

Grab-a-coffee

a delightful experience from app to cup

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4 weeks

figma

Challenge Overview

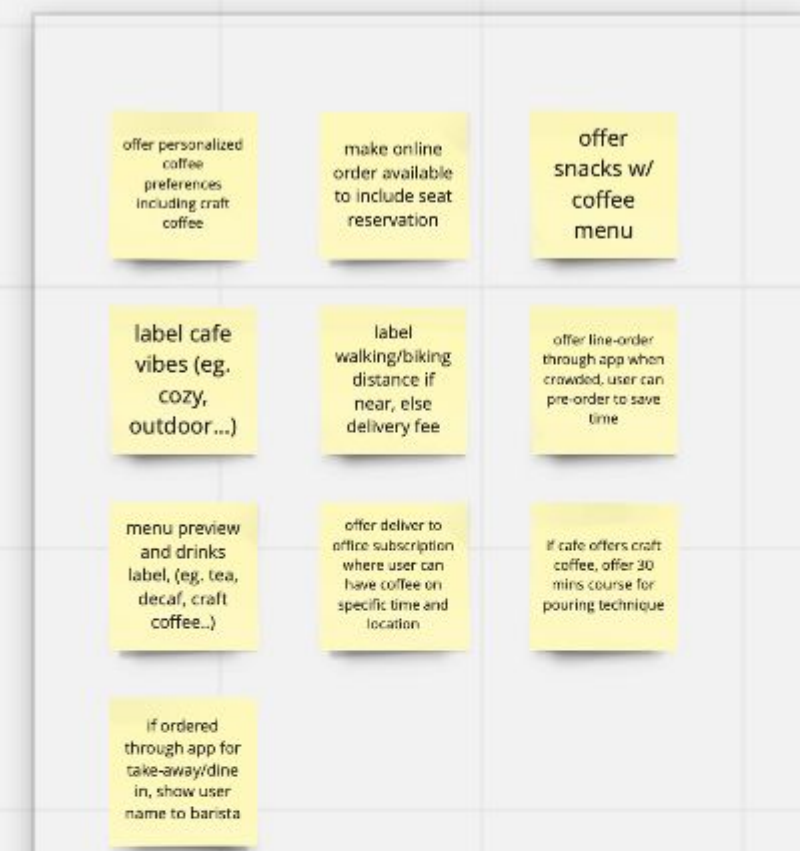
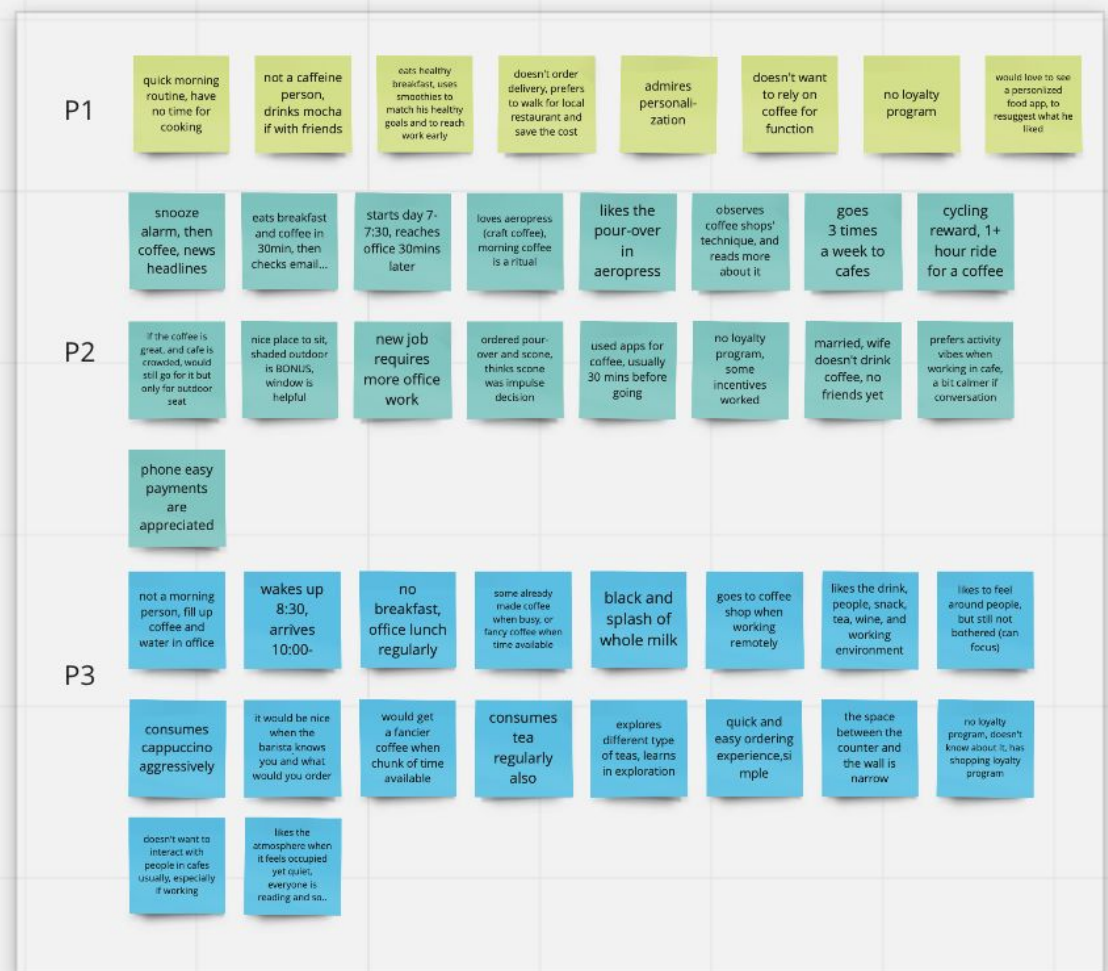
our users were struggling with their new cafe experiences, they rarely find the right place or tasted the coffee they wanted to, even in there local places they make mistakes when they try to explore new cafe's.

coffee lovers will try new coffee types occasionally, sometimes with their friends and sometimes alone, hanging out with a friend in a new cafe may seem frustrating to some of them, because our friends have different preferences and we might not find the right place for both of us.

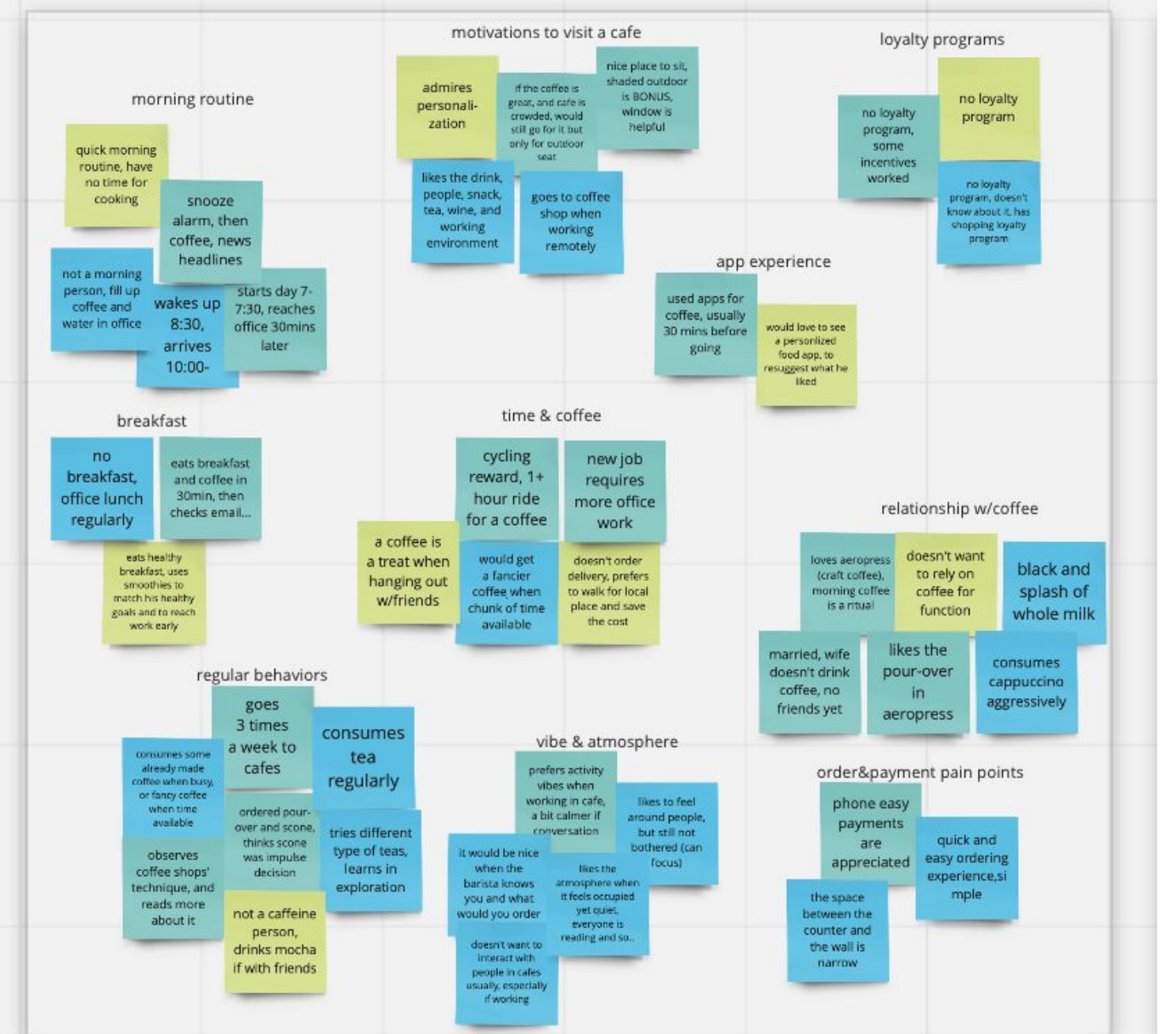


Discovery: Research & Analysis

Interview notes



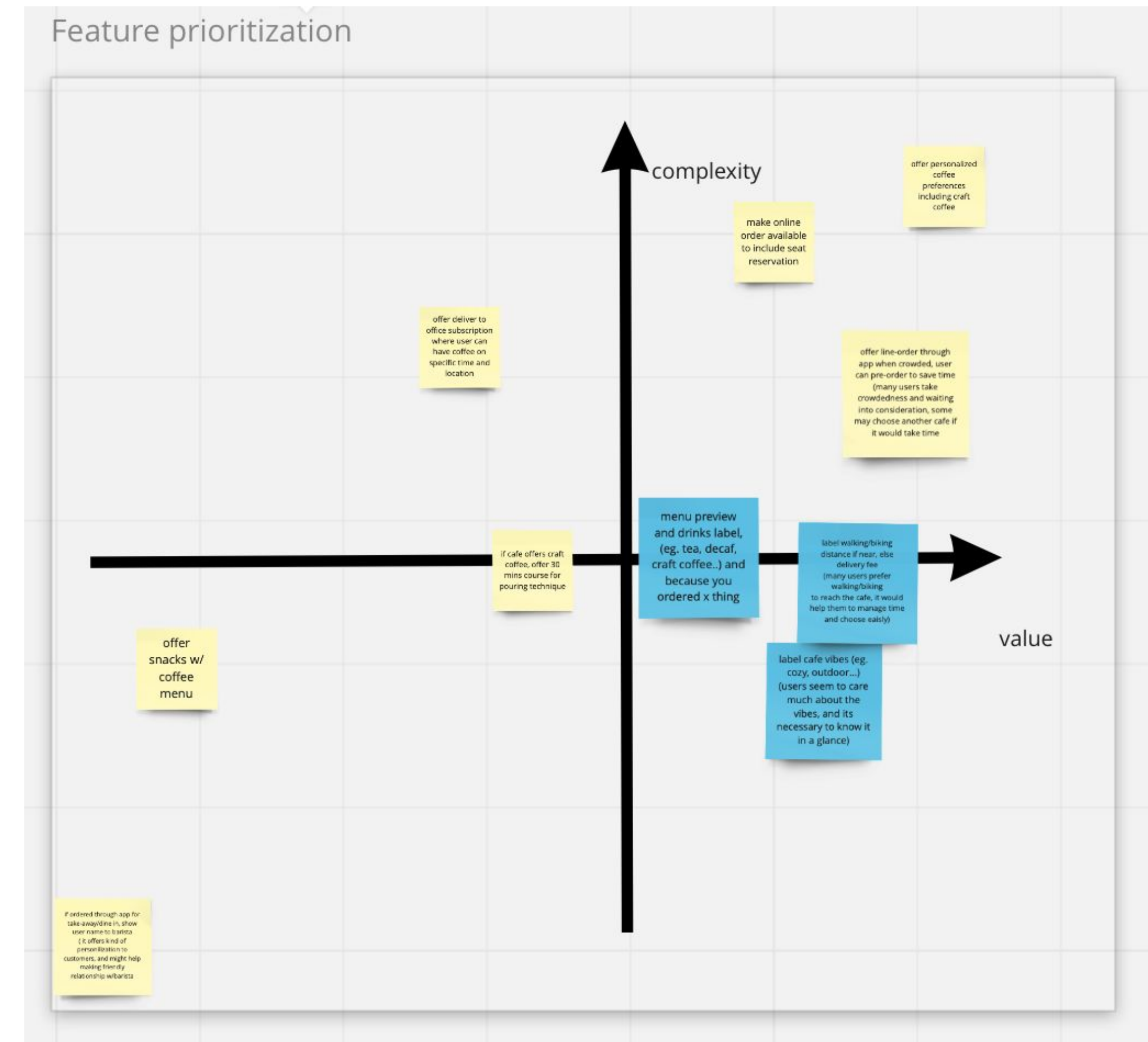
Interview Synthesis



Design: Concepts & Sketching

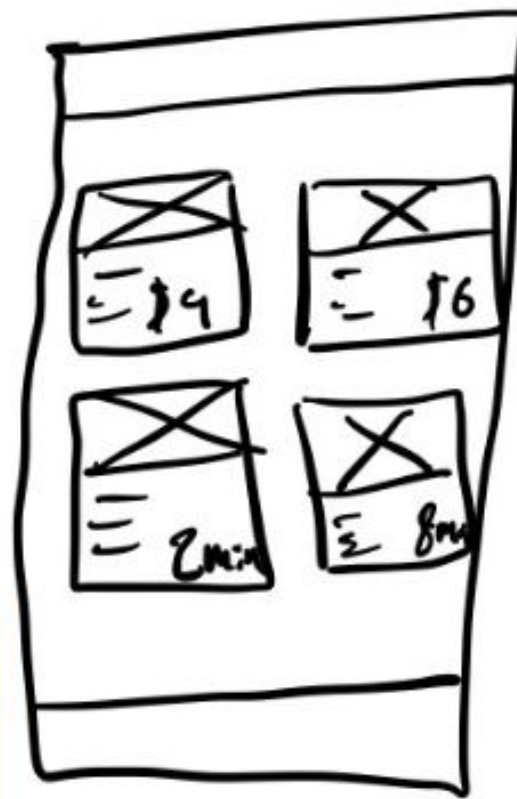
writing down features wasn't enough, analyzing it's value to our users and it complexity to our team is necessary, we used the 4 quadrants to do that.

Finally we chose 3 features that we think are valuable to our users, and won't be complex to build. And then we started sketching using Crazy 8's technique.

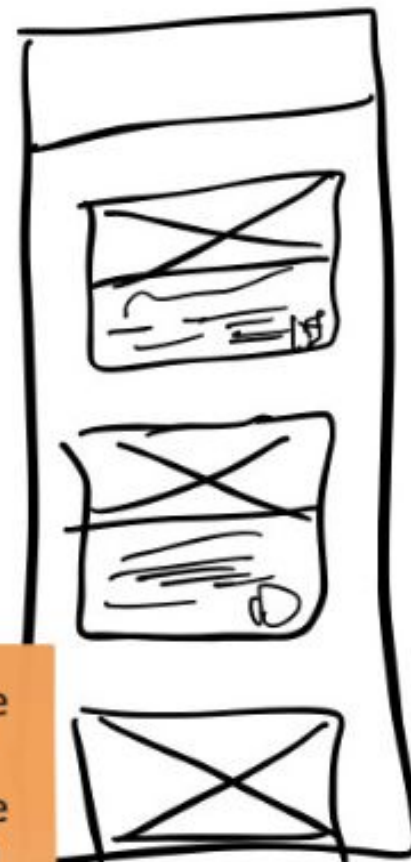


Crazy 8's hand sketching

hand sketches - iteration 1



cafe appears as cards and shows walking distance or delivery fee



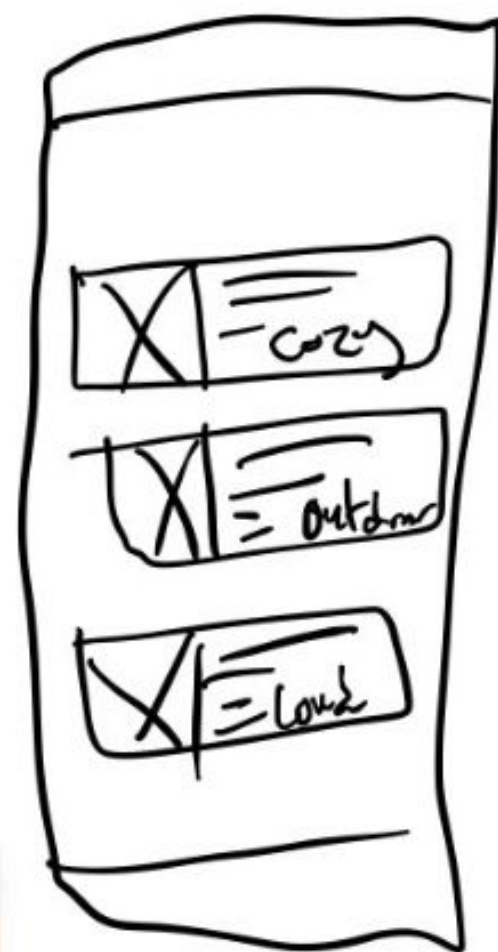
cafes in large cards to include more details and rich photos



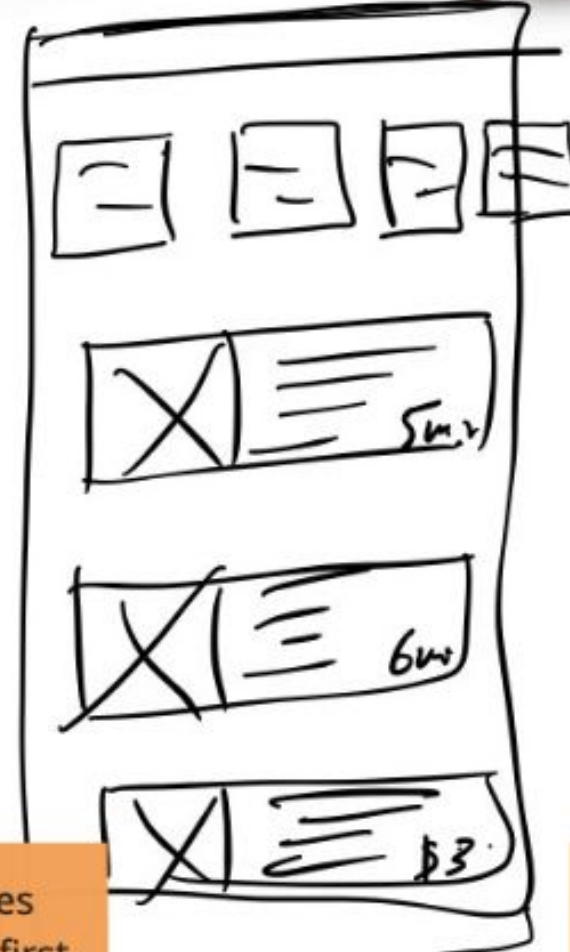
personalized suggestions in cards with past experience for user convenience



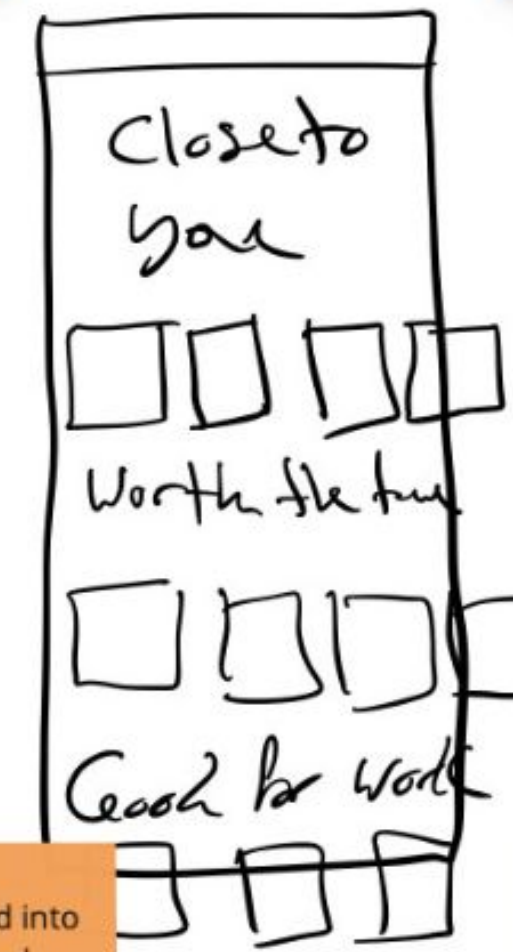
early guess for cafe-user fit, if its less likely for user to like it, it would be labeled with "not ideal"



cafe appears as cards and highlights atmosphere



categories appear at first and cafes appear in cards



cafes divided into predefined categories such as "close to you" or "worth the walk"



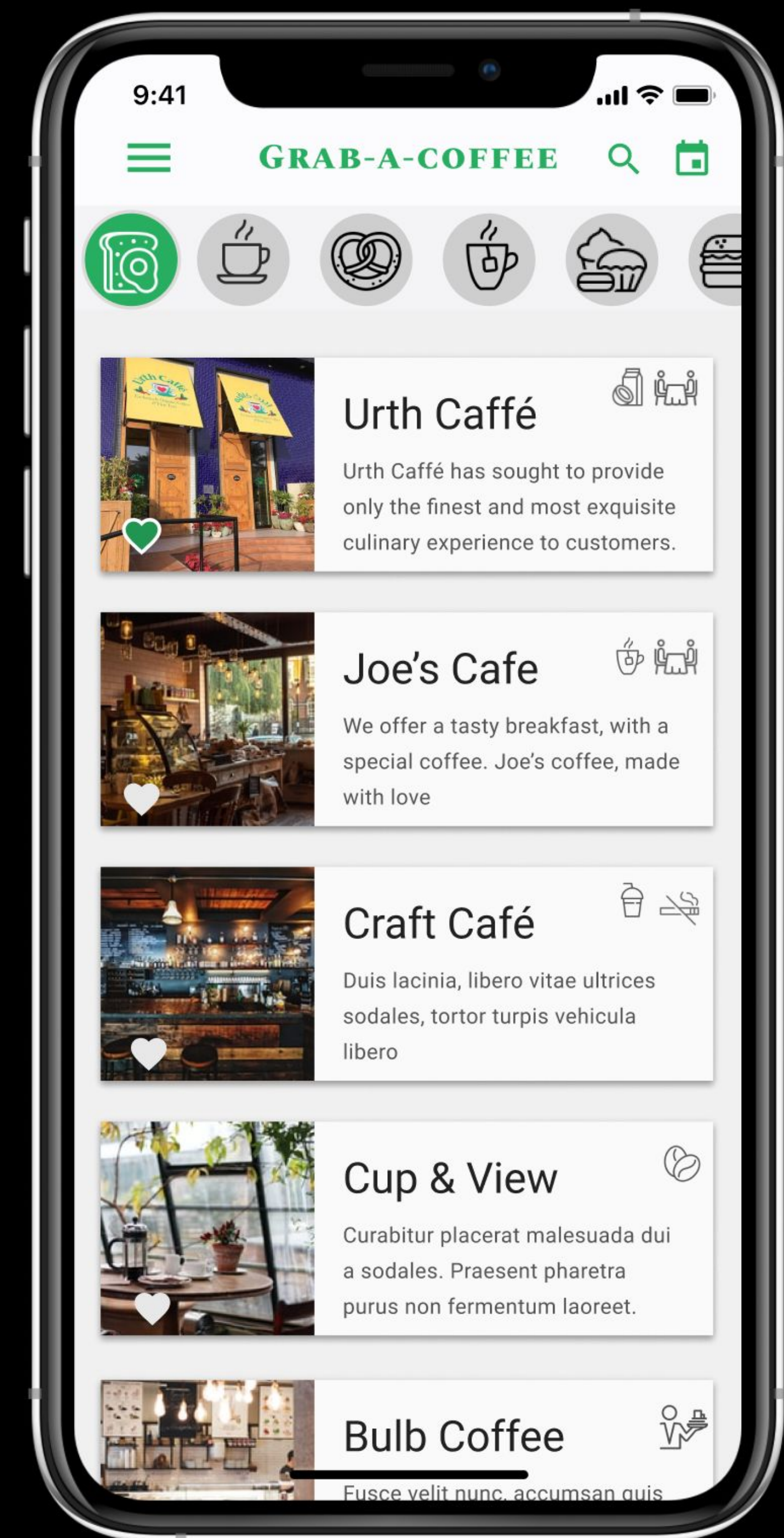
coffee of the day is highlighted and then the coffee which offers it with a small description

Develop: Prototyping

The Initial prototype focused on the main tasks for the app, the app would show you cafe's nearby and would allow you to filter them by what they offer, for instance, you can filter out the cafe's that doesn't offer breakfast or snacks.

We also allowed users to explore 2 cafe's (Urth and Joe's) so they can give us a deeper insight of usability and a rich feedback

lo-fi prototype: [figma.com/lo-fi](https://www.figma.com/lo-fi)

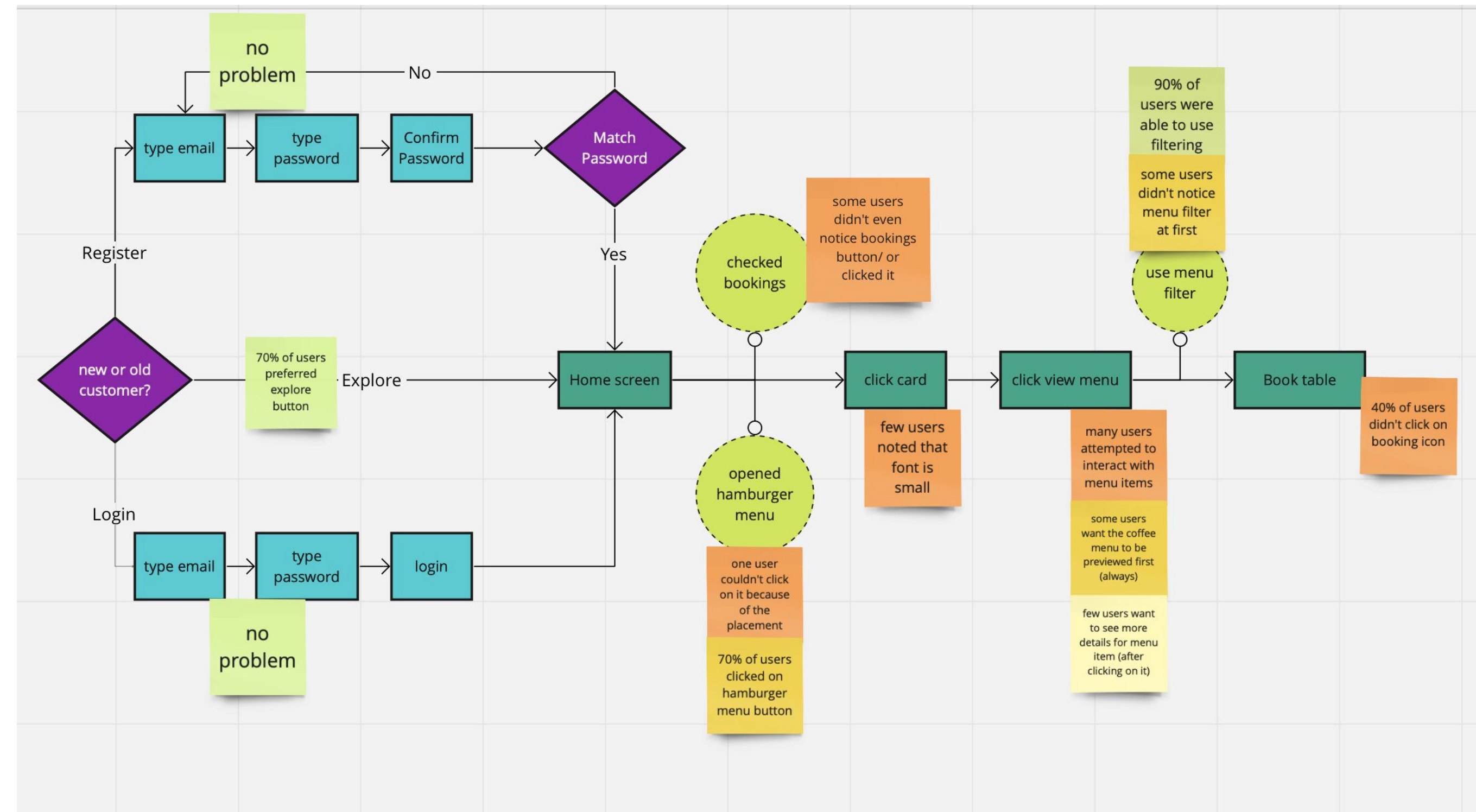


Test: Validation, Usability, Feedback

with 14 unmoderated user tests, we had a decent understanding for our users and how did the user-flow go.

we monitored every user click on the prototype and noted that on the user flow chart, an orange note indicates a problem that happened to more than 4 users while bright yellow is a place for improvement with no problem to users.

An interesting finding is that 70% of the users used and liked the “I want to explore” button, where it allows you to jump to the home screen with no sign in/sign ups

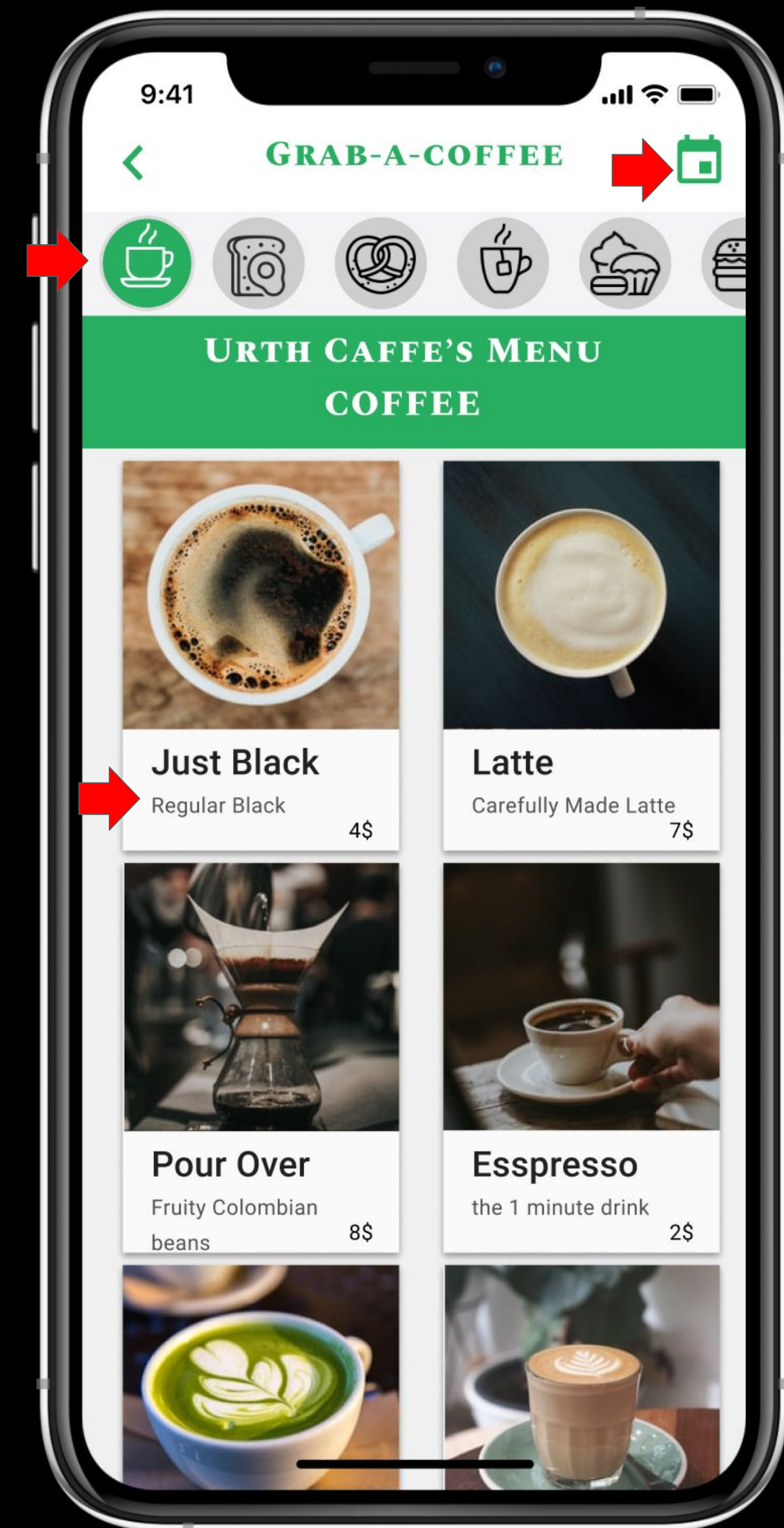


Design: Iteration

In this screen, we noticed some users didn't notice/click on the booking icon, so we made it larger by 21%.

the second iteration is when 2 users didn't pay attention that the filter bar actually works and has a great functionality, so we made its position fixed when scrolling, to give it more visibility when users are exploring

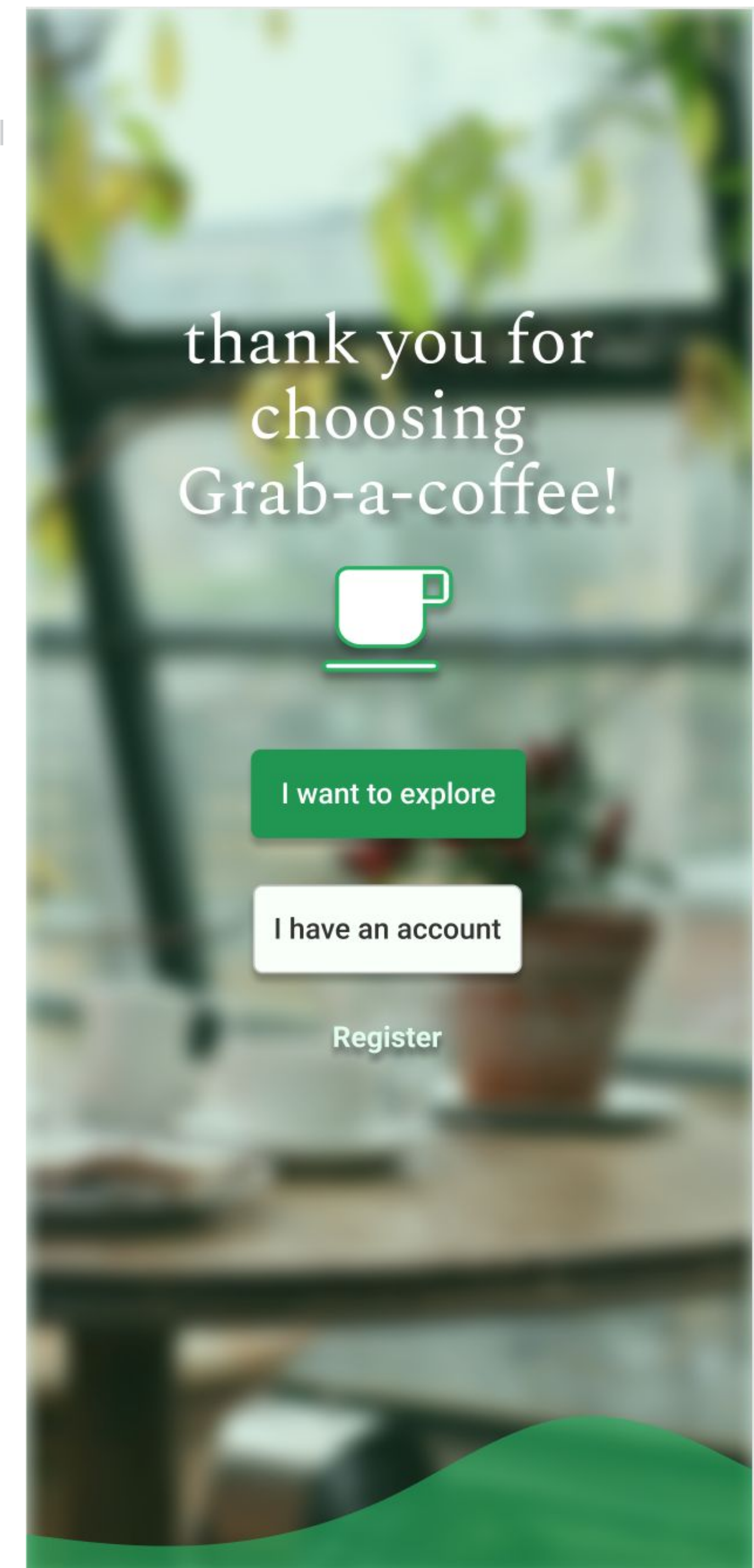
the third is an accessibility adjustments, 1 user noted that the text is too small and light, we made it larger and darker.



Solution & Impact Overview

users told us that they would really love to this app running, they liked the experiences and the UI. We will continue to improve the app and we are aiming to make the cafe's experience a “no mistake” possible, a delightful experience from app to cup.

final prototype: [figma.com](https://www.figma.com)



About Me

I'm a senior marketing student, passionate about strategic marketing and user experience (UX). I have a huge desire for learning, I recently graduated from Udacity's business analytics Nanodegree program. I worked for 3 years as a part-time Marketing officer and a Copywriter while studying my bachelor's degree, I enjoy living my life to the fullest. In design I like to make a simple, minimalistic and eye-friendly products. I'm highly influenced by apple's minimalism, minimalism shouldn't affect design quality, it doesn't mean poor designing, it just focuses on the core functionality and eliminates unnecessary design elements.

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