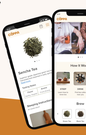
# CUPPA

*Improve tea drinking experience*




**Role**

UX Research
UI Design

**Tools**

Adobe XD
Adobe Ph
Invision
UsabilityHub

**Project**

Responsive Web App–mobile, tablet and desktop

## About

Cuppa is a web app that allows users to *learn* to steep different types of tea, *explore* tea cafes in their neighborhood, and *connect* with individuals with similar interests. The target audience is tea lovers, tea enthusiasts, or tea experts.

**Problem**

Finding accurate information while researching for a topic online can lead users into a rabbit hole. This holds true for users interested in improving their knowledge about tea and enhancing their tea–drinking experience. ***The challenge*** was to build a platform that is both educational and connects tea enthusiasts, lovers, and experts with individuals who share similar interests.

**Solution**

One platform that has the following functionalities:
- *Learn* - improve knowledge about different types of tea and steeping process
- *Explore* - capability to search tea cafes/houses based on location
- *Connect* - meet with tea enthusiasts, lovers, and experts

## Design Process

**Discover**
Competitive Analysis
User Research
User Interviews

**Define**
Empathy Map
Persona

**Ideate**
Jobs To Be Done
Task Flows
User Flow

**Test**
Usability Testing
Preference Testing

**Design**
Wireframes
Design System
Mockups

## 01 Discover

Understanding the problem and learning from users

**Competitive Analysis**

I started by researching native/web apps that offer similar services to users. After perusing I studied two competitors– Palais des Thés & MyTeaPal. Both platforms offered similar services but not the whole experience.

### Competitor #1

PALAIS DES THÉS

Tea Shop
Tea Shop
Tea Shop

## Ideate

Generate ideas and solutions based on research

CUPS

MVP

Based on my research and understanding of the user's goals, I worked on creating an MVP document that established business, technology, and user goals to create a product. I also completed an analysis for each Job To Be Done to create task flows and user flows.

### Business Goals

- Highly engaged user base
- Offer perks to premium users
- Recruit tea experts for curating contents & rating cafes
- Generate revenue by marketing tea cafes
- Offer paid online learning courses and social events

### User Goals

- Learn about different types of tea, steeping process, etc.
- Recommend tea cafes as per location
- Search local or virtual events
- Create profile for personalized dashboard

### Technology Goals

- Responsive web app-mobile, tablet & desktop

### Key Features

Tea catalog accompanied with steeping instructions

Search cafes/tea houses as per location

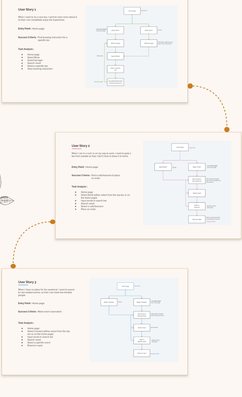
Create an account, personalized dashboard, access saved list and events

Search virtual and in-person events, make reservation

Ability to like, comment and share a content

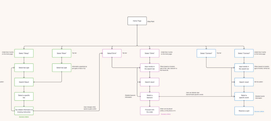
## Task Flows

Task flows show linear, high-level steps a user would take to achieve a specific goal or reach the success criterion.




## User Flow

The user flow shows steps a user would take from the entry point to multiple endpoints/success criteria.



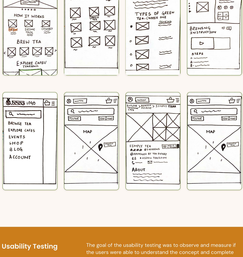
## Testing

Testing the practicability of the design solution

### Exploratory Sketches

I did some initial ***sketching on paper*** so that I don't get caught up in details and can generate a variety of ideas in a short time. I started with mobile design to focus on the content hierarchy and placement of various visual elements. After that, I tackled design for two different **breakpoints – *tablet and desktop.*** Once I was confident of my design, I created ***digital wireframes.***

### Low-Fidelity Wireframes




## Usability Testing

The goal of the usability testing was to observe and measure if the users were able to understand the concept and complete three basic tasks with confidence.

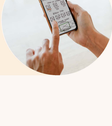
| Testing Platform | Participants | Duration | Format |
|---|---|---|---|
| Mobile<br>Desktop | 3 | 30 Mins<br>Per User | Invision Interactive<br>Prototype link |

### Functionality Tested

- Look up steeping instruction for green tea
- Search for cafe as per interest
- Search for local events

### Prototype Test Link

https://tinyurl.com/38fm2d5



### Metrics

| 0 | 1 | 2 | 3 | 4 |
|---|---|---|---|---|
| No Error | Cosmetic Problem | Minor Usability Issue | Major Usability Issue | Usability Catastrophe |

| Scale | Usability Issue & Recommendations |
|---|---|
| 0 | • Able to log into account |
| 1 | • Consistent naming convention |
| 2 | • Reduce the steps to make a reservation for an event<br>• Remove bedcrumbs navigation or make it obvious |
| 3 | • Radio button is confusing- make image clickable or hyperlink the tea name |
| 4 | • Location pin- show all results and on hover the location pin shows cafe name |

## Design

Developing a visual language

### Brand Guidelines

After incorporating the feedback from the usability testing, I worked on ***creating a visual language*** for the web app. I began by developing a moodboard, creating a style guide, and applying them to high-fidelity wireframes. I also spent some time adapting my designs for different breakpoints.

### Mood Board

**Direction:**

This direction is modern, minimalist & clean with ample of white space. The idea is to bring focus on tea through neutral color illustration & high-quality tea photography.

**Typography:**

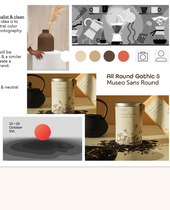
A rounded zero-serif typeface will be used for headings & sub-heads & a similar rounded typeface will be used for body. Friendly & modern feel to the brand.

**Colors:**

The color palette will be earthy & neutral with a warm accent color.

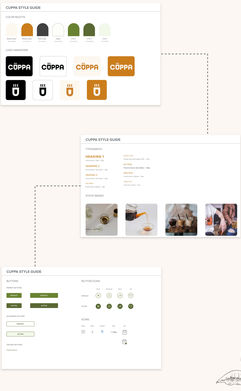
**Other Elements:**

The illustration will interact with the typography throughout the design. The icons will be simple with thin strokes.



## Style Guide

The style guide shows the rationale behind my design choices. The selected color represents the warmth of tea and earthiness. The choices of typeface and imagery aim to evoke feelings of friendliness and connection.


CUPPA STYLE GUIDE
COLOR PALETTE
CUPPA STYLE GUIDE
TYPOGRAPHY
HEADING 1
HEADING 2
HEADING 3
BODY TEXT
EXTRA LARGE
LARGE
MEDIUM
SMALL
EXTRA SMALL
FONT WEIGHTS
LIGHT
REGULAR
MEDIUM
SEMI BOLD
BOLD
EXTRA BOLD
BLACK
FONT FAMILIES
Montserrat
Roboto Condensed
Roboto Slab
Roboto Mono
Roboto
Roboto Serif
Roboto Flex
Roboto Serif Opsz
Roboto Flex Opsz
EXTRA SPACE
EXTRA LARGE
LARGE
MEDIUM
SMALL
EXTRA SMALL
EXTRA SMALL
EXTRA LARGE
LARGE
MEDIUM