Coffinsight

User Testing with Mid-Fidelity Prototype

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Mid-Fidelity User Testing and Result

User Testing Method - Youngho

I asked one of the biggest cafe owners in Incheon to participate in the user testing. I visited him in the early morning to get his full feedback. We took about 15~20 minutes to test and talk about the usability. He succeeded in all primary tasks without my help in less than 3 minutes. He gave several great feedback on the design and user experience.

User Testing Result - Youngho

As he started testing, he first clicked one of the stories directly from the home page. He entered the story page and read through the story. He first missed the "store link" at the beginning of the story since the link button was only at the top picture instead of every picture in the story. I found that someone can miss the store link unless we put more links in each picture. He successfully finished the usability test.

He loved the QR menu link. He was having a hard time changing and printing the menu every quarter. As he saw the menu he asked if it would be great if customers could directly buy the product from the QR menu instead of coming to the counter and paying.

User Testing Method - Junghun

Target users of the Coffinsight are prospective or current cafe owners. Therefore, I asked my friend who is working as a baker at a famous bakery in Seoul, Korea to participate in the user testing. She has a plan to open her cafe and bakery soon. We met in person at a cafe in Seoul. The test took less than 15 minutes including a short interview. I received some feedback from the participant about product name, design, and interaction. Also, I was especially willing to check the usability of the store link task. I requested her to use the store link function without my guide. I observed her process and measured time consumption.

User Testing Result - Junghun

The participant's first impression of the product name "Coffinsight" was not bad. She said she expected the product to be related to coffee or a cafe when she heard about the product's name. In addition, we rated the layout and design of the product as great because it is modern and simple. The layout of the product is familiar to her, therefore she did not have difficulty even though this is her first time using the product.

After briefly going over the features of the product, I requested the participant to visit a web store using the store link. She successfully visited the web store with the store link function without an error. Since she did not make an error, the store link visit could be done within less than ten seconds. However, she mentioned that it is more useful if the store link is provided without accessing stories in an extra tab.

The participant's favorite primary task was the QR menu link. As a worker, updating the menu and providing an explanation about the new menu is always a burden. However, if she can use the QR menu, she can reduce the burden. In addition, she requested the addition of a payment function.

User Testing Method - Hamin

For the user testing method, I have asked one of the cafe owners who I visited often. She opened the cafe in June 2021 and she was happy to be a participant in the user testing. I visited her cafe early in the morning for the testing and the testing went through about 10 minutes. I noted the feedback from her as the testing went through and she went through all the functions of the applications without any instructions.

User Testing Result - Hamin

Overall, she liked the design of the application. The color of the application fits the purpose of the cafe and the design of the application outline is about the same as the applications that she used to use so it was fairly easy for her to use. On the story page section, she likes how others can put a comment on it, and the coffee beans represent the number of likes.

Specifically, she was interested in the QR menu link. She said, a lot of times cafes change their menus by season and keep developing the menus, therefore, it is not easy for her to put all the explanations of the menus or place the pictures of the menus in the cafe due to the interior of the cafe. She also commented that the QR menu link provides much more information to the customers and is easy for the customers to access.

User Testing Method - Dukyoung

I asked a friend of mine who is going to his own cafe very soon, to participate in our user testing. His first impression of our prototype was that we have made a modern and good UI design. However, it was his first time using Figma so it took a while to teach him the basic buttons and systems of Figma. Also, he took a while figuring out what the 'story' is. After all, as he went through each primary task, We talked about the usability and features.

User Testing Result - Dukyoung

The very first thing he noticed was the name of our website. I realized that the word 'Coffinsight' would give somewhat different meanings to the users. Also, it took a little while to understand what the 'Story' is. He understood the story after he finished reading the story post. He mentioned that it would be better if we have some more explanation about it or change the name to the Cafe owner's story to clarify the content. After reading a story section, he was very positive about the product item link that he can check products that cafe owners use for their business. Overall, he mentioned that the UI is good enough and the service will succeed if we support more functions and solid systems for communication between cafe owners and customers.

Appendix

Coffinsight Mid-Fi Survey

Date: ___2022-04-21_____   MemberName: ___Youngho Kim___

Q1. What do you think about the product's name "Coffinsight"?

- It directly gives me an imagination of Coffee + Insight. Naming is great.

Q2. Did you have any difficulty during the test?

- No, I could do everything on one or two clicks and pages. It was very simple.

Q3. What is your favorite feature of Coffinsight?

- I liked the QR menu link. Since our café changes the menu frequently, we had to print out each quarter for the new menu lists. If QR menu exists, I do not have to print out the menu.

Q4. Do you have any features willing to add?

- It would be great if customers can directly buy products in the QR menu link, and baristas can check on their tablets which table ordered.

Q5. Are you going to use Coffinsight if you are the owner of the café?

- Sure, unless I have to pay to read the stories and use the QR menu link, I would love to use it.

<Appendix 1. Interview session 1, April 21, 2022, 07:45 by Youngho Kim.>

✕ The participant is not familiar with English, so the survey was done verbally in Korean, and I wrote it down in English.

Coffinsight Mid-Fi Survey

Date: April 21st, 2022   MemberName: Junghun Park

Q1. What do you think about the product's name "Coffinsight"?

It sounds like somewhat related to coffee or cafe.

Q2. Did you have any difficulty during the test?

The layout and design were simple and familiar, so there was no difficulty but there are too many steps to use store link.

Q3. What is your favorite feature of Coffinsight?

I like QR menu, as a worker updating and explaining the menu is always burden and annoying. QR menu will make my life better.

Q4. Do you have any features willing to add?

If I can directly order the menu from the QR menu, it would be great. I can save money to hire people or buy kiosk.

Q5. Are you going to use Coffinsight if you are the owner of the café?

Yes,

<Appendix 2. Interview session 2, April 21, 2022, 19:00 by Junghun Park.>

Coffinsight Mid-Fi Survey

Date: _April 22nd, 2022_   MemberName: _Hamin Lim_

Q1. What do you think about the product's name "Coffinsight"?

Combining Coffee and Insight is witty.
I wish I could have used that for my cafe name.

Q2. Did you have any difficulty during the test?

No, it is fairly easy to navigate through the application.

Q3. What is your favorite feature of Coffinsight?

QR menu link is the most impressive one and
I am willing to use this in my cafe.

Q4. Do you have any features willing to add?

Not that I have in mind now, but I will
let you know if I have one

Q5. Are you going to use Coffinsight if you are the owner of the café?

Yes, I will use it. I can share my thoughts
and experience to the prospective cafe owners.

<Appendix 3. Interview session 3, April 22, 2022, 9:45 by Hamin Lim.>

Coffinsight Mid-Fi Survey

Date: _____2022/04/25_____   MemberName: Dukyoung Eom

Q1. What do you think about the product's name "Coffinsight"?

The name sounds a little bit funny even though the coffinsight is combined word of "coffee + insight" but it sounds like "coffin + sight".

Q2. Did you have any difficulty during the test?

During the testing, most of the buttons were not functional, so I had difficulty finding out what to click and what to do with menus.

Q3. What is your favorite feature of Coffinsight?

Requesting form was a brilliant feature, it will be very helpful for people who are trying to open a café very soon and will be a big help to form a community with other café owners.

Q4. Do you have any features willing to add?

Adding on top of the request form, it would be great if the website can help recruiting baristas or café staffs. Also, it would be great if there is a community that people can freely share topics regarding the café.

Q5. Are you going to use Coffinsight if you are the owner of the café?

As I will open my café very soon, I would try to use it. Contacting café owners are not very easy to us but, if coffinsight can become a medium that helps communicating with other café owners, it would be a great chance for people like us.

<Appendix 4. Interview session 4, April 25, 2022, 15:00 by Dukyoung Eom.>