UX CASE STUDY

Marina Vila
UX/UI Designer

THE COFFEE HOUSE

Coffee House

Improve the user experience and reflect mobile app the essence of the coffee chain.

Problem

The problem with traditional cafe experiences is the frustration of waiting in line, especially when customers are in a hurry or looking to reserve a table for special events.

Solution

The new app helps customers to book their coffee and food in advance, choose pickup or delivery, and reserve a table in advance. Make the coffee shop experience comfortable, stress-free and enjoyable for all customers.

Project Duration
4 weeks

Design Process

Overview

CoffeeHouse is an international coffee store chain with locations in New York, Chicago, San Francisco, Cleveland, London, Nantes, Reykjavik, and more. It aims to serve quality coffee with local flair.

My responsibility

I was responsible for the entire product. From research, conducting interviews with users, synthesizing and prioritizing objectives, brainstorming until finally designing and testing the solution. Created insights-driven designs such as wireframes, low and high fidelity prototypes, iterating insights throughout the process.

My role

Solo UX/UI Designer designing an app for Coffeehouse Company from conception to delivery

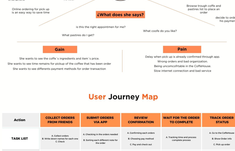
User Research summary

Conducted user interviews and created empathy maps to understand the users I'm designing for and their needs. Two primary user groups identified through research.

The first group was the ones who are in a hurry for work or study and don't like to wait or have their order being late or wrong

The second group was the ones who enjoy drink a coffee and work out of home, but they need good connection and a comfortable place to work at the cafe.

Empathy Map



User Journey Map

Action	COLLECT ORDERS FROM PHONES	SUBMIT ORDERS TO APP	REVIEW COMPENSATION	WAIT FOR THE ORDER TO COMPLETE	TRACK ORDER STATUS
TASK LIST	1. Collect orders from customers and phones 2. Check	1. Opening in the orders needed 2. Submit the orders in the app	1. Confirming the orders needed 2. Processing a refund 3. Pay and return car	1. Tracking time and process complete process	1. Go to the Coffeehouse 2. Give order 3. Pick up order
USER EMOTIONS					
FEELINGS ADJECTIVES	1. OVERWHELMED 2. ALERT	1. NEUTRAL 2. CONFUSE	1. CONFIDE 2. INTERESTED	1. UNTHOUGHTED 2. ANXIOUS	1. RELAXED 2. HAPPY
IMPROVEMENT OPPORTUNITIES	Order in advance or app. Easy way to make orders	Simplify app to make the process as fast	Receive payment method	Check and offer seat if delay process time expected to be long	Send a email when a order is ready and delivered the order

User Persona

Name: Anna

Goals

- Work in a place with a good environment, comfortable, and with good Wi-Fi connection
- Use your time productively in your work.

Personal information

Age: 31
Occupation: programmer
Location: New York
Family: in couple

Frustrations

- Having to get up from the table to place a order or pay
- It is problematic to keep a table and take care of your belongings if you get up

Anna is a programmer, so she generally works from a coffee shop in her city. Coffee House is one of her favorite, however, for Anna it is a big inconvenience that she has to get up from the table to place a order or pay, since she has to take her laptop, phone, headset and sometimes even her drink with her. Sometimes she ends up by another customer sitting at her table, so she needs an app that allows her place orders and have them brought to her table.

Name: Juan

Goals

- Prepare orders at Coffee House quickly and efficiently
- Return to work early to have the opportunity to demonstrate your abilities

Personal information

Age: 24
Occupation: recruiter
Location: Ohio
Family: live with his family

Frustrations

- Ordering in the app is slow and frustrating
- Wait for the order to be prepared
- The pick up order process does not only be planed at the counter (not in advance)

Juan is a recruiter, so all of consuming from the Coffee House only starts and has a tight schedule. He wants to optimize the time he has free to the maximum, be part of his work team, and be productive in his work. Juan is a person who likes to be prepared and be able to go to buy the products for stopping at the Coffee House before his arrival. He is a person with preferences, however, sometimes it is frustrating to place the order on the bar, because there is too much information and sometimes the barista gets confused and the preparations are not as he requested, for example.

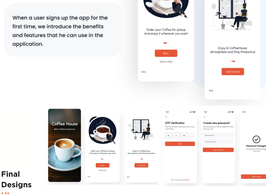
Storyboard

Big-picture storyboard

Close-up storyboard

Low-fidelity Prototype

Using the completed digital wireframing, I created a lo-fi prototype



Prototype

Wireframing

In order to get started with low-fidelity prototypes, I wanted to get a rough idea of what the main flow screens would look like to start designing them.

Paper wireframes

Digital wireframes

This central button at homepage makes its fast and easy for the user to order

UX Research Study

Typography and color

Gotham

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Aa

#F04200 #F19855 #C87500 #2D2D2D

Onboarding

When a user signs up the app for the first time, we introduce the benefits and features that he can use in the application.

Final Designs UI

COFFE HOUSE

Thank you!