NOVA SCHOOL OF SCIENCE & TECHNOLOGY

Interação Pessoa-Máquina

2022/2023

Brew Station

`

Stage 3: 1st Prototype

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Lab class Nº P3

Group Nº 22

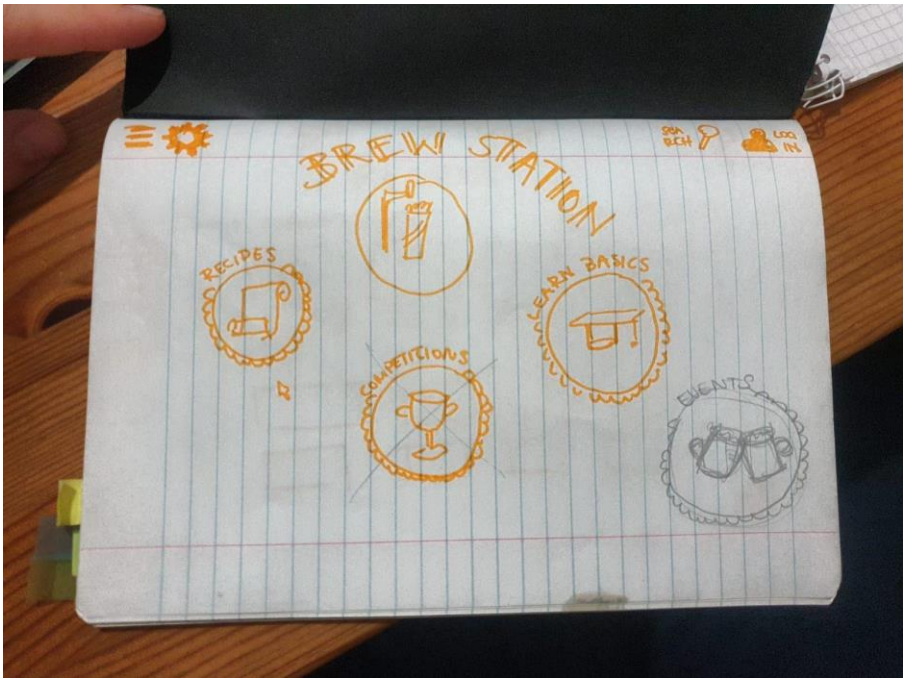
Professor:
Teresa Romão

Month October, 2022

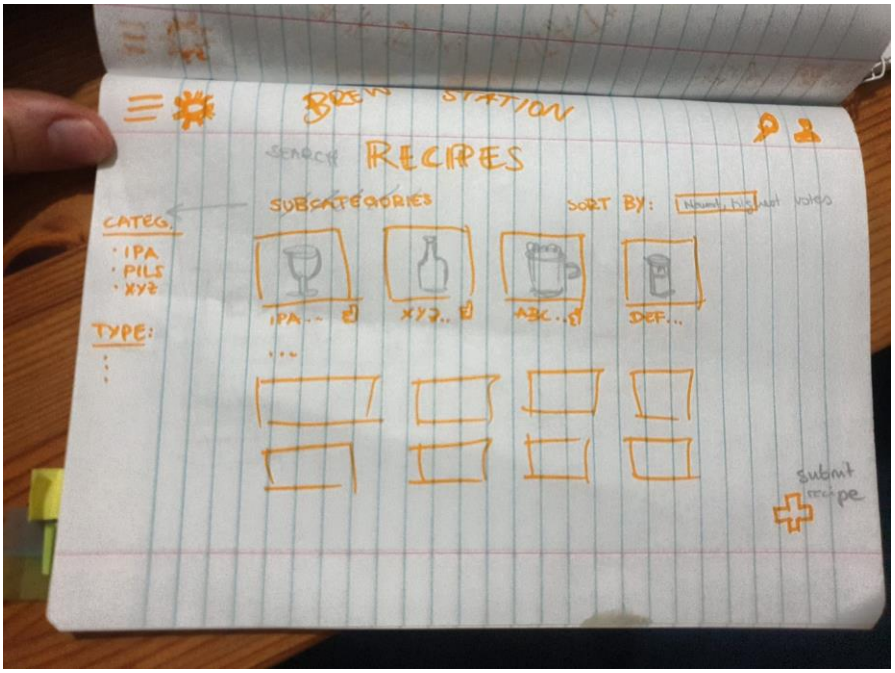
Sketches

This was our first approach to design our interface. We tried to put our ideas on paper and used this later to have something as a basis to create the prototype in the Marvel app.

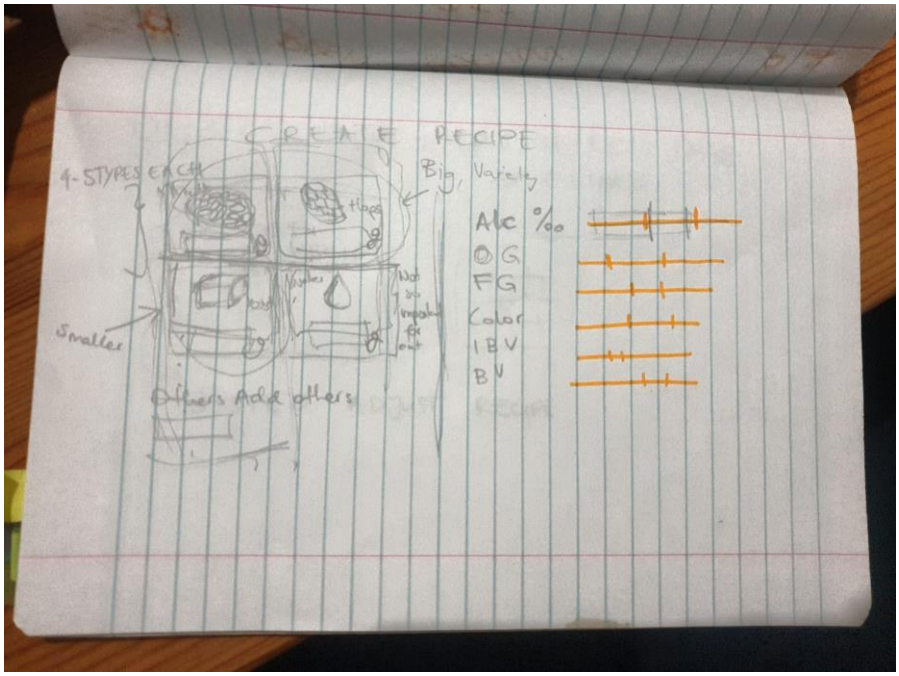
Home page



Search for a recipe page

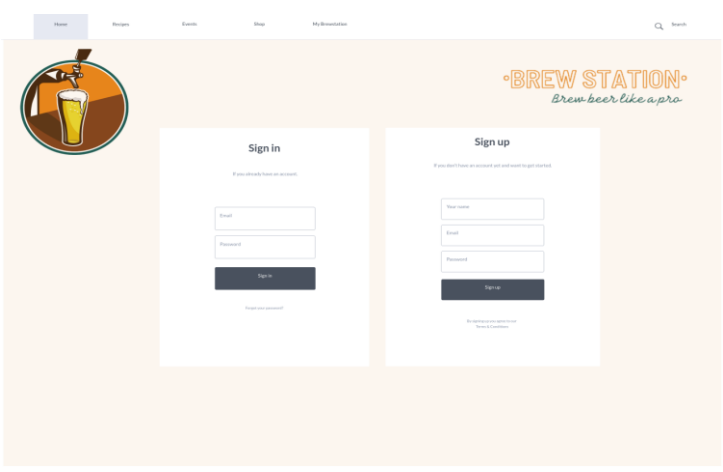


Create a recipe page

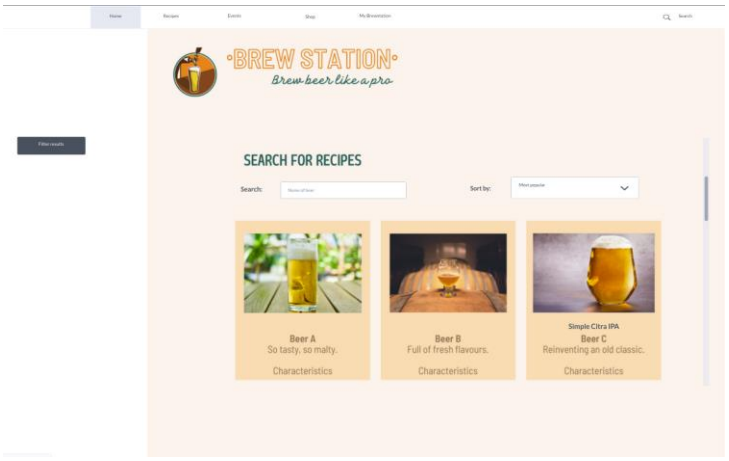


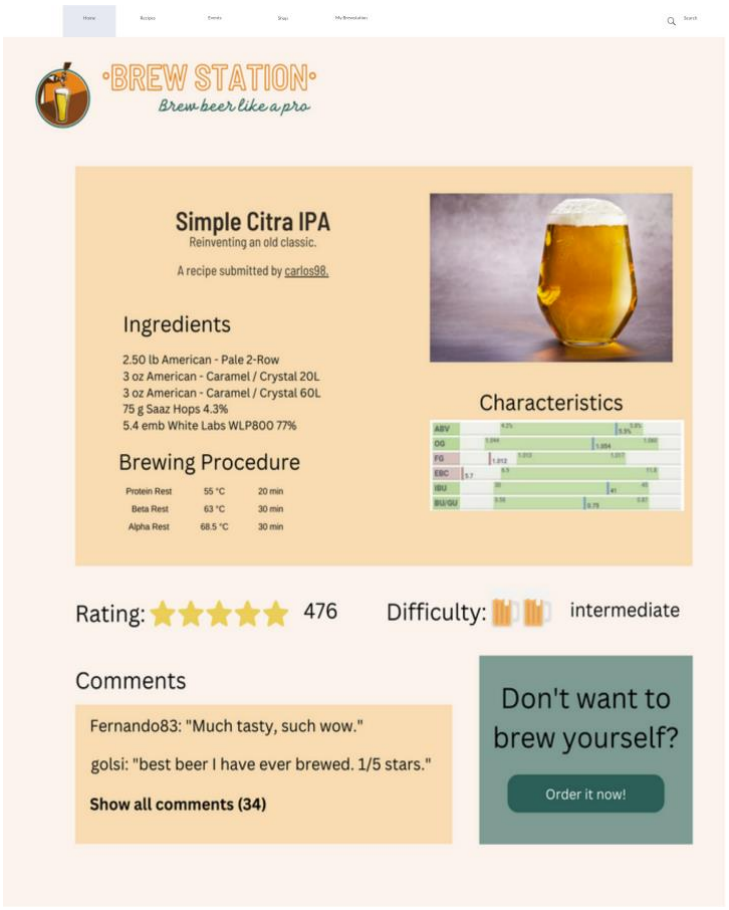
Storyboard

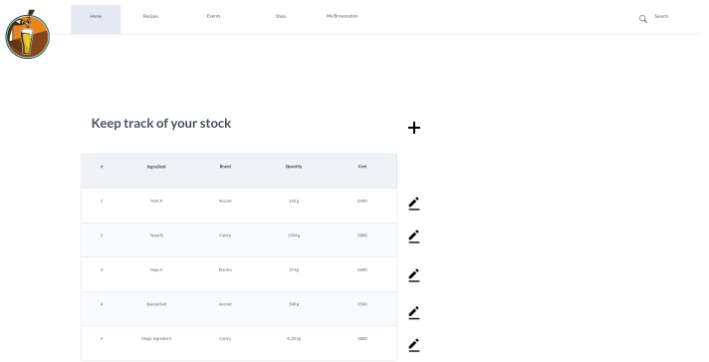
1st Scenario -



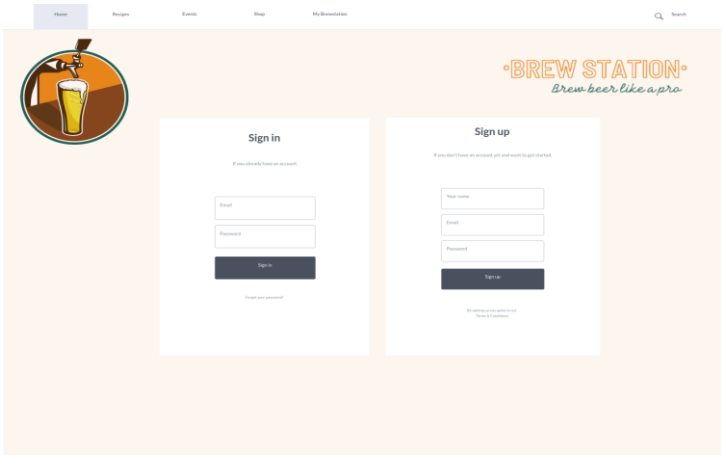
·BREW STATION·
Brew beer like a pro
SEARCH FOR RECIPES and beers
Scroll through our collection of recipes and find the formula for all the beers you always wanted to brew at home.
TRACK YOUR INVENTORY
Still got enough of all the good stuff? Keep track of your inventory and orders – so you never run out of fuel anymore.
ATTEND EVENTS
Discover beer-tasting events in your area, meet up with community members and enjoy beer together. Cheers!

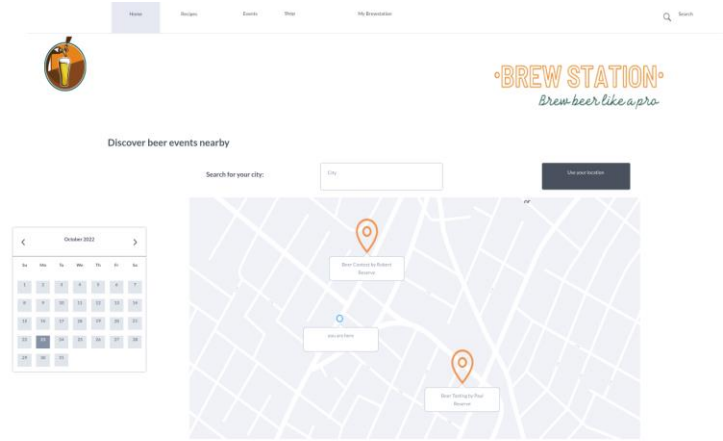

·BREW STATION·
Brew beer like a pro
SEARCH FOR RECIPES
Search:
Sort by:
Beer A
So tasty, so malty.
Characteristics
Beer B
Full of fresh flavours.
Characteristics
Simple Citra IPA
Beer C
Reinventing an old classic.
Characteristics


·BREW STATION·
Brew beer like a pro
Simple Citra IPA
Reinventing an old classic.
A recipe submitted by carlos98.
Ingredients
2.50 lb American - Pale 2-Row
3 oz American - Caramel / Crystal 20L
3 oz American - Caramel / Crystal 60L
75 g Saaz Hops 4.3%
5.4 emb White Labs WLP800 77%
Brewing Procedure
Protein Rest 55 °C 20 min
Beta Rest 63 °C 30 min
Alpha Rest 68.5 °C 30 min
Characteristics
Rating: 476
Difficulty: intermediate
Comments
Fernando83: "Much tasty, such wow."
golsi: "best beer I have ever brewed. 1/5 stars."
Show all comments (34)
Don't want to brew yourself?
Order it now!


Keep track of your stock

2nd Scenario -





3rd Scenario -

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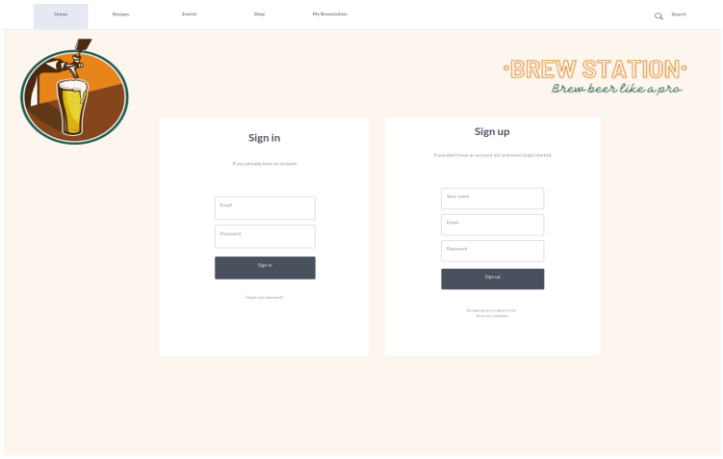
·BREW STATION·
Brew beer like a pro
Sign in
Sign up

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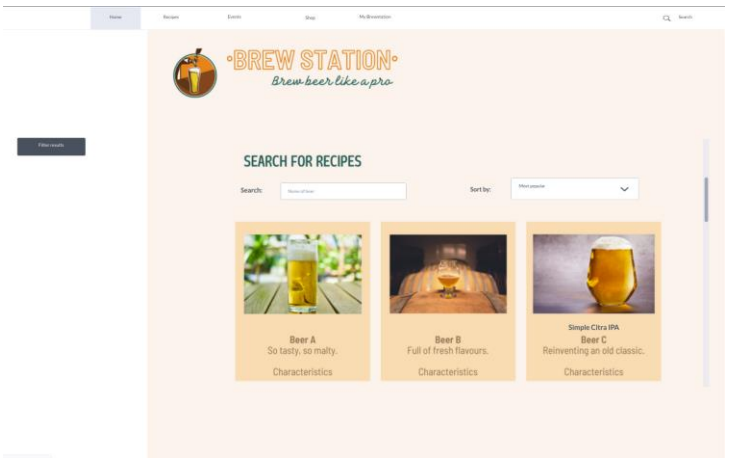
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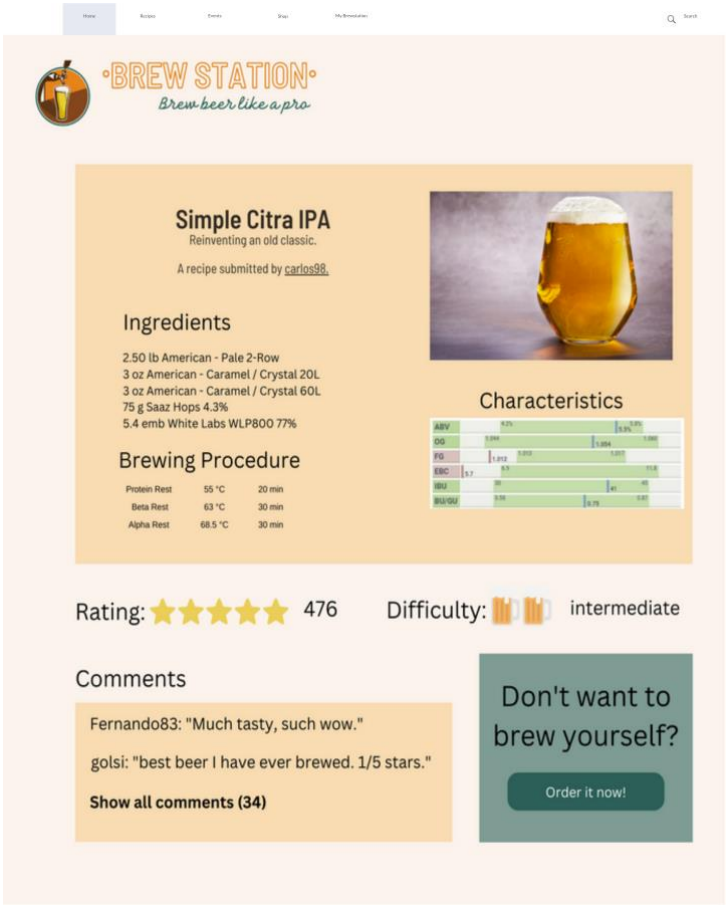
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OG
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EBC
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IBU/GU
Rating: 476
Difficulty: intermediate
Comments
Fernando83: "Much tasty, such wow."
golsi: "best beer I have ever brewed. 1/5 stars."
Show all comments (34)
Don't want to brew yourself?
Order it now!

Do you want to buy this beer now?
1.50€ / unidade
Select Quantity
2
Total: 3€
Buy now

Please wait
You are being redirected to Paypal

Link

https://marvelapp.com/prototype/b7ch387/screen/89161419

Briefing

This application is intended for users who want to start brewing beer or just have interest in homemade beer. On the website the user will be presented with several recipes, events where they can taste new recipes, compete with other users, and share beers made by them and homemade beers available for purchase/sell in the application marketplace.
Using this application users can control their inventory to check if they have enough ingredients to make a specific type of beer as well as their stock in beers.
Recipes have a description step-by-step to help the user with the process along with a comment section where the user can see other users' opinions about the recipe.
The user will be able to search for any beer or recipe based on its ingredients, style, alcohol level and time of preparation (if the user is searching for a recipe).
There is also the option to create events based on a specific type of beer where the users can share their recipes and beers or compete with other users. When searching for available events the users can filter their search for local, event type (contest or beer tasting) and style of beer.

Scenarios

Scenario number 1: The brewer

A brewer **wants to brew a new beer**. First he searches for a recipe of the beer style he is interested in, to use it as a base. After that, he verifies if he has enough ingredients in his inventory.

Task description: Find a recipe for a Simple Citra IPA. Verify that you have all the required ingredients.

Scenario number 2: The taster

A user (beer enthusiast or brewer) **searches for an event** to try a new style of beer in order to check whether he likes it or not, and to buy or brew it after.

Task description: Find a beer-tasting event in your area and reserve a spot.

Scenario number 3: The shopper

A user (beer enthusiast or brewer) wants to **buy a beer** according to his taste. He searches for an ingredient, alcohol level or style that he wants his beer to have. According to the user's taste, If he is already registered and has money in his account, he can buy a beer from the several options available.

Task description: You want to drink a Simple Citrus IPA. You look at the recipe, but then decide that it's too difficult for you, as you are only a beginner in brewing. So instead you want to order it for you and your friend.

Observations

Scenario number 1: The brewer

The users easily identified the section where they can find beer recipes and also quickly found the right recipe. However, users struggled with completing this task as they had problems finding the link to the inventory, which was in the top header in a rather small font size.The suggestions made by users to solve this issue were:

a) increase the font size of the menu header
b) change to color of the header to enhance contrast and increase visibility
c) integrate a button directly next to the recipe's ingredients that links directly to one's own inventory or opens a pop-up
d) display a check-box behind every ingredient to indicate whether the user has the ingredient already in their stock

We find all of these impulses to be helpful and will integrate them in the following iteration. Suggestion d) which would be the most user-friendly, however it requires an additional computational process, so we will have to verify its feasibility in the upcoming process.

Further, one user asked whether the ingredients were already added to the inventory after he had clicked on it. Here we identify an unclarity in our interface that we subscribe to the rather

low interactivity of this first prototype. In the following iterations, we plan on circumventing this confusion by including more user guiding in the form of buttons with concise labels, such as “Compare to your inventory” or “Add to shopping list”.

We have also received the feedback that the section “My BrewStation”[1] should be moved closer to the recipe section on the menu header, as the user found this to be more intuitive. We value this feedback, but think that instead of putting the “My BrewStation” between the recipes and the events, we will rather put it on the right side of the screen, so that its distinct character is also visually distinct from the other categories.

[1] where the user can find one’s saved recipes, events, inventory and perhaps shopping list

Scenario number 2: The taster

In this scenario the users easily found their way to the events page. One user took a long time to find the “Reserve” button and suggested using a larger font size and a different color to increase visibility.

All users said that it would be nice to have a confirmation instead of going directly to the other page, basically the user wanted more feedback after joining a tasting, which we plan on incorporating by adding additional screens displaying the event after being clicked on. The other feedback that the users gave on this task was the search page: they were confused by the calendar and suggested using a list of the events along with the map instead of the calendar design. We agree with this remark and plan on integrating it in the following prototype.

Scenario number 3: The shopper

In this scenario all users said it was very easy to access and very intuitive. One user even said it was “fun”. We ascribe this positive feedback to the higher number of screens used for this task. Hence we take away that using more screens for a task gives the user a better feeling of guidance and makes them less lost trying to find the right place on a big screen. As a point of critical reflection where we still see room for improvement, this prototype did not contain a full check-out/payment processing and also not enough beers in the shop section to require filtered search.

Further take-away points

Require Sign-In: In this throw-away prototype it was not yet necessary to be logged in order to complete the tasks. Hence, in the next step we will include pop-ups asking the user to sign in before being able to access their inventory, register for events or buy beers.

Upgrade MyBrewStation: During testing we realized that it would be useful if the user could save and see events they have registered for. Hence, we want to make this an additional section in MyBrewStation. Adding a personal shopping list was also an idea that came up during the session.

Stick with Logo and Design: Several users complimented the appearance of our website, saying that they like our logo and the design of the title. So we will keep these for the upcoming iteration.