

CoffeeHouse App Usability Study

July 16, 2022

Team

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Study Details

Project Background

We're creating a CoffeeHouse App to help people place orders at any time (24x7 services), so that they can get their cup of coffee at their home at any time and They can reserve their table prior, so that they don't wait for empty table in the store.

Study Details

Research Questions

1. Is reserve table option helpful for you?
2. Are there any parts of the ordering process where users are getting stuck?
3. Have you faced any difficulty while ordering your favourite drink through app?
4. Is the payment process easy for the customer?
5. How long does it take for a user to select and order a drink in the app?

Participants

5 participants

Participants should be from different age groups who includes fairly even distribution of gender across the spectrum and people with different abilities . Participants order out at least twice a week.

Methodology

40 minutes

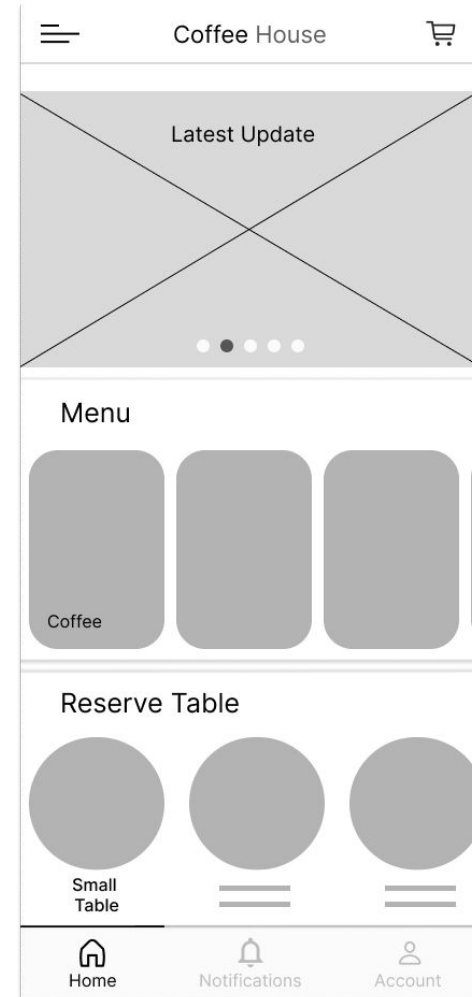
Canada, remote

Unmoderated (usability study)

Users were asked to order a customized drink and reserve a table.

Prototype Tested

The low-fidelity app prototype for CoffeeHouse App was tested and can be viewed [here](#).



Themes

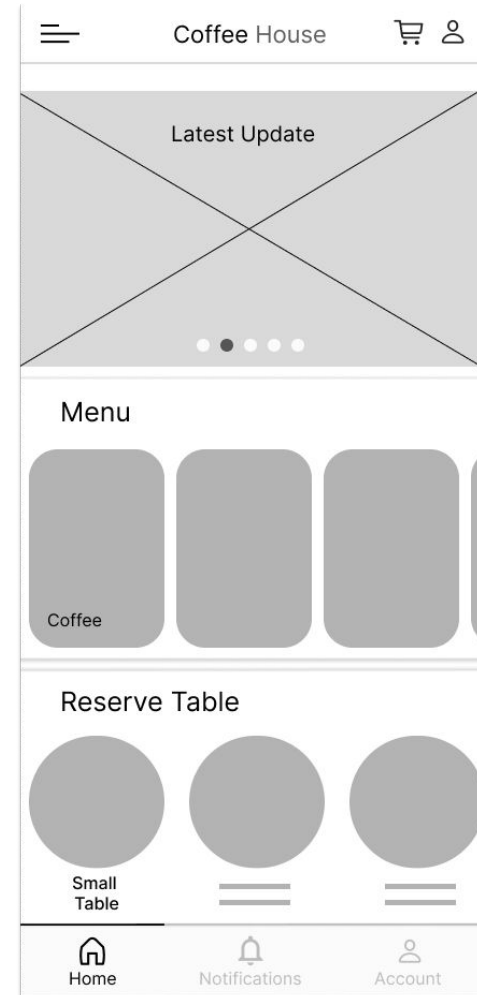
Most of the Participants want Account icon in the header of Home page

Supporting evidence from the usability study.

- 3 out of 5 total participants said they wanted an Account icon in the header of Home Page.

"This is confusing because I didn't find any account option in header."

— Anna , Coffee consumer from Hamilton, Ontario



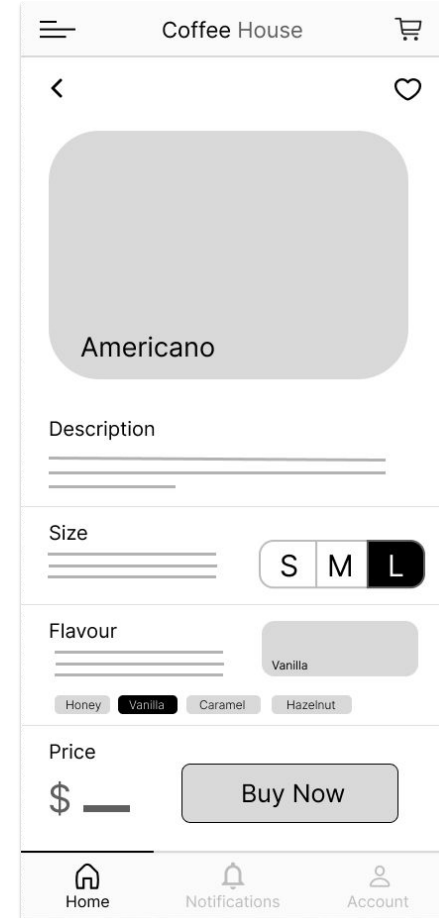
Participants need labels to clearly understand the use of option during customization of Drinks

Supporting evidence from the usability study.

- 3 out of 5 total participants said they need labels to clearly understand the use of options during customization of Drinks.

"I find so much difficult in customization as their labels are confusing and very less options available."

— Mohan, Coffee consumer from Brampton, Ontario



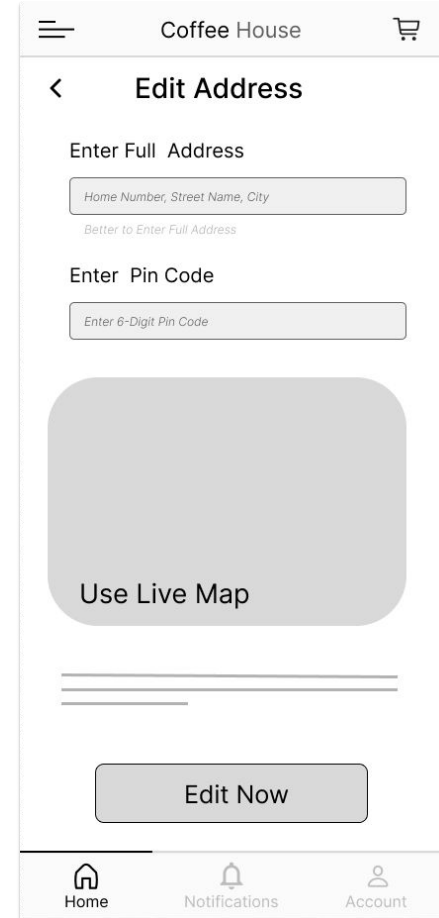
Participants want a live map to enter current location

Supporting evidence from the usability study.

- 2 out of 5 total participants said they wanted a live map option to enter current location.

"It's very difficult to edit location without selecting location from live map."

— Mohan, Coffee consumer from Brampton, Ontario



Coffee House

< Edit Address

Enter Full Address

Home Number, Street Name, City

Better to Enter Full Address

Enter Pin Code

Enter 6-Digit Pin Code

Use Live Map

Edit Now

Home Notifications Account

Participants want a calendar to enter Date and Time

Supporting evidence from the usability study.

- 2 out of 5 total participants said they wanted a calendar option to enter Date and Time.

"It's very difficult for me to find date for next week Tuesday as their is no calendar option."
— Anna, Coffee consumer from Hamilton, Ontario

The image shows a mobile application interface for a coffee shop named "Coffee House". At the top, there is a hamburger menu icon on the left, the text "Coffee House" in the center, and a shopping cart icon on the right. Below the header, there is a back arrow icon. The main content area features a large, light gray rounded rectangle labeled "Small Table". Underneath this, there is a section titled "Description" followed by three horizontal lines for text input. Below the description, there is a section titled "Date and Time" which contains two buttons: "Select Date" with a calendar icon and "Enter Time" with a clock icon. Below these buttons, there are two small text labels: "Use Calendar*" and "24 hr Format*". Further down, there is a section titled "Available Tables" which shows three buttons: "ST-1", "ST-2" (which is highlighted in black), and "ST-3". Below the available tables, there is a section titled "Price" which shows a dollar sign followed by a horizontal line for input. To the right of the price input is a large button labeled "Reserve Now". At the bottom of the screen, there is a navigation bar with three icons: a house icon labeled "Home", a bell icon labeled "Notifications", and a person icon labeled "Account".

Insights & Recommendations

Research insights



Account Icon in Header

Users need an account option in the header of Home Page.



Clear Labels

Users need clear labels and information for every option in the Customization drink page.



Calendar option

Users need a calendar during table reservation to easily enter the date and time.



Live Map option

Users need a live map option for editing addresses easily and fastly.

Recommendations

- Add a “My Profile” option in the header of Home page so users can go through account easily and quickly.
- Add a description and clear labels to every option so that users can customize their drinks easily.
- Add a calendar option in the Reservation table process so users can enter date and time easily.
- Add a live map option in the edit address option so users can enter current address easily.

Thank you!