Commute2Nervosa

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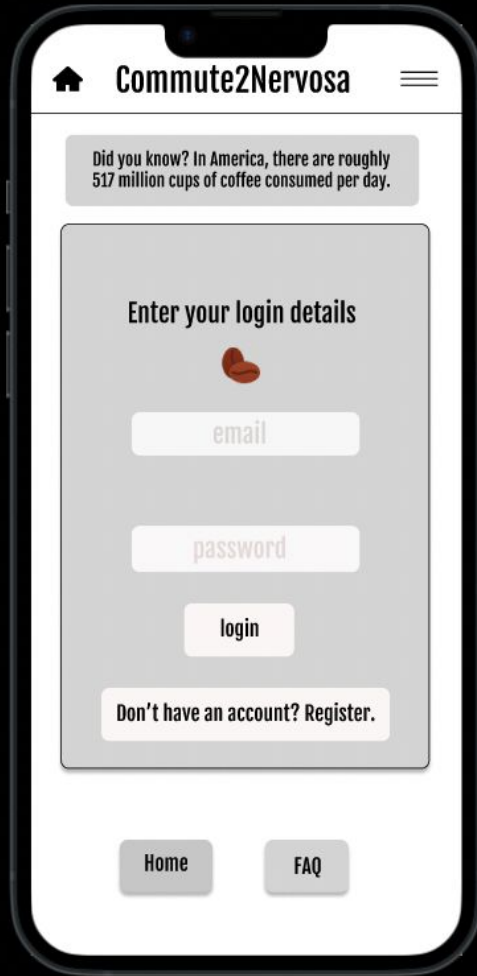
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Prototype Link

One of the core aspects we had while designing our application was to design something simple, without overloading the user with too many options. Therefore, our login & registration page adheres to that value.

Did you know? In America, there are roughly 517 million cups of coffee consumed per day.

Commute2Nervosa

Enter your login details

email

password

login

Don't have an account? Register.

Home   FAQ

Login Screen and Registration screen.

This happens to be one of the first intractable screens within the application. The user is able to sign in using their account details, or proceed to create a brand new account. If the user creates an account, they have the ability to sign up using an existing email address.

User Research and Design Feedback:

1)   Simplified account login & registration
Users wanted a seamless experience getting into the application. The login and registration page act as one hub, allowing a user to login with their provided details, or provide a button to create an account.

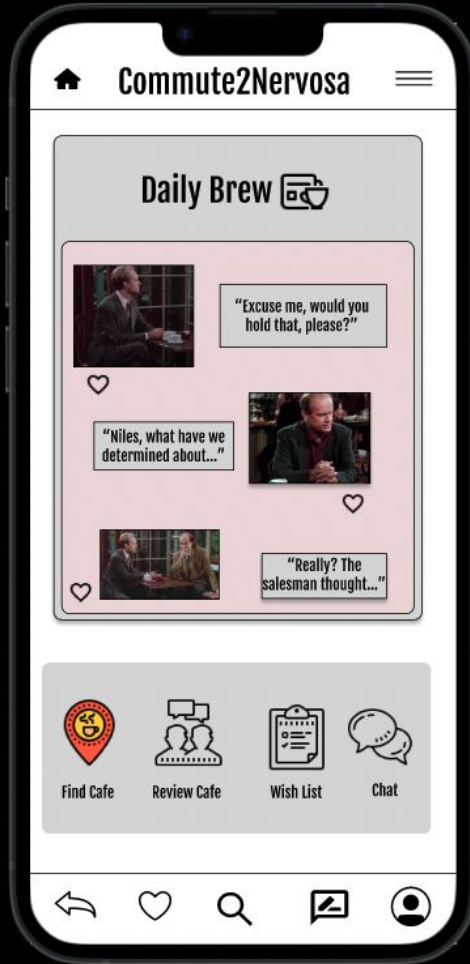2)   Ability to login with either an email or a username.
Users wanted the ability to login providing either their username or email address, in the event they forget either one.

Insights and Design Choices:

The ability to login using social media such as Twitter, Facebook, Instagram, and other social feeds was not considered. We wanted to adhere to simplicity and not overload the user with too many information.

The banner above the login details consists of a statistic or fact related to coffee. This was designed to change every login screen.

The Home Screen, 'The Daily Brew'

The screen presented here is the main 'hub' of the application. The design here is meant to be slightly dynamic. Here the user will be greeted with their most recent activity (in this case, a conversation between a profile friend), as well as the applications most frequently used features.
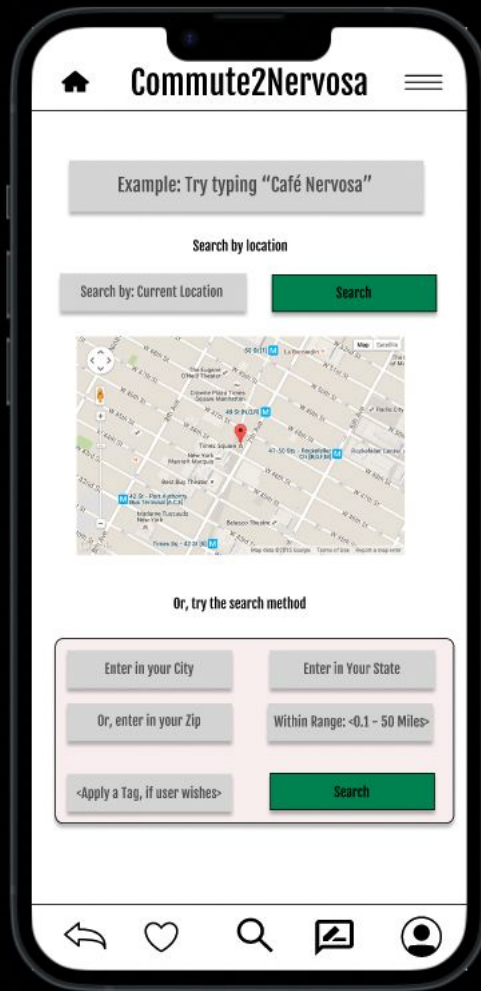
User Research and Design Feedback:

1) Users wished to have the ability to easily find a café.
2) Users wanted access to the most frequently used features of the application, through interactable and larger buttons that were reachable.

Insights and Design Choices:

Throughout the application screens it will become apparent that an upper navigation bar and lower navigation bar are present. These are fixed - meaning that the icons do not change. These are representative of the most commonly used functionality within the application. This was designed to give easy and simple user access.

The 'Daily Brew' went through many incarnations throughout development. There were numerous challenges during the conceptual stage as to how it should look, its functionality, whether a 'recent' activity banner at the top was meaningful, etc.. How it is presented here is based on the first iteration after several paper prototypes based from four group members, and feedback from users.

The conversation in the top happens to be the users most recent activity. If the user had just reviewed a café, that would show up here. Additionally, if a friend of the user had just reviewed a café, that would also show up here.

The 'core' functionality of the application. One of the more standard and easier to implement page into the prototype. Simply, a user may choose to search via location, or ignore that and search by manual location. After searching, the user will be presented with a screen of found cafés.

Commute2Nervosa

Example: Try typing "Café Nervosa"

Search by location

Search by: Current Location   Search

Or, try the search method

Enter in your City	Enter in Your State
Or, enter in your Zip	Within Range: <0.1 – 50 Miles>
<Apply a Tag, if user wishes>	Search

Searching for Cafés page

The screen here contains the most important functionality of our application. The goal of our app is to get users to find cafés in their area and feel prompted to review them - hopefully finding a new favorite cup of coffee/café. This page works in two different ways. Depending on if the user wishes to share their location, they may search via location. Otherwise, a user may manually search for a Café by entering in their details.

User Research and Design Feedback:

1) Users had expressed that this page was a bit cumbersome with the manual location, and that some modification were needed. However, this felt important to keep and refine as some users may wish not to share their exact location.

2) Some users felt confused by the 'tagging' system of our application (where users may tag a review by a predetermined keyword, say, as 'cozy'). We felt this was important to keep as 'filter' for desired user searches, as the 'tagging' system is a core feature of our application.

3) Some users were confused by how the page worked and what their next action would be.

4) Users found the 'tag' under the search bar confusing. It was then later repositioned in the manual search.

Insights and Design Choices:

If the user allows to share their location, present a map with their exact location such that they can navigate and see local cafés and coffee bars near them. Also, we removed some of the manual options that led to user confusion in the advanced search.
Finally, we wanted to ensure that the 'Go/Search' buttons are green such that the user knows their next action. This page felt the most 'standard' to design, however, it didn't come without its challenges.

We were a bit concerned that we may be presenting too little or too much information within this screen. After some feedback, we decided to keep larger slides for results, consisting of simple yet desirable information to the user.

Upon each Café result has a tag'. Cafés within this app have a universally agreed 'tag' that is decided based by the average ratings and review process. These can be used to indicate if a Café intrigues a user.
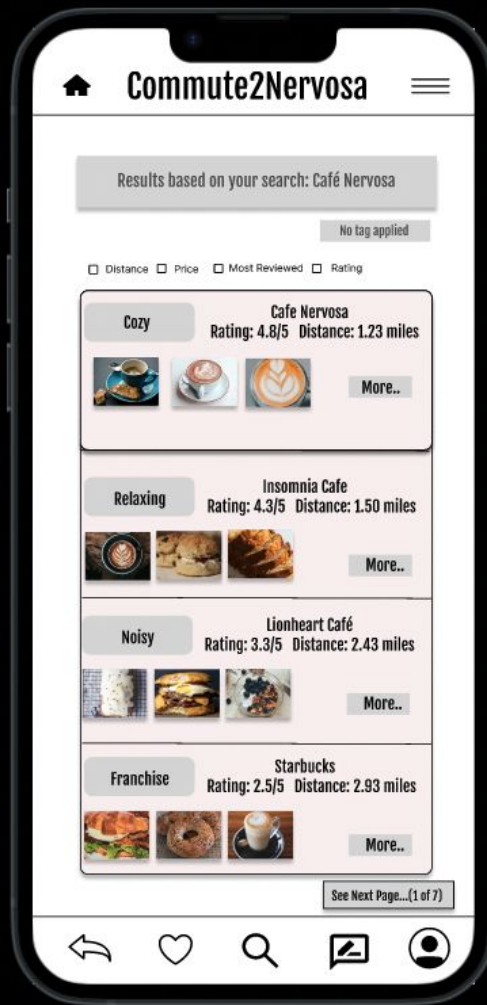
Results from Searching for Cafés Page

The page presented here stems from the results of the prior page. Displayed on this screen is a list of café results from the café search page. This page can show results based on a 'blanket search' - a café name, a search for a particular type of coffee, etc..
The results all contain images of some menu items, the café name, the average rating, and distance in miles from the user address.

User Research and Design Feedback:

1) Users wanted functionality that had been established before, but in a sense that was more simplified (similar to Yelp).

2) Users wanted previews within the search results to have a clear idea at what they were looking for.

3) Within the conceptual stage, a card view (among others) were pitched. Users decided that it was not optimal and gave the user less options to appear on screen. Thus, a list view was considered and finalized.

4) Users wanted an easy way to filter their results. This was implemented into this screen rather than the 'searching screen'.

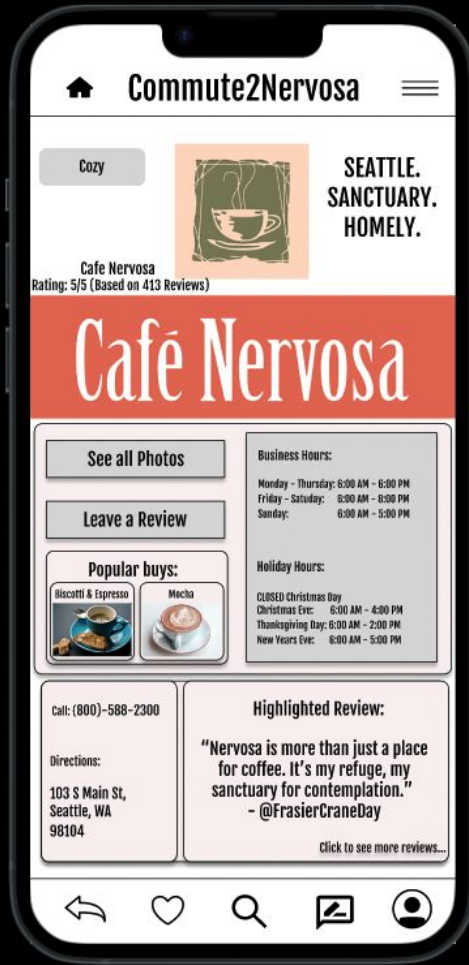### Insights and Design Choices:

Aesthetically speaking, we wanted this page to showcase the absolute top results in a large format, allowing the user to see all important information (miles, rating, photos of menu items).
Additionally, we added photos of some menu items such that a user could have some visual eye-candy, or be prompted to select a particular café.
Finally, each Café has a 'tag' associated with it (see 'white text to left'). These tags indicate typical user response from reviews. These can steer a user to go to a particular Café, such as if one is 'Cozy', or another is 'Busy', or even 'Franchise'.

Specific Cafe Chosen Page

The page here reflects the café that a user selected from the 'results page' from a café search. On this page contains the Café name, it's associated 'tag' (Cozy), average rating, and more! The main objective of this page is to display to the user: business/holiday hours, ability to leave a review, view all uploaded photos, directions and business number, and a highlighted review (chosen by how resourceful the review was). This is considered to be a business page for a particular Café, and all other Cafés would have similar pages.

User Research and Design Feedback:

1) Users found this page to be a bit overwhelming. There once existed within the prototype more information and visuals on this page, but was axed due to an overwhelming amount of responses. Instead, more crucial information is present here. This was a common critique and led us to removing quite a few other features on this page, but it was a tremendous and welcoming change.
2) Concern among the user testing indicated that we may have not stuck to our best visual/user interface practices.
3) Users seemed to want a simplified, easy access to business operations and directions.

Insights and Design Choices:

We wanted the content on this page to easy to see and easy to interact with - which is why the majority of the content is shifted toward the bottom half of the screen (reachability in mind). Perhaps the page isn't as 'typical' as the rest, but we designed it to be a bit bold.

We also wanted to ensure that content on this page was relevant - even if not necessary. Consider the 'popular buys' and 'highlighted reviews'. These may not be necessary, but they give some push to the user to access what the Café has to offer.

Notice the bolded, capitalized three words in the upper right? This is intentional. All Café pages are allowed some visual freedom with how they display their featured image and text.

Additionally, the UI as a whole is the default for any remaining Café page selections, each varying in highlighted review, hours of operations, popular items, etc.

We wanted this page to be simple but have a decent amount of functionality. Just by inspection, it is apparent users can read a summarization of a user review, take action to it, and scroll through the numerous pages of user reviews.

Viewing Particular Café Reviews

The page presented here contains user reviews for a particular app. When a user publishes a review for said app, it will be published here. The 'tag' they provide to the app (Cozy, Noisy, Relaxing, etc.) will be present, along with a summary of what they said, their rating, and the user profile. Additionally, users have the ability to reply to reviews, view all replies, and 'heart' these messages.

## User Research and Design Feedback:

1) Users were concerned about the lack of functionality and visual elements in this page.

2) Users wanted the ability to reply and read replies to user reviews.

3) Users expected the reviews page to not overwhelm the user, yet provide enough reviews on screen.

Insights and Design Choices:

We understood the claims and took the critique and iterated upon this page. Between the conceptual stages and prototyping, this page has changed a lot, from card view to list view. Also, we added the features from the design feedback, such as replies, viewing replies, and hearting reviews. Additionally, we added unique signifiers that accurately represent these actions. Of course, there is also a banner up at top representing the page in which the user is located.

This page essentially had no differing stages between prototyping - it was pretty standard and not necessarily to iterate upon much more than what's visible here.

One consideration was a listview with smaller images to show more results on a page, but it felt less personal to the user that way.
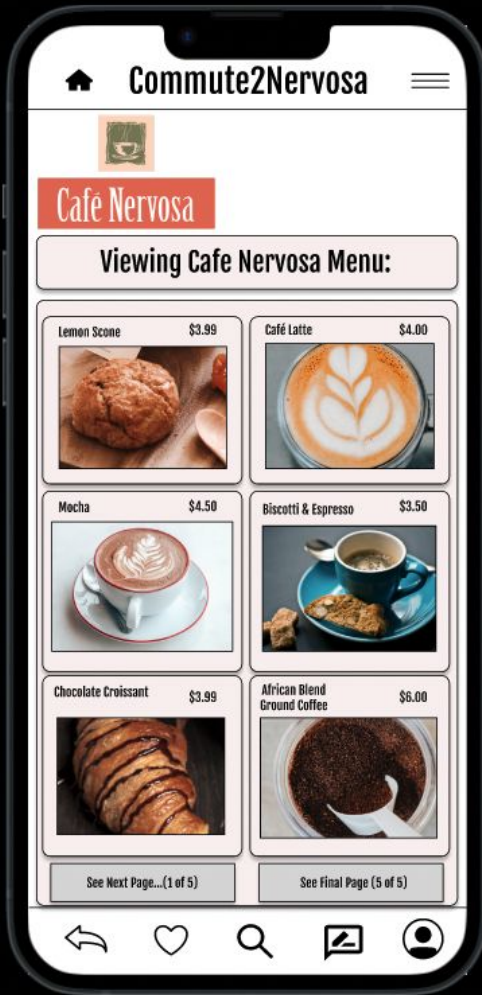
Viewing a Café's menu page.

The page here displays the menu item results of a particular page (chosen from the 'example Café page'. The purpose of this page is simple: Provide the user with cards of tasty menu items that the business sells, nothing more. The page displays the featured image banner/name, a reminder bar of the page the user is on, and of course, salivating food and drink options.

User Research and Design Feedback:

1) Users responded that they wanted a simplified page showcasing menu items at a particular page.

2) Users had been cautious to warn us that overloading this page may provide users with mixed feelings on a Café as a whole.

3) It was noted that 'visual eye-candy' be apparent, such that large images be used so users feel a sense of urgency or need to try some Café.
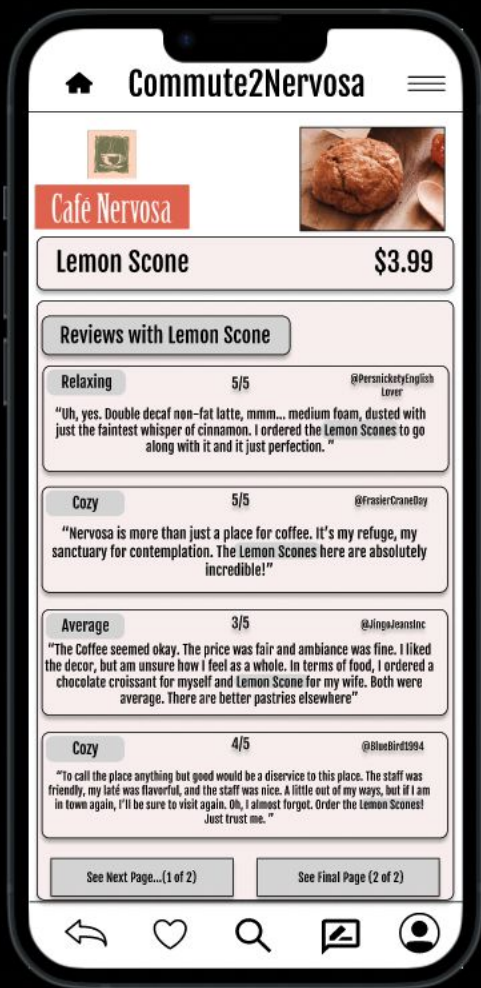
Insights and Design Choices:

We wanted this page to be as simple as can be. Provide the user with large images of menu items that the particular Café provides, its name, and price. This page can have multiple 'next page' depending on the size of the menu.

The plan may have been to have these images be clickable and provide reviews that may have mentioned or tagged a particular chosen item, but this was never reached in our prototyping.

This page is meant to be one of the most simple pages throughout the entire application, to give the user what they want.

Menu Item Review Page

This page represents reviews that mention a particular menu item from the Café. The reviews include the 'tag' from the associated review, the overall rating of the item or Café, the username who left it, as well as a summary of the review. Additionally, it provides the price of the item.

User Research and Design Feedback:

1) User research and testing indicated that users wished to easily see how a particular menu item is from a Café.

2) Users wanted the ability to easily find reviews of a particular food item without going through tons of reviews of a Café in general.

3) Through user research and testing, users had also expressed that by touching a summarized review that they be taken to the 'full review'.

Insights and Design Choices:

This page encompasses simple things. For starters, a visual of the menu item from the Café is shown in the upper right corner, and the specific Café banner/featured image within the upper left corner.
Additionally, there is a reminder of the menu item name, it's price, and buttons of reviews that have mentioned the specific item itself.
Finally, These reviews are displayed as their own button as they are interactable, and tapping them will take the user to the full review. This, however, did not make it into our prototyping screens (but conceptually was desired).

This page is accessed by clicking on a particular menu item of the Café page that was selected.

This page went under a decent amount of changes throughout iterations - even at the conceptual stage. Surprisingly, this page was a challenge to figure out what exactly was important to display to the user.

It wasn't until last minute prototyping reviews that we end up with what is present here.
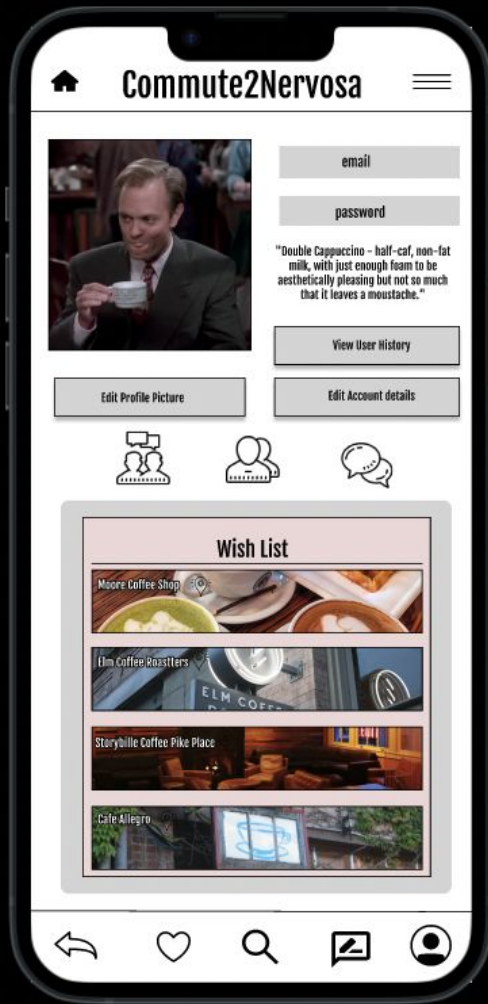

Profile Page

This page presents the profile of the user. It displays their avatar, email, and an option to edit their password. Additionally, there are options to edit their avatar and other account details. Within this page also contains the user's wishlist (an assortment of Cafés they may wish to visit, or an unsorted wishlist of brews). Additionally, there are signifiers that indicate prior Café reviews, their friends list, and menu item reviews. Finally, there is a blurb on their profile of their most recent review. From this screen, we will access DM's, as well as the user curated wishlists, and many more.

User Research and Design Feedback:

1) Users would like a profile page that displays basic user information, such as their avatar, curated wishlists, friends, and prior reviews.
2) Users wanted the ability to message a user on their profile page or view their DM's between them.
3) Users expressed concern over the amount of options the Profile page contained. The users wanted these options to be more straightforward and logical. Thus, we axed prior options within the page (such as an additional 'find-a-café-button'), and streamlined the rest.
4) Users wanted the wishlists to be larger and easier to see, as they were the most predominant aspect for visiting another profile.

Insights and Design Choices:

We ensured that the signifiers underneath the account information accurately represented their actions. Furthermore, we ensured that the options that were present there were only those that deemed important to the profile page experience
We also wanted to preserve the simplicity in mind when conceptualizing this application, and to do so, we developed the profile page to maintain a minimalist, but satisfactory feeling.
Ensured that graphics (such as the user avatar, and the images featured in the wishlist) were large enough to garner attention to the user visiting the page, to attempt to promote interaction.
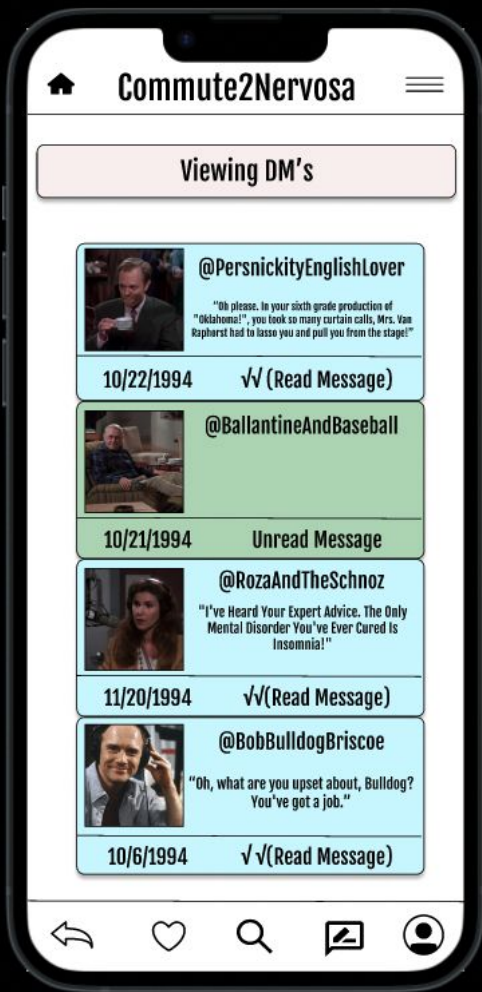
Aesthetics and visual design are important to the user experience. However, functionality takes lead. While we did experiment in ways that our app screens should look, we decided ultimately on simplicity and boldness.

(Has anyone noticed the Frasier references yet?)

Viewing DM's Page

The page here can be accessed from the profile page (the prior screen we were just looking at) as well as the bottom navigation bar. This page is a list view of the conversation history between the user and other users, friends and non-friends.
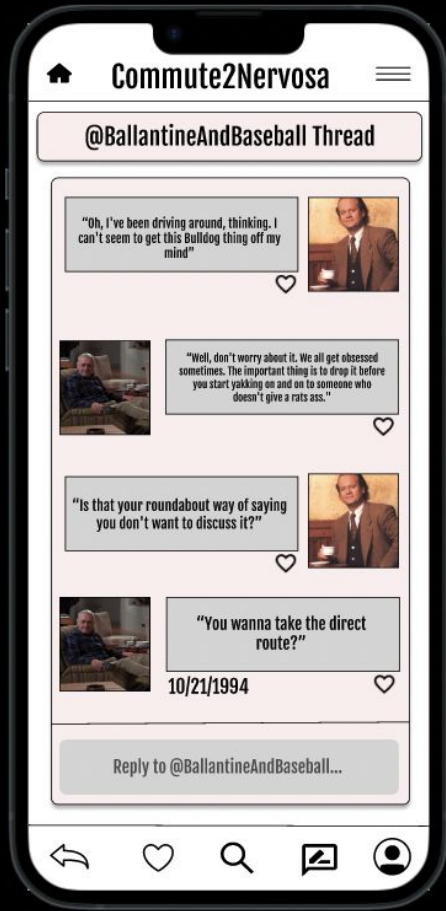
User Research and Design Feedback:

1) Users wanted a quick and easy way to to view messages between users.

2) Users wanted the ability to see if their messages had been read or not.

3) Users had expressed wanting large visual queues for the DM page, such as the recipients avatar, date, preview of message, and read status.

Insights and Design Choices:

Unopened messages are marked as 'green', indicating that a user should open them. Additionally, opened messages are 'blue', indicating that they have been accessed. Large read status indicators (and date) were done such that a user can easily tell whether their message has been opened or not. Finally, the messages on this screen all contain large avatars of the recipients such that it's easily identifiable as to whom the conversation is with.

Viewing specific DM Page

This page is accessed via the 'Viewing DM list' page (prior screen). The purpose of this screen is to show conversation history between the user and a recipient user. Users may 'heart' each others messages and reply to keep the conversation going.

User Research and Design Feedback:

1) Users expect the ability to touch a message from the prior page (Viewing DM's list) and be pulled into that DM, such as this here.

2) Users wished to be able to heart messages, similar to other popular messaging apps.

3) Users indicated they wanted the ability to 'scroll' through the messages, rather than see a 'next page' of them (which was done here unlike other screens in the app).

Insights and Design Choices:

Added heart indicators underneath each message, such that a user may 'heart' a user message.
Made it such that the profile images between the conversation are large enough and not hard to understand who is speaking.
Ensured that a 'large' banner up at the top of the screen remind the user who they are messaging.
If the user were to reply, a keyboard would be prompted and show up on the next screen. This screen, however, did not make it into our final screens.

A typical DM page. If it ain't broke, why fix it? This didn't really come to be through any secondary nature, but rather what felt natural and intuitional to us developers who have history of using social media applications.

User Wishlists page

This screen is the 'wishlists' page of a particular user. On this page, a user may view their wishlists (or a friends), be greeted by their short message, as well as create a new wishlist (and suggest a new wishlist if viewing another users wishlist).
Note: This page is accessed from a prior screen (Profiles Page)
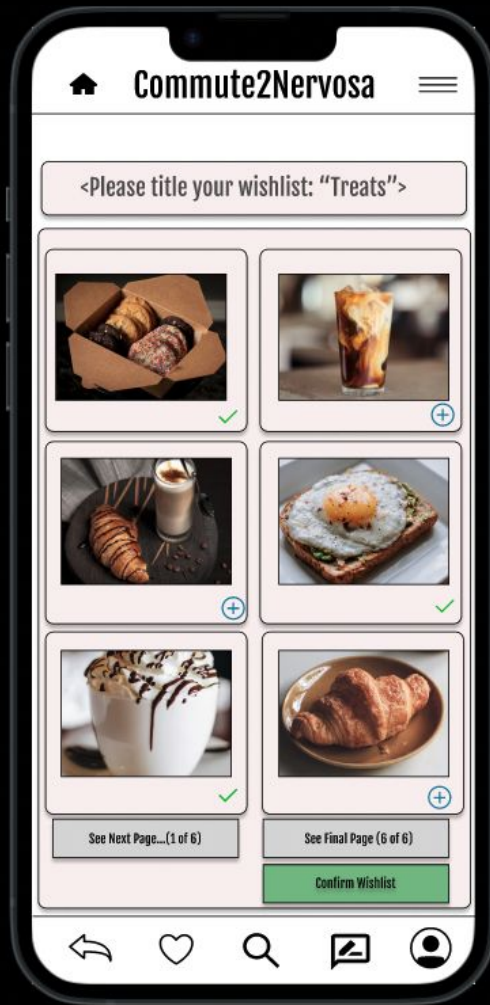
User Research and Design Feedback:

1) Users suggested that there be an ability to see a users wishlist of desired things, be it menu items, or be it particular Cafés.

2) Users insisted that the ability to curate items and Cafés within the app substantial to the applications influence on them

3) User research suggested that large images as banners for wish lists would provoke them to view those wishlists.

Insights and Design Choices:

We insisted as a group that a wishlisting feature be intact for the final prototype. We decided utilize larger images for the wishlist categories (rather than multiple indicating what may be in the wishlist themselves), as they're better visual eye-candy and may push a user to interact with it.
We also decided that there be large buttons to the side for as they're easy to see and press. Furthermore, we felt as if a user could display a 'featured banner' at the top left would provide some fun customization and insight to a user's wishlist page.

This page was a necessity for designing an app focused on 'locating and reviewing Café's' within a user's area.

While we try to have a warm visual tone, functionality took importance and we decided to stick to making objects large, visible, and easy to use.

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@FrasierCraneDay

WILL WORK FOR LATTES

Click to see user profile recent activity.

Viewing @FrasierCraneDay wishlists

"Welcome to my page of wishlists! Here you will see a curated selection of blends, food items, pastires, as well as Café's I wish to visit."

Suggest an item for @FrasierCraneDay 's wishlists

Share your wishlist with this user.

Create new Wishlist

View "Holiday Blends" wishlist

View "Flavored Blends" wishlist

View "Fruity Blends" wishlist

View "Cafés to visit" wishlist

View "New & Trendy" wishlist

See Next Page...(1 of 4)

To ensure visual consistency standards, we stuck to our 'card view' style for buttons with featured images (list style elsewhere, such as reviews).

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<Please title your wishlist: "Treats">

See Next Page....(1 of 6)

See Final Page (6 of 6)

Confirm Wishlist

User add item to wishlist page

This screen appears if a user decides to create their own wishlist (clicked from the 'User Wishlist page' on the last screen). Within this is a list of unsorted, favorited items and Cafés. A user may select items from that list, then name this wishlist and confirm.
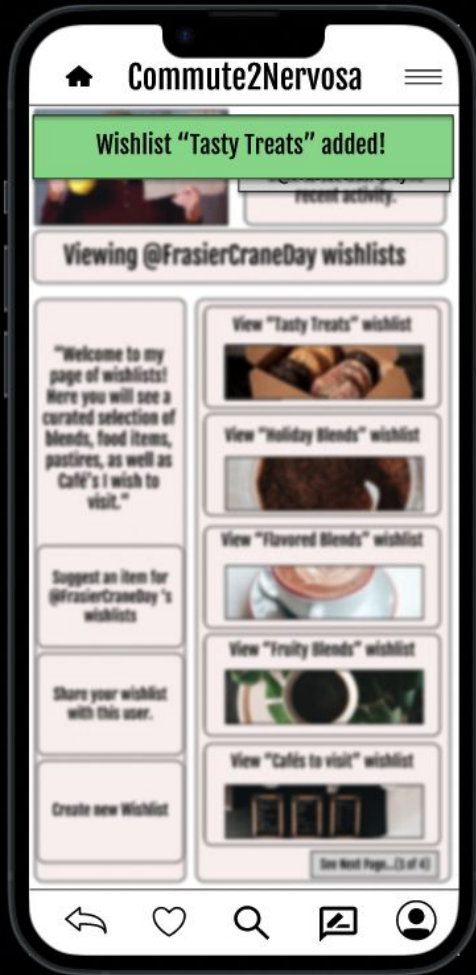
User Research and Design Feedback:

1) It was apparent that users wanted easy access to create new wishlists, and therefore it was pivotal we develop this feature.

2) Judging based on our prior feedback and testing, we decided to keep things simple, images large, and allow the user to add items simply by pressing a 'circle' near the item.

3) Users expressed that this feature not be overwhelming, and consistent within the visual UI elements we have adhered to.

Insights and Design Choices:

We ensured that the images are large enough to see easily, as well as that the buttons to 'add to wishlist' were color coded such that: Blue circle indicates a user may add the item to the wishlist, and a 'Green Check' indicates that it has been added (where clicking it again undoes the operation). Additionally, we made it such that this page operates as a multi-page layout, where users can continue scrolling by clicking the grey buttons. Finally, the user can confirm their entire wishlist by hitting 'Confirm Wishlist'. We color coded this and added a drop shadow indicating its importance, as well as pointing out that it is the next step.

User successfully added item to wishlist page

This page confirms to the user that their wishlist has been successfully added to their profile. It is simply derivative of the prior 'Wishlists screen', but with a foreground confirmation message.

User Research and Design Feedback:

1) Upon our secondary research and testing, it was apparent that we add a 'confirmation' page or banner indicating that the wishlist was completed successfully.

Insights and Design Choices:

This page ensures to the user that their wishlist was completed. To do this, we took the 'Wishlist page' objects and applied a 'Layer Blur' over everything but the lower and upper navigation bars. Then, we added a green (non-blurred) banner displaying a confirmation message.

Simply a confirmation page. This page exists simply to tell the user that their action was successful.