Thank you Nespresso !

A heartfelt thank you to the Nespresso team for welcoming me into your boutiques and allowing me to capture the essence of the brand. This experience has been invaluable, deepening my appreciation for coffee craftsmanship and helping me build meaningful connections. Every moment I photographed reflects for me Nespresso's dedication to quality, innovation, and storytelling.
This book is a tribute to that journey.

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**BA (Hons) Photography**
**Major Project**

Delivering Delight | Capucine Caulliez | April 2025



DELIVERING DELIGHT

Consumer delight is shaped by perception, impact, design, and interaction.

Perception & First Impressions influence how consumers feel when engaging with a product and a service. Their sense of ease, notion of usability, and aesthetics define their initial reaction.

Emotional Impact determines the lasting effect of an experience. A smooth interface creates a stronger impact, while personalised features leave a deep resonance.

Design plays a crucial role in recognition and usability. A brand's imprint in consumer interface elements and consistency build trust and familiarity.

Interaction enable to understand how users interpret and respond to digital experiences. Natural mimicry in consumer interface and intuitive animations enhance engagement.

By integrating these elements, Nespresso designers create experiences that leave a meaningful mark on consumers, shaping their beliefs, influencing their thoughts, and reinforcing brand identity.

Nespresso cultivates an elevated lifestyle through sleek boutiques and elegant packaging.



Source.

The source or origin of a product can enhance user experience by sharing authenticity, quality assurance, and emotional connection.

Products with a strong heritage or crafted in renowned regions evoke trust and exclusivity, making consumers feel they own something special.

Ethically sourced or locally made products also create a sense of responsibility and alignment with personal values. This deeper connection enhances satisfaction, making the experience more meaningful and enjoyable.





Farmers.







Highlighting the role and perspectives of farmers in the coffee value chain adds authenticity and emotional connection to the user experiences.

Understanding their craftsmanship, challenges, and dedication fosters appreciation for the product's quality and origin, making consumption more meaningful.

This storytelling approach through photos enhances perceived value, transforming coffee from a simple beverage into an experience of culture, ethics, and sustainability.



Resonance.





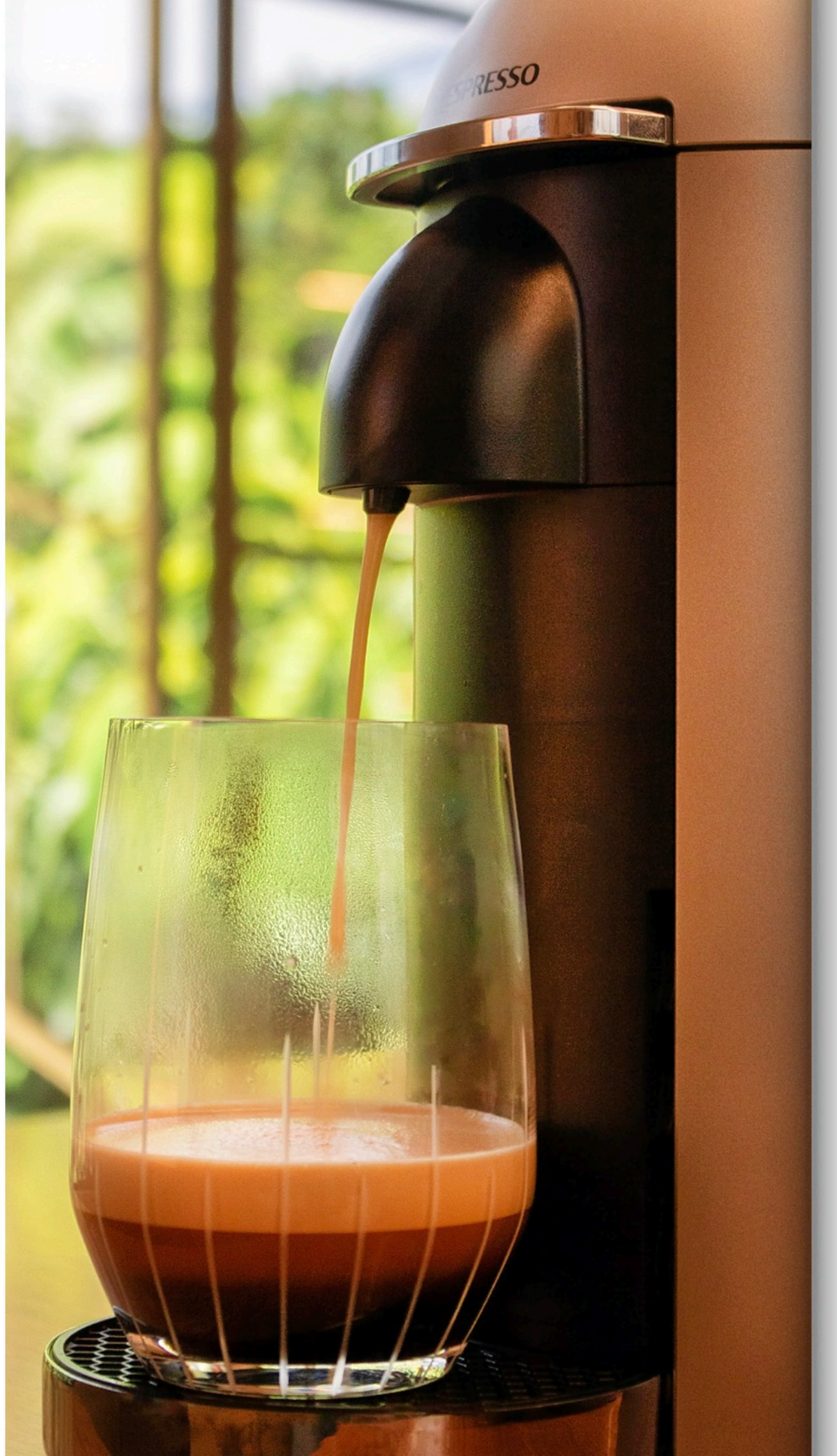
Coffee’s deviation from the norm - whether through unique design, unexpected taste, or unconventional display - creates intrigue and memorability enhancing the user experience.

This distinctiveness helps the product stand out, fostering emotional connections and personal relevance for the consumer.

By aligning with individual values or breaking expectations, the deviation makes the experience more engaging, meaningful, and resonant.



Warmth.



The rich, golden stream of coffee pours effortlessly into the glass, releasing waves of steam that rise into the air.

The warmth isn’t just felt - it’s seen, as the velvety crema forms, inviting the first sip.

This moment captures the essence of comfort and indulgence, where heat, aroma, and texture come together in a perfect sensory experience.

Texture.

Photographing coffee’s texture adds depth and sensory appeal, allowing consumers to visually “feel” the material before experiencing it physically.

Close-up textures create an emotional and tactile connection, reinforcing the product’s uniqueness and value.

This enhances the consumer experience by making the product more tangible and desirable.



Moment.



Transforming coffee into a cocktail elevates the user experience, introducing new flavours, textures, and sensory contrasts that enhance enjoyment and sophistication.

This fusion of coffee's rich depth with mixology's creativity creates a unique, memorable, and social drinking experience.

It also allows for personalisation, making the beverage more engaging and aligned with individual tastes.



Authenticity.

Photographing a glass of coffee in a representation of nature evokes a sense of tranquility, authenticity, and sustainability, fostering an emotional connection with the consumer.

It aligns the product with relaxation, adventure, or mindfulness, making the experience feel more immersive and aspirational.

This visual storytelling enhances the brand’s identity, resonating with consumers who value natural beauty and moments of escape.

Sense.

A wet and hot glass of coffee visually conveys freshness, warmth, and indulgence, making the experience more immersive and sensory.

The condensation and steam evoke the feeling of a rich, comforting drink, enhancing anticipation and emotional connection.

This representation taps into the consumer's senses, making the coffee feel more inviting and satisfying.






Colour coding.



Colour grading that aligns with the coffee’s colour helps create a seamless and intuitive experience by reinforcing brand identity and guiding consumer experience.

It makes navigation more instinctive, improves product recognition, and enhances visual appeal, leading to a more cohesive and engaging interaction.

The consistency also builds trust and make the purchasing process feel more natural.

# Pastel.

The use of pastel colours that complement the coffee colour creates a visually harmonious and soothing experience, making the interface more inviting and enjoyable.

Soft tones reduce visual strain, enhance readability, and evoke positive emotions, fostering a sense of trust and comfort.

They create a calm, inviting atmosphere.

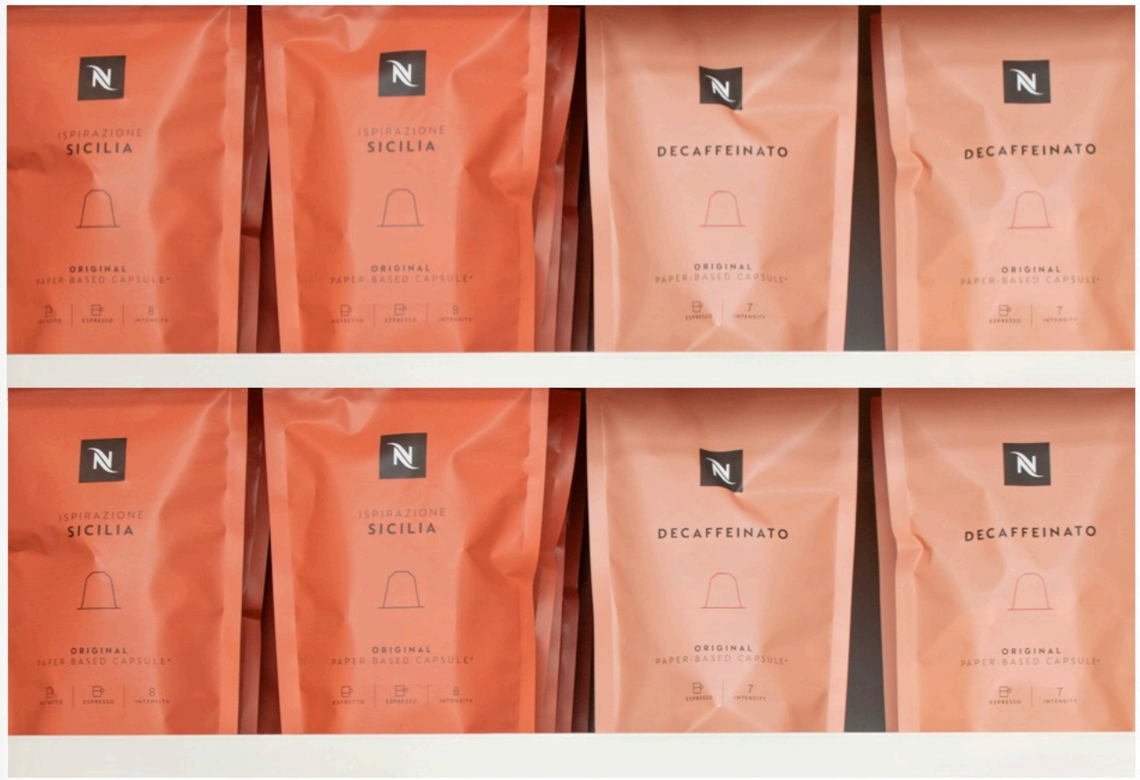









Association.




Recycling evokes environmental responsibility, sustainability, and ethical consumption for consumers.

It creates positive brand associations, making consumers feel that their purchase contributes to a greater cause.

This enhances trust, encourages loyalty, and influence buying decisions, especially among eco-conscious shoppers.



Displaying the cup helps consumers visualise the coffee inside,
making the experience more tangible and relatable.



A well-designed cup also conveys quality, brand identity,
and the expected drinking experience, reinforcing the desire to purchase.



It triggers sensory cues, such as the aroma, warmth, and taste, enhancing their
anticipation and emotional connection to the product.



The texture and weight of the cup further engage the senses,
creating a physical connection that enhances the overall coffee experience.





From Bean To Cup.




Showing a coffee bean alongside a coffee mousse design evokes a connection between the raw ingredient and the final experience.

It emphasises freshness, authenticity, and quality, reinforcing the idea of rich aroma and flavour.

The contrast between the bean and a drawing in the crafted mousse also highlights the craftsmanship and sensory pleasure of the coffee, making it more enticing and creative for the consumer.





Connection.



A focus on the coffee mousse evokes richness, texture, and indulgence, appealing to the consumer’s senses.

The velvety foam suggests quality, expert preparation, and a smooth, satisfying taste.

It also conveys warmth and comfort, enhancing the emotional connection and anticipation of enjoying a well-crafted coffee.

Close-up.



A close-up of a coffee capsule evokes convenience, modernity, and premium quality.

It highlights the ease of preparation while suggesting a rich and consistent coffee experience.

The close-up also emphasises the brand, and freshness sealed within the capsule, reinforcing trust and desirability for the consumer.


TASTE & DISCOVER
NESPRESSO

Display.




A well-designed display attracts consumers by creating an engaging and visually appealing shopping experience.

Displays can encourage trial, and build brand connection.

Ultimately, it increases product visibility, and boosts the willingness to buy.

Freshness.



The freshly cut fruits and vibrant ingredients highlight the drink's natural freshness, setting the stage for a crisp and refreshing experience.



It appeals to curiosity, social enjoyment, and a modern lifestyle, making the drink feel more adventurous and appealing for special occasions.



The vibrant colours suggest a refreshing and dynamic taste experience, breaking the traditional perception of coffee as purely warm and dark.



A fresh and flashy cocktail, even with coffee, evokes excitement, innovation, and a sense of indulgence.

Graphics.



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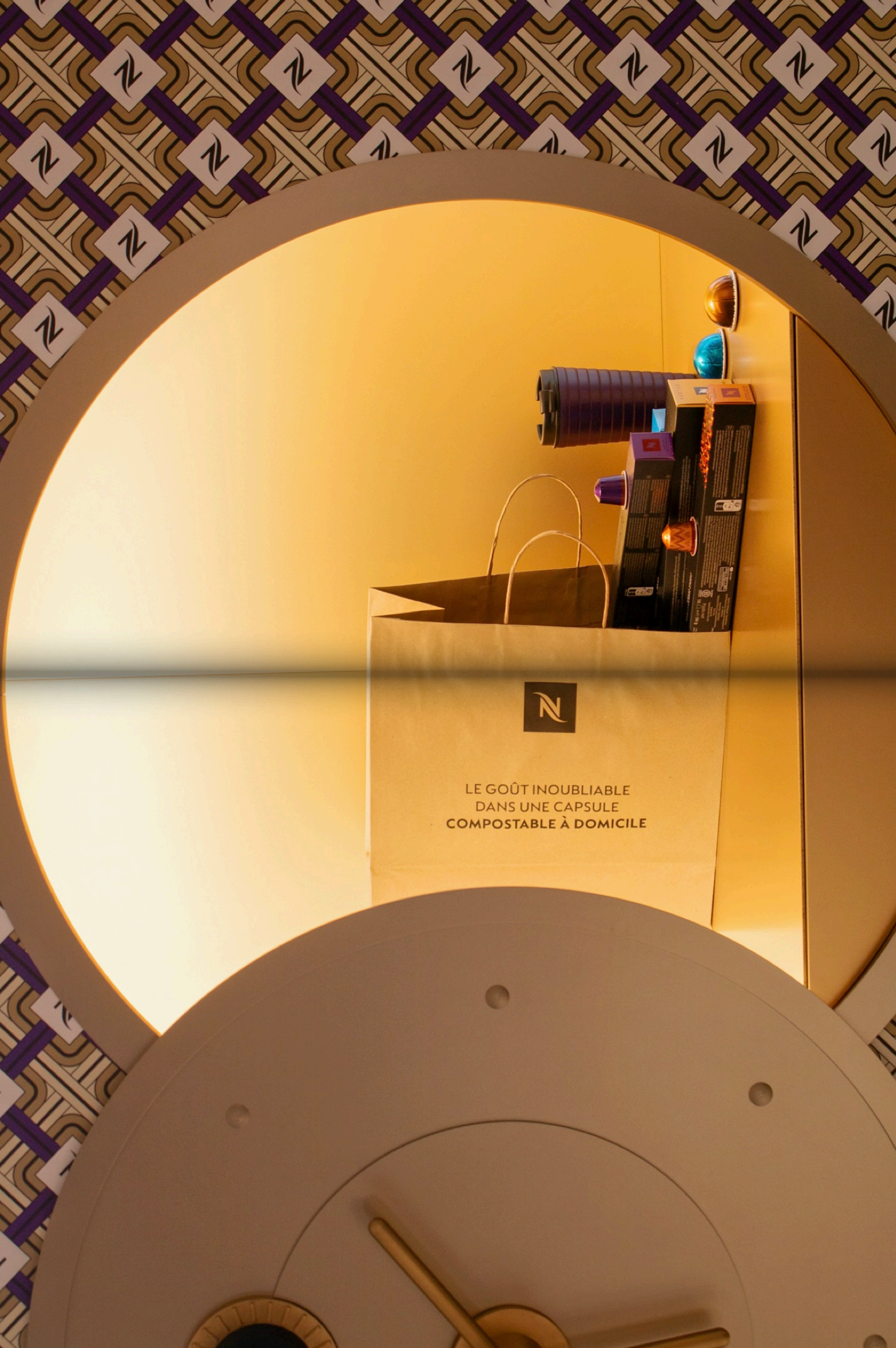
By aligning with individual values or breaking expectations, the deviation makes the experience more engaging, and resonant.



Behind-The-Scenes.






LE GOÛT INOUBLIABLE
DANS UNE CAPSULE
COMPOSTABLE À DOMICILE


FORTADO
RECYCLE ME
150 ml
5.07 fl oz
GRAN LUNGO


GEMEINSAM
WERDEN UNSERE KLEINEN
GESTEN GROSS.
OFFREZ UNE NOUVELLE VIE
À VOS CAPSULES GRÂCE
À NOS SACS DE RECYCLAGE.


IO RICICLO NESPRESSO
E TU?
Certificazione
Corporation
NESPRESSO



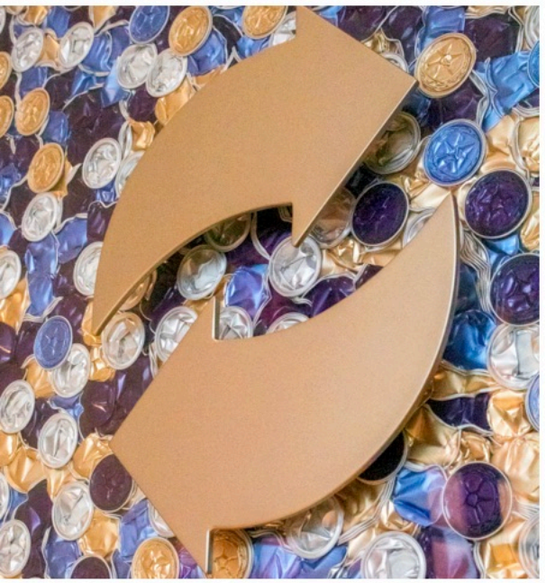









KEEP
HANDS OFF






DER UNVERGESSLICHE
GESCHMACK IN EINER
HEIMKOMPOSTIERBAREN KAPSEL
RETOURNEZ
UN PRODUIT ICI