***Group 1:***

**Priority:** Perfect Flavor & Control

· You want the best tasting coffee possible.

· You care about controlling temperature and brew time.

· You don't care about speed or making lots of cups.

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***The Three Coffee Machine Options:***

**Option A:** The "Artisan Pour-Over Pro"

For the true coffee purist. This isn't a machine; it's an instrument. With its precision gooseneck kettle and built-in digital scale, it gives you complete mastery over water flow and extraction time. Unlock subtle notes of chocolate, citrus, or berry that you never knew your beans possessed. This is for those who believe making coffee is a ritual, not a task.

**Option B:** The "Reliable JetBrew 5000"

The workhorse that never calls in sick. The JetBrew 5000 delivers a full, 12-cup carafe of consistently good coffee in under four minutes. Its industrial-grade heating element and simple two-button interface (on/off) are built for years of heavy daily use. No fuss, no manuals, just hot coffee ready for the whole team.

**Option C:** The "NeuroBrew Connect"

Welcome to the future of coffee. The NeuroBrew Connect syncs with your phone to remember how each team member likes their brew. Its AI optimizes the grind and temperature for your specific beans, which you order through its integrated subscription service. The minimalist titanium design is a statement piece that says your lab is ahead of the curve.

**Option D:** The "Everyday Brew Plus"

A solid, all-round performer for the home. The Everyday Brew Plus can make a decent single cup with its built-in filter, or a full 6-cup pot. It includes a 'bold flavor' button and a clock timer. It's a reliable and affordable option that handles the basics without fuss.

***Group 2:***

**Priority:** Speed & Reliability

· You need coffee for many people, fast.

· The machine must be easy to use and never break.

· Good, consistent coffee is fine; it doesn't need to be award-winning.

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***Group 3:***

**Priority:** Cool Tech & Features

· You want the smartest, most high-tech machine.

· Features like app control and personal profiles are important.

· You value a modern, cool experience over simplicity.

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