Memo

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To: Ms. Dorris

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Subject: Feasibility Report for Best Coffee on UNT Campus

This feasibility report is designed to inform students of popular coffee shops and cafes available around UNT’s campus. For the report, we examined three options: price, wait time, temperature of the coffee upon receipt, and distance from UNT campus.

In addition, there are 4 coffee shops located on UNT’s campus when we conducted our research. These shops include:

- **Hot Spot Lounge**
  Willis Library

- **Biz Café**
  Business Leadership Building

- **Temporary Food Court**
  By Sycamore and Sage Hall

- **Café GAB**
  General Academic Building
Best Coffee on UNT’s Campus
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Executive Summary

Our team has investigated the feasibility of finding the best coffee available on UNT’s campus. Coffee shops are essential on college campuses, as they serve as places of distraction. Things that may attract the typical college student to a specific shop would be distance of the coffee shop from campus, and especially price. These two factors were tested in our study along with wait time.

Coffee shops often serve as places of distraction, places where someone can spend his time for his studies or for doing his homework. But coffee houses are places best known for their different coffee products. That is the kind of things that attracts customers in these places. Which coffee is stronger, which coffee tastes the best. This is the kind of things people want to discover when they get into a coffee shop. So, we conducted a survey about coffee houses’ products and their satisfaction to customers.
Introduction

The purpose of this report is to inform the UNT student body of all coffee shops available on campus. What are the customer’s (student’s) expectations of coffee on campus at UNT? At the University of North Texas, there are 5 coffee shops located on campus.

- **Hot Spot Lounge**
  Willis Library

- **Biz Café**
  Business Leadership Building

- **Temporary Food Court**
  By Sycamore and Sage Hall

- **Café GAB**
  General Academic Building

After visiting each of the shops, we gathered data of 3 different factors and compared them. These factors included: price, wait time, temperature of the coffee upon receipt.

In the report that follows, we examined these options and recommend the best cup of coffee based on the factors tested.
Methods for Evaluating the Options

To support our recommendations, we have evaluated the feasibility of each option using 3 criteria.

- The price of a small cup of coffee
- The temperature of the coffee upon receipt
- The time waited to receive the coffee

In order to gather information to evaluate the coffee, we visited each of the 5 coffee shops on campus. To insure accuracy, we made sure to visit the coffee shops on the same day, around the same time. Furthermore, we visited all the shops on a Wednesday morning between 9:00-9:30am. Upon arrival at each shop, we order a small regular cup of coffee. We used a timer to calculate the time it took the barista to make the cup of coffee and hand it to us. Then, after recording the time, we used a thermometer to measure the temperature of the coffee. Last we recorded the price of the cup.
Results of the Evaluation

We evaluated the five coffee shops options according to the criteria of wait time, price range, and temperature of coffee.

The time waited to receive the coffee

- Hot Spot Lounge: 2 minutes, 35 seconds.
- Biz Café: 2 minutes, 14 seconds.
- Café GAB: 3 minutes, 34 seconds.
- Temporary Food Court: self-serve (~2 minutes)

The temperature of the coffee upon receipt

- Hot Spot Lounge: 158°F
- Biz Café: 177°F
- Temporary Food Court: 152°F
- Café GAB: 163°F

The price of a small cup of coffee:

- Hot Spot Lounge: $1.75
- Biz Café: $1.75
- Temporary Food Court: $1.00
- Café GAB: $1.50
**Recommendation**
After reviewing the data, we recommend a cup of coffee from the Biz Café. This coffee shop is located centrally on campus, in the Business Leadership Building. This cup of coffee was a little bit more expensive than a couple of the options, but you are getting more bang for you buck. The coffee was served at a good temperature and the wait time was very short.