it, it's interesting, but after a few months, the hassle would get tiring. There are many gimmicks out there that work, but I'm not sure this is one of them."

Emotional Benefit

Distinction & Originality

Feeling Cool

The machine's unconventional design and strong visual appeal were frequently highlighted, with several participants across segments mentioning its originality without notable differences between groups. Many noted a "wow factor" upon first sight. The unique design was described as original and captivating, sparking curiosity among those who encountered it.

Participant L observed, "It seems unique to me. Minimal but heavy duty, like the big machines at most coffee shops. Those are big pieces of machinery too, but they're a lot shinier and chrome, with more levers, bells, and whistles. This one has more of a single punch."

Similarly, Participant M commented, "Well, it's cool. If I had a collection of coffee machines, I'd want a nice one like this—the strange one. But I don't think I would buy it as my only machine."

Participant P commented, "It's cool, but a bit unusual. If I just wanted coffee, I'd get an espresso maker. But if you're looking to add a bit of elegance to your home, I can see it as a standout feature."

Social Engagement

Proud to Showcase it

Participants perceived the “X” espresso machine as a high-end item, often associating it with special occasions and personal enjoyment. They expressed a strong desire to showcase the machine to friends and guests, emphasizing its aesthetic appeal in social settings. The product’s unique, non-commercial design provides an opportunity for owners to display it as an impressive showpiece.

Participant B shared, “I’d feel proud to own such a machine, showing the process to all my friends who visit.”

Participant J added, “I’d feel proud– ‘Look at my espresso machine!’ It’s quite different from others I’ve seen, with all its benefits and sleek design. It’s like, ‘Look at me and my fancy gadget.’”

There were nuanced differences in how participants used the term “fancy.” For example, Participant G, Participant J, Participant F, and Participant L each highlighted the “fancy gadget” aspect in various segments. However, admiration for the machine differed between groups, particularly among the Sophisticated Connoisseurs and Loyal Coffee Enthusiasts, who appreciated the machine’s originality and distinctiveness, especially in the context of showcasing it to others.

Association

Industrial Aesthetics & Mechanical Association

Participants from different segments highlighted a sensory association with industrial and mechanical processes when discussing the espresso machine. Although individual associations varied, a common pattern emerged, linking the “X” espresso machine to industrial and mechanical themes. Additionally, participants frequently used the metaphor of transitioning from gasoline to electric cars to describe the machine’s technology and design.

The espresso machine’s perceived weight and the intensity of its process contributed to a sense of industrial design. Some participants, such as Participant O, associated it more with an industrial or experimental setting rather than a typical kitchen environment.

Participant O remarked, “It’s like a hydraulic press. It reminded me of an experience this summer with my sister’s kids in Austria. On one of the mountain trails, they had all these water experiments for kids—closing one valve, opening another, watching the water travel from one spot to another. It had that same kind of industrial, interactive feel.”

Similarly, Participant L described, “It has clean lines, looks modular, like something mass-produced in a factory. Not a lot of labels, not a lot of small parts—it looks heavy duty.”

Sophisticated Ceremony

According to Participant D, the coffee-making process evoked associations with Japanese tea ceremonies, offering a mindful, sensory experience that extends beyond simply brewing coffee, embodying elements of a spiritual ritual.

Participant D explained, "It involves me more, like I really want to immerse myself in it. I want this machine to feel like it has character, like it has a soul—like the Japanese belief."

This connection highlights not only the machine's design but the entire sensory journey, including sound, which many participants noted as enhancing the coffee-making preparation. The sensory experience was perceived as a cohesive experience, with the turnstile movement seen as an elevated feature.

Participant F remarked, "It's intuitive, I'd say. The turning mechanism feels new, but it's a nice way to sense the pressure, like you're creating it."

Participant C added, "It's like opening a bottle of wine."

Participant B commented, "The materials remind me a bit of cars—much more elegant. There's this moment of excitement: you plug in the container at the back, add the coffee, start twisting the top. Finally, you get the coffee. That was the relaxing moment for us."

Participants from the Sophisticated Connoisseurs segment were the primary ones to mention it, though a few participants from the Responsible Aspiring Connoisseurs segment also noted it.

Design to Spark Curiosity

What's that...

The "X" espresso machine's design sparked curiosity and intrigue among participants.

Participant K noted, "The design is like, 'What is this?' It's interesting the way it's done."

Participants H and O described the design as inspiring a desire to explore further, with reactions reflecting a sense of wonder.

Participant O likened the machine's allure to a "strong love affair," explaining, "I think we met recently, and it might be a very strong love affair. It's tempting; it asks you to use it. It doesn't immediately reveal that it's a coffee machine, so there's a bit of mystery. That mystery makes my brain curious, like, 'Oh, OK, what can I do here?'"

No significant differences were observed between groups; responses came from a Loyal Coffee Enthusiast and another from a Coffee Layperson.

Futuristic Appeal & Sci-Fi Aesthetic

Star Wars feeling

Participant I remarked, "It wouldn't be out of place on the set of Star Trek or something."

Highlighting the machine's high-tech, sci-fi aesthetic. This futuristic appeal resonated with several participants, who associated the design with the universe of Star Wars.

Both Participants I and J viewed it as innovative and forward-thinking, while Participant M described it as "ahead of its time."

Participant J "It's like something from the Star Wars movies. It's got shields on the sides and the colors... NASA-like, with space technology vibes. That's what I associated it with."

Across segments, four participants mentioned the futuristic appeal and futurism stemming from Star Wars; however, no differences were noted between the groups.

Points of Difference

Noisy Operation

Unwanted Noise During Peaceful Moments

Several participants highlighted the noise issues associated with espresso machines that include grinders, milk steamers, and coffee makers. Participants noted that these sounds often interrupt conversations when hosting guests, making the loud, distinct noises a frequent problem. This issue emerged throughout interviews as a drawback when comparing their current machines to others.

Participant L observed, "In my experience, other Nespresso machines specifically look nice, but they often feel flimsy. They have a lot of plastic parts and make much more noise when you're making coffee. There's loud buzzing and rattling, giving a sense that it's a somewhat cheap piece of machinery."

Participant A shared a similar concern, stating, "The grinder specifically is an issue because if I'm making coffee for someone, I can't hear the conversation. But the sound of my machine is something I like, probably due to my long-term experience with it since childhood."

Participant C also compared this machine with Nespresso, noting, "While Nespresso machines are beautiful design-wise, with that Italian minimalist aesthetic, I never liked the sound. This one, however, is definitely much quieter."

Throughout the interviews, a common theme emerged across all segments: participants naturally identified challenges by comparing the "X" espresso machine to their own during the discussion. Sophisticated Connoisseurs and Loyal Coffee Enthusiasts noted the potential noise issue associated with using Nespresso machines or the sounds produced by milk steamers, which was not spontaneously mentioned by other segments.

Loss of Process

Disconnect in Practicality and Process

Sophisticated Connoisseurs and Loyal Coffee Enthusiast segments noted that having a traditional espresso machine at home is often impractical due to factors like maintenance and cleaning. Participants also mentioned that with both espresso and automatic coffee machines, there's often a lack of transparency—where users cannot see the process, such as water levels or specific settings, as the machine automates everything.

Participant J explained of others espresso machine, "I must move a lever over, but it feels a bit unknown. We don't do much, and it's all hidden. So somewhere inside, the Cup falls down and you have to draw a new cup, and you don't really see what happens and with this it's all well it's right there you see where the water is you see where the pads and the heater"

Participant B added, "Honestly, at home, I think it's very inefficient to have an espresso machine. First of all, it's too big. Second, you need the grinder, the filters, and you also need to clean it. That's why I decided to use a Kalita at home."

The loss of process was mentioned by two Sophisticated Connoisseurs and one Loyal Coffee Enthusiast, resulting in no significant differences between segments

Points of Parity

Manual Aspect

Familiar Experience

Participant A “I kind of like the different steps in making coffee anyway, and I guess they’re comparable. I always add water. Even though I have a big tank, I always replace it with fresh water. And I always, you know, tamp the coffee. So, I guess these steps are familiar to me—it doesn’t feel alien.”

Throughout the interviews, the “X” espresso machine was associated with a manual coffee-making experience. Participants A and M compared it to other manual coffee machines, such as the AeroPress or Moka pot. However, while the experience was not entirely manual, participants noted that it still incorporated familiar elements of coffee-making preparation.

Participant M added “Normally, you have a container for water, like half a liter or a liter, so you almost never do this—to put water in the cup and then place the cup. For Italian Moka, you use the same concept because it’s similar.”

This theme of a manual experience was primarily mentioned by participants from the Responsible Aspiring Connoisseurs and Sophisticated Connoisseurs segments. The association with familiar steps, such as replacing water and tamping coffee, made the process feel intuitive and recognizable for participants.

User Perception Model

50

Across 16 interviews, various insights about the “X” espresso machine were highlighted. While differences between participant segments were not clearly distinguishable due to varied segmentation and an unequal representation of primarily male participants, these insights still offer valuable perspectives.

Research Question: How do Responsible Connoisseurs, Loyal Coffee Enthusiast, Sophisticated Connoisseurs and Coffee Layperson perceive the product, and in what contexts does it show potential for refinement and market acceptance at its current stage?

The Research question is answered the **User Perception Model**, which can be divided into seven key parts (Fig. 6): options.

- **Functional Benefits:** The design’s material and shape were highlighted as important factors that contributed to the perceived quality, giving the structure both sturdiness and transparency. The transparency feature enhanced the coffee-making process by allowing participants, particularly those who are process-oriented (such as Sophisticated Connoisseurs and Responsible Aspiring Connoisseurs), to control the water level and observe the brewing process—an uncommon feature in traditional machines. Additionally, the “X” espresso machine’s quiet operation emerged as a key differentiator, offering a more comfortable experience compared to the louder sounds of other machines.

User Context: the “X” espresso machine’s design—described as “futuristic,” “sleek,” and “industrial”—positions it well within modern or luxury spaces. Participants envisioned it in contemporary homes, high-end shops, or even artistic exhibitions, emphasizing its aesthetic appeal over practical use.

- **Emotional Benefit:** Participants frequently praised the aesthetic quality of the “X” espresso machine, viewing it as a modern design piece with notable material and transparency appeal. The uniqueness of the design fostered a sense of pride or coolness, making users want to showcase the product as a symbol of originality.

Associations: The “X” espresso machine evoked several associations, with participants linking its industrial design and process to the Tea Ceremony, electric cars, valves, and machinery. Secondly, the design’s “wow factor” sparked curiosity. Lastly, its sci-fi aesthetic evoked comparisons to Star Wars, further enhancing its allure.

Points of Improvement: Some participants found the coffee-making process overly complex, closer to a manual experience, and noted the physical effort required as a drawback. Scalability was another concern, as the “X” espresso machine may not be efficient for serving multiple guests quickly. The prototype’s handling of coffee grounds and cleaning processes could also be optimized. Customization was seen as a positive feature, allowing greater control and connection to the machine. However, there was skepticism toward the CO₂ feature, with concerns about added complexity, cost, and its potential as a passing trend.

Points of Difference: The quiet operation of the “X” espresso machine was valued, addressing frustrations with the noise of traditional coffee machines that can disrupt social interactions. Additionally, the machine’s transparency, in contrast to the hidden mechanisms of many traditional espresso machines, allowed participants to engage more deeply with the coffee-making process .

Points of Parity: Within the interview guide, it was observed that the “X” espresso machine reminded participants of familiar machines, such as a Moka pot or an AeroPress, in terms of the steps and overall coffee-making process .

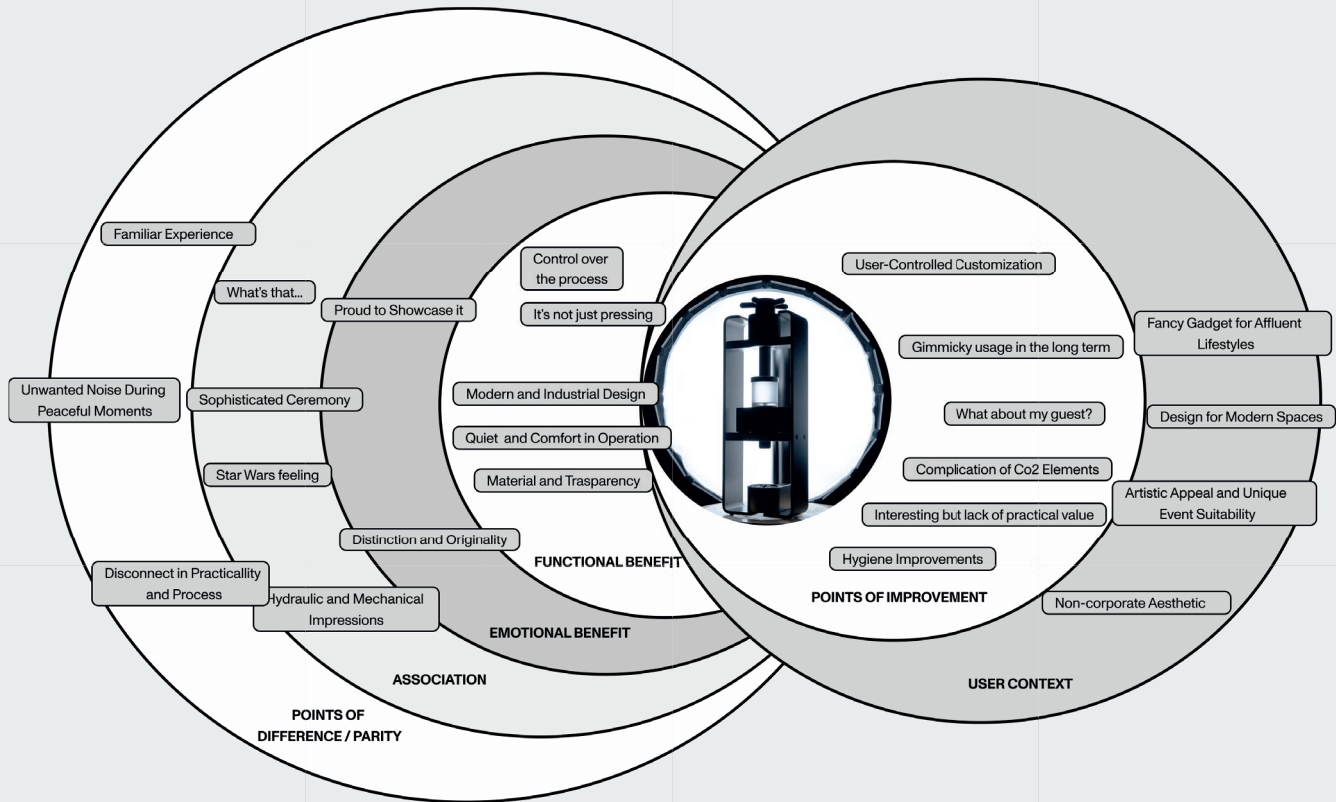


Figure 6 - User Perception Model

Key Takeaway

Sub-RQ2:
What are the ideology, capabilities, **user perception**, competitive advantages, and industry trends that shape the positioning of the “X” espresso machine?

<p>The design’s material and shape enhances perceived quality, with transparency providing both sturdiness and a ritualistic coffee-making process..</p> <p>Functional Benefits</p> <p>1</p>	<p>The quiet operation of the machine stood out as a key differentiator, offering a more comfortable and quieter experience.</p> <p>Functional Benefits</p> <p>2</p>
<p>The machine’s design—described as “futuristic,” “sleek,” and “industrial”—fits well in modern or luxury settings like contemporary homes, high-end shops, or artistic exhibitions.</p> <p>User Context</p> <p>3</p>	
<p>Participants frequently praised the aesthetic and modern design, fostering a sense of pride and making it a statement piece for showcasing originality.</p> <p>Emotional Benefits</p> <p>4</p>	<p>The design’s unique features sparked emotional engagement, positioning it as a conversation starter and a symbol of individuality.</p> <p>Emotional Benefits</p> <p>5</p>

The 'X' espresso machine evoked associations with concepts such as the Tea Ceremony, electric cars, and sci-fi aesthetics like Star Wars, enhancing its appeal and intrigue.

Associations

6

Its industrial design and transparency created a "wow factor" sparking curiosity among participants

Associations

7

Some participants felt the coffee-making process was too complex and physically demanding, likening it to a manual experience.

Points of Improvement

8

Concerns were raised about scalability, as the 'X' espresso machine may not efficiently serve multiple guests.

Points of Improvement

9

Handling coffee grounds, cleaning processes, and skepticism toward the CO₂ feature (e.g., cost, complexity, and longevity) were noted as areas for improvement.

Points of Improvement

10

The quiet operation addressed frustrations with noisy electrical vibration pump coffee machines, making it ideal for maintaining social interactions during use.

Points of Difference:

11

Transparency allowed users to engage more deeply with the process, distinguishing it from traditional machines that conceal internal mechanism

Points of Difference:

12

The 'X' espresso machine shared similarities with familiar products like the Moka pot or AeroPress in its steps and overall coffee-making process , making it more relatable to participants

Points of Parity

13

COMPETITORS & TRENDS

4

RESEARCH

ENVIRONMENT

Sub-RQ2: What are the ideology, capabilities, user perception, **competitive advantages, and industry trends** that shape the positioning of the “X” espresso machine?

The last element of brand research from Beverland's book (2018) is the research on the environment. The external analysis aims to understand the competitive landscape within the User Perception Model, derived from user research. To further comprehend influencing factors, a PESTEL analysis was conducted (Van Boeijsen et al., 2014). This analysis identifies trends and outlines potential threats and opportunities across six critical dimensions: Political, Economic, Social, Technological, Environmental, and Legal. By mapping these trends, the analysis provides a structured approach to understand external influences that may shape the brand's strategic decisions.

Competitors Landscape

The analysis highlights the unique differentiation points of the "X" espresso machine and clarifies its market position relative to direct competitors within the same product category. This evaluation involves assessing competitors outlined in the User Perception Model (Functional Benefits), which serves as the basis for the criteria used in the analysis.

Additionally, the evaluation of the product category criteria was conducted by analyzing product advertisements and websites.

This process involved examining the strengths communicated explicitly through accompanying text in videos and implicitly through visuals and scenes featured in the advertisements.

Aesthetic Quality

1. Material and Transparency Appeal

2. Industrial and Modern Design

Ritualistic Process

3. It's not just pressing

4. Allows control over the process

Soundscape Reaction

5. Quiet and comfortable operation

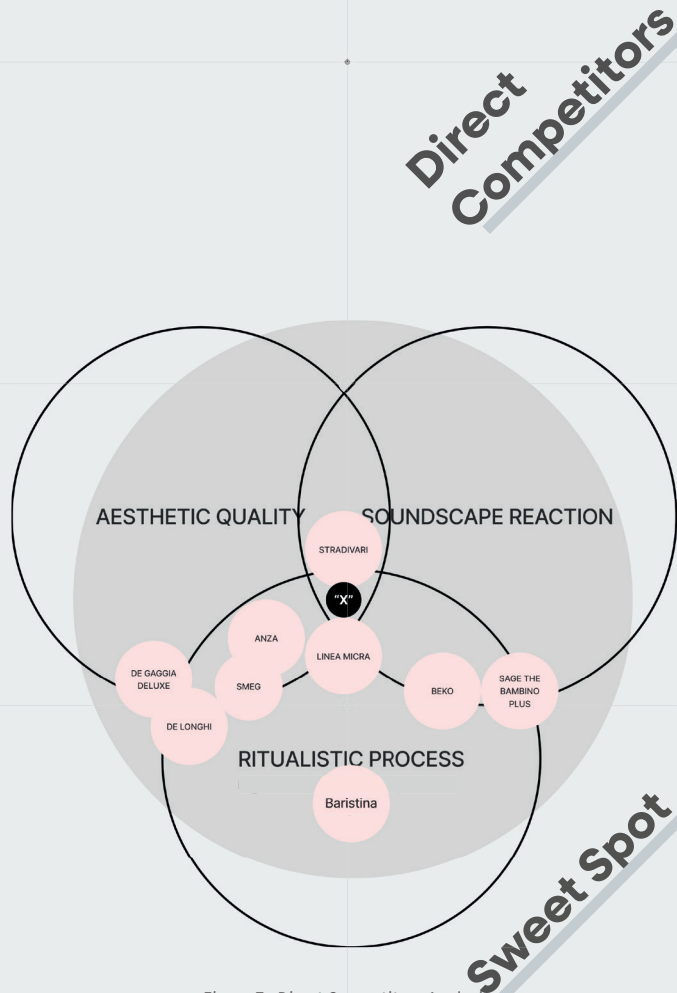


Figure 7 - Direct Competitors Analysis

Competitor analysis revealed that most brands communicate their points of strengths differently, often emphasizing practical features rather than emotional or sensory connections.

Aesthetic: ANZA, La Pavoni

Aesthetic + Rituals: Gaggia, Marzocco, Micra, Dedicarte (De'Longhi)

Rituals (Functional): Bambino Plus, Philips Baristina

Rituals + Soundscape: None

Soundscape Alone: Philips

Soundscape: Philips stands out as the only brand emphasizing sound-related features in its campaigns, using terms like "silenced" or "improved silence" to highlight a focus on quieter operation.

Aesthetic Quality: While many competitors highlight aesthetic appeal in their campaigns, few place significant emphasis on material quality. Brands such as La Pavoni and Micra distinguish themselves by prioritizing high-quality materials, reflecting a focus on durability and craftsmanship.

Ritualistic Elements: Competitors tend to approach rituals in coffee-making from a functional perspective. Emotional rituals, such as the sensory or ceremonial aspects of coffee-making, are rarely emphasized. Instead, functional rituals, like ease of use and simplicity, are more commonly featured.

Competitor research indicates that while competitors address rituals, soundscapes, and aesthetics to some extent, none fully integrate these elements into a cohesive and comprehensive focus. This gap provides an opportunity for the "X" espresso machine to differentiate itself and carve out a unique market position.

By prioritizing soundscape and rituals, the product can establish a distinctive market position, addressing both functional and emotional user needs effectively (Fig. 7). The analysis highlights the importance of strategically leveraging ritualistic and aesthetic elements, with a focus on emotional rituals to create an engaging user experience.

PESTEL

To identify external opportunities and threats affecting the “X” espresso machine, a PESTEL analysis was conducted, drawing insights from industry reports, blogs, and research papers. This method categorizes trends into Political, Economic, Social, Technological, Environmental, and Legal factors (Van Boeijsen et al., 2014).

Among the identified trends, a filtering process was carried out to determine those directly relevant to the project. Consequently, the trends were categorized into Opportunities and Threats, aligning with the project's objectives. Additionally, a Heads-up category was introduced to highlight potential future challenges that are currently beyond the scope of this graduation project but remain important for future consideration by “X” Company.

Political Factors

- Geopolitical and economic instability creates uncertainties in the coffee supply chain (Peluso, M., 2023).

P

Economic Factors

- The espresso machine market is shifting toward mid-range and premium models, driven by demand for higher performance and richer user experiences (World Coffee Portal, 2023).
- Barista-quality coffee experiences at home are increasing demand for innovation in preserving high-quality flavors. (World Coffee Portal, 2023c).

E

Social Factors

- European coffee consumers prioritize traceability, environmental awareness, and digital connectivity (EcoBean, 2022).

S

Technological Factors

- **Certification and energy standards** promote eco-friendly practices, benefiting ecosystems and coffee-growing communities (Peluso, M., 2023).

- **Smart home coffee machines** and rising disposable income are fueling growth in the North American coffee market (The Business Research Company, 2025).

T

Environmental Factors

- Increasing focus on sustainability, climate change, and biodiversity (CBI, 2024).
- Eco-friendly machine designs and pod compatibility are emerging industry trends (Peluso, M., 2023).
- Proper disposal of CO₂ cylinders is a growing environmental concern (Circular. Eco, 2023).

E

Legal Factors

- Coffee production and distribution are regulated by food, beverage, and caffeine standards worldwide (PESTLE Analysis, 2024).

L

Opportunities

Premium Home Brewing: The rise of specialty coffee culture has increased demand for premium, eco-friendly espresso machines for home use, creating an opportunity to elevate the at-home coffee experience (World Coffee Portal, 2023).

The demand for **barista-quality coffee at home** is driving innovation in preserving high-quality flavors and ensuring an authentic coffee-making experience. (World Coffee Portal, 2023).

Reason: The "X" espresso machine aims to deliver high-quality espresso with the craftsmanship of professional coffeehouse machines, reinforcing its value by emphasizing a barista-quality experience at home.

Threats

Proper disposal of CO₂ cylinders is a growing environmental concern (Circular. Eco, 2023).

Increasing focus on sustainability, climate change, and biodiversity (CBI, 2024). Eco-friendly machine designs and pod compatibility are emerging industry trends (Peluso, M., 2023).

European coffee consumers prioritize traceability, environmental awareness, and digital connectivity (EcoBean, 2022). Eco-friendly certifications support sustainable practices but increase costs for small farmers and brands.

North America's coffee machine market is growing, driven by **smart home coffee** machines and rising disposable income. (The Business Research Company, 2025)

Reason: The CO₂ disposal issue, tied to the CO₂ container supply service, poses a potential concern. However, addressing it could strengthen the brand's sustainability commitment, serving as a "reason to believe" for the crowdfunding campaign. The "X" espresso machine, made from stainless steel and aluminum, ensures durability while aligning with sustainability goals. Its energy efficiency standards further support eco-friendly practices and the pursuit of ecological certifications.

Heads up

Geopolitical and economic instability creates uncertainties in the coffee supply chain (Peluso, M., 2023). Coffee production and distribution are regulated by food, beverage, and caffeine standards worldwide (PESTLE Analysis, 2024).

Reason: Within the scope of the graduation project, the aforementioned trends may not have a direct impact on the project itself but have an indirect influence on the "X" company.

Key Takeaways

Sub-RQ2:
What are the ideology, expertise, user perception, **competitive advantages**, and **industry trends** that shape the positioning of the “X” espresso machine?

No competitors fully integrate soundscapes, aesthetics, and rituals comprehensively, presenting a market gap.

Competitors

1

The ‘sweet spot’ focuses on prioritizing soundscapes and ritualistic elements to create a unique market position. By leveraging emotional rituals and enhancing user engagement, the brand can effectively address unmet user needs.

Competitors

2

Premium Home Brewing: Rising demand for high-quality, eco-friendly espresso machines.

PESTEL

3

Barista-Quality at Home: Innovation in flavor preservation supports market growth.

PESTEL

4

Sustainability Challenges: CO₂ disposal concerns, rising eco-certification costs, and increasing demand for traceability

PESTEL

5

Market Differentiation: Smart home coffee machines are growing in North America..

PESTEL

6

Regulatory changes may impact production and distribution.

PESTEL

7

Geopolitical instability may disrupt the coffee supply chain

PESTEL

8

TARGET MARKET SELECTION

5

POSITIONING

Sub-RQ3: Which value-based coffee segments show the highest desirability for the “X” espresso machine positioning, and to what extent does the current logo effectively communicate its brand identity?

Moving into the Positioning stage of Beverland's framework (2018), the targeting process was conducted to evaluate the attractiveness and desirability of an ideal target audience. The purpose of targeting was to consolidate insights and refine the positioning for a specific target group. The segmentation choices were guided by Beverland's framework, which outlines three key criteria for selecting a segment:

1. **Ability to Win**
2. **Underserved Market**
3. **Segment Size and Profitability**

While the Underserved Market and Profitability criteria require additional industry reports and data on prior purchases, the primary selection criterion for this analysis focused on Ability to Win for each interviewed segment in the User's Voice, based on interview insights and off-the-record feedback. Ability to Win refers to the capability to support and convincingly implement a particular positioning strategy.

Ability to Win

Coffee Laypersons

Coffee Laypersons exhibited little to no interest in the "X" espresso machine during both recorded and off-the-record interviews. This segment responded negatively to the product and prioritized convenience over quality, making them a poor fit.

The **Ability to Win** in this segment is **low** due to their lack of interest and minimal alignment with the product's value proposition.

Responsible Aspiring Connoisseurs

While Responsible Aspiring Connoisseurs showed moderate interest, off-the-record feedback indicated that their impressions of the "X" espresso machine were less favorable than those of other groups.

Many expressed skepticism regarding the value and functionality of CO₂ technology, particularly questioning its sustainability and ecological impact.

The **Ability to Win** within this segment is **limited** due to their reservations about the CO₂ feature and a lack of alignment with their preferences and values.

In conclusion, among the four value-based coffee segments, Sophisticated Connoisseurs and Loyal Coffee Enthusiasts emerged as the most promising based on the Ability to Win criteria. This helped define the scope for potential personas by combining identified pain points and goals with research-driven insights. As a result, two personas were developed: **Steven (Loyal Coffee Enthusiast)** and **Alex (Sophisticated Connoisseur)**.

Sophisticated Connoisseurs

This segment displayed the highest level of engagement, with several participants asking follow-up questions and expressing potential interest in the product. While there was some skepticism toward the CO₂ technology, its functional value remained relevant to them, and their overall impression of the "X" espresso machine was positive.

Sophisticated Connoisseurs recognized the machine's interest and showed a **potential to back in high-quality** coffee equipment.

Loyal Coffee Enthusiasts

Loyal Coffee Enthusiasts demonstrated significant potential, with two participants expressing interest during off-the-record discussions. This group values coffee products, has established coffee setups, making them receptive to the machine.

The **Ability to Win** in this segment is strong due to their willingness to invest in high-quality coffee products and their alignment with the product's attributes.

Personas

1

Loyal Coffee Enthusiast Steven

To identify potential consumer groups, personas were developed to represent the target audience, outlining their demographics, psychography, pain points, goals, and context. These personas serve to summarize the potential of the "X" espresso machine in meeting consumer expectations.

Therefore, two personas were created: Steven, representing the Loyal Coffee Enthusiast, and Alex, representing the Sophisticated Connoisseurs.

Although the targeting process does not follow a fully systematic approach due to potential limitations in industry reports and the early stage of "X" company limit target selection.

Therefore, the choices are constrained by the lack of standardized data. Furthermore, the inclusion of Sophisticated Connoisseurs and Loyal Coffee Enthusiasts as target segments was influenced by a skewed sample of interview participants, which may have impacted the representativeness of the findings.

2

Sophisticated Connoisseurs Alex



Steven



Figure 8- AI generated Loyal Coffee Enthusiast

Demographic
Age 48 Years old
Gender: Male
Occupation: Product Owner
Educational Background: Master
Degree in Architecture

Location: Rotterdam, Netherlands

Loyal Coffee Enthusiast

- Seeks high-quality espresso at home that's quick and easy to prepare

- Loyal to specific brands and brewing rituals, valuing consistency and familiarity

Psychographics

REASONS: Steven likely values convenience without sacrificing taste, which click and go espresso machine an appealing choice. Though they may lack the consistency of freshly brewed coffee, the 'X' espresso machine uses ground coffee to produce high-quality espresso, better meeting high standards for flavor and freshness.

- Noise issues with current electrical vibration pump machines and milk steamer problems

- Uncertainty about the contents and components of the espresso machine

- Ecological Concern of the CO2 disposal and environmental

Pain Points

REASONS:The "X" espresso machine operates silently, providing users with a sense of control through its simple design. Unlike other semi-automatic espresso machines that do not use freshly ground coffee, the "X" espresso machine focuses on delivering authentic Italian espresso using ground beans. Additionally, ecological concerns regarding CO₂ cylinders are addressed through established replacement and reuse facilities.

Participant L "In my experience, other Nespresso machine specifically are very they look nice, but they often feel flimsy and plasticky. They have a lot of plastic parts. They make a lot more noise when you're making the coffee. There's a lot of loud buzzing or rattling, and you can get a sense that it's somewhat cheap piece of machinery."

Participant J "I have to move a lever over, but it feels a bit unknown. We don't do much, and it's all hidden. So somewhere inside, the cup falls down, and you have to drop in a new cup. You don't really see what's happening. With this, it's all right there—you see the water, the coffee, the heater, everything."



Steven



Figure 8- AI generated Loyal Coffee Enthusiast

Demographic
Age 48 Years old
Gender: Male
Occupation: Product Owner
Educational Background: Master
Degree in Architecture

Location: Rotterdam, Netherlands

Loyal Coffee Enthusiast

- Rituals process paired with high-quality coffee from coffeehouses
- A premium design that complements the kitchen aesthetic
- Pride in showcasing the espresso machine to guests

Goals and Motivations

REASONS: The "X" espresso machine elevates coffee-making to a mindful ceremony, akin to a tea ritual, and is made with high-quality materials that seamlessly integrate into a modern, contemporary kitchen. Its unique design and innovative features spark curiosity and a sense of exclusivity, making it a conversation starter among friends.

Participant G: "I want to have the experience of the moment. Take the moment to make myself a drink. That's peaceful specifically because I like coffee and I drink a lot of coffee."

Participant O: "If I know this is something that works and looks and, which fits my style of my house. I would definitely go for design choices."

Participant B: "I would love to present this machine as you presented it to us."

- Contemporary open kitchen in a warm, inviting space

Context

REASONS: In contrast, the "X" espresso machine, appeals to Steven's appreciation for craftsmanship and design. Beyond its functional use, "X" espresso machine embodies an emotional experience—transforming coffee-making process into a cool statement.

Participant L: "Both a modern office space or a modern home, especially a contemporary, a home with contemporary aesthetic."

2
Alex



Figure 9 – AI generated Sophisticated Connoisseurs

Demographic
Age 36 Years old
Gender: Male
Occupation: Product Owner
Educational Background: Advanced
diploma in the Academy of Coffee

Location: Amsterdam, Netherlands

Sophisticated Connoisseurs

- Prioritizes high-quality espresso and pays more for taste and brewing ritual.

- Knowledgeable about coffee-making with specific brewing preferences.

- Values control over grind size, water temperature, and pressure.

Psychographics

REASONS: The "X" espresso machine can leverage consumers' for the coffee-making process. Alex values the ritual of preparation and takes an interest in understanding the finer details of the machine, appreciating how its intricacies contribute to high-quality coffee making. Additionally, this aligns with insights from the PESTEL analysis, highlighting the demand for barista-quality coffee at home and the premium home experience.

- Accepts the trade-off of time for precise control in the brewing process.

- Concern for Environmental Impact of CO₂ Container Disposal (Pestel)

Pain Points

REASONS: The "X" espresso machine allows users to adjust pressure and temperature settings, optimizing both time and quality for each espresso shot. Additionally, concerns about CO₂ container disposal are addressed through the CO₂ container supplier, which offers replacement services and facilities for easy swapping of used container.

Participant C: "I love drinking a proper coffee, but then on a daily basis, when you want to make it every morning, it's kind of convenience of making coffee and keeping it simple"

2
Alex

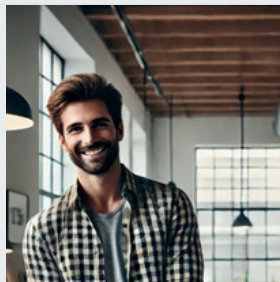


Figure 9 – AI generated Sophisticated Connoisseurs

Demographic
Age 36 Years old
Gender: Male
Occupation: Product Owner
Educational Background: Advanced
diploma in the Academy of Coffee

Location: Amsterdam, Netherlands

Sophisticated Connoisseurs

- High-quality espresso, matching coffeehouse standards.
- Seeks control over the coffee-making process.
- Prefers premium machines that suit a modern, stylish home.
- Enjoys the ritual and freshness of brewing coffee.

Goals and Motivations

Participant B: "It gives me the illusion that I really have control over how the coffee will taste, but it's actually more like a filter coffee, which I enjoy a lot. I love the feeling of actively engaging in the process—it gives me a sense of personal connection and control."

Participant D "I'm saying this right, it's not just a press a button and I'll walk away. It's a more involved process, so it also feels more personal"

- Contemporary kitchen with an open, sophisticated design. Features a dedicated space or counter specifically for coffee-making preparation

Context

REASONS: The "X" espresso machine is designed to offer a deeper, rituals experience. The coffee-making process becomes a ceremonial moment of quality and refinement, transforming it from a simple task into a ritual. This aligns with the insights from the PESTEL Analysis on the growing trend of Premium Home Brewing.

REASONS: The "X" espresso machine is ideally suited for an open kitchen setting, where it can be displayed alongside other coffee machines, appealing to Alex who enjoy diversifying their coffee setup. "X" serves well as a secondary machine, designed for personal use and for those who appreciate the coffee-making process in a unique way.

Key Takeaway

Sub-RQ3: Which value-based coffee segments show the highest desirability for the “X” espresso machine positionings, and to what extent does the current logo effectively communicate its brand identity?

<p>Sophisticated Connoisseurs and Loyal Coffee Enthusiasts, chosen for their alignment with the product's value proposition.</p> <p>Ability to win</p>	<p>1</p>
<p>Both target audience, Steven and Alex, value high-quality espresso, sleek design, and pride in ownership. Sophisticated Connoisseurs prefer a hands-on brewing process that offers control and emotional engagement, while Loyal Coffee Enthusiasts prioritize high quality espresso without sacrificing time or aesthetics.</p> <p>Persona</p>	<p>2</p>
<p>The segmentation process relied on qualitative insights and limited data, leading to an overrepresentation of Sophisticated Connoisseurs and Loyal Coffee Enthusiasts. This may restrict generalizability to other segments. Further research and standardized data are needed to refine and validate these findings.</p> <p>Limitations</p>	<p>3</p>

POSITIONING PATH

QUANTITATIVE STUDY

5

POSITIONING

Sub-RQ3: Which value-based coffee segments show the highest desirability for the “X” espresso machine positionings, and to what extent does the current logo effectively communicate its brand identity?

Brand positioning establishes a clear identity, which is essential for building brand equity (Merrilees, 2007). To guide this process, Beverland's (2018) framework highlights six essential positioning questions that shape the brand's core positioning and strategic direction.

This phase aims to divide the insights gathered into a structured and simplified format, thus transitioning into actionable strategies. Accordingly, two distinct positioning statements have been developed, directly addressing the six positioning questions.

Why are we here?	IDEOLOGY	To express an innovative sense of style.
What is our personality?	IDEOLOGY	Confident, Poetic and Inspirational
What makes us different?	IDEOLOGY USER PERCEPTION MODEL COMPETITORS RESEARCH	Product Attributes: Crafted from premium materials Low-noise operation Uses ground coffee for espresso Functional Benefit Aesthetic Quality 1. Material and Transparency Appeal 2. Industrial and Modern Design Ritualistic Process 3. It's not just pressing 4. Allows control over the process Soundscape Reaction 5. Quiet and comfortable operation Emotional Benefit Feeling Cool Proud to Showcase it
Who are we here for?	TARGETTING	Personas: Alex (Sophisticated Connoisseurs) and Steven (Loyal Coffee Enthusiast)
What do we value the most?	IDEOLOGY	Technical Elegance Intentional Preparation. Innovative Simplicity
What do we do and how do we do it?	CAPABIITY	Espresso Machine Expertise Technical Knowledge Patents Crowdfunding Experience

To construct these statements, key concepts from Beverland's (2018) framework—**Ideology, Capabilities, Environment, and User Needs**—were **applied**. This integration provided a comprehensive foundation for crafting the two distinct positioning options that best fits target needs of Steven and Alex.

A

For the Sophisticated Connoisseurs, the "X" Espresso Machine (**Target**) uses ground coffee to create authentic espresso shots (**Functional**).

Iterated from a previous crowdfunding campaign (**Capabilities**), "X" elevates espresso-making into a mindful practice (**Environment**).

Designed as more than a simple click-and-go coffee (**User Needs**), it transforms the act of making coffee into a moment of pride (**Emotional Benefit**)

and redefines coffee preparation to express an innovative sense of style. (**Self-expression**)

Positioning

A quantitative study was conducted to evaluate consumer preferences between two positioning statements and to assess the alignment and perception of the logo with the "X" espresso machine. The purpose of evaluating the logo was to understand its aesthetic appeal supported to non-product-related attributes of brand attributes (Keller, 1993), with the goal of exploring the potential for a new design.

This study employed a within-subjects experimental design, presenting participants with Positioning A and Positioning B in a randomized order to minimize order effects. The positioning text was standardized in tone and length to prevent potential formatting bias. Each positioning statement was displayed as a text stimulus alongside a single, standardized photo, which remained consistent across both scenarios. This methodology allowed for a direct comparison of consumer perceptions within the same participant pool, thereby minimizing variability.

B

For the coffee loyal enthusiast (**Target**), the "X" Espresso Machine is made with premium, sturdy materials (**Functional**)

and powered by our patented technology (**Capabilities**), ensuring exceptional quality while providing a quiet soothing experience with a hissing sound (**Environment**).

Designed with a high-end showpiece aesthetic, it transforms any home into a cool statement (**Emotional Benefit**),

sharing an innovative sense of style. (**Self-expression**)

Hypothesis

Independent Variable: Positioning statements A/B, and Logo

Dependent Variable: Consumer preference, Logo alignment and Logo readability

On 7 point Likert scale

1

The current logo will show a readability lower than 4

4

2

Sophisticated Connoisseurs will show a greater preference for Positioning A compared to Loyal Coffee Enthusiasts.

3

The current logo will show an alignment lower than 4 with the “X” espresso machine.

Participant and Data Collection

A total of 31 participants were recruited to complete the survey over a one-week period, with an average response time of approximately six minutes per participant. Participants were divided into two groups based on coffee segments identified in the literature, with 12 categorized as Sophisticated Connoisseurs and 11 as Loyal Coffee Enthusiasts.

The questionnaire remained open for one week and was distributed through various social channels. It included demographic questions and coffee interest indicators to support further segmentation for positioning analysis. Participants were first shown a video explaining the product concept, accompanied by a brief description of its features. The study followed a convenience sampling method to ensure accessibility and relevance to the target audience.

Measure & Survey Design

The survey was structured to collect demographic information before proceeding with the main brand evaluation measures. Participants assessed positioning preferences, brand alignment, and logo perception using a seven-point Likert scale.

The logo section measured alignment with the "X" espresso machine, readability, and included open-ended responses to capture additional feedback on the logo's visual identity. Stimuli and experimental conditions were controlled to ensure consistency across participants, with all statements and images standardized in tone and presentation.

Data Analysis

Statistical analyses were conducted using SPSS to test the formulated hypotheses. A series of one-sample t-tests were performed to determine whether mean scores significantly differed from the neutral threshold. Additionally, paired-samples t-tests were conducted to compare participant evaluations across different positioning statements.

The data were analyzed by segment, with a particular focus on responses from Sophisticated Connoisseurs and Loyal Coffee Enthusiasts. This segmentation allowed for a more detailed examination of consumer preferences and perceptions regarding the brand's positioning and logo alignment.

Analysis

Hypothesis 1

A paired-samples t-test was conducted to compare consumer preferences between Positioning A and Positioning B for both Loyal Coffee Enthusiasts and Sophisticated Connoisseurs.

For Loyal Coffee Enthusiasts, the mean score for Positioning A ($M = 5.29$, $SD = 1.35$, $N = 11$) was slightly higher than Positioning B ($M = 5.05$, $SD = 1.10$, $N = 11$). However, this difference ($M = 0.24$, $SD = 1.61$) was not statistically significant, $t(6) = 0.392$, $p = .71$, 95% CI $[-1.25, 1.72]$. The effect size was small (Cohen's $d = 0.15$), indicating a minimal difference.

For Sophisticated Connoisseurs, the mean score for Positioning A ($M = 5.50$, $SD = 0.90$, $N = 12$) was also slightly higher than Positioning B ($M = 4.89$, $SD = 1.42$, $N = 12$). However, the difference ($M = 0.61$, $SD = 1.75$) was not statistically significant, $t(11) = 1.21$, $p = .251$, 95% CI $[-0.50, 1.72]$. The effect size was also small (Cohen's $d = 0.35$), suggesting that while the mean preference was higher for Positioning A, the effect was weak.

These findings suggest that while there is a slight preference for Positioning A over Positioning B in both consumer groups, the difference is neither statistically nor practically significant.

Therefore, Hypothesis 1 is rejected.

Analysis Hypothesis 2

An independent-samples t-test was conducted to compare the preference for Positioning A between Sophisticated Connoisseurs and Loyal Coffee Enthusiasts. The results of the independent-samples t-test indicated no statistically significant difference between the two groups, $t(21) = -0.42$, $p = .68$, 95% CI [-1.30, 0.87]. Descriptive statistics for each segment are as follows:

Sophisticated Connoisseurs rated Positioning A (M = 5.50, SD = 0.90, N = 12).
Loyal Coffee Enthusiasts rated Positioning A (M = 5.29, SD = 1.35, N = 11).

These results indicate that both consumer segments exhibited comparable preferences for Positioning A, with no statistically significant difference between the groups. The effect size (Cohen's $d = -0.20$) was small, suggesting that any observed difference is minimal and unlikely to be practically meaningful.
Therefore, Hypothesis 2 is rejected.

Mean Vaue	Sophisticated Connoisseurs	Loyal Coffee Enthusiast
Positioning A	5.50	5.29
Positioning B	4.89	5.05

Table 4 - Positioning Results for segments

Analysis

Hypothesis 3

Hypothesis 4



A one-sample t-test was conducted to assess whether consumers perceived the current logo as effectively aligning with the "X" espresso machine.

The results indicated that the mean rating for logo-product alignment was $M = 4.34$, $SD = 1.64$, $N = 31$, which was not significantly different from the neutral threshold of 4, $t(30) = 1.23$, $p = .23$, 95% CI $[-0.22, 0.91]$.

The effect size was small (Cohen's $d = 0.21$), suggesting that while the logo was perceived as slightly aligned with the product, the difference from neutrality was not statistically or practically significant.

These findings indicate that consumers do not strongly associate the current logo with the "X" espresso machine.

Therefore, Hypothesis 3 is rejected.

A one-sample t-test was conducted to determine whether participants found the logo easy to understand. The results revealed a mean rating of $M = 4.74$, $SD = 1.58$, $N = 31$, which was significantly higher than the neutral value of 4, $t(30) = 2.79$, $p = .01$, 95% CI $[0.20, 1.29]$.

The effect size was moderate (Cohen's $d = 0.47$), suggesting that the logo was perceived as relatively easy to understand. These results indicate that consumers found the logo readability to be above the neutral threshold, implying moderate clarity in design.

The logo readability to be above the neutral threshold, implying moderate clarity in design.

Qualitative Feedback: (see Appendix D)

Participants provided open-ended feedback on the logo's effectiveness, which was categorized into four clusters: confusion, suggestions for improvement, neutral responses, and positive feedback. Independent categorization of comments yielded the following distribution:

- 14 participants expressed confusion regarding the logo.
- 2 participants suggested specific improvements.
- 12 participants provided neutral responses.
- 2 participants gave positive feedback.

These qualitative insights highlight areas for potential refinement in the logo's design, particularly addressing sources of confusion while maintaining clarity and alignment with brand identity.

Therefore, Hypothesis 4 is rejected.

Figure 10 - Current Logo with "X" Espresso Machine

Discussion & Conclusion

This study examined consumer preferences for Positioning A vs. Positioning B, differences in preferences between Sophisticated Connoisseurs and Loyal Coffee Enthusiasts, and consumer perceptions of logo alignment and readability.

The results indicate that while there were some differences in mean preferences, none of the findings were statistically significant, except for logo readability.

Hypothesis 1

The results suggest that both Loyal Coffee Enthusiasts and Sophisticated Connoisseurs showed a slight preference for Positioning A over Positioning B, but the differences were small and statistically non-significant ($p = .71$, $p = .25$). Despite slight variations in mean ratings, the lack of statistical significance suggests that consumers do not strongly favor one positioning over the other. This implies that both positioning strategies may be perceived as equally effective. However, for further targeting, the highest mean value will be prioritized, therefore Positioning A will be selected.

Hypothesis 2

When comparing the preference for Positioning A across the two consumer segments, results indicated no significant difference ($p = .68$) between Sophisticated Connoisseurs and Loyal Coffee Enthusiasts. Both groups rated Positioning A similarly, and the small effect size (Cohen's $d = -0.20$) suggests that any observed differences are minor and unlikely to be practically meaningful. This finding implies that segmentation based on these two consumer profiles may not be a key differentiator in positioning effectiveness. However, for further targeting, the highest mean value will be prioritized, therefore Sophisticated Connoisseurs will be the focus.

Hypothesis 3

The study also assessed whether the current logo effectively aligns with the "X" espresso machine. The results showed that while the mean rating was slightly above neutral ($M = 4.34$), the difference was not statistically significant. This suggests that consumers do not strongly associate the logo with the product, and further refinements in visual branding could improve this connection. The small effect size (Cohen's $d = 0.21$) reinforces that the logo's perceived alignment is weak and may require design modifications to strengthen brand-product association. Therefore, further analysis of a potential redesign could be conducted to improve alignment with the "X" espresso machine.

Hypothesis 4

Unlike the previous findings, logo readability was significantly above the neutral threshold, indicating that consumers found the logo relatively easy to understand ($M = 4.74$, $p = .009$, $d = 0.47$). This suggests that while the logo may not strongly align with the espresso machine, its overall clarity and legibility are satisfactory.

In addition to quantitative analysis, qualitative feedback revealed that 14 participants expressed confusion about the logo, while only 2 provided positive feedback. This suggests that while the logo is readable, its overall message and visual representation may still cause uncertainty among consumers. Suggestions for improvement focused on clarity and brand alignment, indicating that slight refinements in design could enhance consumer perception and eliminate ambiguity. Therefore, a redesign of the logo will be performed to better align with the machine and improve brand perception.

Overall, the findings suggest that Positioning A and Positioning B are perceived similarly, with no strong preference from either consumer segment. Likewise, differences between Sophisticated Connoisseurs and Loyal Coffee Enthusiasts were minimal, indicating that consumer segmentation based on these profiles may not be an effective strategy for positioning differentiation. However, for further targeting, the selection will be based on the highest mean value. Therefore, Positioning A will be selected, with a focus on Sophisticated Connoisseurs.

From a branding perspective, while the logo is perceived as readable, it lacks a strong connection to the product. Addressing the areas of confusion highlighted in qualitative feedback could enhance its effectiveness. Therefore, a redesign will be conducted to improve brand alignment with the product and address existing concerns.

Limitation

Sample Size: The relatively small sample size limits the generalizability of the findings.

Convenience Sampling: This method may not fully represent the target audience and may have skewed the results toward specific demographics, such as designers, leading to a more expert-driven evaluation of the logo (e.g., by age, education, or profession).

Questionnaire Limitations: The evaluation questionnaire may not have provided sufficient context for participants to make definitive judgments. Open-ended responses introduced room for interpretation, complicating the decision-making process.

Representativeness: While Sophisticated Connoisseurs were the primary group represented in the User's Voice for this product, as reflected in the qualitative approach, caution should be exercised when generalizing these findings to underrepresented segments. Generally, preferences leaned toward Positioning A, as indicated by the mean score; however, further investigation across a more representative sample is needed to validate these insights.

Key Takeaway

Sub-RQ3:

Which value-based coffee segments show the highest desirability for the “X” espresso machine positionings, and to what extent does the current logo effectively communicate its brand identity?

Positioning A was slightly preferred over Positioning B from both Sophisticated Connoisseurs and Coffee Loyal Enthusiast.

Quantitative

1

Sophisticated Connoisseurs will be the primarily focus for the Brand Positioning.

Quantitative

2

While the logo's readability is acceptable, refinement is recommended to better align it with the product's identity and premium aesthetic. The sample was overrepresented by Sophisticated Connoisseurs,

Quantitative

3

BRAND POSITIONING

6

INTERNAL ROLLOUT

Sub-RQ4: How can Brand Positioning be translated into Guidelines?

The internal rollout ensures that brand positioning is clearly understood within “X” company. Therefore, this chapter outlines the findings and key strategies in connection to the personas, summarized in the Brand Positioning and translated into Design Rules, which provide practical guidance for future campaigns, including crowdfunding.

Positioning:

“For the Sophisticated Connoisseurs, the “X” Espresso Machine uses ground coffee to create authentic espresso shots.

Iterated from a previous crowdfunding campaign, “X” elevates espresso-making into a mindful practice.

Designed as more than a simple click-and-go coffee, it transforms the act of making coffee into a moment of pride and redefines coffee preparation to express an innovative sense of style.”

Nine Design Rules

The nine design rules reflect the current positioning statement, simplifying the positioning elements to make them easier to organize for further concept development and production.

These rules are divided into **key narrative touchpoints**, focusing on What to show through visuals and shots, what to convey through feelings and messages, and how to express them through the tone of voice.

X is quality materials and a transparent design

1.

(User Perception Model)

X is comfortable operation with hissing cues

2.

(User Perception Model)

X makes authentic Italian espresso

3.

(Ideology)

X is more than quick-and-go

4.

(Emotional Benefit)

X evokes a feeling of pride

5.

(Emotional Benefit)

X expresses an innovative sense of style

6.

Ideology

X speaks confidently

7.

Ideology

X speaks inspirationally

8.

Ideology

X speaks poetically

8.

Ideology

What to Show

What to convey

How to express

Key Takeaway

9 Design Rules are categorized into narrative touchpoints across three key areas: What to show, what to convey and how to express it. These rules aim to facilitate strategy into actionable guidelines.

Brand Positioning

1

Sub-RQ4:
How the Brand Positioning can be translated into Guidelines?



"X" espresso machine

VIDEO CAMPAIGN

7

EXTERNAL ROLLOUT

Sub-RQ5: How can the 9 design rules be translated into a video campaign, and how can the logo effectively communicate the machine's modern industrial design, CO₂ technology?

During the External Rollout, strategies are translated into content. As part of this graduation project and crowdfunding strategy, a video campaign was designed to enhance desirability and encourage backing for future campaigns. The video campaign integrates the nine design rules to ensure consistency and alignment with the brand's positioning. Additionally, the video will be evaluated for its coherence with the product's messaging across all elements.

The production follows an iterative six-step process (Fig. 11):

Concept – Mood Board – Storyboard – Shooting & Post-Production – Final Outcome

The 80-second video campaign focuses on two key parts:

Pain (20 seconds): A relatable depiction of a noisy, 'click-and-go' lifestyle associated with traditional coffee machines that use electrical vibration pumps.

Gain (1 minute): A transformative journey into a serene, ritualistic espresso experience, highlighting the innovative, noise-free 'X' espresso machine as a lifestyle upgrade.

This approach aims to engage viewers emotionally, emphasizing the machine's unique value proposition while reinforcing its alignment with key brand positioning touchpoints.

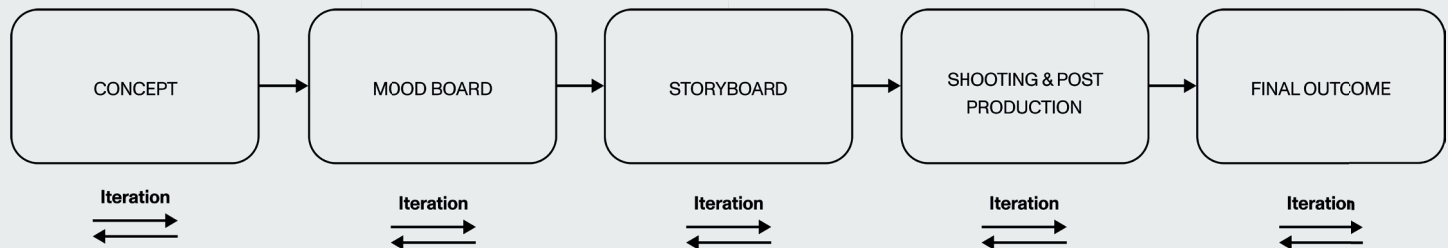
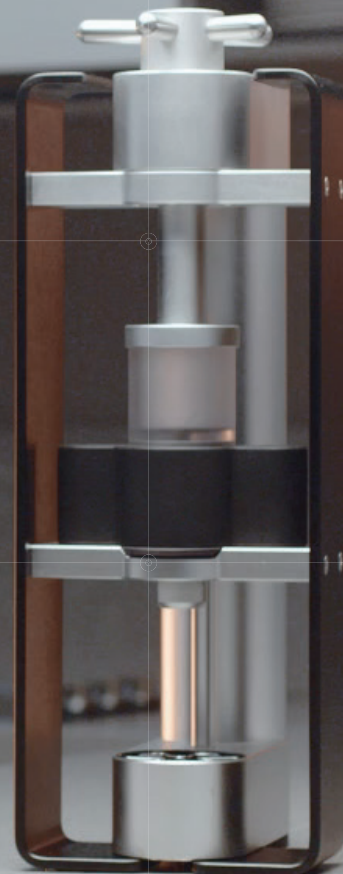


Figure 11 - Video Campaign Pipeline

coffè

The Espresso Ceremony

Video minute 1:20



Concept: The Espresso Ceremony

The research consistently highlighted that participants, particularly Sophisticated Connoisseurs, associated the “X” espresso machine with a meaningful and ceremonial experience. This connection underscores its potential as a brand message. By emphasizing this ritualistic quality, the brand could foster a deeper emotional connection with its audience.

The concept stems from the subtheme **“Sophisticated Ceremony”**. Participants associated it with elements of ceremonial events, with one participant drawing a parallel to the Japanese tea ceremony.

This inspired the idea of an Italian Espresso Ceremony—a refined reinterpretation of tradition that elevates espresso-making to an art form. However, to maintain simplicity and minimalism, the term “Italian” was omitted, resulting in the clean and concise concept: “The Espresso Ceremony”.

Communication Objectives

Espresso:

Highlighting the machine's functionality.

Ceremony:

Capturing the meaningful, ritualistic experience of espresso-making, close to tea-making traditions that emphasize attention, care, and detail.

Concept into Creative directions

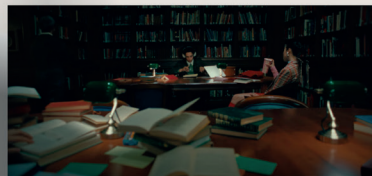
- Elements of Touch and Details
- Sounds Elements and Silence
- Quality of Material and Construction
- Preparation into Rituals
- Opposite of a Click-and-Go Lifestyle
 - Experience
 - Convenience
 - Noisy Espresso Process
 - One-chugged espresso
 - Something is missing

MOOD BOARD

A mood board (fig12) was created as a reference to guide the development of visual content, starting from the tone of voice

90

INSPIRATIONAL



Video Commercial Spec - Youtube

Video Commercial Rolex sky Dweller - Youtube



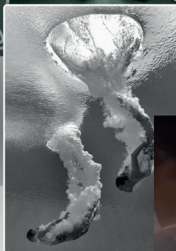
Exceed RX by Link



CONFIDENT

Oceanic Harmony by LimitlessTogether

POETIC



Greek Pillars on pinterest

Video Commercial "L'or" - Youtube

Figure 12 - Mood Board

Takeaways Mood board

Color Palette

91



Pillar - White Solemn:

The inspiration for the video's color scheme draws from the cold, solemn elegance of Greek pillars. These references highlight a sense of timeless sophistication and purity.



Movie Nobody - Blue November:

Imagery from this film serves as a visual reference to communicate the repetition of daily winter routines, evoking an ordinary yet introspective atmosphere.



L'Or Commercial - Sensational Coffee:

Warm, brewed coffee tones are inspired by the essence of coffee itself, aiming to create a sensory experience that makes viewers crave a cup of espresso.



Video minute 0:05



Video minute 0:33

Story

Shots



Rolex - Premium Craftsmanship:

Detailed shots of high-quality materials, as seen in Rolex commercials, portray the "X" espresso machine as a luxurious, jewelry-like product. The focus is on premium construction and exceptional quality.

Movie Nobody - Daily Life:

The narrative draws from the repetitive nature of daily tasks, reflecting how mundane routines can go unnoticed. This concept is mirrored in the video's storyline, emphasizing small, overlooked moments.

Hands - Interaction and Care:

Shots of users interacting with the "X" espresso machine emphasize the tactile experience, showcasing the care and ceremony involved in making espresso.

Close-Ups - Luxury and Quality:

Close-up shots inspired by details of engineering perfection and surfaces quality.



Video minute 0:45

Sound Design



Sony Commercial - Everyday Sounds:
Inspired by Sony's ad, the sound design captures the overwhelming noises of a typical day. This concept conveys the idea of the "X" espresso machine as a grounding element among daily chaos.



Oceanic Harmony - Silence and Water:
Sounds of water being poured into the "X" espresso machine are paired with an underwater-like silence, evoking a serene and meditative experience. This contrast highlights the calming essence of the espresso-making ceremony.

The visual references served as inspiration for creating the video, encompassing the full spectrum of elements: **story, shots, sounds, and color grading**. The process allowed creativity to be **guided by industry experts**, blending their insights to achieve a cohesive storyboard.



Video minute 1:13

Storyboard Development

An iterative refinement process was conducted over one week, focusing on realistic scenes, camera angles, and visual storytelling. Preliminary sound design was synchronized with sketches to align with the video's prospective emotional tone. To develop a well-structured and persuasive framework, the approach was grounded in Aristotle's rhetorical principles of Ethos, Pathos, and Logos (Amos et al., 2021).

These principles guided the formulation and delivery of the argument, ensuring credibility, emotional resonance, and logical coherence:

Ethos: Credibility

Character and Model:

The model aim to reflects the persona's Alex (Sophisticated connoisseur), and aligned with Italian heritage. Tactile interactions with coffee-making process showcase

Pathos: Emotional Connection.

The Espresso Ceremony

Elements of Touch and Details:
Highlighting the machine's materials and tactile interactions.

Sounds Elements and Silence:
The soundtrack complements the visuals, building an emotional narrative while emphasizing the importance of silence during the brewing process.

Quality of Material and Construction:
Showcasing textures, design, and brewing to evoke desire

Preparation into Rituals:
Small, meaningful gestures in the espresso-making

Logos: Reasoning

Click and Go Lifestyle

Convenience: Maintains one-click functionality while contrasting it with the ritualistic espresso-making process.

Noisy Espresso Process: Highlights the difference between electrical vibration pump sounds from traditional machines (e.g., Nespresso) and the quiet, CO₂-brewed espresso experience.

One-Chugged Espresso: Shifts coffee perception from a quick, fuel-driven drink to a savored experience.

Something is Missing: Bridges the gap between the click-and-go lifestyle and the espresso ceremony



Figure 13 - Shooting day

Shooting Day & Postproduction

The video was intentionally designed without words or voiceover to prevent overwhelming viewers with excessive stimuli. According to Mousavi et al. (1995), cognitive load is a critical factor when presenting information. Therefore, this approach ensures that viewers remain focused on the core visuals, while a written explanation in the crowdfunding campaign provides additional context.

The CO₂ element was deliberately excluded, as the User Perception Model did not identify it as a key Point of Difference. Feedback from some participants suggested it was either impractical or valued mainly for its sound rather than functionality. Given this, it was omitted from the video.

The storyboard helped streamline the shooting process and ensure that all planned shots were executed effectively to achieve the desired results. A limited budget was carefully managed, and the project was executed with a lean team. The author served as the Creative Director, overseeing the process, while models and a photographer collaborated in Milan at a rented Airbnb for a one-day shoot in early January. Light equipment was rented to achieve a polished, professional look despite time and budget constraints.

Logistics: Detailed planning ensured efficiency, overcoming tight timeframes and limited natural light. All necessary materials, including the “X” espresso machine and additional props, were meticulously prepared to complete the shoot within a single day.

Location: Drawing from research insights in the subtheme Modern Space, a loft with a minimalist vibe was selected instead of a traditional kitchen. This modern space aligned with the desired aesthetic while maintaining familiarity with a contemporary kitchen setting (Fig. 13). After collecting the footage, it was compiled according to the storyboard. The raw footage was then edited over several days, with minor adjustments made to refine visual balance (Fig. 14).

Sound Design: Sound elements were balanced through volume adjustments and added effects to amplify resonance. The soundtrack was selected in collaboration with a partner to align with the intended tone.

Color Grading: Consistency with the mood board was maintained to reinforce the desired tone and voice throughout the visuals.

Final Review: Multiple revisions were conducted to correct export errors and refine the final video.



Figure 14 - Timeline Adobe premiere

Final Outcome

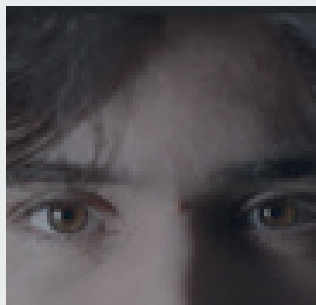
Fig. 15 summarizes the touchpoints and narrative elements within the Alex's Journey framework, accompanied by a detailed written table for each chapter



Fig 15- Alex's Journey

Chapter 1

Alex Intro



SCENE DESCRIPTION

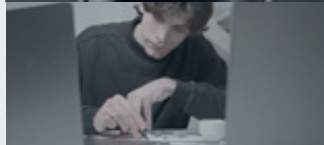
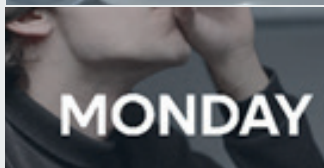
The theme focuses on the beginning of a new journey, highlighting a lifestyle where convenience and speed dominate daily routines.

REASONS

The commercial features Alex who transforms his situation by navigating unnoticed daily moments.

Chapter 2

What's the tragic situation?



Quick and Go: Lifestyle Experience

Convenience espresso preparation allows users to quickly return to work, reinforcing the idea of efficiency and routine.

Noisy Espresso Process: adds sensory emphasis, showcasing the machine's functionality.

One-chugged Espresso: is treated as only fuel rather than a moment of indulgence—often chugged rather than savored, emphasizing the loss of ritual.

Logos of the Video:

The narrative highlights a relatable “problem” that triggers awareness, leading to a change in status and the beginning of a transformative journey.

Quick and Go: Lifestyle Experience

The emphasis was placed on differentiating from the “quick and go” coffee-making process and later the new “The Espresso Ceremony”.

Noisy Espresso Process:

This was identified as a point of differentiation, highlighting the relatable problem of noise generated by electrical vibration pump from the coffee machines (pg. 33).

One-Chugged Espresso: was taken from personal inspiration.

Design rule 2 (Comfortable operation and hissing sound)

Design rule 4 (More than just quick-and-go)

Chapter 3

How does Alex feel about it?



SCENE DESCRIPTION

Something is missing.
Alex begins to feel overwhelmed by the noise and the constant rush of the “Quick and Go” lifestyle. This moment is metaphorically depicted as liquid spilling from the cup, symbolizing the need for change.

REASONS

Reason for the Transition:
The transition signifies the beginning of a new challenge to overcome, representing progress and a shift in perspective. As justified in the User Perception Model the “loss of process” subtheme emphasizing the value of reclaiming the coffee-making process by an electrical vibration pump coffee machine.

Chapter 4

Who's the guardian?



Eyes Opening: The “X” espresso machine is depicted as a guardian, symbolizing quality and embodying sleek, modern design. Elements of Touch and Detail: Close-up shots highlight the machine's tactile details, emphasizing that it is more than just a functional object—it represents identity and artistry.

Soundtrack:
The solemn and elegant music evokes a sense of reverence and timelessness while subtly referencing the synthetic tones, reinforcing the machine's sophisticated and innovative essence.

Eyes Opening: The transition of the eyes was designed to evoke curiosity and wonder, sparking a connection with the design. (Sparks Curiosity subtheme.)

Elements of Touch and Detail:
Touch was emphasized to highlight the premium quality of the materials, best appreciated through tactile interaction.

Soundtrack: Sounds were carefully selected to create a poetic and confident atmosphere. These choices aimed to align with the tone of voice.

- Design rule 1 (quality material)
- Design rule 7 (speaks confidently)
- Design rule 8 (speak inspirationally)
- Design rule 9 (speak poetically)

Chapter 5

The sword to defeat the enemy



SCENE DESCRIPTION

The process into Rituals

The "sword" represents the tactile and deliberate gestures that transform the process into a meaningful ritual.

Visuals and Shots:

Close-ups showcase the intricate details of the machine's rotation and design elements

Alex interaction with the "X" espresso machine is highlighted, emphasizing care and intention.

REASONS

The process into Rituals

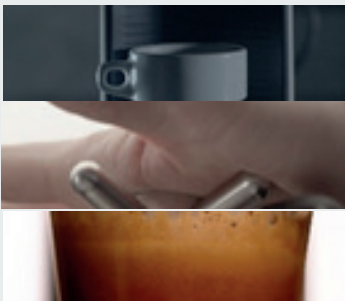
The goal is to turn the steps of espresso preparation into an opportunity to elevate a mundane process into a meaningful ceremony, celebrating the artistry and ritual of espresso-making.

Design Rule 3 (Authentic espresso preparation)

Design rule 4 (More than just quick-and-go)

Chapter 6

The great fight



Sounds Elements and Silence

The espresso ceremony leading up to the climax is subtly recalled within three seconds through quick shots of the previously used electrically pumped coffee machine, emphasizing the sound elements.

The climax of the video is the brewing process: the moment when the "X" espresso machine extracts the espresso.

Visuals:

The espresso and the final drop are captured slow motion

The brewing process is silent, creating a calming and ritualistic moment.

Sound Design: The silence of the last drop is accentuated, creating a meditative effect that slows down the experience and contrasts with the earlier chaos.

Sound Elements and Silence

The electrically pumped espresso machine serves as a reinforcing element that, although it may momentarily interrupt the espresso ceremony, was intentionally designed to enhance the concept of silence.

Many advertisements typically overlay the brewing process with external soundtracks, but in this case, allowing the natural sounds of brewing to be present creates a stronger contrast with moments of silence.

Furthermore, the shots emphasize the tactile experience of espresso-making, culminating in the quiet yet significant moment of the final drop. The interplay between sound and silence in this final moment is presented as a ritualistic element, evoking a sense of calm and mindfulness.

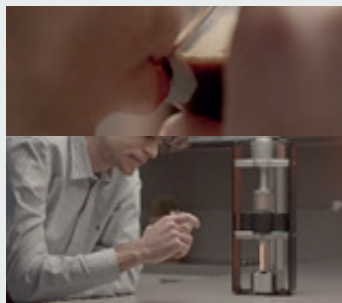
Design rule 1 (Quality material)

Design rule 2 (Comfortable operational and hissing sound)

Design Rule 3 (Authentic espresso preparation)

Chapter 7

A new journey begins



SCENE DESCRIPTION

Espresso Ceremony

Alex is shown savoring the espresso rather than rushing, signifying appreciation for the ritual.

Visuals:

The “X” espresso machine is placed in a sleek, minimalist kitchen to reflect innovation and style.

Alex relaxed and confident conveys pride and sophistication, embodying a lifestyle that values quality and mindfulness over speed.

REASONS

Espresso Ceremony

As in many commercials, the final shots evoke a sense of closure while symbolically setting the stage for a new journey.

From Alex’s perspective, the espresso-making process becomes a transformative experience, aiming to install a sense of pride and culminating in a relaxed and confident way.

Design rule 5 (Feeling of pride)

Design rule 6 (Innovative sense of style).

In conclusion, the video production process was an enriching experience. However, translating touchpoints into visuals requires further validation through an evaluation of their alignment with the brand's positioning. Additionally, given the project's context within crowdfunding, further research will explore backing intentions for the “X” espresso machine.

Key Takeaways

Sub-RQ5:

How can the 9 design rules be translated into a video campaign, and how can the logo effectively communicate the machine's modern industrial design, CO₂ technology?

The Espresso Ceremony emphasizes a meaningful, ritualistic coffee-making process, drawing inspiration from traditional Japanese tea ceremonies. Key elements include touch, sound, quality materials, and rituals, contrasting the noisy, rushed coffee-making process with a calm and intentional espresso-making experience.

Concept

1

Alex's Journey structure emphasizes transformation: from the chaos of daily life to the mindful ritual of brewing and savoring espresso. Each chapter of the video ties back to the 9 Design Rules, reinforcing the brand's identity and messaging.

Final Outcome

2

A close-up photograph of a person's hands operating a manual espresso machine. The machine is dark-colored with metallic accents. The person's left hand is on the side handle, and their right hand is on the top handle. The word "coffee" is written in a large, white, serif font across the center of the image, partially obscuring the machine and the person's hands. The background is dark and out of focus.

coffee

LOGO RE-DESIGN



Figure 16 - Current Logo

Sub-RQ5: How can the 9 design rules be translated into a video campaign, **and how can the logo effectively communicate the machine's modern industrial design, CO₂ technology?**

Throughout the research in the positioning Path-Quantitative Study Chapter concerns emerged regarding the current logo's alignment with the "X" espresso machine. Feedback from questionnaires revealed gaps in how effectively the logo aligns with the "X" espresso machine. It is important to note that these findings should be interpreted as recommendations rather than definitive conclusions, as the scope of the logo evaluation was limited due to the Open comments. For the current logo (Fig. 16), participants observed that it did not adequately reflect the CO₂ technology or alignment with the machine.

Key feedback includes:

“Contemporary machine, but the logo doesn’t match.”

“The machine feels high-quality and complete for coffee lovers, but the logo doesn’t reflect that—it seems disconnected.”

***“mathematical”
“juvenile”
“overwhelming”***

“The typography is too playful and curvy. A more elegant, sleek sans serif would work better, with lighter font weight or a refined icon inspired by the machine’s unique shape.”

Based on Beverland's (2018) criteria, the logo should be evaluated against several key factors, including clarity, memorability, ease of description, readability, uniqueness, and alignment with the brand assets. Furthermore, it must also align with the Brand Positioning.

The communicative objectives established by the author are as follows:

-Establish clear pronunciation of the word “caffè,” a blend of “caffè” and “coffee.”

-Subtly reference the CO₂ technology while maintaining flexibility for broader applications in the future.

Design Question

How can the logo effectively reflect the machine's modern and industrial design, highlight its CO2 technology, meet Beverland's criteria for good logo, and align with "X" Espresso Machine?"

110

1. Typographic Selection

(Fig. 17)

The first step focused on selecting **appropriate typographic elements** that best align with the brand's tone of voice (Ideology). Various typography options were explored to ensure a strong connection to the desired visual identity.



NEULIS NEU OUTFIT
BEVIT SILKA

Figure 17 - Typography Options

2. Logo Trials & Adjustments

(Fig 18):
After selecting the initial typography, several logo trials were created. Each iteration included small adjustments and **refinements to test and improve the design.**

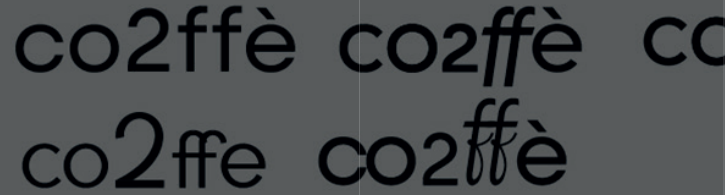


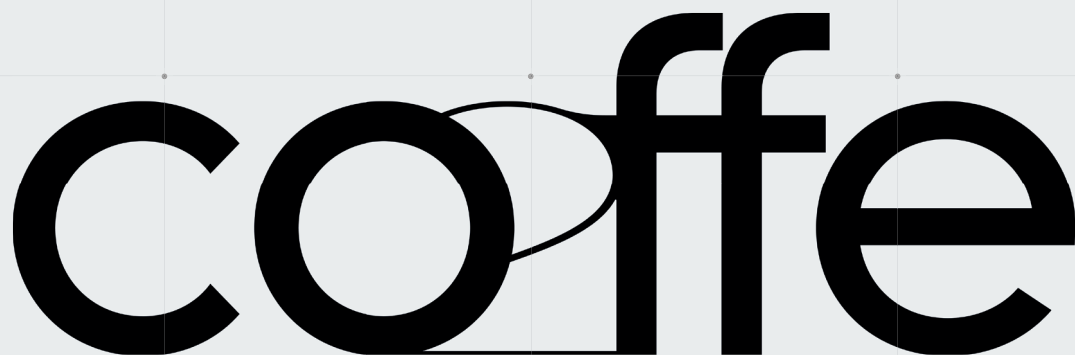
Figure 18- Exploration Logo options

3. Final Polishing

(Fig 19):
The final step involved **fine-tuning the logo's details** to achieve a polished and balanced appearance. This included refining the kerning and graphical relationships between letters to ensure visual harmony and professionalism.



Figure 19 - Polishing Logo Details



A large, bold, black serif font spelling out the word "coffe". The two 'f's are joined together in a stylized manner, with a thin, curved line connecting the top of the first 'f' to the top of the second 'f', creating a continuous, flowing shape. The background is a light gray grid with small dots at the intersections.

*Logo Concept
Pronounced as "coffè" and read as "co2ffè." (Fig. 20)*



Figure 21a-Business Card;

A hand holds a manual espresso machine against a dark background. The word "coffee" is written in large, white, lowercase letters across the center of the image. The machine is a manual lever-style espresso maker with a black frame and silver-colored metal components. The hand is visible on the left, gripping the handle.

coffee

Figure 21b-Poster Ads

coffè

The “2” is subtly integrated between the letters “c” and “f,” inspired by the **flowing curves of Art Nouveau**, serving as a visual gateway that balances the overall aesthetic. It aims to emphasize the CO₂ technology without compromising readability significantly. The logo reads as “coffè,” while the “2” **subtly recalls innovative technology**.

Balance and Integration

Inspired by the Neulis Sans Regular typeface by Adam Ladd on Adobe, the typography prioritizes **clean geometric lines for readability and modernity**. The weight of the letters is kept regular, aligning with the machine’s sleek design, while the “2” uses a thinner weight to maintain readability.

Typography

The letters “c” and “è” were **tweaked for balance**. The “c” visually hugs the adjacent “o,” while for “è,” the adjustment provides breathing room and avoids the appearance of a closed shape.

Custom Typographic Adjustments

The removal of “Riespresso Italiano” was based on two factors:

A simpler logo improves **clarity** by reducing graphic elements. Feedback suggested that “Riespresso” might be **unclear to international audiences**, reducing its global relevance.

Removing Riespresso Italiano

In conclusion, the redesign aim to address issues highlighted in open-comment feedback and aimed to align with the “X” espresso machine. However, given the extent of the changes, the design must undergo further iteration and validation, including evaluation against Beverland’s criteria for a good logo, to ensure it visually aligns with the brand’s positioning.

Key Takeaways

Sub-RQ5:

How can the 9 design rules be translated into a video campaign, and **how can the logo effectively communicate the machine's modern industrial design, CO₂ technology?**

According to Beverland's (2018) framework, the logo should meet the following criteria to address the Design Question: clarity, memorability, ease of description, readability, uniqueness, and alignment with the brand's identity and positioning.

Design question

1

Removing "ri-espresso Italiano" enhances clarity and global appeal by eliminating elements that could confuse consumers or limit brand versatility.

Logo Concept

2

The logo is designed to be read as "cof-fè" but written as "co2ffè," subtly incorporating the CO₂ technology while allowing for broader future applications.

Logo Concept

3



Video minute 0:26

VALIDATION

QUANTITATIVE STUDY

8

TRACKING

Sub-RQ6: How effectively does the video campaign align with brand positioning and influence crowdfunding backing intentions, and how do the brand message and logo performance compare?

According to Beverland, tracking serves to guide future activities and adjustments to brand positioning, making it essential for future marketing campaigns. This study was conducted to assess the alignment of a video campaign with brand positioning and its influence on consumer backing intention. A quantitative approach was used to analyze participant responses to various stimuli, including a brand video, a brand message, and a logo redesign.

A within-subjects experimental design was employed to enable a direct comparison of consumer perceptions within the same participant pool, thereby minimizing variability and increasing the reliability of findings compared to a between-subjects design. Additionally, a second quantitative analysis evaluated the extent to which the video campaign influenced backing intention, both with and without price considerations.

The study also examined the perception of the "Espresso Ceremony" brand message and assessed the performance of the redesigned logo compared to the existing one, based on Beverland's (2018) principles for effective logos.

Hypothesis

Independent Variables:

1. The 1:20-minute video campaign.
2. Brand positioning principles.
3. The new logo design.
4. Current logo.

Dependent Variables:

1. Degree of alignment with the 9 design principles in the video.
2. Backing intention for the video, with and without price.
3. Effectiveness of the "The Espresso Ceremony" brand message.
4. Performance of the new logo compared to the previous logo.

On 7 point Likert scale

1

The video campaign will align with the brand positioning, with scores higher than 4.

2

The video campaign will generate a backing intent greater than 4 without price indication.

3

The video campaign will generate a backing intent greater than 4 with price indication.

4

The video campaign will generate a higher backing intention when no price is indicated, compared to when a price is shown

5

For Sophisticated Connoisseurs, the video campaign will generate a backing intention above 4 without a price indication.

6

For Sophisticated Connoisseurs, the video campaign will generate a backing intention below 4 when a price is indicated

7

The "Espresso Ceremony" brand message will score higher than 4,

8

The new logo will perform better than the previous logo.

Participant & Data Collection

A total of 100 participants were recruited, primarily from the Netherlands, mainly participants aged 18 to 35 years. The sample included a relatively balanced gender distribution (55% male, 44% female, 1% non-binary, and 1% prefer not to say) and targeted coffee consumers to gather insights on brand perception.

Aspiring, Responsible Connoisseurs (n = 8) Loyal Coffee Enthusiasts (n = 19) Coffee Layperson (n = 36) Sophisticated Connoisseurs (n = 22) Non-Coffee Drinkers (n = 15)

To ensure diversity in responses, a combination of randomized and convenience sampling was employed. The questionnaire remained open for one and a half weeks and was distributed via social media platforms, QR codes, and direct invitations. Participants did not receive monetary compensation, and the survey was accessible via a direct link, allowing completion at their convenience. The estimated survey completion time was six to eight minutes.

All participants provided informed consent before engaging in the study. Participation was entirely voluntary, and confidentiality was maintained throughout the research process. Data was collected anonymously using Qualtrics, with all responses stored securely and analyzed in aggregate form. No personally identifiable information was collected.

Measure & Survey Design

The survey was structured to collect demographic information before proceeding with the main brand evaluation measures. After completing demographic questions, participants were invited to watch a 1:22-minute brand video commercial, preferably with sound enabled. They were then asked to evaluate several aspects of brand positioning, backing intention, the effectiveness of the brand message, and the new logo.

Brand alignment was assessed using a seven-point Likert scale, ranging from 1 (Strongly Disagree) to 7 (Strongly Agree). This measurement focused on how well the video aligned with brand positioning principles, excluding tone of voice to emphasize touchpoints over messaging tone.

The backing intention measure was assessed in two steps: Without price indication in the context of a crowdfunding scenario. With price indication, including product attributes and a comparative price image showcasing similar espresso machines within the same category.

Brand message evaluation and Logo followed Beverland's (2018) principles for effective brand messages, focusing on brevity, uniqueness, emotional resonance, and alignment with brand positioning. Logo performance was assessed based on clarity, memorability, readability, uniqueness, and brand alignment. Stimuli and experimental conditions were controlled to ensure consistency across participants. The video was presented first, followed by brand evaluations. Positioning statements were displayed alongside a single, standardized image to maintain uniformity. The measurement of purchase intent followed the framework developed by Kalwani and Silk (1982), ensuring a robust evaluation of consumer responses.

Data Analysis

SPSS was used to test the formulated hypotheses. A series of one-sample t-tests were performed to determine whether mean scores significantly exceeded the threshold of 4. Additionally, paired-samples t-tests were conducted to compare participant evaluations across different experimental conditions.

The data was analyzed by segment, with particular attention given to responses from Sophisticated Connoisseurs regarding backing intention, as they were the primary focus of the brand positioning.

Analysis

Hypothesis 1

A one-sample t-test was carried to assess whether the mean rating for the video campaign's alignment with brand positioning was significantly greater than 4.

The results indicated that the video received a mean rating of $M = 5.50$ ($SD = 0.81$, $N = 100$), which was significantly higher than the neutral threshold of 4, $t(99) = 18.67$, $p < .001$ 95%, $CI [1.34, 1.66]$.

The effect size was large (Cohen's $d = 1.87$), suggesting that the observed difference is both statistically and practically significant. These findings indicate that the video was perceived as effectively aligned with the brand positioning.

Therefore Hypothesis 1 is accepted

Hypothesis 2

A one-sample t-test was conducted to evaluate whether the mean backing intent, in the absence of price information, was greater than 4.

The results revealed a mean score of $M = 3.70$ ($SD = 1.60$, $N = 100$), which did not significantly differ from 4, $t(99) = -1.90$, $p = .060$, 95% $CI [-0.62, 0.01]$. The effect size was small (Cohen's $d = -0.19$), indicating a limited difference.

Thus, the hypothesis was not supported, suggesting that the video campaign did not generate limited backing intent when price was not mentioned.

Therefore Hypothesis 2 is rejected

Hypothesis 3

A one-sample t-test was performed to determine whether backing intent with price indication was higher than 4.

The analysis indicated a mean score of $M = 3.34$ ($SD = 1.68$, $N = 100$), which was significantly lower than 4, $t(98) = -3.94$, $p < .001$, 95%, $CI [-0.99, -0.33]$. The effect size was moderate (Cohen's $d = -0.40$), suggesting that the inclusion of price negatively influenced backing intent.

These findings indicate that the hypothesis was not supported, as the presence of price information reduced consumer willingness to back the product.

Therefore Hypothesis 3 is rejected

Hypothesis 4

A paired-samples t-test was conducted to examine whether backing intention was significantly higher without price indication compared to with price indication.

The results indicated that the mean backing intention score without price ($M = 3.69$, $SD = 1.60$, $N = 99$) was slightly higher than the mean backing intention score with price ($M = 3.34$, $SD = 1.68$, $N = 99$). However, this difference ($M = -0.36$, $SD = 1.04$) was statistically significant, $t(98) = -3.428$, $p < .001$, 95% $CI [-0.56, -0.15]$.

The effect size (Cohen's d) was moderate, suggesting that the observed difference, while statistically significant, may have practical implications in crowdfunding decisions. These results confirm that backing intention was significantly lower when price was introduced, supporting the hypothesis that price sensitivity negatively impacts backing intention.

Therefore, Hypothesis 4 is accepted

Hypothesis 5

A one-sample t-test was conducted to assess whether the mean backing intent without price indication for Sophisticated Connoisseurs ($M = 3.86$, $SD = 1.70$, $N = 22$) was significantly greater than 4.

The results indicated that the difference was not statistically significant, $t(21) = -0.376$, $p = .711$, $d = -0.080$, 95% CI $[-0.89, 0.62]$. The effect size (Cohen's $d = -0.080$) was small, indicating that the observed difference lacks practical significance.

Therefore, Hypothesis 5 is rejected.

Hypothesis 6

A one-sample t-test was conducted to assess whether the mean backing intent with price indication for Sophisticated Connoisseurs ($M = 3.95$, $SD = 1.66$, $N = 22$) was significantly greater than 4.

The results indicated that this difference was not statistically significant, $t(21) = -0.128$, $p = .899$, $d = -0.027$. The effect size was limited, suggesting limited influence backing intent, though the Mean Value increased.

Therefore, Hypothesis 6 is rejected.

Hypothesis 7

The mean rating for the brand message was $M = 5.25$ ($SD = 0.76$, $N = 99$).

A one-sample t-test confirmed that the brand message was rated significantly higher than 4, $t(98) = 16.35$, $p < .001$, 95% CI $[1.10, 1.40]$.

The effect size was large (Cohen's $d = 1.64$), implying that the observed difference is not only statistically significant but also practically meaningful.

Therefore Hypothesis 7 is accepted.

Hypothesis 8

A paired-samples t-test was conducted to compare consumer evaluations of Logo A (Current) and Logo B (New) in terms of alignment with brand positioning.

Participants rated Logo A slightly higher ($M = 4.42$, $SD = 1.30$) than Logo B ($M = 4.27$, $SD = 1.18$), suggesting a marginal preference for the current logo.

A paired-samples t-test was conducted to determine whether this difference was statistically significant. The results indicated no significant difference, $t(96) = -1.03$, $p = .305$, $d = -0.105$, 95% CI $[-0.45, 0.14]$. These findings suggest that consumers did not perceive Logo B as significantly better aligned with brand positioning than Logo A.

The effect size was small (Cohen's $d = -0.105$), suggesting that the observed difference is minimal and unlikely to hold practical significance.

Therefore Hypothesis 8 is rejected

Hypothesis 1. The video campaign will align with the brand positioning, with scores higher than 4.	Accepted
Hypothesis 2. The video campaign will generate a backing intent greater than 4 without price indication.	Rejected
Hypothesis 3. The video campaign will generate a backing intent greater than 4 with price indication compared to other semi-automatic espresso machines.	Rejected
Hypothesis 4. The video campaign will generate a higher backing intention when no price is indicated, compared to when a price is shown	Accepted

Hypothesis 5 For Sophisticated Connoisseurs, the video campaign will generate a backing intention above 4 without a price indication.	Rejected
Hypothesis 6 For Sophisticated Connoisseurs, the video campaign will generate a backing intention below 4 when a price is indicated	Rejected
Hypothesis 7. The “Espresso Ceremony” brand message will score higher than 4, indicating its effectiveness as a brand message.	Accepted
Hypothesis 8. The new logo will perform better than the previous logo, reflecting stronger alignment with the brand positioning.	Rejected

DISCUSSION & CONCLUSION

Since brand positioning aims to reflect the target persona's needs, the current strategy should theoretically align with this objective. **Hypothesis 1** confirmed that the video campaign aligns with brand positioning ($M = 5.50, p < .001$), validating its branding execution. **Hypothesis 2** tested whether the video would generate a backing intention above 4 on a 7-point Likert scale in the absence of price indication but was rejected ($M = 3.70, p = .060$), indicating that strong brand alignment alone did not sufficiently motivate financial support. Given that price plays a critical role in crowdfunding success (Forbes & Schaefer, 2017), **Hypothesis 3** supports this by evaluating whether the inclusion of price would increase backing intention beyond 4. on a 7-point Likert scale. However, this hypothesis was also rejected ($M = 3.34, p < .001$), demonstrating a negative impact of price on willingness to back. Furthermore, **Hypothesis 4** confirmed that backing intention was significantly higher without price ($M = 3.70$) than with price ($M = 3.33, p < .001$), highlighting price sensitivity among participants.

Among Sophisticated Connoisseurs (Czarniecka-Skubina et al., 2021), **Hypothesis 5** and **Hypothesis 6**, which tested backing intention with and without price, were both rejected ($M = 3.86, p = .557$ and $M = 3.95, p = .557$). This suggests that Sophisticated Connoisseurs were not significantly more inclined to support the product. Unexpectedly, the mean value for Sophisticated Connoisseurs slightly increased ($M = 3.86$) when price was introduced, suggesting a potential consideration when compared to other espresso machines. Regarding brand messaging, **Hypothesis 7** confirmed that the brand message "Espresso Ceremony" was well received ($M = 5.25, p < .001$), supporting its continued use. However, **Hypothesis 8** did not support the redesigned logo as an improvement, with Logo A (Current Logo) scoring slightly higher ($M = 4.42$) than Logo B (New) ($M = 4.27, p = .305$), indicating no significant differentiation. Despite randomization,

potential testing fatigue in the within-subject study design may have influenced these results.

Comparing these findings with previous research, logo alignment with the product had a similar score ($M = 4.19$), while readability was rated at ($M = 4.71$). These results further reinforce alignment with prior research, suggesting that while the logo is readable, its association with the product remains moderate.

The Sophisticated Connoisseurs segment exhibited a higher backing intention than other groups, though still below 4 on a 7-point Likert scale, suggesting some alignment with the target audience. By contrast, the Loyal Coffee Enthusiasts segment appears less promising, as their backing intention was lower than in prior studies ($M = 3.49$) and further declined when price was introduced ($M = 2.93$, $p = .046$), indicating that the former may not be the most viable audience, contrary to prior expectations. Meanwhile, the Aspiring Connoisseurs segment ($n = 8$) demonstrated relatively higher backing intention with price ($M = 4.25$), indicating potential for further exploration.

Referring back to the Main Research Question—How can “X” company apply brand research methods to develop an effective brand positioning for a crowdfunding campaign?

This study builds on Beverland’s methodology, which was employed to establish an initial brand strategy for “X” company. The approach showcased the brand through a video, drawing on findings from Foster (2019) and Forbes & Schaefer (2017), who emphasize the importance of an effective marketing campaign and a compelling product video in capturing backers’ attention and driving financial support. The positioning of the “X” espresso machine suggests strong brand alignment; however, this alone does not guarantee high backing intention.

The limited impact of the video on backers may stem from low engagement or a perceived lack of functional advantages. While the video employs emotional appeal, the absence of a clear functional representation may undermine consumer confidence. Although the questionnaire indicated that price communication highlighted functional value, its impact may differ when presented in a video format rather than in text.

According to Dey et al. (2017), the impact of video campaigns on backing intention rarely manifests immediately but rather functions as a carry-over effect. Therefore, the limited effect on backing intention does not diminish the value of the brand positioning established in this study. On the contrary, it reveals key implications for further refinement, including improvements in video engagement, demographic targeting, and product positioning.

Conclusion

This study explored how brand research methods can be applied to develop an effective brand positioning strategy for the “X” espresso machine in a crowdfunding context. By integrating Beverland’s framework, the research established an initial brand positioning and tested its effectiveness through a video campaign. The findings confirmed that the video successfully aligned with brand positioning (H1), but this alignment alone did not translate into strong backing intention (H2).

A key finding was the significant role of price in crowdfunding decisions. Backing intention decreased when price was introduced (H3, H4), confirming previous research on price sensitivity in crowdfunding (Forbes & Schaefer, 2017). While Sophisticated Connoisseurs showed relatively higher backing intent than other groups, their willingness to back the project remained limited, with or without price (H5, H6). Meanwhile, Aspiring Connoisseurs showed promising potential, demonstrating higher backing intention when price was introduced, indicating an opportunity for further exploration.

Regarding brand elements, the brand message “Espresso Ceremony” was well received (H7), supporting its continued use in branding strategies. However, the logo redesign did not significantly outperform the current logo (H8), suggesting that a full redesign may not be necessary; yet, minor refinements could improve brand consistency and consumer recognition.

This study underscores that strong brand positioning alone is insufficient to drive crowdfunding success. While the video campaign effectively communicated brand identity, it may have lacked engagement or a clear functional value proposition to persuade potential backers. According to Dey et al. (2017), advertisements often work through a carryover effect, meaning that backing intention may develop over time rather than immediately after viewing a campaign. To enhance backers’ perception and strengthen purchase intent, strategic refinements in brand messaging and video content are necessary.

Practical Implication

Following Beverland's (2018) framework, the tracking phase is designed to gather feedback and guide future activities, ensuring continuous adjustments to the current brand strategy. Within this quantitative study:

Hypothesis 1 confirms that the video aligns with brand positioning touchpoints, reinforcing consistency in messaging and visuals.

The combined findings from **Hypothesis 2-6** indicate that the current video campaign lacks perceived value, limiting backing intention. This underscores the importance of highlighting product-related cues for technology, as supported by Dey et al. (2017), and emphasizing product functionality. Furthermore, the findings align with Forbes & Schaefer (2017), which highlight that price negatively impacts backing intention. Therefore, potential crowdfunding strategies should incorporate transparent cost breakdowns and funding justifications. Additionally, reducing the profit margin on the most popular reward while increasing overall profitability (Forbes & Schaefer, 2017) could help mitigate price sensitivity.

To enhance effectiveness, future iterations should integrate experience, past success, and social proof within the campaign to boost engagement. Moreover, rather than relying on a single video campaign, multiple video variations should be developed to demonstrate professionalism and credibility, which is positively correlated with higher campaign quality (Yang et al., 2020).

Furthermore, within the crowdfunding context, reward levels and funding goals have been identified as important factors. Research suggests that the number of rewards, between 8 to 12, offered and the association between lower funding goals and shorter campaign durations positively correlate with campaign success. Therefore, strategic adjustments in reward structuring and goal setting could further optimize crowdfunding outcomes (Forbes & Schaefer, 2017)

Regarding **Hypothesis 7**, the findings indicate that the current brand message, "The Espresso Ceremony," demonstrates strong potential effectiveness. Retaining this phrase (or an equivalent) as a signature tagline for future marketing campaigns is advisable, with ongoing testing of slight variations to refine its impact across different market contexts.

Finally, **Hypothesis 8** suggests that while the current logo was slightly preferred, a complete redesign is unnecessary. Instead, refining certain elements while maintaining the core brand identity could enhance brand consistency across various touchpoints. Moving forward, the existing logo, with minor refinements, should be retained in upcoming releases and branding efforts to reinforce familiarity and strengthen brand recognition.

Limitation

This study provides valuable insights into several implications for the “X” espresso machine; however, certain considerations limit the breadth of the findings.

First, the sample size for Sophisticated Connoisseurs was relatively small ($n = 22$), and participants were predominantly between 18 and 35 years old. This limited the comprehensiveness of the results for this segment, making further research with a closer representation of the target audience is necessary-

Second, the use of a within-subjects design may have introduced participant fatigue, potentially affecting the reliability of the logo evaluation.

Third, backing intention was assessed in a hypothetical crowdfunding scenario, meaning that actual purchasing behavior may differ when real financial commitments are required. Finally, as the research was conducted primarily in the Netherlands, the generalizability of these findings should be considered within this geographical context. Future studies could explore broader international markets to assess whether the findings hold across different cultural and economic landscapes.

Future Research

Although the current brand positioning shows potential within the Sophisticated Connoisseurs segment, further studies are needed to deepen understanding of the target audience, strengthen the brand's foundation, and finalize a robust positioning strategy. Developing a brand's positioning is neither straightforward nor fully established; therefore, future research should evaluate potential adjustments and assess effectiveness not only in crowdfunding contexts but also in non-crowdfunding environments.

Additionally, both visual and written brand messages should be refined through performance monitoring to ensure alignment with the broader business model. Exploring less-explored segments—such as Aspiring and Responsible Connoisseurs—could uncover new audience opportunities beyond the scope of this study.

Overall, while this project was an engaging and insightful experience for the authors, it should be viewed not as a single, conclusive sprint, but as an initial step toward refining the “X” espresso machine and its brand positioning for future growth.

Key Takeaways

Sub-RQ6:
How effectively does the video campaign align with brand positioning and influence crowdfunding backing intentions, and how do the brand message and logo performance compare?

130

Discussion & Conclusion

The video campaign successfully aligned with brand positioning

However, this alignment alone did not significantly increase backing intention

Introducing price negatively affected backing intention

Results Hypothesis 1

1

Results Hypothesis 2-4

2

Results Hypothesis 2-4

3

Even among Sophisticated Connoisseurs, backing intention remained below 4, both with ($M = 3.95$, $p = .557$) and without price

"Espresso Ceremony" was well received ($H7$, $M = 5.25$, $p < .001$), supporting its continued use.

The redesigned logo did not significantly outperform the current one

Results Hypothesis 6-7

4

Results Hypothesis 7

5

Results Hypothesis 8

6

Sophisticated Connoisseurs had higher backing intention than other groups, but still below 4.

Loyal Coffee Enthusiasts had the lowest backing intention, declining further with price. A significant difference between Loyal Coffee Enthusiasts and Sophisticated Connoisseurs suggests that the former may not be the ideal audience.

Aspiring Connoisseurs ($n = 8$) showed the highest backing intention with price

Discussion

7

Discussion

8

Discussion

9

The video aligns with brand positioning touchpoints (H1), reinforcing consistency in messaging and visuals.

10

Practical Implication

However, findings from H2-H6 indicate a lack of perceived value in the video campaign, limiting its impact on backing intention

11

Practical Implication

Focus branding efforts on strengthening functional messaging and enhancing perceived product value to increase engagement. (Dey et al. (2017)

12

Practical Implication

Transparent cost breakdowns and funding justification may help mitigate price sensitivity. (Forbes & Schaefer, 2017)

13

Practical Implication

Integrate experience, past success, and social proof into the campaign to boost engagement. (Yang et al., 2020).

14

Practical Implication

Multiple video variations should be developed to enhance credibility and professionalism, rather than relying on a single campaign video (Yang et al., 2020).

15

Practical Implication

“The Espresso Ceremony” tagline (H7) shows strong potential effectiveness, and should be retained with minor variations tested for optimization.

16

Practical Implication

H8 suggests that a full logo redesign is unnecessary, but small refinements can improve brand consistency and recognition across different brand touchpoints

17

Practical Implication

Reflection

132

Being born in Italy, I was raised to focus on results, often at the expense of the process. However, in the SPD program, the emphasis has been process-oriented. From the very first day of this Master's, I felt resistance—almost a rejection—toward the structured methods placed in front of me. Only now do I fully appreciate the value of these approaches, though at times, I still found myself pushing against them, leaving me unmotivated.

Of course, these are just guidelines, and it's up to us to embrace them and adapt them in the right measure. Throughout this journey, I've encountered many versions of myself—presenting a side of me that didn't always feel authentic. Stepping out of one Keven and into another to face constant changes, overanalyzed discussions, elevated cortisol levels, and excessive caffeine have led to sleepless nights. Amidst these challenges, I felt truly connected to my work only when designing, and, to some extent, I found myself missing the creative process itself.

This Master's program has given me the tools to think systematically and the maturity to approach projects with structure. The key lesson? Always ask "Why, why, why." Not just for myself, but for others—to craft a story that resonates. Without a clear "why," you go nowhere.

Now, I want to go back and be a designer again—but with structure. Before, I was only muscle. Now, I'm finally building bones.

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APPENDIX

INTERVIEW GUIDE

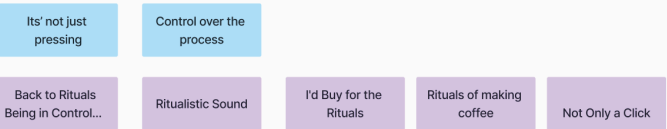
Theme	Questions	Follow up	Why
Personal introduction	Could you please tell me a bit about yourself (e.g., age, occupation, general lifestyle)?		
	Tell me about your general coffee drinks	What kind of coffee machine do you have at home?	
Which segment	When it comes to your coffee, what are the three most important factors for you?		
PT	Please tell me the first word that comes to mind when you see this espresso machine		
First impression	What are your first impressions of the espresso machine? (Denis Dennehy, et al, 2016)	Can you elaborate on why that particular feature or aspect stood out to you?	Appeal and differentiation
			Highlighting the difference of experience
User Experience	If you had to describe your experience with this espresso machine as a journey, what would that journey look like	So [repeat x, y], any others?	Overall experience of this machine first in general then into more detailed
	How does it differ from others coffee machine?	What made you think of x	Points of differences
PT	If your experience with this espresso machine were like a relationship, how would you describe it?	What made you think of y	Points of parity
	Were there any unique aspects of the machine that stood out to you, either positively or negatively?	Can you elaborate on why that particular feature?	+ / -
	When you see this machine, what kind of environment or setting does it seem most suited for?	So [repeat x, y], any others?	General Context
PT	If you could compare using this machine to an event or situation in life, what would it be, and why		
	What do you think are its strengths and weaknesses? (Denis Dennehy, et al, 2016)	What made you think of x	Points of Difference Points of improvement
	What businesses do you recommend that deployment of this product would be essential?	What made you think of x	Positioning

	What challenges, if any, did you encounter while using the machine?	Can you elaborate on how would that change your overall experience?	Improvements
	What features, if any, do you think could be added or improved on this machine?	What made you think of y	Improvements
	Instead: What do you least like and most like about the espresso machine? (Denis Dennehy, et al, 2016)	So [repeat x, y], any others?	Points of Difference Points of Improvement
Value Proposition/ CO2	In your opinion, does the use of CO2 as a pressure source add value to this machine?	Can you explain why?	Perceived Value of this technology
PT	If the CO2 feature of this espresso machine were an object or a symbol, what would it be, and why?		USP: design
			USP: Hygiene
			USP: Sound
Purchase Consideration	What would be the most compelling reason for you to consider buying this machine?	So [repeat x, y], any others?	Buying factor
	How much budget would you put into this coffee machine?	What made you think of x	Perceived Value
PT	When you think about buying this espresso machine, what's the first word that comes to mind?		Target
BONUS	In what ways, if any, do you see the CO2 feature influencing your coffee-making experience?	What made you think of x	Scenario influence Experience
	How do you think the CO2 feature of this machine could enhance your coffee-making experience for different occasions?	So [repeat x, y], any others?	Imagine context of use, understand potential of use

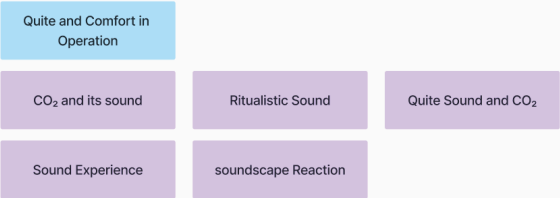
Functional Benefit



Ritualistic Porcess



SoundScape Reactions



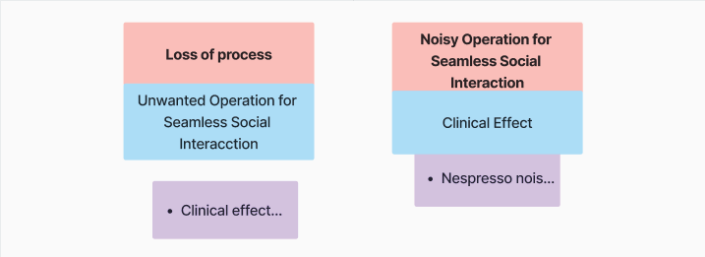
137

User Context



Appendix B -Thematic Analysis

Points of Differences



Points of Improvements

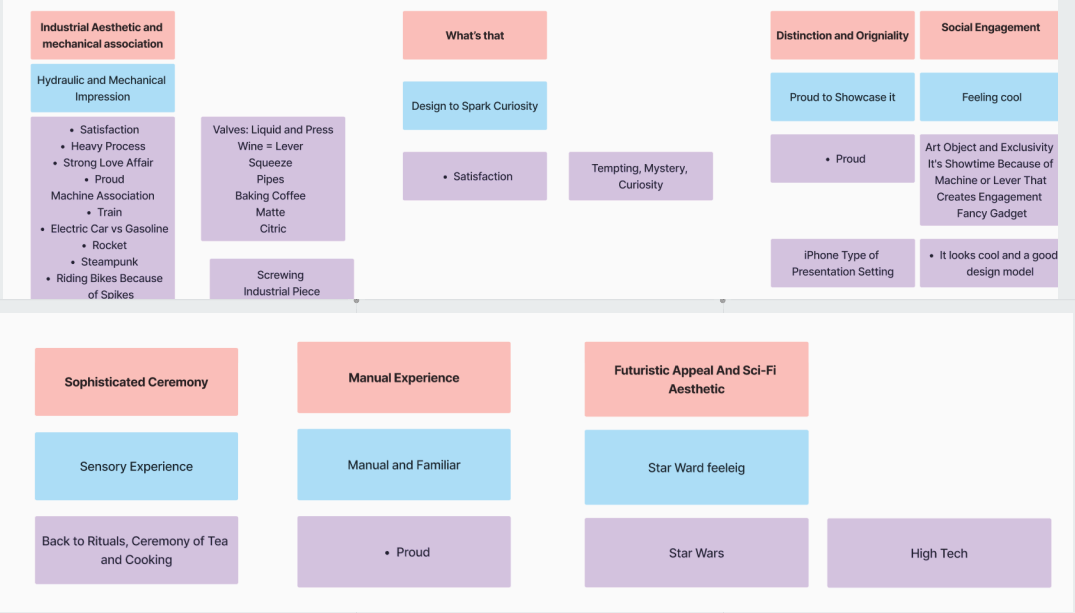


138

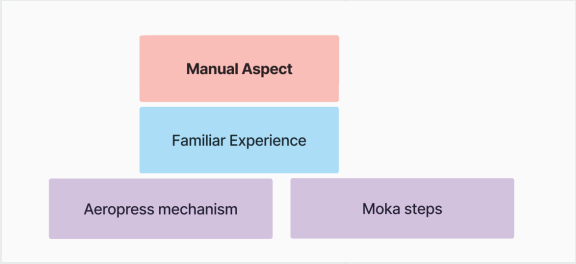


Appendix B -Thematic Analysis

Association



Points of Parity



Demographics

age

How old are you?

☐ 18-24 years old

☐ 25-34 years old

☐ 35-44 years old

☐ 45-54 years old

☐ 55-64 years old

☐ 65+ years old

gender

How do you identify yourself?

☐ Male

☐ Female

☐ Non-binary / third gender

☐ Prefer to self-describe

☐ Prefer not to say

Geo

Do you currently live in the Netherlands?

☐ Yes

☐ No

Segment

How would you describe your relationship with Coffee?

☐ I care about sustainability and prefer Fair Trade or locally sourced coffee, even if it costs more.

☐ I stick to specific coffee brands and brewing methods that I know and trust.

☐ I drink coffee regularly but don't pay much attention to brands or brewing methods.

☐ I enjoy high-quality, specialty coffee and don't mind paying extra for a great experience

☐ I don't drink Coffee

Import fr

Video

Please watch this 1-minute video <https://www.youtube.com/watch?v=fVYb4dZ0vfw>

Or read the text below to understand the concept: The "X" espresso machine uses CO₂ technology to create the pressure needed to brew authentic Italian espresso. This technology ensures a quieter brewing experience, enhanced by the machine's specifically engineered to brew authentic Italian espresso.



Add Block

Main Questions



Imagine a scenario with this coffee machine in your kitchen. Please read the following statement:

STATEMENT A

The "X" Espresso Machine uses ground coffee to create authentic espresso shots. Iterated from a previous crowdfunding campaign, "X" elevates espresso-making into a mindful practice. Designed as more than a simple click-and-go coffee, it transforms the act of making coffee into a moment of pride and redefines espresso preparation as a celebration of personal style and rituals.

Considering the image and the statement above, please rate the following statements.

	1 Not at all	2	3	4	5	6	7 Very much
How much do you like this statement for the espresso machine?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To what extent does this statement suit this espresso machine?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How well does this statement align with the coffee experience you desire?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Appendix C - Questionnaire Positioning

Positioning B



Imagine a scenario with this coffee machine in your kitchen. Please read the following statement:

STATEMENT B

The "X" Espresso Machine is made with premium, sturdy materials and powered by our patented technology, ensuring exceptional quality while providing a quite soothing experience with a hissing sound. Designed with a high-end showpiece aesthetic, it transforms any home into a cool statement, sharing a sense of personal elegance and style..

Considering the image and statement above, please rate the following statements.

	1 Not at all	2	3	4	5	6	7 Very much
How much do you like this statement for the espresso machine?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To what extent does this statement suit this espresso machine?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How well does this statement align with the coffee experience you desire?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[Import from library](#)

[Add new question](#)

Match or not



caffè
espresso italiano

Please rate the following statements:

	1 Strongly Disagree	2	3	4	5	6	7 Strongly Agree
The logo effectively matches the product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The logo is easy to understand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

☐ Open



caffè
espresso italiano

When you see this logo in connection with the machine, what are your first thoughts?
Please list any ideas, feelings, or associations that come to mind

Demographic

How old are you?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24 years old	14	41.2	41.2	41.2
	25-34 years old	19	55.9	55.9	97.1
	35-44 years old	1	2.9	2.9	100.0
	Total	34	100.0	100.0	

How do you identify yourself?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	17	50.0	51.5	51.5
	Female	15	44.1	45.5	97.0
	Prefer not to say	1	2.9	3.0	100.0
	Total	33	97.1	100.0	
Missing	System	1	2.9		
Total		34	100.0		

Do you currently live in the Netherlands?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	33	97.1	97.1	97.1
	No	1	2.9	2.9	100.0
	Total	34	100.0	100.0	

How would you describe your relationship with Coffee?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I care about sustainability and prefer Fair Trade or locally sourced coffee, even if it costs more.	3	8.8	8.8	8.8
	I drink coffee regularly but don't pay much attention to brands or brewing methods.	7	32.4	32.4	41.2
	I stick to specific coffee brands and brewing methods that I know and trust.	11	20.6	20.6	61.8
	I enjoy high-quality, specialty coffee and don't mind paying extra for a great experience	12	35.3	35.3	97.1
	I don't drink Coffee	1	2.9	2.9	100.0
Total		34	100.0	100.0	

Coffee loyal Enthusiast - Positioning A and B

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	MeanPosA	5.2857	11	1.35303	.51140
	MeanPosB	5.0476	11	1.09593	.41422

Paired Samples Correlations

		N	Correlation	Significance	
				One-Sided p	Two-Sided p
Pair 1	MeanPosA & MeanPosB	11	.152	.373	.746

Paired Samples Test

		Paired Differences		
		Mean	Std. Deviation	95% Confidence Interval of the Difference
				Lower
Pair 1	MeanPosA - MeanPosB	.23810	1.60686	.60734 -1.24801

Paired Samples Test

		Paired ...			Significance	
		95% Confidence Interval of the ...				
		Upper	t	df	One-Sided p	Two-Sided p
Pair 1	MeanPosA - MeanPosB	1.72420	.392	6	.354	.709

Paired Samples Effect Sizes

			Standardizer ^a	Point Estimate	95% ... Lower
Pair 1	MeanPosA - MeanPosB	Cohen's d	1.60686	.148	-.603
		Hedges' correction	1.84989	.129	-.524

Sophisticated Connoisseurs - Positioning A and B

T-Test

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	MeanPosA	5.4997	12	.90426	.26104
	MeanPosB	4.8889	12	1.42371	.41099

Paired Samples Correlations

		N	Correlation	Significance	
				One-Sided p	Two-Sided p
Pair 1	MeanPosA & MeanPosB	12	-.078	.405	.810

Paired Samples Test

		Paired Differences			
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference
					Lower
Pair 1	MeanPosA - MeanPosB	.61083	1.74502	.50374	-.49790

Paired Samples Test

		Paired ...			Significance	
		95% Confidence Interval of the ...				
		Upper	t	df	One-Sided p	Two-Sided p
Pair 1	MeanPosA - MeanPosB	1.71956	1.213	11	.125	.251

Paired Samples Effect Sizes

			Standardizer ^a	Point Estimate	95% ... Lower
Pair 1	MeanPosA - MeanPosB	Cohen's d	1.74502	.350	-.241
		Hedges' correction	1.87644	.326	-.224

Sophisticated vs Loyal --> Positioning A

Group Statistics

	N	Mean	Std. Deviation	Std. Error Mean
MeanPosA	11	5.2857	1.36303	.51140
MeanPosB	12	5.4997	.90426	.26104

Independent Samples Test

	F	Sig.	t	df
MeanPosA	926	.349	-.415	17
MeanPosB			-.373	9.193

H3

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Align	31	4.3429	1.64393	.27788

One-Sample Test

Test Value = 4

	t	df	Significance		Mean Difference	95% Confidence Interval of the ...
			One-Sided p	Two-Sided p		Lower
Align	1.234	30	.113	.226	.34286	-.2219

One-Sample Test

Test Value = 4

95% Confidence

Interval of the ...

Upper

Align	.9076
-------	-------

One-Sample Effect Sizes

		Standardizer ^a	Point Estimate	95% Confidence Interval	
				Lower	Upper
Align	Cohen's d	1.64393	.209	-.128	.542
	Hedges' correction	1.68134	.204	-.125	.530

a. The denominator used in estimating the effect sizes.

Cohen's d uses the sample standard deviation.

Hedges' correction uses the sample standard deviation, plus a correction factor.

H4

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Readability	31	4.7429	1.57821	.26677

One-Sample Test

Test Value = 4

	t	df	Significance		Mean Difference	95% Confidence Interval of the ...
			One-Sided p	Two-Sided p		Lower
Readability	2.785	30	.004	.009	.74286	.2007

One-Sample Test

Test Value = 4

95% Confidence

Interval of the ...

Upper

Appendix D - Questionnaire Results

Open Comment

Open - When you see this logo in connection with the machine, what are your first thoughts? Please list any ideas, feelings, or associations that

	Confusing	Improved	Neutral	Positive
%	45%	6%	39%	10%
1	Maybe it's too anonymous and unfamiliar	In my opinion, I thought more of a coffee machine that respects ecological principles with O^2/CO^2 . I would not have thought without having seen the video that air played a specific role with this machine in the process of making coffee so it is interesting, but it did not alert me. What would have been interesting perhaps is to insist on the O^2 by reducing the size of the "c" and the "ffe"? And make the logo as if propelled downwards, as if it were air?	Scientific, nerdy, high tech	I think it's very effective pun and it fits perfectly once I had the product introduced to me and its working principle demonstrated. However, not knowing the product specifics and just sticking to the logo it may suggest me that the machine makes a some sorts of sparkling espresso.
2	The machine gives me a sense of high quality and a full experience for coffee lovers. The logo does not reflect that, seems mathematical and disconnected from the product. Slogan seems good.	Intrigued by the CO_2 , I'd prefer a shorter version of the logo	Chemical symbol	Modern, startup, digital nomad cafe
3	Maybe the logo seems a bit juvenile for the style of the machine. One reason could be the typography, being too playful, probably a sans serif would be more adequate, or atleast something less curly. Also the font weight could be lighter which would make it more elegant and sleek. Maybe an icon or drawing could also be an option because the machine itself has unique shape and features that you could refer to.		I see cooffe. or a very technical tool	Very clear and communicative. The e with the accent over it is a nice element in the name.
4	O2 the german phone contractor, difficult to read the "ri", very unbalanced weighting of fonts, too much happening		High quality espresso related with CO_2 . Easy stuff but not simple.	
5	While with the explanation the CO_2 part makes sense, my first thought would be a sustainable coffe/coffe machine, one that contributes LESS CO_2 . However, the concept is clear after the explanation. My additional worry about the logo is that if I saw it I would not know how to google it, is the "Z" part of the name (co2ffe7) or just coffe or coffe2???		A different way to make coffe. I'm curios if it is good.	
6	"carbon" came to mind as the word that i would describe the image and the logo together. Feels pretty industrial, premium. for some reason i don't connect the "italiano" word with this robust and industrial look though. I associate the word "italiano" with class, style, detail-drivenness, fashionable. i would reflect this in the font, namely by using by a fancier serif font. given the high-budget nature product, i'd consider positioning it more even towards (lowkey) luxury items. something like gucci, prada etc. although those brands are too elitist for me and i kinda hate them :D so maybe here would be a good compromise somewhere between this industrial look and lowkey luxurious positioning. good luck!!!		Italian coffee, something that is ri-elaborated (riespresso)	

7	I think they don't match super well, cause the product is innovative and different from typical coffee machines + a sleek design. Unfortunately, this is the opposite of the logo :{		Simplicity , not luxury though	
8	Looks a bit busy to me, took a while to understand the CO_2 and not sure what the "ri" means below		Essential logo that well refers to the technology of coffee's production , maybe the riespresso sentence is not easy to understand.	
9	It i hard to understand the connection between CO_2 and coffee in the logo. And at the first glance i thought the logo was about oxygen (O_2).		I like that it kind of describes the way the coffee is being brewed, i.e. with CO_2 and that's nicely placed in the logo..with a French connection of è..i don't know why it has a French connection to Italian espresso but it looks fancy and demure	
10	doesn't really match the design of the machine		Bit to scientific, i just want a nice cup of coffee	
11	Contemporary machine but not the logo		good product	
12	The O_2 is strong, first thing I look at. On the other hand, the accent from the -e also draws my attention, but I guess it's the way to write coffee in Italian.		Gives industrial vibes and feels kind of cold.	
13	There is a lot going on in a single logo			
14	the logo gives a very rounded feeling but the coffee machine it self has a very square modern look to it. Also, I don't quite get the riespresso part.			

Appendix D - Questionnaire Results

age

How old are you?

☐ 18-24 years old

☐ 25-34 years old

☐ 35-44 years old

☐ 45-54 years old

☐ 55-64 years old

☐ 65+ years old

gender

How do you identify yourself?

☐ Male

☐ Female

☐ Non-binary / third gender

☐ Prefer to self-describe

☐ Prefer not to say

Geo

Where do you currently live?

☐ Netherlands

☐ Germany

☐ Norway

☐ France

☐ UK

☐ Italy

☐ Spain

☐ China

☐ Other Country (EU or Non-EU, please specify)

Where do you currently live?

☐ Netherlands

☐ Germany

☐ Norway

☐ France

☐ US

☐ UK

☐ Italy

☐ Spain

☐ China

☐ Other Country (EU or Non-EU, please specify)

Segment

How would you describe your relationship with Coffee?

☐ I care about sustainability and prefer Fair Trade or locally sourced coffee, even if it costs more.

☐ I stick to specific coffee brands and brewing methods that I know and trust.


☐ I drink coffee regularly but don't pay much attention to brands or brewing methods.

☐ I enjoy high-quality, specialty coffee and don't mind paying extra for a great experience

☐ I don't drink Coffee

9 Rules


Please watch this 1:30-minute video, preferably with the sound on: <https://youtu.be/2FzBwDjng>



Please rate the following statements: The Video...

	1-Strongly Disagree	2	3	4	5	6	7-Strongly Agree
...focuses on quality materials and design excellence.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...focuses on delivering authentic espresso shots.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...transforms making espresso into a ritual.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...is more than a simple click-and-go coffee experience.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...expresses an innovative sense of style.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...expresses comfortable operation and hearing sound.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Ceremony



Please rate the following statements about the tagline "THE ESPRESSO CEREMONY". The tagline...

	1-Strongly Disagree	2	3	4	5	6	7-Strongly Agree
...is short.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...is different.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...is unique.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...is easy to say and remember.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...is free from negative connotation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...is able to evoke emotions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...is easily displayed.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Realistic Purchase

This semi-automatic espresso machine, priced at **1299€**, offers full control over espresso preparation.

Co2R2: Made of aluminum and stainless steel, it operates with CO₂ canisters (500 shots per canister). It's noise-free, transparent, and features a sleek industrial design with full water and espresso control.

Please rate the statements after watching the video. Below is a price comparison of similar products.

co2R2 1299€		Bambino Plus Sage 529€	
Mira La Marzocco 2979€		Canessa Giuggia 379€	
Anca 1219€		Bartolina Philips 299€	
La Pavoni 799€		Dedica Arte De Longhi 264€	

I would consider backing this product.	1-Strongly Disagree	2	3	4	5	6	7-Strongly Agree
It is very likely that I will backing this product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will definitely backing this product in the future.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

IF purchase intent

In the scenario of publishing this espresso machine on a crowdfunding platform such as Kickstarter.
Please rate the following statements: After watching this video...

Backing = financially supporting a project or product

	1-Strongly Disagree	2	3	4	5	6	7-Strongly Agree
...I would consider backing this product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...It is very likely that I will backing this product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...I will definitely backing this product in the future.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Look at the Logo above
Please rate the following statements: THE LOGO...

	1-Strongly Disagree	2	3	4	5	6	7-Strongly Agree
...It is easy to understand and clear	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...It is memorable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...It is easy to describe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...It is easy to pronounce	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...It is unique	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...Align with the product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...looks inspiring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...looks poetic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...looks confident	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Co2R2 New



Look at the Logo above
Please rate the following statements: The LOGO...

	1-Strongly Disagree	2	3	4	5	6	7-Strongly Agree
...It is easy to understand and clear	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...It is memorable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...It is easy to describe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...It is easy to pronounce	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...It is unique	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...Align with the product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...looks inspiring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...looks poetic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...looks confident	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Demographics

How old are you?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-24 years old	33	33.0	33.0	33.0
25-34 years old	61	61.0	61.0	94.0
35-44 years old	3	3.0	3.0	97.0
45-54 years old	3	3.0	3.0	100.0
Total	100	100.0	100.0	

How do you identify yourself?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	54	54.0	54.0	54.0
Female	44	44.0	44.0	98.0
Non-binary / third gender	1	1.0	1.0	99.0
Prefer to self-describe	1	1.0	1.0	100.0
Total	100	100.0	100.0	

Where do you currently live? - Selected Choice

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Netherlands	72	72.0	72.0	72.0
Italy	14	14.0	14.0	86.0
France	5	5.0	5.0	91.0
US	1	1.0	1.0	92.0
Norway	1	1.0	1.0	93.0

Segments

Where do you currently live? - Other Country (EU or Non-EU, please specify) - Text

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	98	98.0	98.0	98.0
Poland	1	1.0	1.0	99.0
Sweden	1	1.0	1.0	100.0
Total	100	100.0	100.0	

How would you describe your relationship with Coffee?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid I care about sustainability and prefer Fair Trade or locally sourced coffee, even if it costs more.	8	8.0	8.0	8.0
I stick to specific coffee brands and brewing methods that I know and trust.	19	19.0	19.0	27.0
I drink coffee regularly but don't pay much attention to brands or brewing methods.	36	36.0	36.0	63.0
I enjoy high-quality, specialty coffee and don't mind paying extra for a great experience	22	22.0	22.0	85.0
I don't drink Coffee	15	15.0	15.0	100.0
Total	100	100.0	100.0	

MMean_video_perf

How would you describe your relationship with Coffee?

	Mean	N	Std. Deviation
I care about sustainability and prefer Fair Trade or locally sourced coffee, even if it costs more.	6.0208	8	.83304
I stick to specific coffee brands and brewing methods that I know and trust.	5.4474	19	.64082
I drink coffee regularly but don't pay much attention to brands or brewing methods.	5.5278	36	.80917
I enjoy high-quality, specialty coffee and don't mind paying extra for a great experience	5.6439	22	.98440
I don't drink Coffee	5.0333	15	.44186
Total	5.5033	100	.80542

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
MMean_video_perf	100	5.5033	.80542	.08054

One-Sample Test

Test Value = 4

	t	df	Significance		Mean Difference	95% Confidence Interval of the Difference	
			One-Sided p	Two-Sided p		Lower	Upper
MMean_video_perf	18.665	99	<.001	<.001	1.50333	1.3435	1.6631

One-Sample Effect Sizes

	Standardizer ^a	Cohen's d	Point Estimate	95% Confidence Interval	
				Lower	Upper
MMean_video_perf	Cohen's d	.80542	1.867	1.539	2.190
	Hedges' correction	.81158	1.852	1.528	2.173

^a The denominator used in estimating the effect sizes.

Cohen's d uses the sample standard deviation.

Hedges' correction uses the sample standard deviation, plus a correction factor.

H2

Case Processing Summary

	Included		Cases Excluded		Total	
	N	Percent	N	Percent	N	Percent
MMean_backing_noPrice ^a How would you describe your relationship with Coffee?	100	78.1%	28	21.9%	128	100.0%

Report

How would you describe your relationship with Coffee?	Mean	N	Std. Deviation
I care about sustainability and prefer Fair Trade or locally sourced coffee, even if it costs more.	5.5417	8	1.92673
I stick to specific coffee brands and brewing methods that I know and trust.	3.4912	19	1.30227
I drink coffee regularly but don't pay much attention to brands or brewing methods.	3.6667	36	1.56930
I enjoy high-quality, specialty coffee and don't mind paying extra for a great experience.	3.8636	22	1.70172
I don't drink Coffee	2.8000	15	1.37321
Total	3.6967	100	1.59551

Oneway

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
MMean_backing_noPrice	100	3.6967	1.59551	.15955

One-Sample Test

Test Value = 4

	t	df	Significance		Mean Difference	95% Confidence Interval of the Difference	
			One-Sided p	Two-Sided p		Lower	Upper
MMean_backing_noPrice	-1.901	99	.030	.060	-.30333	-.6199	.0133

One-Sample Effect Sizes

		Standardized ^a	Point Estimate	95% Confidence Interval	
				Lower	Upper
MMean_backing_noPrice	Cohen's d	1.59551	-.190	-.387	.008
	Hedges' correction	1.60773	-.189	-.384	.008

a. The denominator used in estimating the effect sizes.

H3

Backing Intetions with Price

Case Processing Summary

	Included		Cases Excluded		Total	
	N	Percent	N	Percent	N	Percent
MMean_backing_withPrice ^a How would you describe your relationship with Coffee?	99	77.3%	29	22.7%	128	100.0%

Report

How would you describe your relationship with Coffee?	Mean	N	Std. Deviation
I care about sustainability and prefer Fair Trade or locally sourced coffee, even if it costs more.	4.2000	8	2.48099
I stick to specific coffee brands and brewing methods that I know and trust.	2.9259	18	1.35085
I drink coffee regularly but don't pay much attention to brands or brewing methods.	3.3333	36	1.61344
I enjoy high-quality, specialty coffee and don't mind paying extra for a great experience.	3.9545	22	1.66264
I don't drink Coffee	2.4444	15	1.25778
Total	3.3367	99	1.67650

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
MMean_backing_withPrice	99	3.3367	1.67650	.16849

One-Sample Test

Test Value = 4

	t	df	Significance		Mean Difference	95% Confidence Interval of the Difference	
			One-Sided p	Two-Sided p		Lower	Upper
MMean_backing_withPrice	-3.937	98	<.001	<.001	-.66330	-.9977	-.3289

One-Sample Effect Sizes

		Standardized ^a	Point Estimate	95% Confidence Interval	
				Lower	Upper
MMean_backing_withPrice	Cohen's d	1.67650	-.396	-.599	-.190
	Hedges' correction	1.68947	-.393	-.595	-.189

a. The denominator used in estimating the effect sizes.

Cohen's d uses the sample standard deviation.

Hedges' correction uses the sample standard deviation, plus a correction factor.

Appendix F - Questionnaire
Validation Results

H4

BACKING WIHT OR WITHOUT PRICE DIFFERENCE

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	MMean_backing_withPrice	3.3357	99	1.67650	.16849
	MMean_backing_noPrice	3.6936	99	1.60334	.16114

Paired Samples Correlations

		N	Correlation	Significance One-Sided p	Two-Sided p
Pair 1	MMean_backing_withPrice & MMean_backing_noPrice	99	.801	<.001	<.001

Paired Samples Test

		Paired Differences		95% Confidence Interval of the Difference		t		df		Significance	
		Mean	Std. Deviation	Std. Error Mean		Lower	Upper			One-Sided p	Two-Sided p
Pair 1	MMean_backing_withPrice - MMean_backing_noPrice	-.35690	1.03592	.10411		-.56351	-.15029	-3.428	98	<.001	<.001

Paired Samples Effect Sizes

H5

T-Test

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
MMean_backing_noPrice	22	3.8636	1.70172	.36281

One-Sample Test

		Test Value = 4		Significance		Mean Difference		95% Confidence Interval of the Difference	
		t	df	One-Sided p	Two-Sided p	Lower	Upper	Lower	Upper
MMean_backing_noPrice		-.376	21	.355	.711	-.13636	-.8909	-.8909	.6181

One-Sample Effect Sizes

		Standardizer ^a		Point Estimate		95% Confidence Interval	
				Lower	Upper	Lower	Upper
MMean_backing_noPrice	Cohen's d	1.70172	-.080	-.488	.339		
	Hedges' correction	1.76667	-.077	-.480	.327		

a. The denominator used in estimating the effect sizes.

Cohen's d uses the sample standard deviation.

Hedges' correction uses the sample standard deviation, plus a correction factor.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
MMean_backing_noPrice	22	3.8636	1.70172	.36281

One-Sample Test

		Test Value = 4		Significance		Mean Difference		95% Confidence Interval of the Difference	
		t	df	One-Sided p	Two-Sided p	Lower	Upper	Lower	Upper
MMean_backing_noPrice		-.376	21	.355	.711	-.13636	-.8909	-.8909	.6181

One-Sample Effect Sizes

		Standardizer ^a		Point Estimate		95% Confidence Interval	
				Lower	Upper	Lower	Upper
MMean_backing_noPrice	Cohen's d	1.70172	-.080	-.488	.339		
	Hedges' correction	1.76667	-.077	-.480	.327		

a. The denominator used in estimating the effect sizes.

Cohen's d uses the sample standard deviation.

Hedges' correction uses the sample standard deviation, plus a correction factor.

H6

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
MMean_backing_withPrice	22	3.9545	1.66284	.35452

One-Sample Test

		Test Value = 4		Significance		Mean Difference		95% Confidence Interval of the Difference	
		t	df	One-Sided p	Two-Sided p	Lower	Upper	Lower	Upper
MMean_backing_withPrice		-.128	21	.450	.899	-.04545	-.7827	-.7827	.6918

One-Sample Effect Sizes

		Standardizer ^a		Point Estimate		95% Confidence Interval	
				Lower	Upper	Lower	Upper
MMean_backing_withPrice	Cohen's d	1.66284	-.027	-.445	.391		
	Hedges' correction	1.72533	-.026	-.429	.377		

a. The denominator used in estimating the effect sizes.

Appendix F - Questionnaire
Validation Results

H7

SLOGAN Statistics

Statistics		
MMean_slogan		
N	Valid	99
	Missing	29
Mean		5.2482
Median		5.2857
Std. Deviation		.75939
Range		3.71
Minimum		3.29
Maximum		7.00

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
MMean_slogan	99	5.2482	.75939	.07632

One-Sample Test						
Test Value = 4						
	t	df	Significance One-Sided p	Two-Sided p	Mean Difference	95% Confidence Interval of the Difference Lower Upper
MMean_slogan	16.354	98	<.001	<.001	1.24920	1.0967 1.3997

One-Sample Effect Sizes					
	Standardizer ^a	Point Estimate	95% Confidence Interval		
MMean_slogan	Cohen's d	.75939	1.644	1.339	1.944
	Hedges' correction	.76526	1.631	1.329	1.930

a. The denominator used in estimating the effect sizes.
Cohen's d uses the sample standard deviation.
Hedges' correction uses the sample standard deviation, plus a correction factor.

H8

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	MMean_New_Logo	4.2658	97	1.18108	.11992
	MMean_Old_Logo	4.4181	97	1.29951	.13195

Paired Samples Correlations

		N	Correlation	Significance	
				One-Sided p	Two-Sided p
Pair 1	MMean_New_Logo & MMean_Old_Logo	97	.316	<.001	.002

Paired Samples Test

		Paired Differences					Significance			
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference		t	df	One-Sided p	Two-Sided p
					Lower	Upper				
Pair 1	MMean_New_Logo - MMean_Old_Logo	-.15235	1.45432	.14766	-.44546	.14076	-1.032	96	.152	.305

Paired Samples Effect Sizes

		Standardizer ^a	Point Estimate	95% Confidence Interval	
				Lower	Upper
Pair 1	MMean_New_Logo - MMean_Old_Logo	Cohen's d	1.45432	-.105	-.304 .095
		Hedges' correction	1.46581	-.104	-.302 .094

a. The denominator used in estimating the effect sizes.
Cohen's d uses the sample standard deviation of the mean difference.

Appendix F - Questionnaire
Validation Results



IDE Master Graduation Project

Project team, procedural checks and Personal Project Brief

In this document the agreements made between student and supervisory team about the student's IDE Master Graduation Project are set out. This document may also include involvement of an external client, however does not cover any legal matters student and client (might) agree upon. Next to that, this document facilitates the required procedural checks:

- Student defines the team, what the student is going to do/deliver and how that will come about
- Chair of the supervisory team signs, to formally approve the project's setup / Project brief
- SSC E&SA (Shared Service Centre, Education & Student Affairs) report on the student's registration and study progress
- IDE's Board of Examiners confirms the proposed supervisory team on their eligibility, and whether the student is allowed to start the Graduation Project

STUDENT DATA & MASTER PROGRAMME

Complete all fields and indicate which master(s) you are in

Family name	WU	IDE master(s)	IPD <input type="checkbox"/>	Dfi <input type="checkbox"/>	SPD <input checked="" type="checkbox"/>
Initials	K.W.	2 nd non-IDE master			
Given name	KEVEN	Individual programme (date of approval)			
Student number	5865239	Medisign	<input type="checkbox"/>		
		HPM	<input type="checkbox"/>		

SUPERVISORY TEAM

Fill in the required information of supervisory team members. If applicable, company mentor is added as 2nd mentor

Chair	Ellis van den Hende	dept./section	RMCB	! Ensure a heterogeneous team. In case you wish to include team members from the same section, explain why. ! Chair should request the IDE Board of Examiners for approval when a non-IDE mentor is proposed. Include CV and motivation letter. ! 2 nd mentor only applies when a client is involved.
mentor	Sija Bakker Wu	dept./section	RMCB	
2 nd mentor				
client:				
city:		country:		
optional comments				

APPROVAL OF CHAIR ON PROJECT PROPOSAL / PROJECT BRIEF -> to be filled in by the Chair of the supervisory team

Sign for approval (Chair)

Ellis van den Hende

Digitally signed by Ellis van den Hende
Date: 2024.09.29 11:33:44 +02'00'

Name

Date

Signature



Personal Project Brief – IDE Master Graduation Project

Name student KEVEN WU

Student number 5,865,239

PROJECT TITLE, INTRODUCTION, PROBLEM DEFINITION and ASSIGNMENT

Complete all fields, keep information clear, specific and concise

Project title Company X's Espresso Coffee Machine: Crowdfunding Campaign

Please state the title of your graduation project (above). Keep the title compact and simple. Do not use abbreviations. The remainder of this document allows you to define and clarify your graduation project.

Introduction

Describe the context of your project here; What is the domain in which your project takes place? Who are the main stakeholders and what interests are at stake? Describe the opportunities (and limitations) in this domain to better serve the stakeholder interests. (max 250 words)

Company X designed an espresso machine that uses CO2 technology to brew coffee, giving traditional espresso making a new twist. Product X was not solely born from the minds of its creators but from the collaboration between an engineer and an industrial designer who shaped the product.

The communication and strategy are managed by the student leading this project. Unlike the conventional use of CO2 in sparkling water, Product X leverages CO2 for an innovative coffee brewing process. Its unique selling points include the CO2 cylinder, sleek design, coffee quality, ease of use, hygiene and distinct sound

Project Domain: Product X aims to enter the high-end domestic coffee machine market, using crowdfunding as a key channel for securing initial funds and building market traction.
Main Stakeholders and Interests: Consumers: Early adopters on crowdfunding platforms seeking exceptional coffee quality and a novel brewing experience. Company X Team: Focused on attracting consumers, securing funding, validating the product, and growing the startup through consumer feedback. Investors: Evaluating Product X as a promising opportunity with potential for equity participation and long-term returns.

Opportunities: Consumers: A new coffee experience with an innovative CO2-based brewing method and unique design, setting it apart from competitors. Company X Team: Success on crowdfunding can provide funding visibility, and valuable consumer insights, attracting further investor interest. Investors: Opportunity to support a differentiated product with strong market potential in the crowded coffee machine space. Limitations: Communication: Perception: Clear communication of the machine's unique value proposition is crucial for campaign success. Budget Constraints: Limited marketing resources may hinder the campaign's reach, affecting funding outcomes.
The student will strategically assess market needs and the desirability of Product X in the Netherlands to launch an effective crowdfunding campaign and video presentation.

→ space available for images / figures on next page

Appendix G - Brief

introduction (continued): space for images



image / figure 1



image / figure 2



Personal Project Brief – IDE Master Graduation Project

Problem Definition

What problem do you want to solve in the context described in the introduction, and within the available time frame of 100 working days? (= Master Graduation Project of 30 EC). What opportunities do you see to create added value for the described stakeholders? Substantiate your choice. (max 200 words)

Problem Definition and Research Question:

How can Company X, a coffee machine that uses CO2 cylinders for brewing, design a crowdfunding campaign to attract consumers on crowdfunding platforms in the Netherlands? Standing out and telling compelling stories has become increasingly challenging due to the vast number of products available. Crowdfunding platforms offer a channel for investing in innovative projects, but the challenge lies in building a unique brand identity and story that differentiate from competitors. A compelling crowdfunding presentation is crucial for promoting a startup and achieving initial sales milestones. Therefore, this project will focus on developing a crowdfunding presentation and video campaign to attract consumers through crowdfunding platforms.

Sub-research questions include: What is the competitive landscape for coffee machines? (Desk Research) How large is the coffee market segment in the Netherlands? (Literature Review and Desk Research) What are the key strategies for designing a compelling video campaign and presentation on crowdfunding platforms? (Literature Review and Desk Research). How do users perceive the espresso coffee machine and its sound, design, ease of use, and hygiene? (In-depth Interviews). What Brand DNA is most effective for positioning? (Analysis and Brand DNA) What messaging will resonate most with the target group? (Design and Validation).

Assignment

This is the most important part of the project brief because it will give a clear direction of what you are heading for. Formulate an assignment to yourself regarding what you expect to deliver as result at the end of your project. (1 sentence) As you graduate as an industrial design engineer, your assignment will start with a verb (Design/Investigate/Validate/Create), and you may use the green text format:

Objective: Investigate the coffee market landscape and evaluate market acceptance of the espresso machine's unique selling points (sound, design, ease of use, and hygiene) in the Netherlands. The goal is to develop a crowdfunding campaign presentation and video to attract coffee enthusiasts as early adopters on crowdfunding platforms.

Then explain your project approach to carrying out your graduation project and what research and design methods you plan to use to generate your design solution (max 150 words)

Research.

Interviews: Conduct interviews with coffee enthusiasts, professional baristas, and potential consumers to gain insights of the espresso machine. Why? To support segmentation and market acceptance.

Desk Research: Research competitors, the coffee market, and context. Why? To identify pain points and opportunities.

Literature Review: Conduct a literature review on branding, startups, coffee market segments, and crowdfunding strategies. Why? To understand the state of the art in the context of crowdfunding.

Analysis and Triangulation: Transcription and Thematic Analysis: Transcribe and perform thematic analysis of the semi-structured interviews. Competitor Analysis: Conduct a SWOT analysis of competitors. Triangulation: Combine and analyze the collected data to develop early brand positioning.

Brand DNA and Storytelling Segmentation: Create persona profiles. Core: Define Brand DNA with a key product message.

Production: Develop a crowdfunding campaign presentation, including text, images, and a video presentation.

Validation: Validate the campaign presentation (text and images) and video through A/B testing and implementation of improvements.

Appendix G - Brief

Project planning and key moments

To make visible how you plan to spend your time, you must make a planning for the full project. You are advised to use a Gantt chart format to show the different phases of your project, deliverables you have in mind, meetings and in-between deadlines. Keep in mind that all activities should fit within the given run time of 100 working days. Your planning should include a **kick-off meeting**, **mid-term evaluation meeting**, **green light meeting** and **graduation ceremony**. Please indicate periods of part-time activities and/or periods of not spending time on your graduation project, if any [for instance because of holidays or parallel course activities].

Make sure to attach the full plan to this project brief.
The four key moment dates must be filled in below

Kick off meeting

5 Set 2024

Mid-term evaluation

5 Nov 2024

Green light meeting

22 Gen 2025

Graduation ceremony

19 Feb 2025

In exceptional cases (part off) the Graduation Project may need to be scheduled part-time. Indicate here if such applies to your project

Part of project scheduled part-time	<input checked="" type="checkbox"/>
For how many project weeks	4
Number of project days per week	4,0

Comments:

Voluntarily attending sketching courses.

Motivation and personal ambitions

Explain why you wish to start this project, what competencies you want to prove or develop (e.g. competencies acquired in your MSc programme, electives, extra-curricular activities or other).

Optionally, describe whether you have some personal learning ambitions which you explicitly want to address in this project, on top of the learning objectives of the Graduation Project itself. You might think of e.g. acquiring in depth knowledge on a specific subject, broadening your competencies or experimenting with a specific tool or methodology. Personal learning ambitions are limited to a maximum number of five.
(200 words max)

Prior to this Master's program, the student completed an industrial design graduation project with the goal of building a coffee machine. However, the project lacked substantial research and analysis, which hindered the development of an effective communication strategy. This shortcoming is one of the reasons the student enrolled in this Master's program: to acquire robust research methods and analytical skills needed to implement strategies effectively, while applying the knowledge gained during their bachelor's degree in product development.

Additionally, the student worked for one year in a graphic design role at a startup, focusing on branding and marketing execution. As a result, the student aims to further develop skills in communication roles, particularly in brand strategies and storytelling. Learning Objectives: To establish a solid methodology in research, grounded in academic literature review and strong analytical methods, in order to identify a company's strengths and weaknesses and effectively apply strategic planning.

In Conclusion: This personal project involves family members (father and brother) and a long-term partner. The motivation behind this endeavor is to build lasting collaborations within the team and to share a passion through a real-world project, regardless of its outcome. This startup also has the broader goal of fostering a complementary team dynamic while applying the strategic mindset developed through the SPD program.

Lewis Carroll, Alice in Wonderland

Alice: Would you tell me, please, which way I ought to go from here?

The Cheshire Cat: That depends a good deal on where you want to get to.

Alice: I don't much care where.

The Cheshire Cat: Then it doesn't much matter which way you go.

Alice: ...So long as I get somewhere.

The Cheshire Cat: Oh, you're sure to do that, if only you walk long enough.