The Udacity Coffee Project

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Executive Summary

➢ From the 3 interviews conducted of about 12 min each with 3 different individuals. Each interviewee was asked the same question and the responds were noted and organized.

➢ This project main objective at conducting a UX research to increase the collaboration among students and improving course engagement to finally yield a digital design to enhance the experience of Udacity Students ordering coffee and studying together.

➢ During the interview, some information were judged useful and others not. Information that were not related or didn't very much affect the user experience were left out and others were considered.

Methods and Research Questions

➢ The method used was a one-to-one interview with the participant. The interviews lasted about 12 min each. All the interviewees were asked the same questions, this was to have an evenly biased answer. The interviewee had the floor to freely express himself.

➢ The questions from the script aimed at obtaining vital data that would help us to meet with this project main aims and objectives. We looked into getting this type of aspects;

   ➢ **Checking drinking habits**
   ➢ **Interviewee Relation with coffee**
   ➢ **Digital Experience**

Participants

The Participants were chosen following some criteria, we were mostly interested in interviewing the students, even though one of the participants was not a student we just wanted to have a more global view. We had a total of 3 participants. (please note that we can not give some personal details about the participants due to what was promised to them during the interview)

1. The First participant is a student from a given university he is very social and has much friends.
2. The second participant is a lecturer of the same university. He is very calm and attentive to the worries of his students, he has been teaching for quite a long time now.
3. The third participant is a female student from a university different from the other two. She is not very social and has few friends.

Key finding #1

During the interview many key facts were noted from the participants. What I noted was that all the participants had averagely fixed routine. This is a key finding we could note

The participant found it very stressful to browse through the items in the coffee app. He said "I found it very difficult to order a drink from the coffee app I have been using this is because all the items look alike and I always have to stress my eyes to be sure of what am choosing".

From the quote we can see that the user is uncomfortable when all set of items look alike.

Recommendation #1

According to the key findings noted above, our team could formulate the following recommendations

➢ We could apply a design principle of **similarity** in which we differentiate different set of items, we could do so by changing their icon style on the screen so he can easily differentiate between the items only by looking at them.

Key finding #2

During the interview many key facts were noted from the participants. These are some of the key findings for each user as I went further in the interview

- The second Participant noted that he didn't have any confirmation after he ordered his drink, this was very unpleasant to him as he could never be sure if he actually ordered a particular item or not. This is what he said; "When ever I ordered my drink I did not have a confirmation for my order, this made me to sometime command the same drink twice."

Recommendation #2

According to the key findings noted above, our team could formulate the following recommendations

➢ We have to add a notification just to ensure to the user that his command was correctly executed. This notification can be in the form of a pop-up or another convenient form.

Affinity diagram