Harbor & Pine: Project 1 source notes

Priya Nandakumar, July 2027. Fictional practice file for The Complete ChatGPT AI Course. Every company, person and figure in it is invented.

The question

Should Harbor & Pine sell bags of its house blend and bottles of its maple-cardamom syrup at the counters (Option D)? Daniel and Hana decide at their summer review on Monday, August 9, 2027.

The five sources

ID	Source	What it gives	Credibility grid	How used
S1	Harbor & Pine counter survey, July 12–18, 2027 (120 cards)	Customers' stated interest in bags and syrup	Strong evidence (for our own customers)	Main evidence; stated interest, not sales
S2	Competitor and grocery shelf check, July 10–12, 2027	What others charge for 12 oz bags	Good for its own facts	Prices only; never 'best'
S3	Trade magazine article, June 2027	Says home brewing keeps growing, citing an industry survey it doesn't link	Trace it back	Not used as a figure; listed under what we don't know yet
S4	A roaster's sales blog	Says cafés that sell retail bags see 20% more repeat visits; no study cited	Lead only	Unsupported; cut
S5	Daniel's notes on Option D (December matrix)	Startup $1,800; about 4 staff hours a week; demand scored 2	Good for its own facts	Context; costing per bag not done yet

S1: the counter survey card

Cards at all three counters from Monday, July 12, 2027 to Sunday, July 18, 2027. 120 cards came back: Dockside 44, Elm Street 46, University 30. No names were asked. The data is in p1-counter-survey.csv, one row per card.
1. Do you brew coffee at home? (Yes, daily / Yes, sometimes / No)
2. Would you buy a 12 oz bag of our house blend at the counter? (Very likely / Somewhat likely / Not likely)
3. Would you buy a bottle of our maple-cardamom syrup? (Very likely / Somewhat likely / Not likely)
4. What would matter most to you in a bag of coffee? (Price / Freshness (roast date) / Ground for my brewer / Same coffee as in the shop)

S2: the shelf check (Daniel)

Café A (independent, near Elm Street): 12 oz bag of its own blend, $16.00 (shelf photographed by Daniel, Saturday, July 10, 2027).
Café B (independent, near Dockside): 12 oz bags, $15.50 (website checked, Monday, July 12, 2027).
Grocery store near Elm Street: six regional roasters' 12 oz bags, $11.99–$14.99 (shelf checked by Daniel, Sunday, July 11, 2027).
Prices are each seller's own facts, before tax. They say nothing about which coffee is better.

S3: trade magazine article (June 2027)

"Home brewing keeps growing," citing an industry survey the article doesn't link or name. No figure is used in the report until the survey is traced.

S4: a roaster's sales blog

"Cafés that sell retail bags see 20% more repeat visits." The roaster sells wholesale bags to cafés; the post cites no study.

S5: Daniel's notes on Option D (from the December 2026 decision matrix)

Startup about $1,800; about 4 staff hours a week (Hana's estimate); "a few customers asked". Matrix scores for Option D: first-year profit 2, startup cost 4, team time 3, evidence of demand 2, risk 4, total 2.80 (office catering 3.70, pickup shelves 3.40). Costing per bag: not done yet. Price: not set.