INNOVATION AND CREATIVITY PRODUCT EXHIBITION
ISSN XXXX-XXXX (Media Online)
https://journals.adaresearch.or.id/icpex
OPEN ACCESS
Vol. 1, No. 1, June 2026 | pp. 85-92

PAPER

Dokter Coffee: QR-Based Healthy Coffee Digital Business Model

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ABSTRACT

The growth of coffee drinking culture, the use of digital payments, and increasing public attention to health open opportunities for more personalized coffee service innovation. However, some consumers do not have practical information about caffeine content, acidity levels, additives, and menu options that suit their body conditions. This article compiles Dokter Coffee's innovation plan, which is a QR/barcode application and system to help coffee shop customers obtain more secure, informative, and personal coffee menu recommendations. The method used is Business Model Canvas mapping, literature study, initial observation of coffee shop digital needs, and Design Thinking approach to formulate features, service flow, and implementation strategy. The implementation stage includes the preparation of the coffee and partner database, barista and business owner education, assistance with the installation of QR at the table or cash register, as well as evaluation through indicators of QR usage, customer satisfaction, loyalty, and recommendation transaction value. The results of the plan show that Dokter Coffee has a double value proposition: customers get healthy coffee education and a more personal ordering experience, while coffee shops get service differentiation, specialty menu promotions, and anonymous customer behavior data. This innovation deserves to be developed as a pilot project in a Medan coffee shop with special attention to the accuracy of nutritional information, personal data protection, partner digital literacy, and real user validation.

KEYWORDS

Business Model Canvas; Doctor Coffee; QR Code; Healthy Coffee; Digitization of MSMEs

How to Cite: [1] M. F. Lubis, G.L. Ginting, R. D. Syahputra, R. H. Ritonga, and M. A. Siregar, "Dokter Coffee: QR-Based Healthy Coffee Digital Business Model," *Innovation and Creativity Product Exhibition*, vol. 1, no. 1, pp. 85-92, 2026.

Article Submitted 2026-06-01. Revision Uploaded 2026-06-12. Final Acceptance 2026-06-13

1. INTRODUCTION

The coffee shop industry in Indonesia's big cities is growing not only as a place to consume drinks, but also as a social space, a place to work, and a medium of expression of young people's lifestyles. This change makes coffee shops have to compete through the service experience, not just the taste of the product. At the same time, customers are increasingly accustomed to using digital services such as QRIS, application-based ordering, social media content, and loyalty programs. Bank Indonesia explained that QRIS was developed so that QR code-based transactions are quick, easy, cheap, secure, and reliable [2]. Until Semester I 2025, QRIS has reached 57 million users and 39.3 million merchants, with 93.16% of merchants coming from UMKM; transaction volume reached 6.05 billion transactions worth Rp579 trillion [3]. This condition shows that QR technology is familiar to the community and can be a gateway for additional services, including menu education and coffee recommendations.

On the other hand, coffee consumption trends are also related to health issues. Coffee contains caffeine and other bioactive compounds that can provide benefits when consumed appropriately, but excessive consumption or high sugar menu choices can cause complaints in some people. An umbrella review of meta-analyses shows that coffee consumption in general tends to be more associated with benefits than risks, with the exception of certain conditions such as pregnancy or individuals with certain sensitivities [12]. Other studies state that moderate coffee consumption is associated with better cardiovascular health in many observational studies, although the effect depends on the dose, habit, and individual condition [13]. Therefore, coffee shop customers need information that is easy to understand, not excessive medical claims.

The problem that is often found in coffee shops is that the menu information still focuses on the drink name, price, and product photo. Details such as caffeine estimation, acidity level, seed type, choice of milk, sugar level, as well as recommendations for customers who are sensitive to the stomach, are reducing sugar, or want to avoid caffeine at night are not always available. In fact, research on the development of caffeine consumption applications in Indonesia shows that mobile applications can help users calculate caffeine content and estimate consumption limits based on body weight [15]. That is, the integration of coffee information and mobile technology can be a relevant solution to improve consumer literacy.

The Business Model Canvas file that is the basis of this article contains the concept of Dokter Coffee, a service that combines a mobile application, a QR/barcode system at the cafe desk or cashier, a coffee and health database,

relationships with coffee shops, digital marketing, and a healthy coffee community. The main value for customers is coffee recommendations according to body conditions, introduction of good and healthy coffee products, coffee content information, as well as a personal and safe coffee drinking experience. The value for a coffee shop is to be an educational and modern café, increase customer engagement and loyalty, attract new customers through barcode technology, and help promote specialty menus.

Conceptually, Dokter Coffee can be positioned as a digital-health lifestyle innovation, not a medical diagnosis service. The application does not replace healthcare professionals, but provides preference-based recommendations, general information, and sensible consumption limits. This concept is in line with the development of food recommender systems that not only consider appetite, but also nutritional needs, dietary restrictions, and consumer health goals [18], [19]. In the context of digital startups, the Business Model Canvas is also relevant because it helps teams map customer segments, value propositions, channels, key activities, resources, partnerships, costs, and income in a nutshell [1], [4].

The gap that this article wants to answer is the lack of local coffee shop service plans that integrate healthy coffee education, personal recommendations, QR/barcode, customer insight data, and B2B-B2C partnership models in one ecosystem. Many food ordering applications emphasize the convenience of transactions, while some digital health services have not specifically entered into the coffee drinking experience. Dokter Coffee tries to fill that space with a model that can be gradually applied to coffee shops in Medan.

The purpose of writing this article is to compile an innovation article based on BMC Dokter Coffee data, explain the product manufacturing process and its implementation, analyze the results of the business model plan, and provide development recommendations so that the innovation can be tested on a real pilot project. This article is expected to be a ready-to-develop manuscript for the Innovation and Creativity Product Exhibition activities with a focus on the Business Model Canvas category.

2. METHOD

2.1 Planning and Implementation Stages

The research method used is the Business Model Canvas-based planning method combined with the Design Thinking approach. BMC is used to map Dokter Coffee's business logic into nine blocks, namely customer segments, value propositions, channels, customer relationships, revenue streams, key resources, key activities, key partnerships, and cost structure. This approach was chosen because BMC can simplify complex business ideas into visual maps that are easy to read, discuss, and validate [1], [4]. In digital startups, BMC mapping needs to be complemented with attention to the development team, technology capabilities, and implementation readiness because team factors often determine the success of software products [5].

The main data of the article comes from BMC Dokter Coffee photos/documents. The data is transformed into an academic narrative through four levels. The first stage is the identification of BMC elements and the grouping of points according to nine blocks. The second level is inter-block compatibility analysis, for example whether the value proposition is supported by resources, whether the customer segment has the right channels, and whether the revenue stream is in line with operational costs. The third stage is the compilation of an implementation model that consists of preparation, education, mentoring, and evaluation. The fourth stage is the development of the results framework in the form of tables, pictures, KPI indicators, and impact discussion.

In addition to BMC data, literature studies are used to strengthen the argumentation. The literature used covers digital business models, QRIS and QR systems in coffee shops, coffee consumption and health, caffeine counter applications, mobile health, design thinking, and food recommender systems. A study on QRIS at a coffee shop in Medan found that the use of QRIS can affect consumer interest because it facilitates non-cash payments and increases efficiency [6]. Other studies on coffee shop operators show that QRIS provides benefits in the form of ease of transaction, time efficiency, security, and increased turnover [7]. These findings form the basis that QR/barcode can be accepted in the context of coffee shops if accompanied by education and ease of use.

Table 1. Dokter Coffee's implementation stages

Stage	Activity	Output
Preparation	Problem validation, menu data collection, coffee-health database compilation, application prototype, and QR design.	MVP, initial database, educational material, and partner list.
Education/training	Barista and café owner training on dashboard, QR, recommendation flow, and data ethics.	Mitra understands the service and is ready to explain to the customer.
Mentoring	QR installation, desk/cashier testing, usage monitoring, technical assistance, and menu updates.	Initial usage data, user input, and pipeline improvements.
Evaluation	Measurement of QR scan, profile completion, menu purchase recommendation, satisfaction, and retention.	Pilot performance report and development recommendations.

The recommended data collection method for the advanced level is a combination of competitor observation, prospective customer interviews, user surveys, and limited trials at partner coffee shops. Competitor observation is done by noting how coffee shops display menus, use QR, manage customer loyalty, and deliver product content information. Prospective customer interviews were conducted with students, young workers, coffee lovers, and health-conscious consumers to explore coffee drinking habits, complaints, taste preferences, health limitations, and readiness to use the application. Quantitative surveys can be conducted using a Likert scale to assess interest in use, convenience, trust, perceived benefits, and intention to reuse.

The implementation stages of Dokter Coffee are organized into four phases. The preparation phase includes problem validation, partner menu data collection, general coffee content data collection, recommendation category determination, database creation, application prototype creation, as well as educational material creation. In this phase, the team of developers and data analysts work together with health/nutrition experts to organize information limitations so that it does not turn into a medical diagnosis. The education/training phase includes training baristas and café owners on how to use the dashboard, paste QR, explain the benefits of the service to customers, as well as maintain the ethics of data collection. The mentoring phase is conducted during the trial at the partner location, including QR scan monitoring, technical assistance, menu updates, and feedback collection. The evaluation phase measures the number of QR scans, the ratio of customers who complete the preference profile, the most recommended menu, customer satisfaction, and partner input.

The visual design method uses Design Thinking with five levels: empathize, define, ideate, prototype, and test. At the empathize level, the team understands the needs of customers who want to enjoy coffee but have concerns about caffeine, sugar, stomach, or consumption time. At the define level, the problem is formulated as a lack of menu information that is personal and easy to understand. At the ideate level, several solutions were made such as educational QR menus, coffee recommendations based on short profiles, low sugar menu badges, educational content, and loyalty points. At the prototype level, the initial look of the application, QR scanning flow, recommendation page, and table poster design were made. At the test level, the prototype is tested to potential users and partners to evaluate the clarity of the language, ease of flow, and trust in the recommendations.

The multimedia production process is done through pre-production, production, and post-production. Pre-production includes the preparation of the campaign message, the creation of a wireframe, the selection of beige-green colors that are consistent with the BMC visuals, the writing of educational microcopy, and the design of health category icons. Production includes application interface design, QR poster making, short video recording of healthy coffee education, as well as Instagram and TikTok content creation. Post-production includes visual editing, readability testing, file size adjustment, uploading to social media, and content performance evaluation. With this method, visual design is not only attractive, but also supports literacy and usage behavior.

2.2 Tools, Materials, and Visual Design

Table 2. Key tools, materials, and resources

Component	Requirement	Function
Mobile application	Android/iOS prototypes, user profiles, recommendation pages, preference history.	Provide a personal experience to customers.
QR/barcode system	QR desk/cashier, landing page, partner dashboard.	Connecting customers with an educational menu at the café location.
Coffee database	Seed type, brewing method, estimation of caffeine, acidity, sugar, milk, and cautionary notes.	Basic menu recommendations.
Educational content	Short articles, microcopy, posters, short videos, and social media captions.	Improve healthy coffee literacy.
Operational team	Developer, data analyst, marketing, café partner, nutritionist/health expert.	Ensure the system runs and the information is valid.

3. RESULT AND DISCUSSION

3.1 Business Model Canvas Mapping Results

The main result of BMC data processing is Dokter Coffee's business model which has two groups of customers. The B2C group includes coffee lovers aged 18-45, students, young professionals, health-conscious consumers, specialty coffee connoisseurs, and digital application users. The B2B group includes coffee shops in Medan, specialty coffee cafés, local coffee SMEs, and modern coffee shops. The separation of B2C and B2B is important because Dokter Coffee not only sells applications to end users, but also offers business value to café partners. End customers need recommendations and education, while partners need differentiation, loyalty, menu promotion, and data insight.

Dokter Coffee's value proposition is built through two sides. For customers, the value offered is coffee recommendations according to body conditions, help in identifying better coffee products, information on coffee content such as caffeine and acidity, as well as a more personal coffee drinking experience. For the coffee shop, the value offered is a modern and educational café image, increased engagement, opportunities to attract new customers through

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ISSN XXXX-XXXX (Media Online)
https://journals.adaresearch.or.id/icpex
OPEN ACCESS
Vol. 1, No. 1, June 2026 | pp. 85-92

QR/barcode, and specialty menu promotion support. This proposition is strong because it combines convenience, personalization, and education. However, the proposition needs to be limited with a disclaimer that recommendations do not replace medical advice.

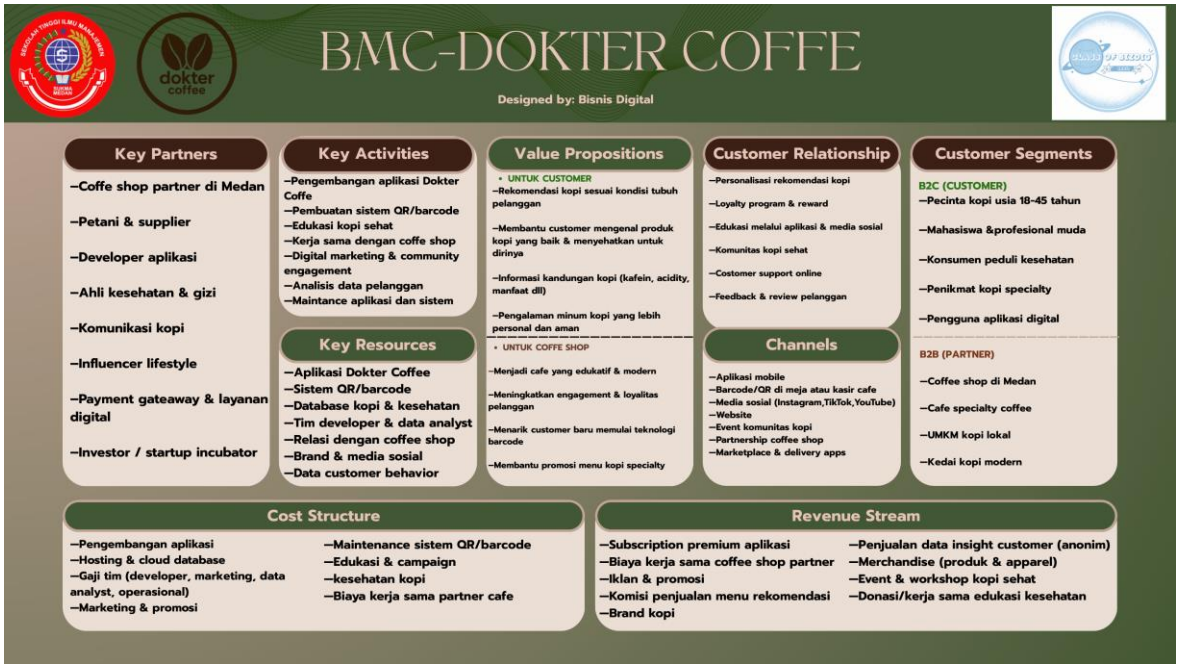

Figure 1. Dokter Coffee Canvas Business Model Documentation.

Table 3. Summary of BMC Dokter Coffee mapping results

Blok BMC	Main Contents of Doctor Coffee
Customer Segments	B2C: coffee lovers aged 18-45, students, young professionals, health-conscious consumers, specialty coffee connoisseurs, digital application users. B2B: coffee shop in Medan, specialty café, local coffee UMKM, modern coffee shop.
Value Propositions	Coffee recommendations according to body conditions, coffee content information, personal coffee drinking experience, more educational and modern cafes, increased engagement and loyalty.
Channels	Mobile application, QR/barcode at the desk or cash register, Instagram, TikTok, YouTube, website, community event, partnership coffee shop, marketplace and delivery apps.
Customer Relationship	Personalized recommendations, loyalty programs, application and social media education, healthy coffee community, online customer support, feedback and reviews.
Revenue Streams	Premium subscription, coffee shop partner cooperation fee, advertisement, menu recommendation commission, coffee brand, anonymous data insight, merchandise, event/workshop.
Key Resources	Dokter Coffee application, QR/barcode system, coffee and health database, developer, data analyst, coffee shop relationship, brand, social media, customer behavior data.
Key Activities	Application development, QR/barcode creation, healthy coffee education, café collaboration, digital marketing, community engagement, data analysis, maintenance.
Key Partners	Coffee shop partner Medan, farmers and suppliers, application developers, health/nutrition experts, coffee community, lifestyle influencer, payment gateway, investor/incubator.
Cost Structure	Application development, hosting/cloud database, team salary, marketing/promotion, QR/barcode maintenance, education, partner café cooperation costs.

Key partners identified include coffee shop partners in Medan, farmers and suppliers, application developers, health and nutrition experts, coffee communities, lifestyle influencers, payment gateways, digital services, investors, and startup incubators. The roles of the partners are not the same. Coffee shop provides location, menu, and contact with customers. Suppliers and farmers reinforce the story of the origin of coffee. Developers develop applications and dashboards. Health/nutritionists help validate educational content. Influencers and communities help spread the campaign. Payment gateway and QRIS support transaction and payment integration. Investors or incubators help with funding and business support.

Key activities consist of Dokter Coffee application development, QR/barcode system creation, healthy coffee education, cooperation with coffee shops, digital marketing, community engagement, customer data analysis, as well as application and system maintenance. This activity shows that business is not just making applications, but running a service ecosystem. If the application is not updated, the menu data is invalid, or the partner does not actively explain the

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QR to the customer, then the value of the service will decrease. Therefore, daily operations need to include content management, technical support, data validation, and partner communication.

Key resources include mobile applications, QR/barcode systems, coffee and health databases, developer teams, data analysts, relationships with coffee shops, brands, social media, and customer behavior data. The most critical resource is the database and recommendation algorithm because both determine user trust. The minimum database needs to contain the type of coffee, brewing method, estimated caffeine, acidity, choice of milk, sugar level, recommended consumption time, and cautionary notes. Customer behavior data should be anonymized so that insights can be used for partners without sacrificing customer privacy.

Dokter Coffee's channels consist of a mobile application, barcode/QR at the cafe desk or cashier, social media such as Instagram, TikTok, and YouTube, website, coffee community events, coffee shop partnerships, as well as marketplace and delivery apps. The most important channel for early adoption is QR in the café because customers are already at the moment of decision making. Social media works to build awareness and education before or after the visit. Community events serve to strengthen credibility and bring coffee lovers together with partners.

Customer relationship is planned through personalization of coffee recommendations, loyalty programs and rewards, education through applications and social media, healthy coffee communities, online customer support, as well as customer feedback and reviews. Customer relationships should be recurring, not disposable. For example, customers can save a preference profile, earn educational badges after reading content, earn points after trying the recommended menu, and give reviews on whether the recommendations are suitable. This mechanism can strengthen engagement and provide anonymous data for system improvement.

Cost structure consists of application development, hosting and cloud database, developer team salary, marketing, data analyst, operational, promotion, QR/barcode maintenance, coffee health education and campaign, as well as partner café cooperation costs. Revenue streams consist of application premium subscriptions, coffee shop partner collaboration fees, advertisements and promotions, commissions for sales of menu recommendations, coffee brands, sales of anonymous customer insight data, merchandise, healthy coffee events and workshops, as well as donations or health education collaborations. These income streams are diverse, but need to be prioritized so that the startup does not lose focus. At the initial stage, the most realistic income is partner collaboration fees, menu recommendation commissions, events/workshops, and coffee brand sponsorships.

3.2 Impact Analysis and Discussion

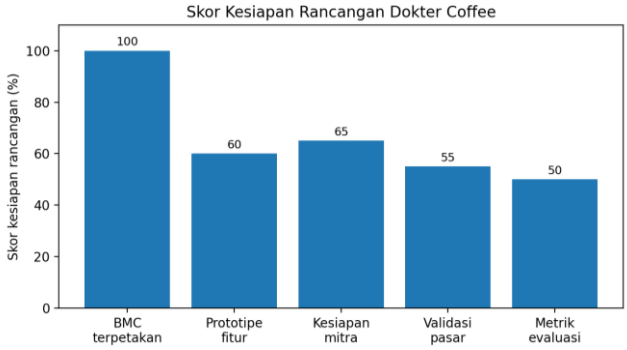

Figure 2. Plan readiness score based on BMC document review.

Analysis of the business model shows that Dokter Coffee has an opportunity because it is at the intersection of three trends: coffee culture, UMKM digitalization, and health awareness. QRIS and QR code have become an increasingly familiar technology for UMKM practitioners, so the use of QR for menu education does not start from zero. Research at Circle Coffee Medan also shows that QRIS payments can increase efficiency and attract the interest of non-cash customers [6]. This gives the basis that a coffee shop in Medan can be a relevant test location. However, the use of QR for menus and recommendations still needs to pay attention to the customer experience. If the page is too heavy, there are too many questions, or the recommendations are unreliable, the customer can go back to choosing the normal menu without using the application.

The potential impact for customers is an increase in the literacy of coffee consumption. Customers not only choose menus based on taste or trends, but also understand differences in caffeine levels, acidity, added sugar, type of milk, and consumption time. Consumers who are sensitive to the stomach can be instructed to choose a menu with lower acidity or lighter portions. Consumers who reduce sugar can be directed to less sugar or syrup-free options. Consumers who want to stay focused on studying or working can get recommendations that pay attention to drinking time. Although this recommendation is educational, not medical, transparent information can help customers make more responsible decisions.

The potential impact for coffee shops is service differentiation. Many cafés compete through interiors, prices, and viral menus. Dokter Coffee offers differentiation as an educational, data-based café that cares about customer experience. Mitra café can highlight the specialty menu with a clearer narrative, for example the origin of the beans, flavor profile, caffeine level, and compatibility with customer preferences. In addition, anonymous data from QR interactions can help

café owners know which menus are frequently viewed, popular recommendation categories, and service usage times. This information can be used for promotion, material procurement, and menu development.

The technical advantage of the plan is a simple service flow. Customers scan the QR at the table or cash register, fill out a short profile such as taste preferences, caffeine tolerance, drinking time, and relevant general conditions, then receive a menu recommendation with a short explanation. The reason for recommendation is important because food recommender research shows that personalization, explanation, and suitability with health goals can increase consumer trust [18], [19], [20]. In the context of Dokter Coffee, recommendations are not enough in the form of menu names; the application needs to explain why the menu is suitable, what to look out for, and alternative options if the customer wants a different taste.

The main challenge is the validity of health data. Terms like "healthy coffee" can be misunderstood if not explained carefully. The team needs to use educational language, for example "lower sugar", "lighter caffeine estimate", or "it is recommended not to consume close to bedtime", not healing claims. Database development needs to involve nutrition or health experts to avoid information bias. In addition, caffeine data can vary according to bean type, grammage, brewing method, glass size, and café formula. Therefore, the application should state estimates and data sources, not absolute numbers.

The second challenge is data privacy and security. Because Dokter Coffee asks for the user's preferences and general conditions, the system must apply the principle of data minimization. Unnecessary data cannot be collected. Personal identity cannot be sold. Insights for partners can only be aggregated and anonymous. Users should be given the option to delete their profile and understand the purpose of using the data. This principle is important so that the revenue model from data insight does not reduce customer trust.

The third challenge is the readiness of partners. Not all coffee shops have a team that is ready to manage the dashboard, update the menu, or explain the application to customers. Therefore, implementation should start with limited partners who have an interest in digital innovation. The Dokter Coffee team needs to provide a short onboarding, menu template, QR guide, and technical support. To prevent the QR from being just a display, baristas need to be trained to deliver simple sentences such as "Please scan this QR if you want a coffee recommendation according to your preferences and body condition."

The plan readiness score in Figure 2 shows that the BMC mapping is complete, but market validation, prototypes, and evaluation metrics still need to be strengthened. The score is not the result of a customer survey, but an initial assessment based on document review. The highest value is found in BMC equipment because nine blocks are already filled. The secondary value is found in the readiness of partners and prototypes because BMC has mentions café partners, applications, and QR/barcodes, but has not yet included pilot evidence. Lower values are found in market validation and evaluation metrics because there is no real user survey data yet. Thus, the next stage should prioritize interviewing potential customers and testing the café.

To clarify the implementation potential, pilot evaluation indicators can include five aspects. First, adoption, which is the number of customers who scan QR compared to total transactions. Second, completion, which is the percentage of users who complete a short profile. Third, conversion, which is the percentage of users who buy the recommended menu. Fourth, satisfaction, which is the customer's assessment of the convenience and accuracy of recommendations. Fifth, retention, ie users who return to use the service on the next visit. This indicator will help the team distinguish between mere awareness and usage that really gives business value.

Financially, the premium subscription revenue model for customers needs to be carefully tested. Consumers may not be willing to pay for a coffee recommendation app if the benefits have not been proven. At the initial stage, the B2B model with a coffee shop partner is more realistic because the café gains the value of differentiation and menu promotion. Commissions from menu recommendations are also relevant if the application is able to drive the sale of certain menus. Healthy coffee events and workshops can be a source of income as well as a user acquisition strategy. Merchandise and sponsorship of coffee brands can be developed after the community is formed.

From the marketing side, the recommended strategy is to use a community approach. Dokter Coffee can hold a campaign "Get to know your coffee" or "Drink more to understand" at partner cafés. Social media content can discuss the differences between espresso, americano, latte, cold brew, decaf, acidity, caffeine, and added sugar in simple language. Lifestyle influencers can help reach students and young professionals, but the credibility of the content still needs to be maintained. Collaboration with farmers, suppliers, and local roasters can also provide stories about the origins of coffee that strengthen the brand.

If developed gradually, the product roadmap can start from the minimum viable product. The initial version simply contains an educational QR menu, a short customer profile, a simple recommendation, and a partner dashboard. After testing, features can be added to loyalty points, review recommendations, consumption history, payment integration, and further personalization. The integration of AI or machine learning should be done after sufficient data and mature privacy governance. Thus, Dokter Coffee does not get stuck on overly complex technology before the main problem is validated.

Overall, the results of the plan show that Dokter Coffee has innovative value because it combines the BMC approach, QR digitalization, coffee health education, and menu personalization. The initial qualification is good enough for the concept and presentation level of the innovation, but the actual business qualification still depends on the field validation. This article places Dokter Coffee as a ready-to-use plan, not a final product. With a measured pilot, this innovation can contribute to the transformation of local coffee shops to be more informative, modern, and oriented towards customer experience.

Table 4. Recommended pilot project evaluation indicators

Indicator	Definition	Initial Pilot Target
Adoption	The number of QR scans compared to the total daily transactions.	≥30% cafe mitra transaction
Completion	Users who complete a short preference profile.	≥60% from users who scan
Conversion	Users who purchase the recommendation menu.	≥25% from the user who completed the profile
Satisfaction	Satisfaction scores on the convenience and relevance of recommendations.	≥4 from a scale of 1–5
Retention	Returning users use the application on subsequent visits.	≥20% in 30 days
Partner value	Partner's perception of the impact of promotion and service differentiation.	≥4 from a scale of 1–5

4. CONCLUSION

This article concludes that Dokter Coffee is a digital business model innovation plan that is relevant to the needs of modern coffee shops, especially in Medan. Based on Business Model Canvas data, Dokter Coffee offers a double value proposition: customers obtain more personalized and educational coffee recommendations, while coffee shops obtain service differentiation, specialty menu promotions, loyalty opportunities, and anonymous customer behavior insight. The implementation of the QR/barcode system is the right strategy because QR technology has been increasingly accepted by the community and UMKM. The recommended implementation method consists of database and partner preparation, barista and cafe owner education/training, trial assistance, and evaluation based on indicators of adoption, completion, conversion, satisfaction, and retention. This plan has the strength of BMC equipment, the relevance of digital trends, and the opportunity to build a healthy coffee community. However, there are limitations because the available data is still in the form of conceptual plans, not supported by customer surveys, prototype tests, or real transaction data. Therefore, the next development recommendation is to create a minimum viable product, conduct user interviews and surveys, test the service at several partner coffee shops, involve nutritionists for content validation, and draw up a clear privacy policy. If the pilot level shows good acceptance, Dokter Coffee can be developed into a local coffee recommendation platform that connects customers, coffee shops, suppliers, communities, and health education in a sustainable digital ecosystem.

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