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Coffee Order App

UX Case study

Design Process

Project Overview

01 THE PRODUCT

Lattice is an app for a fictitious coffee shop that allows customers to order a variety of drinks in advance and pick up their order in-store.

Lattice's mission is to make the ordering process as quick and easy as possible while keep a warm and cozy feeling in a coffee shop.

02 PROJECT DURATION

Jan 2020 to August 2020 (7 months)

Research | Design | Prototyping | Testing

Jan | Feb | March | April | May | June | July | August

03 THE PROBLEM

Office workers and young people are the main target customers of coffee shops. They need a place to relax and drink in large quantities easily.

04 THE GOAL

Design an app for fast that allows customers to order and pick up their coffee in advance and group orders in business.

05 MY ROLE

UX research, designing an app for iOS and conducting usability tests.

06 STAKEHOLDERS

Co-founding coffee bean, paper and plastic cup company, a tech company that helps customers order and pay in advance, and a coffee shop in Vancouver, Canada, focusing on specialty, ethical sourcing and roasting.

Understanding the user

User research

01 SUMMARY

I have conducted interviews and observations to learn about customers's habits and pain points. I identified a whole user group was ignored by existing coffee shop and food delivery apps: office workers.

This user group can find an ideal place to work, socialize and relax. Coffee shops are more expensive than brewed at home, but they provide a place to work in a better more warm.

Office workers want to coffee shop, and going or ordering only during their lunch breaks.

02 PAIN POINT

Persona

Helen Lewis

Age: 31
Education: Ivy degree
Occupation: Office worker, Part-time freelancer
Family: Married, no children and 2 cats
Occupation: Lawyer

"I always give my best to find the balance"

GOAL

- To give the team care for her, and herself.
- To find a place to socialize with friends and family.
- To find a place to work, get/ordering the food and drinks, and finish the work.
- To find a place to relax and the schedule with her colleagues/friends.

FRUSTRATIONS

- "I rarely have a chance to socialize in a coffee shop because it is quite expensive, and I don't want to order food and drinks. Don't want to open my laptop because it is too cheap."
- "I want to have time for myself in the, "center, getting a coffee, and finish my work."
- "I want a place I can be my client and colleagues are comfortable meet."

Helen Lewis is looking for a place that is in the street and trying her best to get a good balance of her lifestyle. Helen is a lawyer, married, and a mother of two cats. She is a part-time freelancer and a part-time lawyer. She is a working mom and she is trying to find a place to relax, socialize, work, and finish her work. She is also trying to find a place to relax and bonding her friends and colleagues.

Empathy Map

Signs Link to *a busy woman in the morning who needs a quick scheduled and easy group order* **because** *her colleagues want different drinks with coffeemaker*

User Flow

Task: Add multiple drinks in an order, check out and go to tracking stage.

Design & Prototype

Wireframe

Drawing hierarchies of each screen of the page on paper because that the elements that impact to the user experience. Drawing hierarchies of the cafeteria user pain points, the drink hunting process, and the ordering process helps a clear idea of how users have.

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As the initial design phase continued, I made some to those low-fidelity designs (in the next section) based on the user research.

Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected involves making group order and scheduling, so the prototype could be used in a usability study.

Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed small aspects of the mockups needed refining.

01 ROUND 1 FINDINGS

1. Users want to have a clear group order function and a clear scheduled function
2. Users want a customization function to be more prominent
3. Users want a progress bar to track status

02 ROUND 2 FINDINGS

1. The cart and the check out info should be separate

Mockups

Early designs combined cart and delivery information in one screen, which made it harder for some users to find the information they needed. Separate cart and checkout screen separated these two pages were more in line mockup screen.

Style guide

I created a library for a consistent and well-organized design.

Key mockups

Drink Ordering
Drink Ordering
Drink Ordering

ami rahmi • a year ago

Amazing work

Cassandra Mansiamina • a year ago

Very clean ! Love it 😍

Maria Cosmen • a year ago

Very nice work! It is very detailed. Also, I love the colors you chose!

Yun Chen • a year ago

Wonderful, great work!

Valeria Patrakova • a year ago

You did great job!💪

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CREATIVE FIELDS

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