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Coffee
plot

WRITTEN SUMMARY

Problem

Train stations lack joy and involvement from the users which leads to a poorer overall experience for all.

Process

Through user research and investigation we found that coffee shops were a main point of contact for users. We believe building on this experience to ensure a stronger sense of involvement and community will be key to solving the problem.

Proposal

Coffee Plot is a community based biophilia project which all users take part in. From the regular coffee drinking ensuring the plants retain health through the composting of our coffee paper cup sleeves, to the passive enjoyment of the relaxing user on our bench based planter who will spread word of their improved experience.

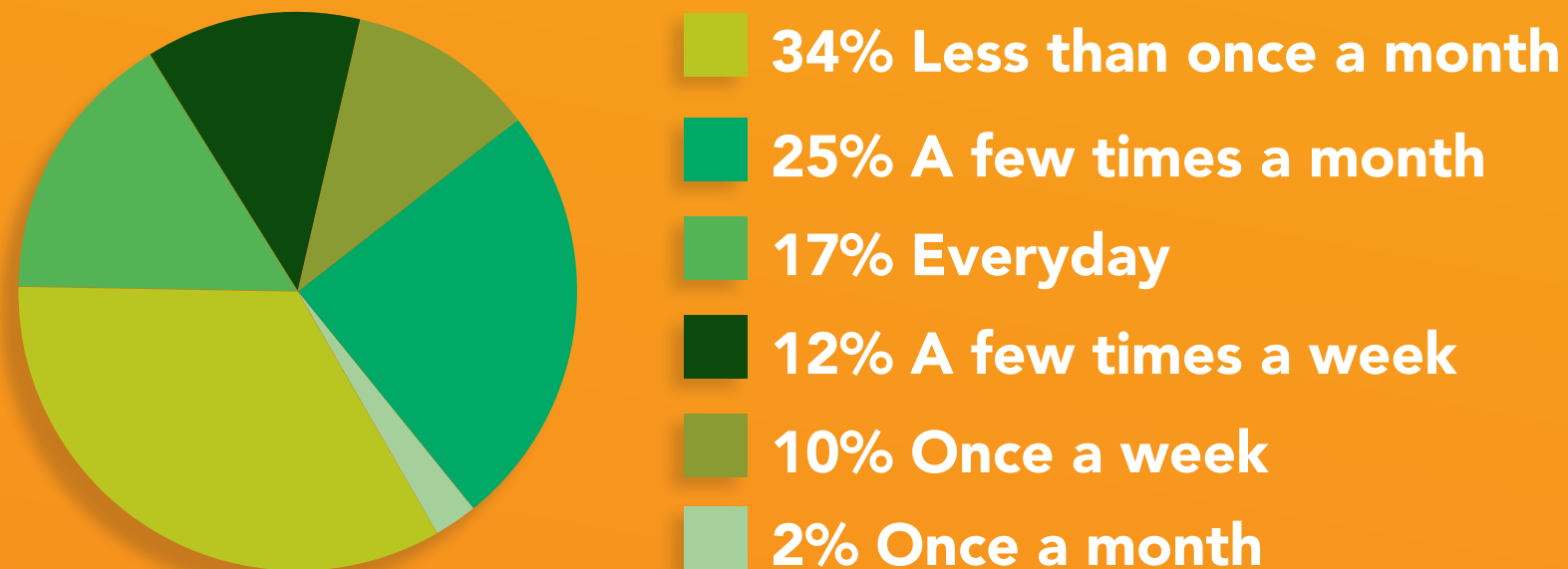
Coffee
plot



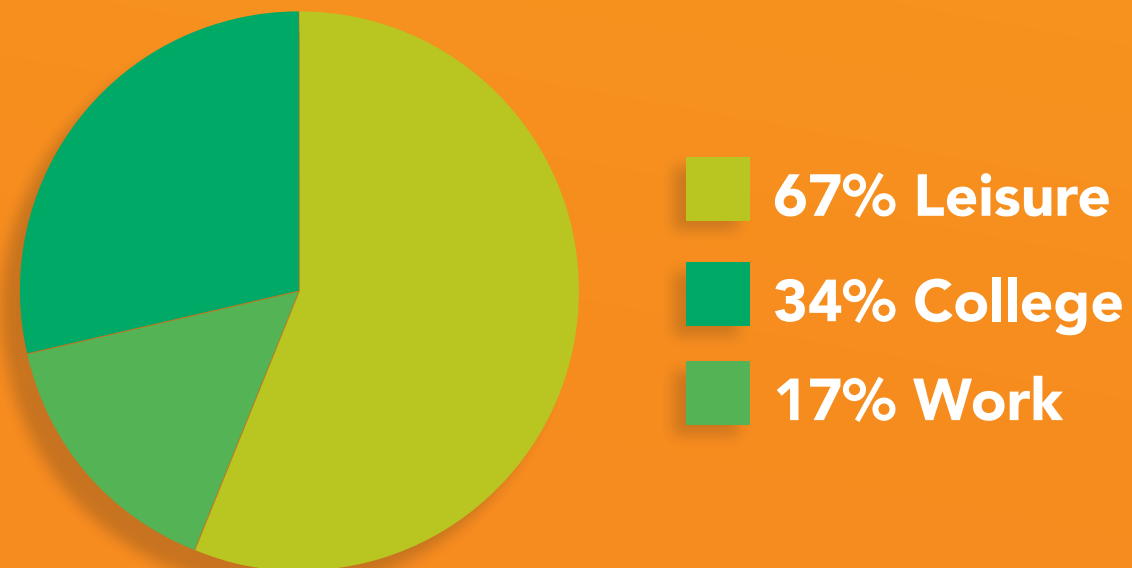
RESEARCH

Results of survey (76 participants)

How often do you use the train?



What do you use the train for?



Interview quotes of interest

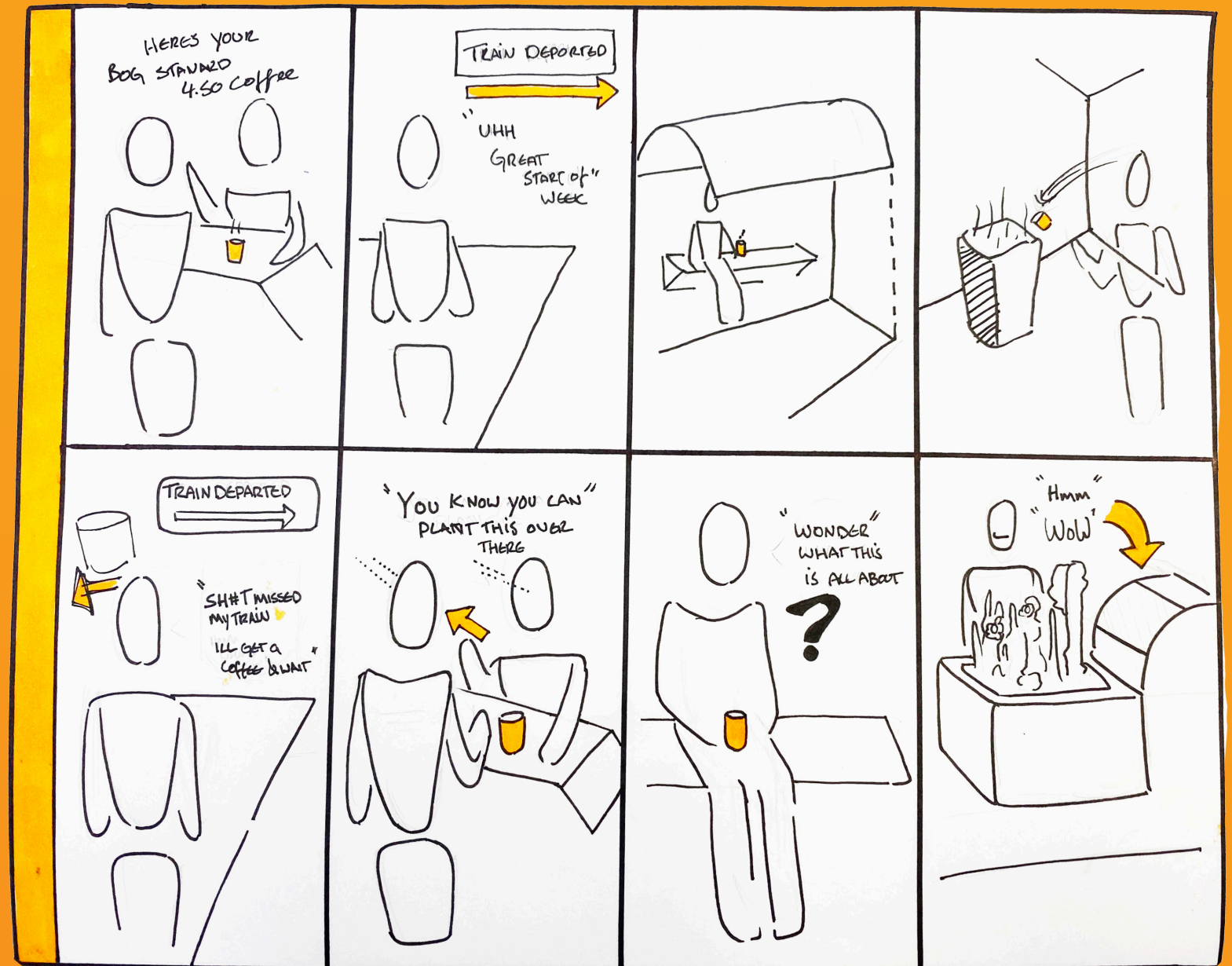
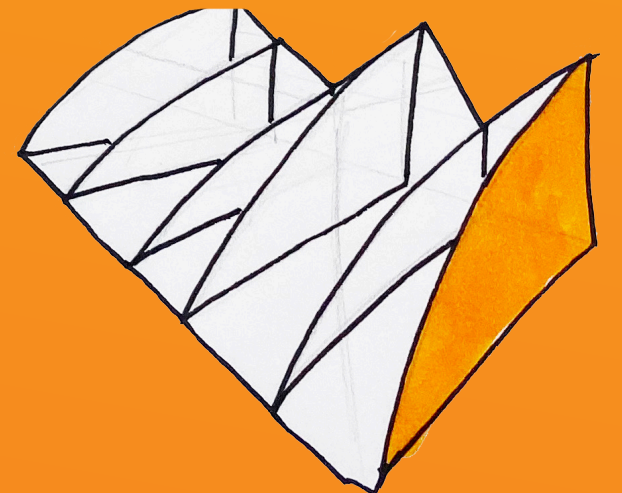
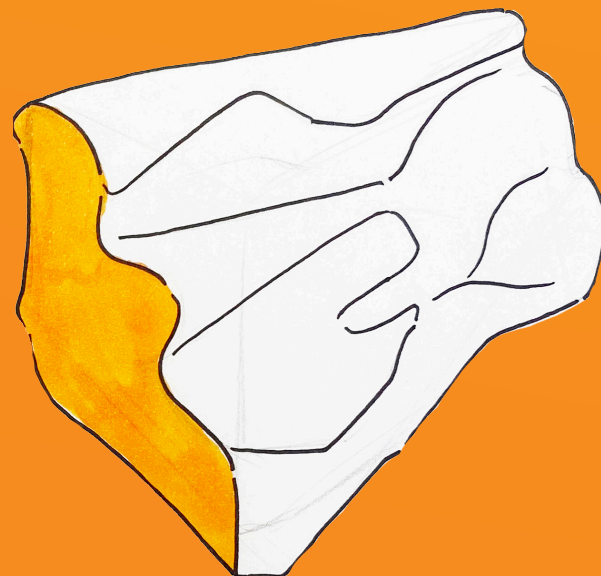
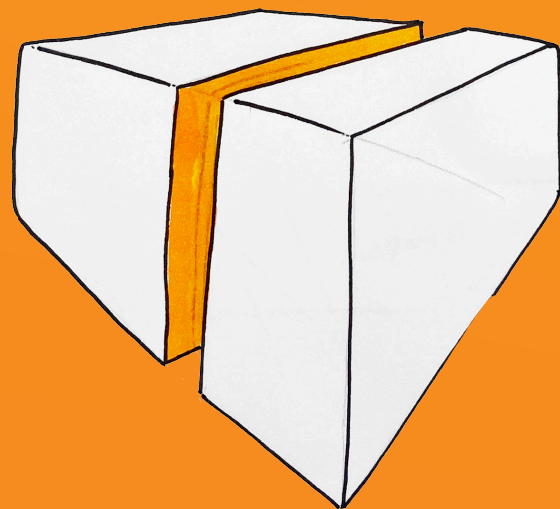
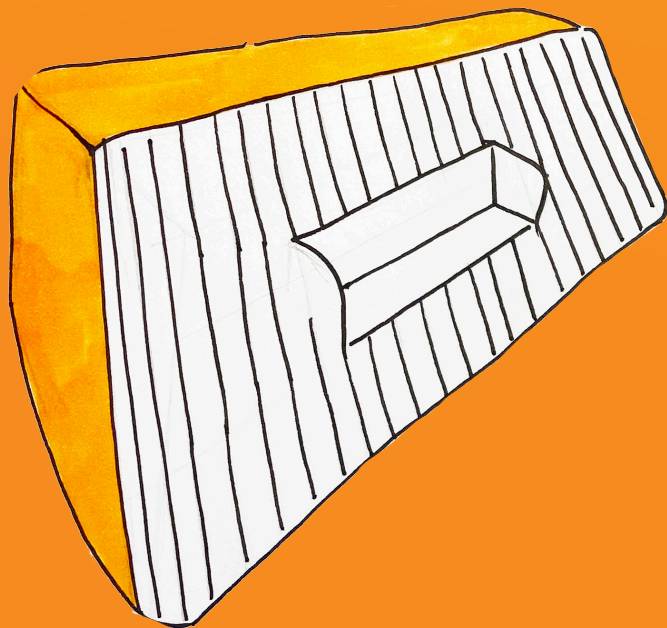
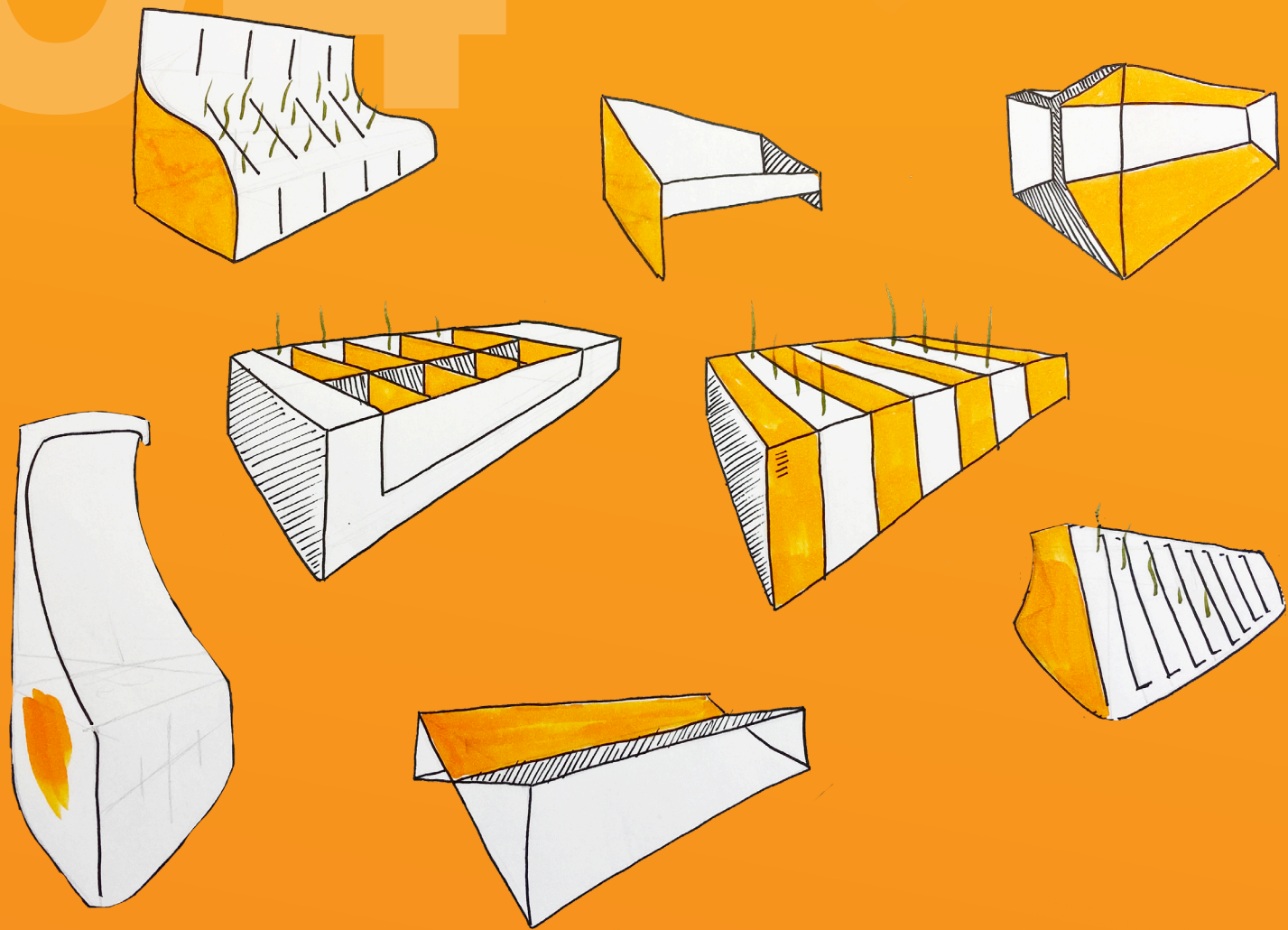
“ I always feel kind of panicked because they are always so busy and depending on the train station it can be confusing. I usually arrive an extra bit early to get my bearings

“ Waiting for your train on a wet cold day is absolutely miserable. The train station is so dull and boring I usually just use my phone to pass the time.

“ Getting the train in the morning and evenings during the week can get very hectic. People rushing and stuffing themselves into the train.

“ I panic a lot in the mornings especially. If I don't make it on time and miss my train I have to sit under a cold shelter bit ages.

CONCEPT DEVELOPMENT



CONCEPT

DRINK



Use our Coffee Plot sleeve which is made from biodegradable paper combined with coffee grounds.

PLANT



This coffee paper sleeve can be used to provide nutrients to our coffee plot in the station or to your own plants at home.

GROW!



Feed the plants, watch them grow and be part of the Coffee Plot community!



06 INFO QR CODE



MATERIALS SELECTION

Reclaimed railway sleepers - Reclaimed oak railway sleepers are used to both ensure sustainability, and to acknowledge the deep history of our train stations.

Hypertufa - A man made substitute limestone rock. Created through the mixture of peat moss, coconut fibres and environmentally friendly carbon concrete.

66% lighter than concrete

Favorable for plant growth due to its porous nature

Rhododendrons - These are the perfect flower due to their hardiness, lack of requirement for direct sunlight and regular watering. They also keep their green leaves after pruning so not degrade the coffee plot experience



MATERIALS - Making the Coffee Paper



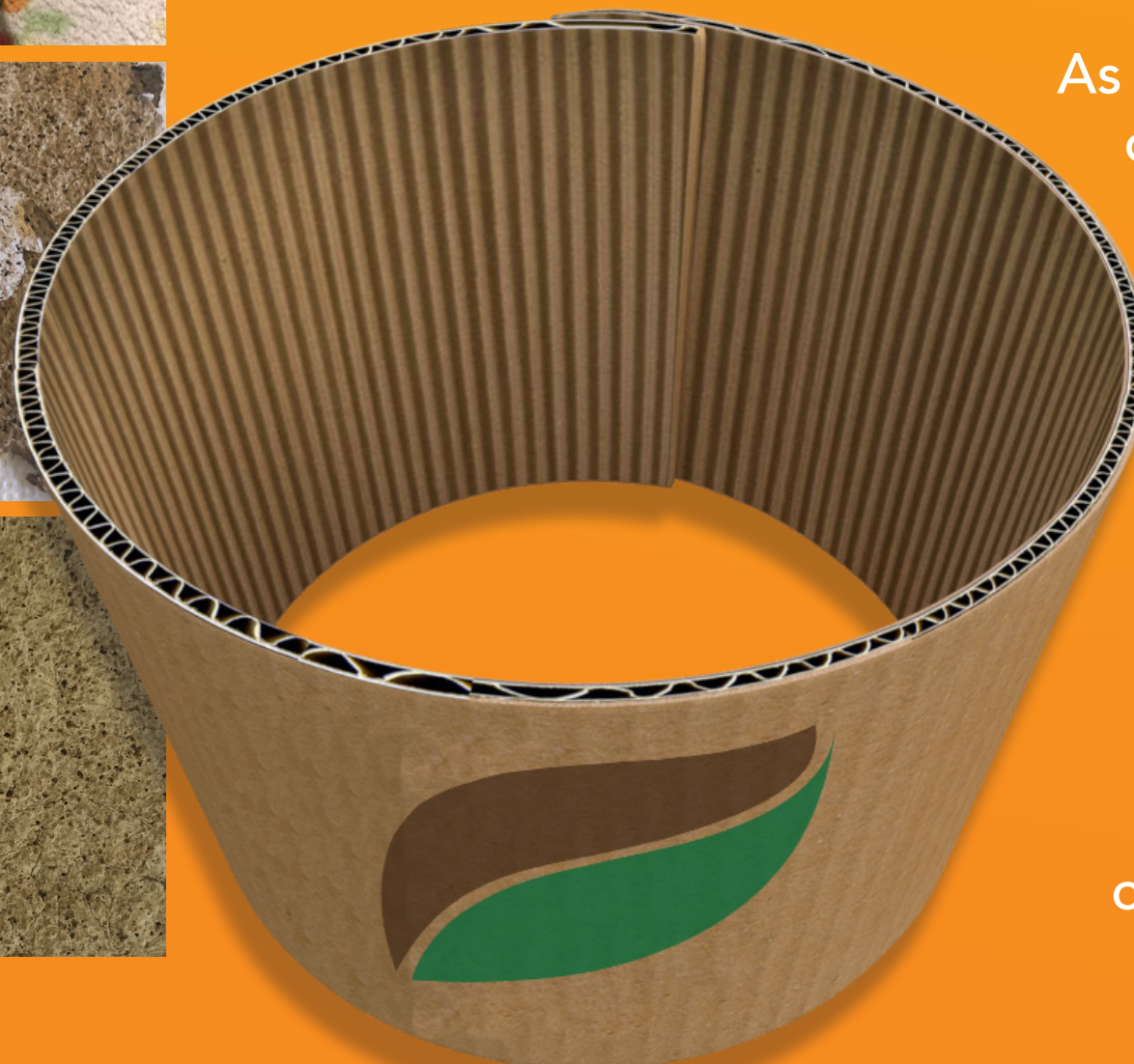
Compostable Coffee Paper

Similar to seed paper, our coffee paper is made from 100% recycled paper pulp, blended together with spent coffee grounds from the coffee shops within the train stations themselves.

Our coffee paper will be used to create coffee cup sleeves with a more long lasting purpose than just keeping your hands safe from being burnt!

Spent coffee grounds contain a lot of the essential nutrients flowers and plants need to survive.

As the amount of nutrients can vary in each batch of coffee grounds, our coffee paper makes for a perfect combination of sustainability through recycling, and a slow release fertiliser to maintain plants, and a simple way for coffee drinkers to have a larger positive effect on their community.



BUSINESS MODEL

The Problem

1000

Average number of coffees per coffee shop in Heuston Station

6,350kg

Spent coffee grounds send to landfill per year per coffee shop

€1,600

Annual cost of spent coffee bean disposal per coffee shop per year

Our Process

85%

People willing to pay up to 10c extra per cup of coffee if they knew the spent coffee grounds were being diverted from landfill

6,350kg

Spent coffee grounds diverted from landfill

bio-bean

Any un-used coffee waste will be donated to bio-beans to be recycled further

The Benefits

19%

Increase in profitability of each coffee sold under Coffee Plot

€50

Coffee Plot daily revenue per coffee shop, (5c per coffee cup)

€19,550

Annual revenue per coffee shop for taking part in our project

10 COMMUNITY

Community based biophilia project

Coffee Plot wants to enable the user to improve their experience, and the experience of others around them.

After enjoying your Coffee Plot protected coffee, you can ensure that those who come after you have an improved experience through our simple system.

Even those who don't get pleasure from drinking coffee, can take joy in being a part of the larger train station community by just relaxing on the Coffee Plot planter bench and showing those who do ensure the upkeep of the flowers that it's all worth it!

Community doesn't have to end when the train pulls out of the station, our compostable Coffee Plot sleeves can be used anywhere to brighten up and strengthen plants anywhere, even in your own home.

