

Coffinsight

Mid-Fidelity Prototype

Report

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Link to Completed Prototype

<https://www.figma.com/proto/LsEquuaoT9hmQiN60pJUpm/RyooKiz-%2F-COFFINSIGHT?node-id=1%3A413&starting-point-node-id=1%3A53>

Design Description

We focused on the mobile application view using a “two grids in a row” layout to make the user’s scrolling experience more comfortable. Also, we selected the brown color to give a sense that this application is about the cafe and coffee. The logo depicts coffee beans which is straightforward. We tried hard to sum up all related information in one page so that the users do not have to move back and forth.

User Testing Methods and Results

Method: We recruited prospective cafe owners and current cafe owners among our friends. Their age range is between 20 ~ 40 years old, 2 of them are women and the others are men. Three of the users are running their own cafe, and one of the users is a prospective cafe owner who is working as a baker of a cafe.

Result: Most of the tested users have Korean background, therefore, they liked our product name. However, the user who has an English background feels weird about the product name. The user’s feelings toward the layout and design were positive. All of them choose QR menu links as their favorite aspect of the product. However, we figure out that the store link and the story needs to be improved to attract users.

Changes for the Future implementation

- The store link was not quite straightforward to some users. We will try to add a list of the products’ images under the images so that users can easily recognize that the tags will redirect them to the products’ store link.
- “Story” could be
- The name “Coffinsight” may be changed to “Coff’insight” to emphasize the word “Insight” more.

Notes From the in-class Activity

Feedback from Hawon Park, Jeongho Shin, Young won Choi, Sangwoo Park

- Story and Today’s Story components would better be merged as one.
- Product Item tags need to change the design or need to be modified to make users easily navigate to the product purchase page.

- ‘Story’ doesn’t seem to be the main content for the website. It needs to be highlighted in some ways.