



Coffee Bean Studio 1809

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Project overview



The product:

Responsive website and app for CoffeeBeanStudio design shop



Project duration:

3 months

Project overview



The problem:

Create a blog for people that are looking for product promotional design and ideas



The goal:

Create website and app that easy to use

Project overview



My role:

Software Developer



Responsibilities:

Create website, make prototype, create responsive website

Understanding the user

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

User research: summary



I conducted interviews to help create website

User research: pain points

1

Pain point

Find an easy follow recipes blog that someone already baked and try it out.

2

Pain point

Find recipes in one place.

3

Pain point

Find recipe blog with contact info.

4

Pain point

Find recipe blog with ability to ask a question.

"Driving Success, Together."



Daniel

Age: 45

Education: Driving School

Hometown: Ireland

Family: Wife, 2 kids, 1 and 3 years old

Occupation: Driver

Goals

- To learn skills that will attract new work opportunities.
- Try to open his own business
- Make plan how to advertise business

Frustrations

- "It's hard to find clients"
- "I am determined to establish my own business, and to make that a reality, I am actively seeking ways to carve out dedicated time for its organization and development."
- "I am currently in search of a skilled professional who can assist me in creating an impressive logo and designing captivating business cards for my new venture."

Daniel is an experienced driver who aspires to launch his own business. Alongside his loving wife and kids, he is now focused on exploring effective strategies to promote and establish his entrepreneurial venture.



Sorcha

Age: 36

Education: Accounting

Hometown: Ireland

Family: 4 kids, husband

Occupation: Accounts Assistant, busy mum

"Love Laugh Live."

Goals

- Find time to join a gym.
- Get to the course to update skills
- Get right balance between work and personal life
- Spend more time during the weekend with kids
- Find food blog
- Find website with birthday ideas

Frustrations

- No time for cooking.
- It's hard to organize a holidays when both working.
- Hard to find time for the gym.
- Need birthday ideas for kids

Liza, a busy working mother with a big family, seeks simpler ways to celebrate her kids' birthdays. Instead of elaborate cooking, she's finding inspiration from blogs for exciting party themes and activities. This allows her to spend quality time with her family, bake cakes together, and create cherished memories. These fun-filled celebrations bring joy, love, and unforgettable moments to each birthday!

User journey map

Create an easy follow website

Persona: Daniel 45

Goal: find designer promoting business

ACTION	Search	Evaluate	Join	Participate	Stay
TASK LIST	Tasks A. Research online for platforms offering driving business resources. B. Seek advice from industry experts and driving business owners. C. Explore social media and forums for relevant business ideas.	Tasks A. Compare features, pricing, and user reviews. B. Analyze the compatibility and scalability of solutions. C. Gather insights from online forums and expert opinions.	Tasks A. Sign up for a business community or network. B. Subscribe to newsletters for industry insights and updates. C. Join business-related forums or online workshops.	Tasks A. Implement marketing strategies and launch driving business. B. Collaborate with local partners for joint promotional efforts. C. Engage customers through promotional campaigns and events.	Tasks A. Share success stories, tips, and challenges within the community. B. Participate in discussions and offer guidance to fellow entrepreneurs.
FEELING ADJECTIVE	Hopeful Happy Curious	Careful Positive Analytical	Frustrated Enthusiastic	Promising Excited	Successful Inspired Satisfied
IMPROVEMENT OPPORTUNITIES	Ads in attended place (school, hospital,...) Provide targeted content based on user's specific business goals.	More info about community	Create app	Offer analytics tools for tracking campaign effectiveness.	Rewards

Persona: Sorcha 36yrs

Goal: find ideas for birthday

ACTION	Search	Evaluate	Join	Participate	Stay
TASK LIST	Tasks A. Browse online platforms for diverse kids' birthday ideas. B. Watch or read popular media C. Explore websites, blogs, and forums for birthday ideas	Tasks A. Compare different party themes and ideas B. Compare themes, activities, and costs C. Read user reviews and testimonials	Tasks A. Register on a party planning forum or community. B. Sign up for newsletters to stay updated on party trends. C. Join local parenting groups or online event platforms.	Tasks A. Involve family in crafting decorations and setting up. B. Create DIY party favors or unique elements. C. See if I can help or communicate	Tasks A. Cold reply B. Engage in discussions and offer advice to others. C. Contribute to collaborative party planning projects.
FEELING ADJECTIVE	Frustrated Hopeful Curious	Careful Positive Thoughtful	Distressed Cheerful Surprised Enthusiastic	Promising Excited	Lucky Inspired
IMPROVEMENT OPPORTUNITIES	Create app Use social media	Implement a rating and review system for solutions.	Shorter sign up process	Establish a user rewards program for active community members.	Rewards

Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Logo

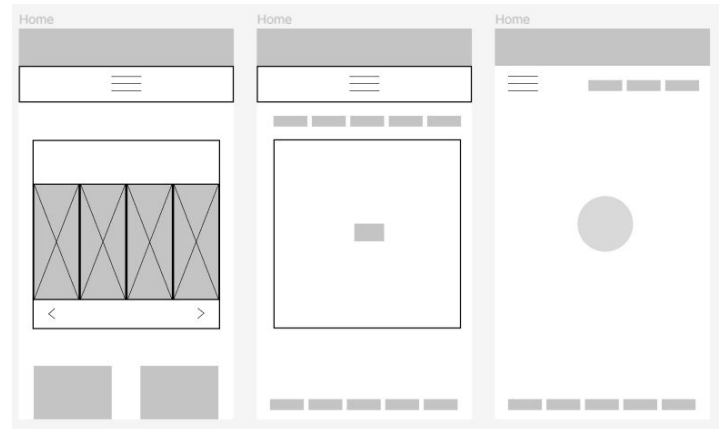


Site map



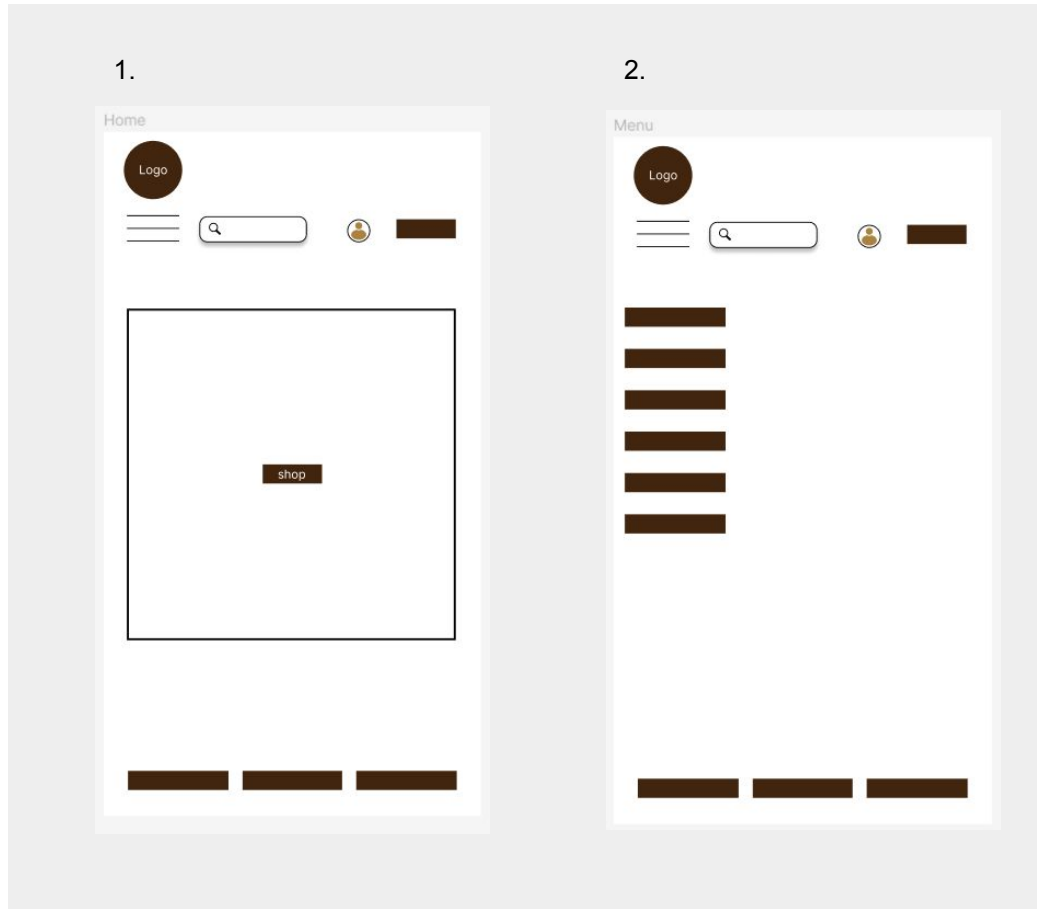
Paper wireframes

Paper wireframes ideas of home page



Digital wireframes

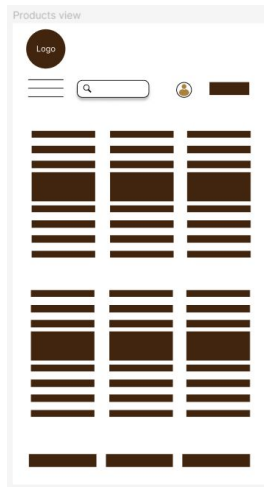
1. Home page
2. Menu



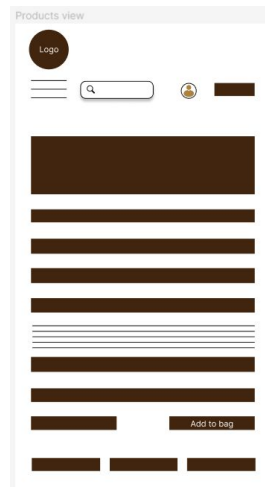
Digital wireframes

1. Products view
2. Product
3. Cart
4. Checkout
5. Profile

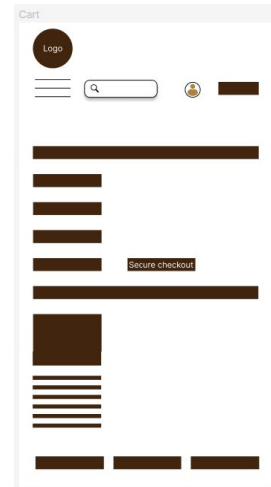
1.



2.



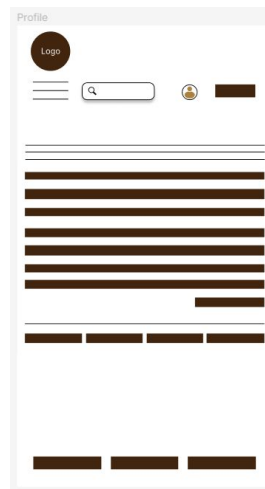
3.



4.



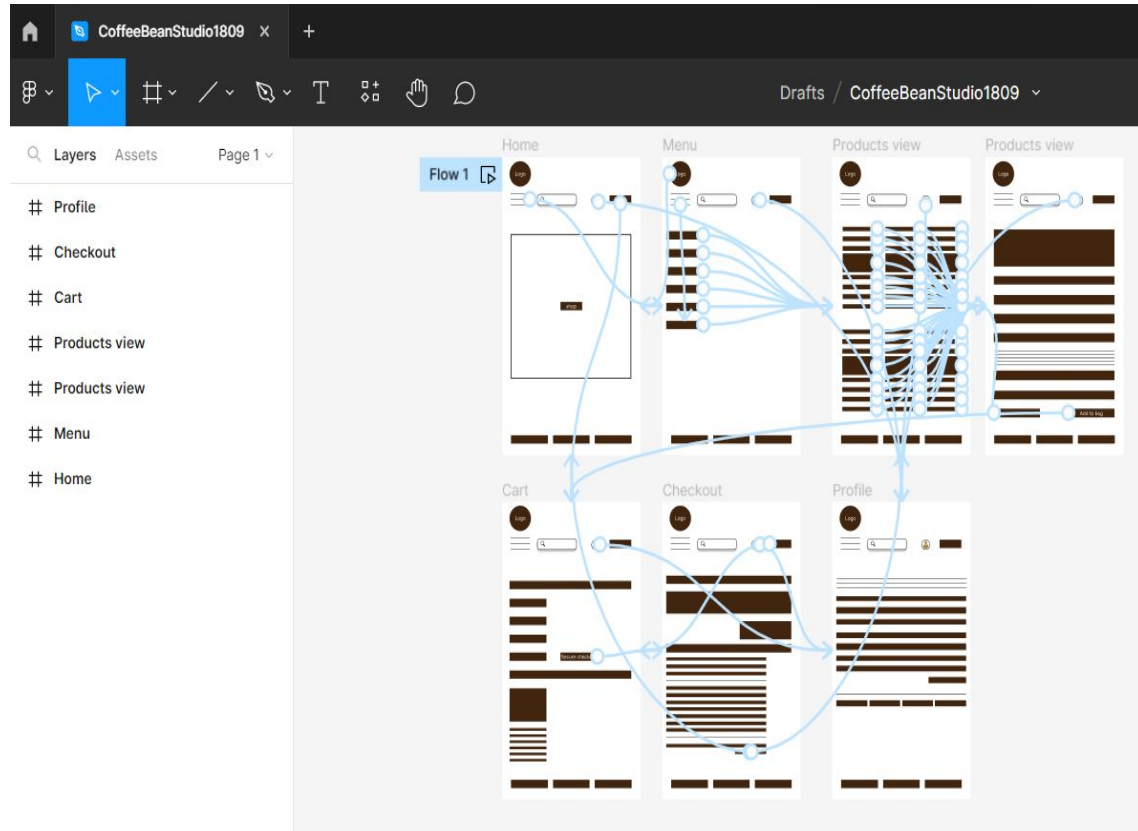
5.



Low-fidelity prototype

Link to low-fidelity prototype:

<https://www.figma.com/proto/ZRkguD8fTA-FygWgQ08rQtv/CoffeeBeanStudio1809?page-id=0%3A1&type=design&node-id=3-275&viewport=660%2C29%2C0.31&t=J32cE6BUY9jyUTMF-1&scaling=scale-down&starting-point-node-id=3%3A275&mode=design>



Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

- 1 users need the option to sign in to leave a comments.
- 2 users need sections like product categories.
- 3 users need the option to return to the menu page

Round 2 findings

- 1 users need the option , search functionality, and account settings.
- 2 users need the option to delete product or update it
- 3 users need the option for custom support

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Add Update Product button

Before usability study



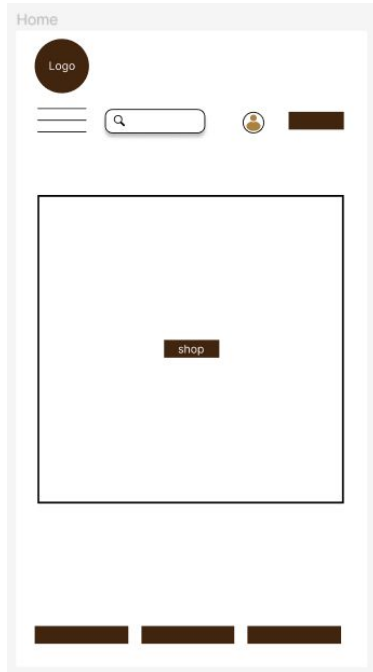
After usability study



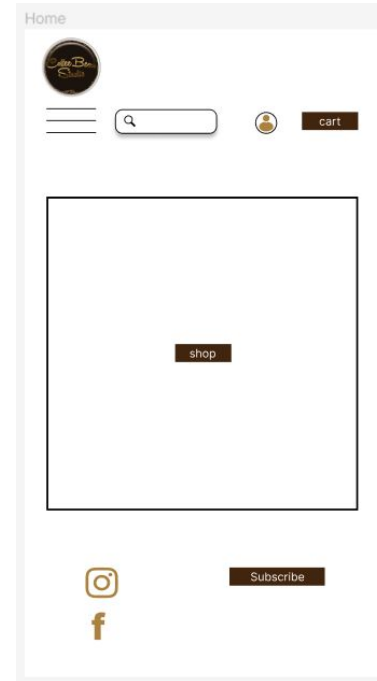
Mockups

Add Logout page

Before usability study



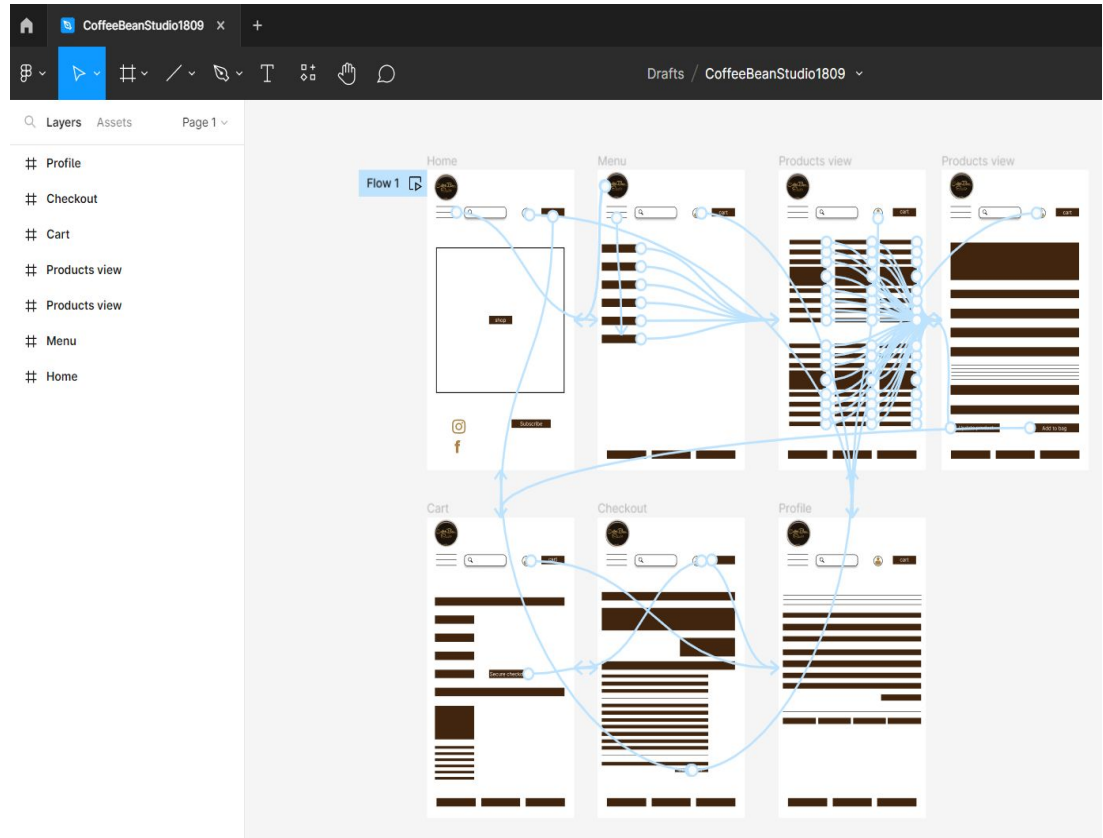
After usability study



High-fidelity prototype

Link to high-fidelity prototype:

<https://www.figma.com/proto/ZRkguD8fTA-FygWgQ08rQtv/CoffeeBeanStudio1809?page-id=0%3A1&type=design&node-id=3-275&viewport=1356%2C-426%2C0.71&t=rzgh6FlkRY0ql2D-1&scaling=scale-down&starting-point-node-id=3%3A275&mode=design>



Accessibility considerations

1

Used bigger font to help all users better understand the designs.

2

Used icons to help make navigation easier.

3

Provided access to users who are vision impaired through adding alt text to images for screen readers.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The promotional product solution website empowers users to effortlessly discover, create, and distribute customized promotional items, fostering strong brand connections and engagement with their target audiences.

One quote from peer feedback:

"The promotional product solution website revolutionized the way we approach branding. The range of customizable products and user-friendly interface has elevated our promotional efforts. This platform is a game-changer for any business looking to leave a lasting impression."



What I learned:

While designing the Coffeebeanstudio1809, I learned that the first ideas for the website are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the website designs.

Next steps

1

See if website can be used as a scheme for another website and mobile version can be used for an app.

2

Before implement the website into real word conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

3

After implement the website into real word conduct another round of usability studies to validate whether app is working for users

Let's connect!



Thank you for your time reviewing my work on the CoffeeBeanStudio1809 project! If you'd like to see more or get in touch, my contact information is provided below.

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