

CoffeeHouse

Giorgia Paparazzo

Project overview



The product:

The project aims to create a mobile app for the purchase of coffee in capsules or powder, and the reservation of coffee drinks in your favorite shop



Project overview



The problem:

The aim was to use a single app that would allow you to do multiple operations related to the brand



The goal:

The goal was therefore to allow both the purchase of drinks to be collected or consumed at the bar, and the purchase of blends to make coffee at home

Project overview



My role:

The role assumed is that of UX designer at 360 degrees



Responsibilities:

search for user objectives;
research of user needs;
user journey;
prototype test;

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



My research investigation started with tracking application requirements. Subsequently, thanks to the investigation of the competitors, I enriched the range of requirements to be implemented, both in terms of functional and indispensable requirements, and in terms of requirements useful in case of accessibility.

User research: pain points

1

change ingredients of the drink

it was of fundamental importance to implement a way that would allow those with dietary needs the possibility to modify the ingredients of a drink

2

select shop for consumption

it was necessary to implement a way to choose the shop where to carry out the paid drink

3

place an order to ship home

being an e-commerce, there was also the option of placing an order for capsules or powder, and having it delivered to your home

Persona: **Name**

Problem statement:

Anita is a student who needs to optimize her breakfast time because she has to rush to class



Anita

Age: 23

Education: Bachelor Degree

Hometown: Milan

Family: Single

Occupation: Student

"There is nothing better than the right coffee to start the day"

Goals

- Being able to buy coffee both online and at the bar
- Find out in advance if your favorite coffee is in the bar

Frustrations

- Not knowing if his favorite coffee will still be available bar that morning

Anita is a student attending her master's degree in literature. Every day she goes to have breakfast at her favorite bar, always having the same coffee, her favorite. Since Anita is always in a hurry, she wants to know in advance if when she arrives at the store she will find her favorite coffee. If she is not there, she wants to choose the alternative in advance to save time. In addition to having breakfast in the morning, Anita is used to buying bags of her favorite blend to have them delivered to her home when she finishes classes.

User journey map

Persona: Sam

Goal: Buy coffee

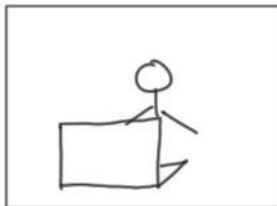
ACTION	Buy blend online	Pre-order in-store drink	Customize drink
TASK LIST	A. choose your favorite blend B. check availability online C. place in the cart and complete the order	A. choose your favorite drink B. check availability in store C. pre-order	A. Select the drink B. view the composition / ingredients C. change some ingredients with allergens
EMOTIONS	excited about the wide availability of options	satisfaction in saving time in store	satisfaction in being able to overcome any limits
IMPROVEMENT OPPORTUNITIES	create a dedicated app	suggest alternative solutions if the favorite is missing	expand the range of alternatives or modifiable components

Storyboard

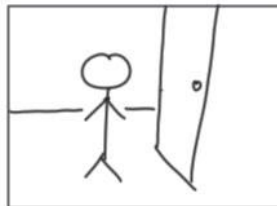
UX Design Storyboard

Scenario: USE COFFEEHOUSE TO BUY COFFEE BLEND

The user research process also involved the creation of a storyboard, one from the user's external point of view that reveals a need, one from the internal point of view of the app, that is, the screens that the user must go through to perform the his task.



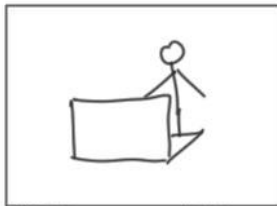
USER WORKING
FROM HOME



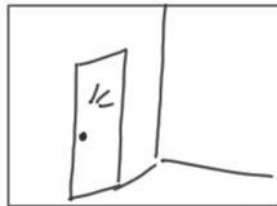
USER TAKE A
BREAK FROM WORK



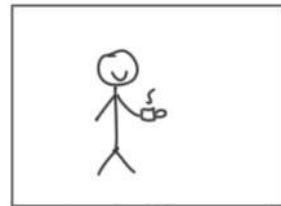
USER SEARCH
COFFEE BLEND ON
COFFEE HOUSE SITE



USER WORKING
AFTER HIS BREAK AND
WAITING HIS ORDER



COURIER WHO DELIVER
THE PACKAGE



USER HAPPY WITH HIS
FAVORITE COFFEE

Digital wireframes

Creating the wireframe was a preliminary process of determining what elements should be on the page and in what order

landing page
illustrating new
products



list of products
and any details

Usability study: findings

the usability test I conducted provided for the administration of the prototype to users falling within the target. In this test I was able to guide the user in completing the required tasks, I was able to see how he behaved with the prototype, noting the points of greatest confusion. At the end of the test I asked for feedback about their experience, asking what were the points of difficulty, what they believed to be the aspects to be strengthened, which instead proved to be winning aspects.

Round 1 findings

- 1 expand the section relating to the user menu
- 2 enhance the in-store drink booking part

Round 2 findings

- 1 complete all missing micro interactions

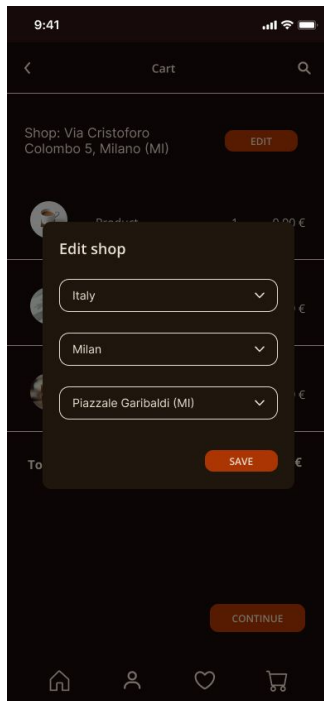
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

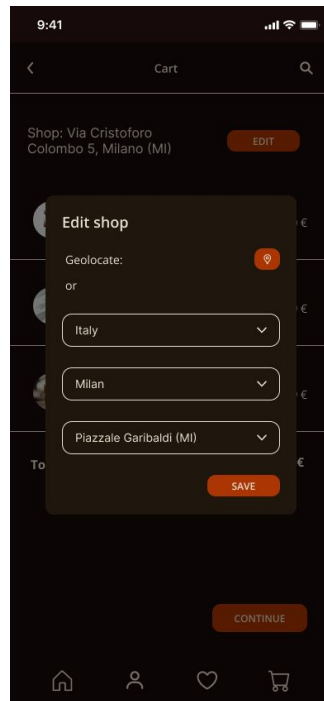
Mockups

[Your notes about goals and thought process]

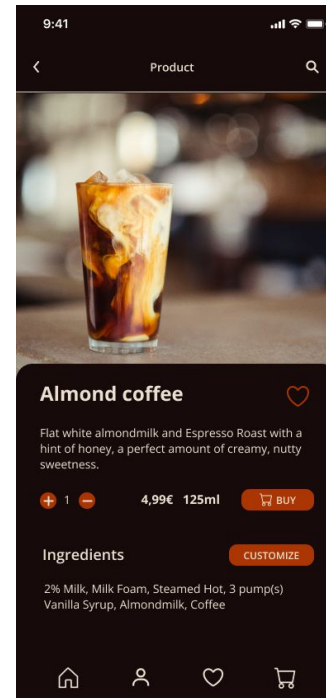
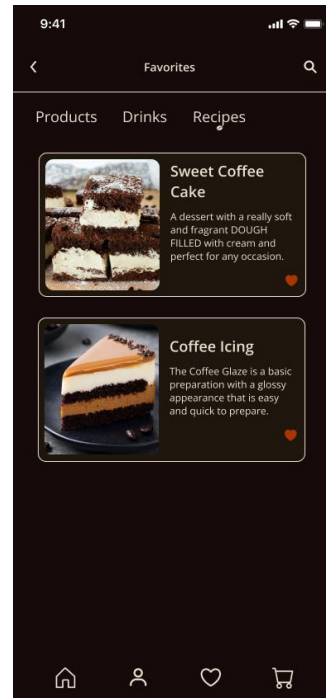
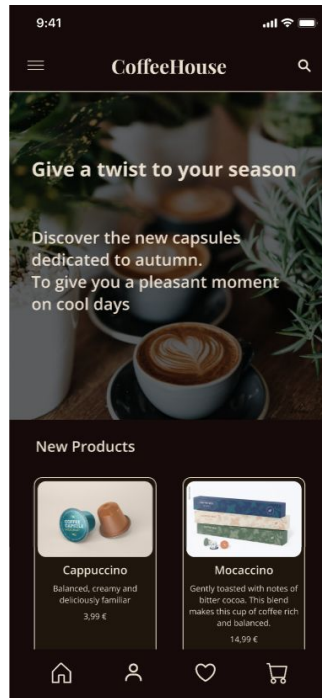
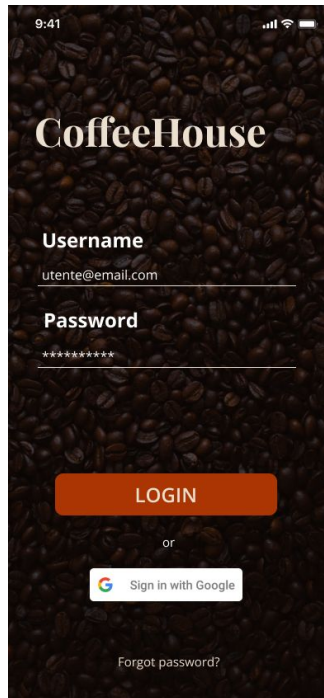
Before usability study



After usability study



Mockups



Accessibility considerations

1

All the colors adopted were checked so that they did not present accessibility problems

2

Extensive use was made of icons or texts so that the spaces could be easily exploited and at the same time the user was given an indication of the operation he can perform

3

All the icons used are mostly universal, to meet users of any culture

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

One of the positive comments received was the impact of the colors, in particular I was told that it gave warm and enveloping emotions, of confidence. They made the context clear. Another positive point was the attention to the choice of ingredients to be modified, and the possibility of intelligently exploiting smartphone technologies such as geolocation to book the drink at your favorite or nearest shop



What I learned:

To make the experience as truthful as possible, it is also necessary to prototype in detail the micro operations that can be done, for example the interaction with the drop-down menus. This is because the user tends to touch everything that he expects to be able to touch, and when he finds himself not having feedback where he expects to have it, he feels confused.

Next steps

1

implement micro interactions in
select items

2

improve the process of adding
products to the cart