

Grab-a-coffee

a delightful experience from app to cup

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Using figma, and miro

Project Duration

1 Month

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.

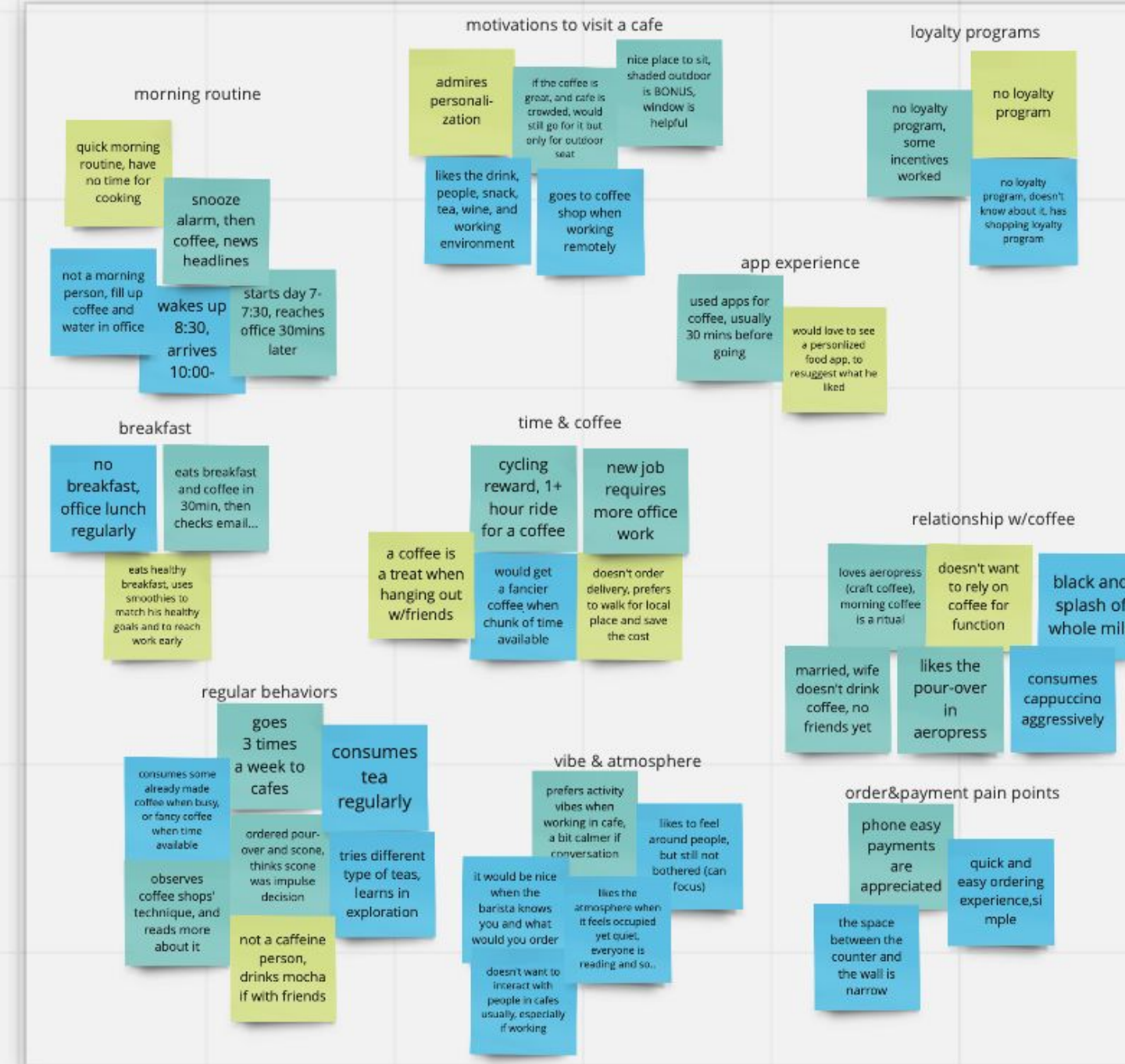
Coffee lovers will try new coffee types occasionally, sometimes with their friends and sometimes alone, hanging out with a friend in a new cafe may seem frustrating to some of them, because our friends have different preferences and we might not find the right place for both of us.



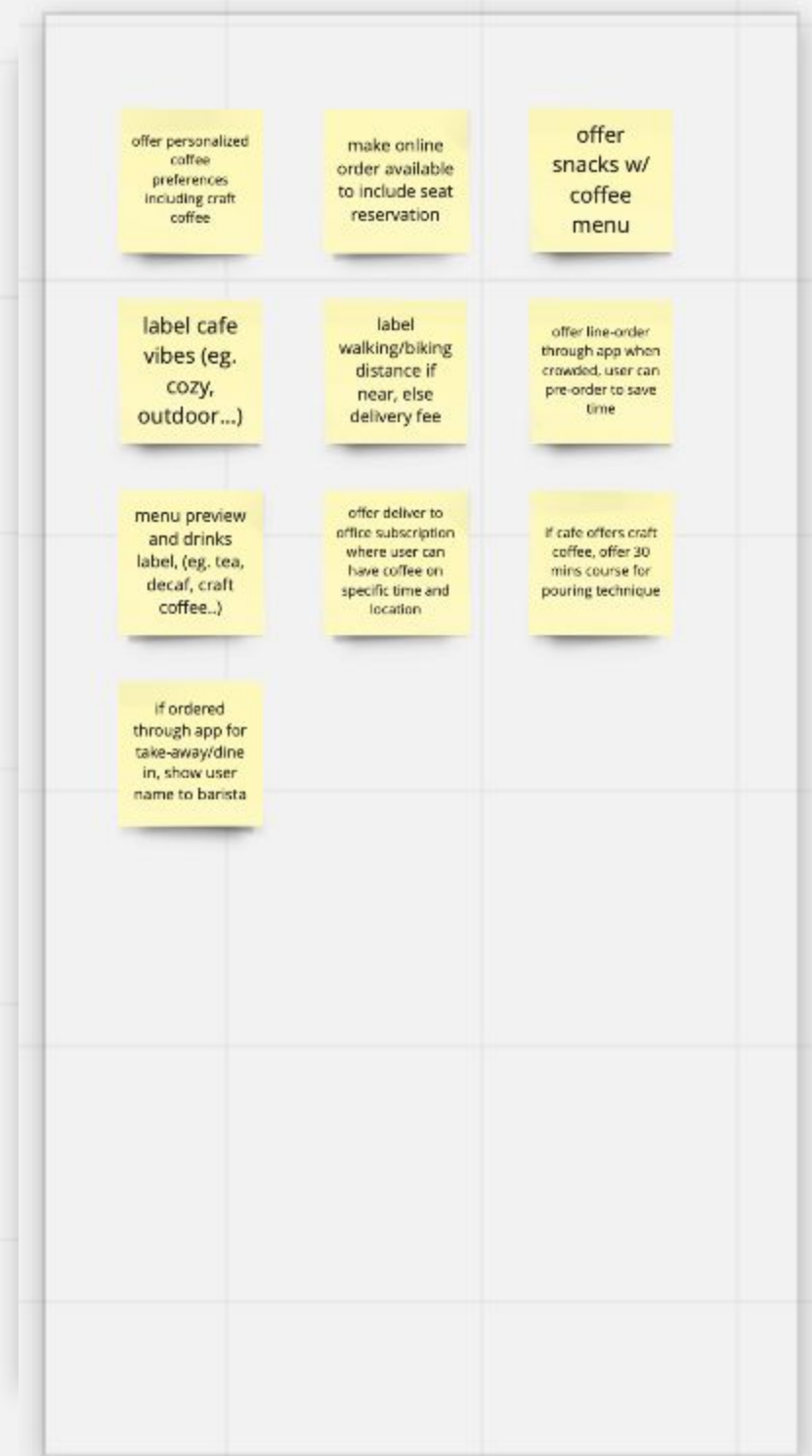
Discovery: Research & Analysis

Starting the design with a research is necessary, to get a deeper understanding to our potential users, we did 3 interviews with them. we made a note for each note-worthy part, grouped the similar ones under one title, and then we wrote 10 features that could solve these problems.

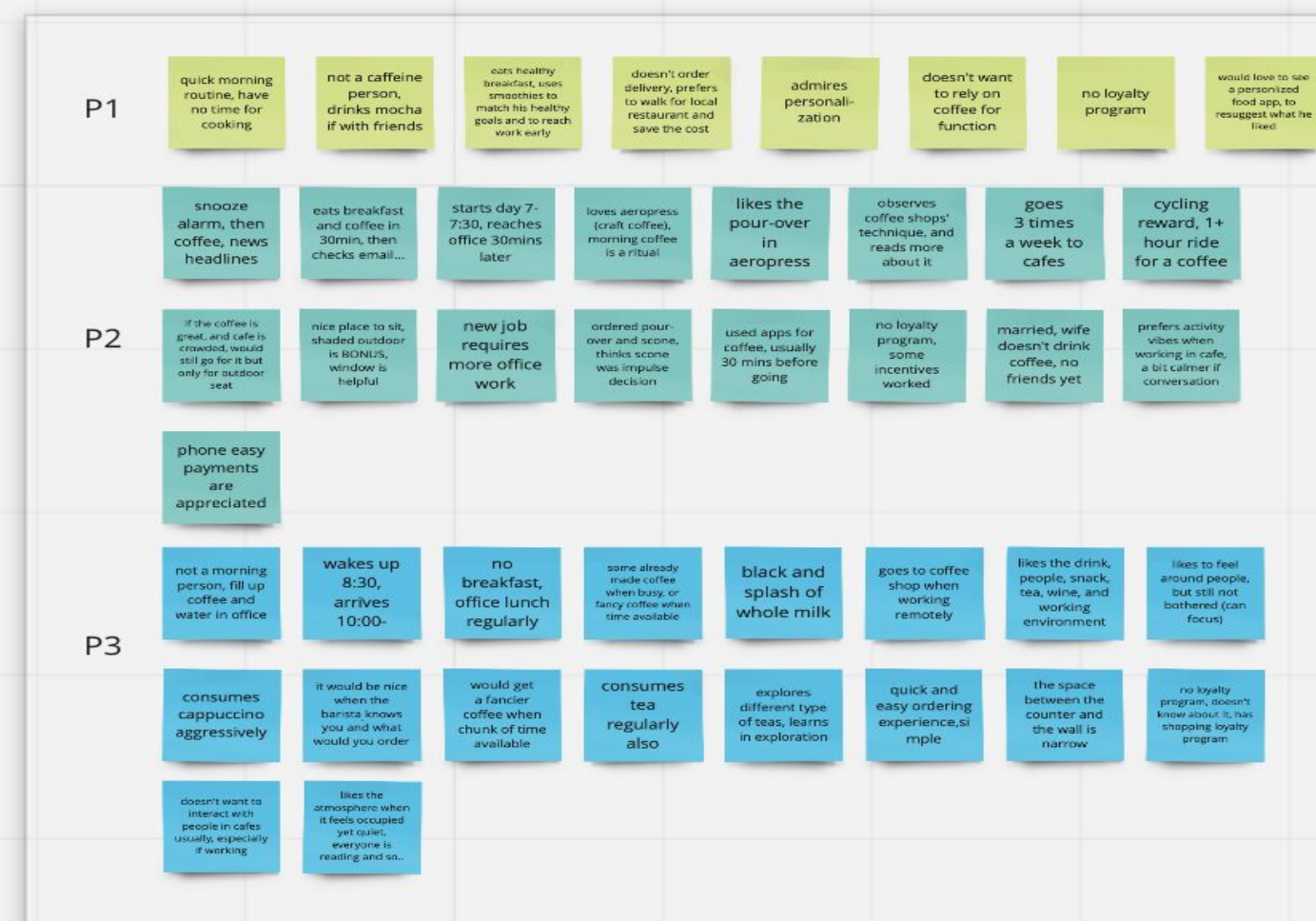
Interview Synthesis



Feature Ideation



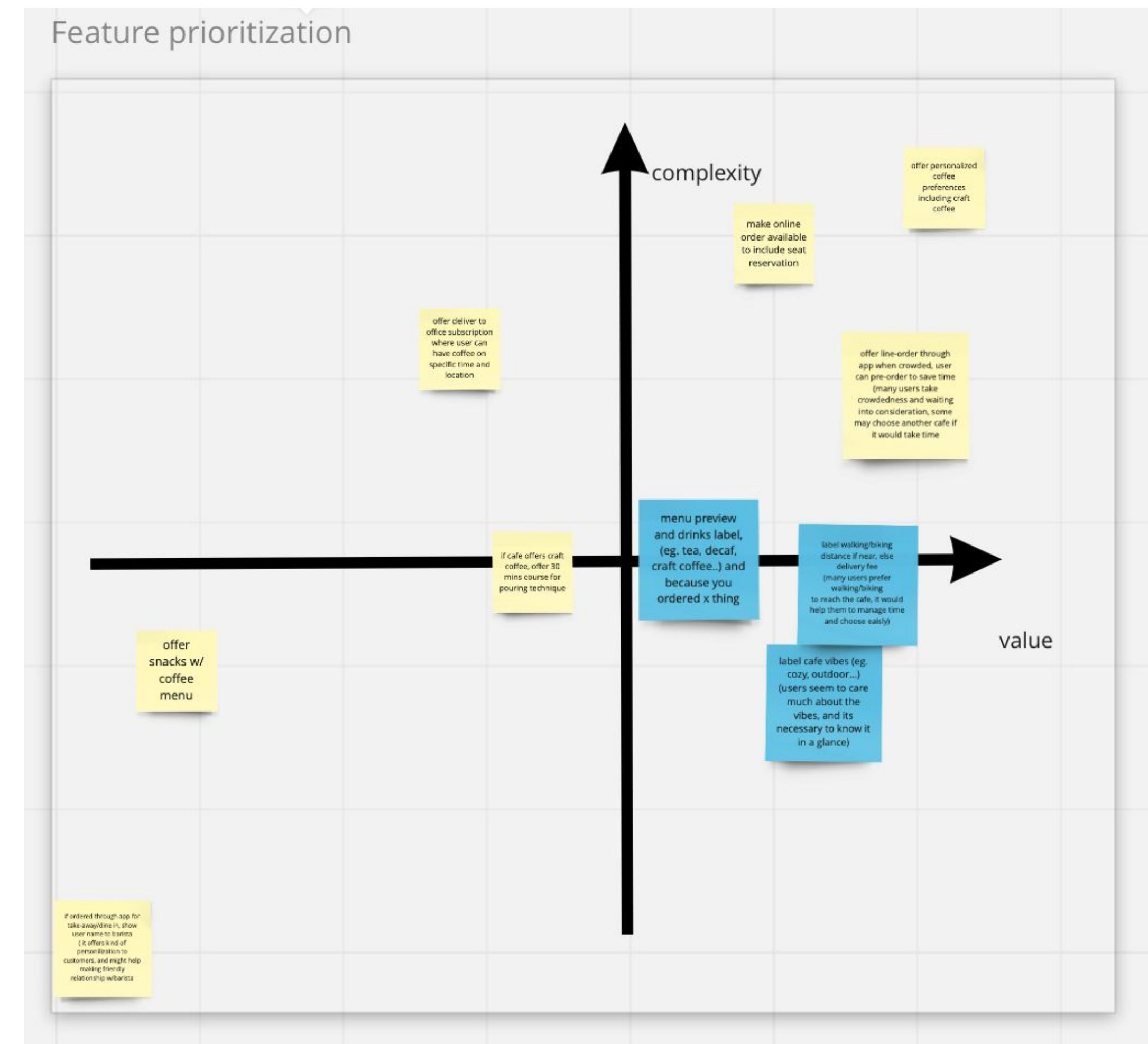
Interview notes



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 them using Crazy 8's technique.

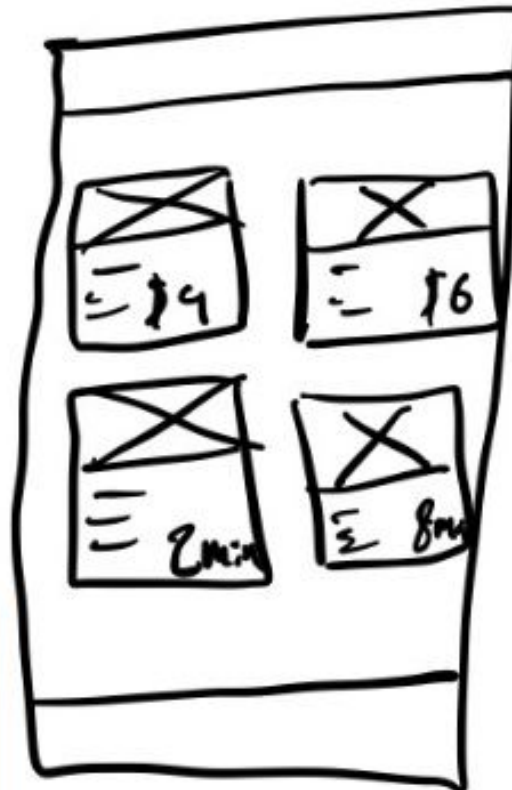


Crazy 8's hand sketching

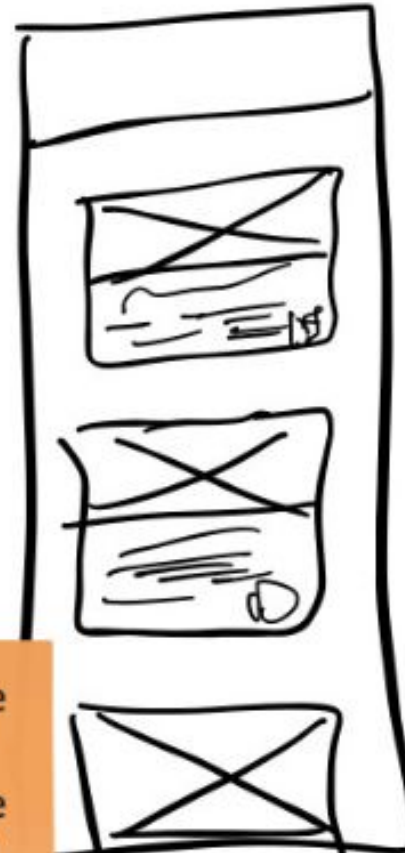
hand sketches - iteration 1



cafe appears as cards and shows walking distance or delivery fee



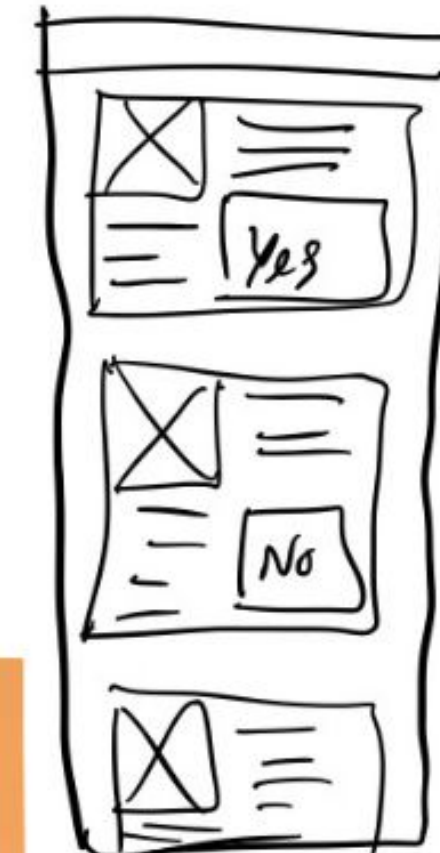
cafes in large cards to include more details and rich photos



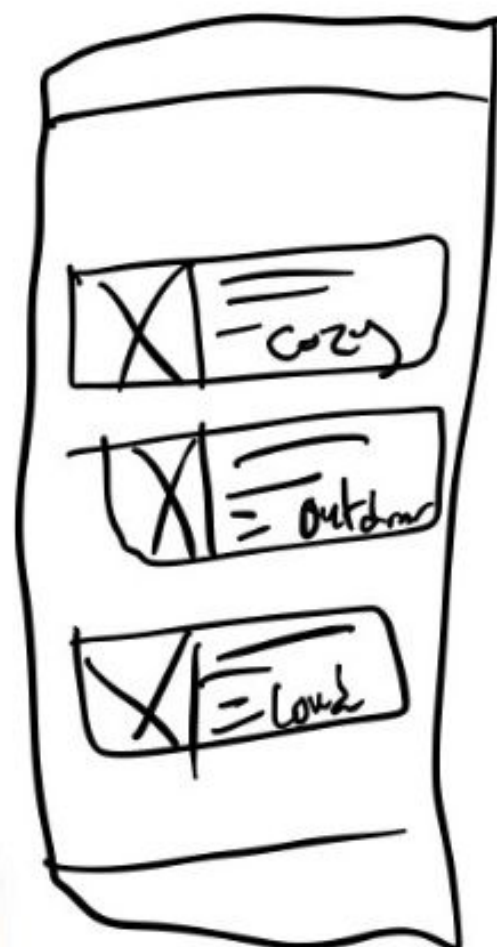
personalized suggestions in cards with past experience for user convenience



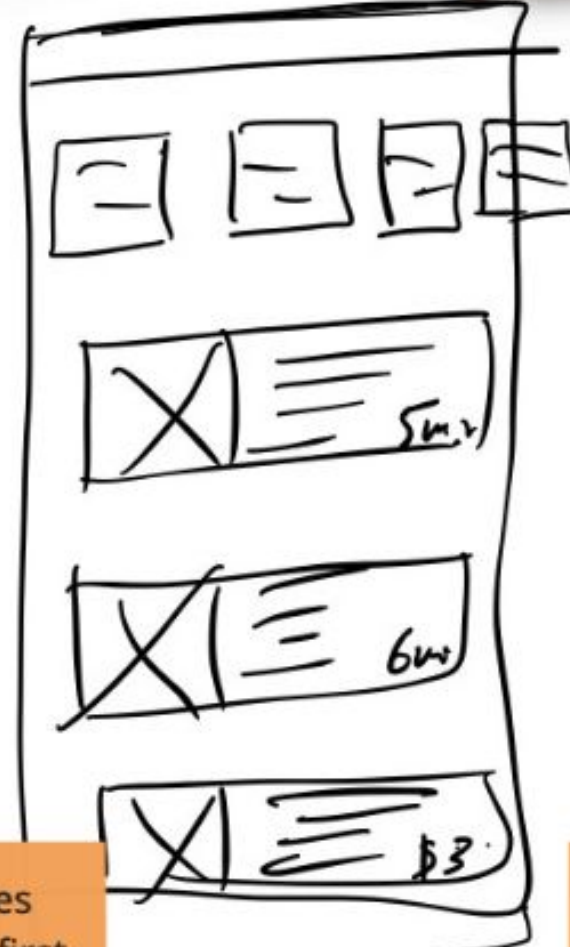
early guess for cafe-user fit, if its less likely for user to like it, it would be labeled with "not ideal"



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 asked users to explore 1 cafe and the menu plus adding it to cart (initially we had delivery idea, which seems to be ineffective later) they can gave us a deep insight of usability and a rich feedback for a lo-fi prototype.

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

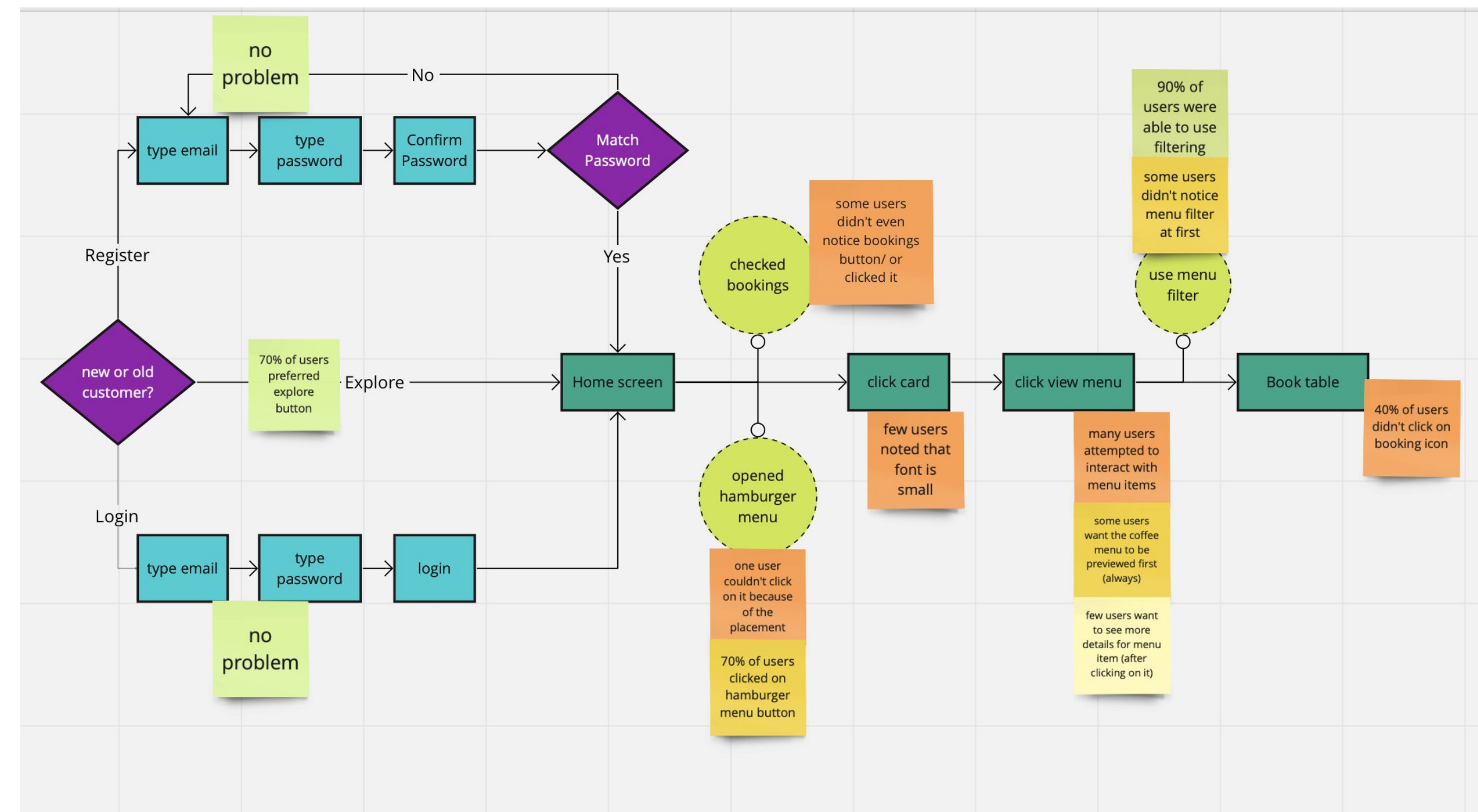


Validation, Usability, Feedback

With 14 unmoderated user tests on hi-fi prototype, 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.

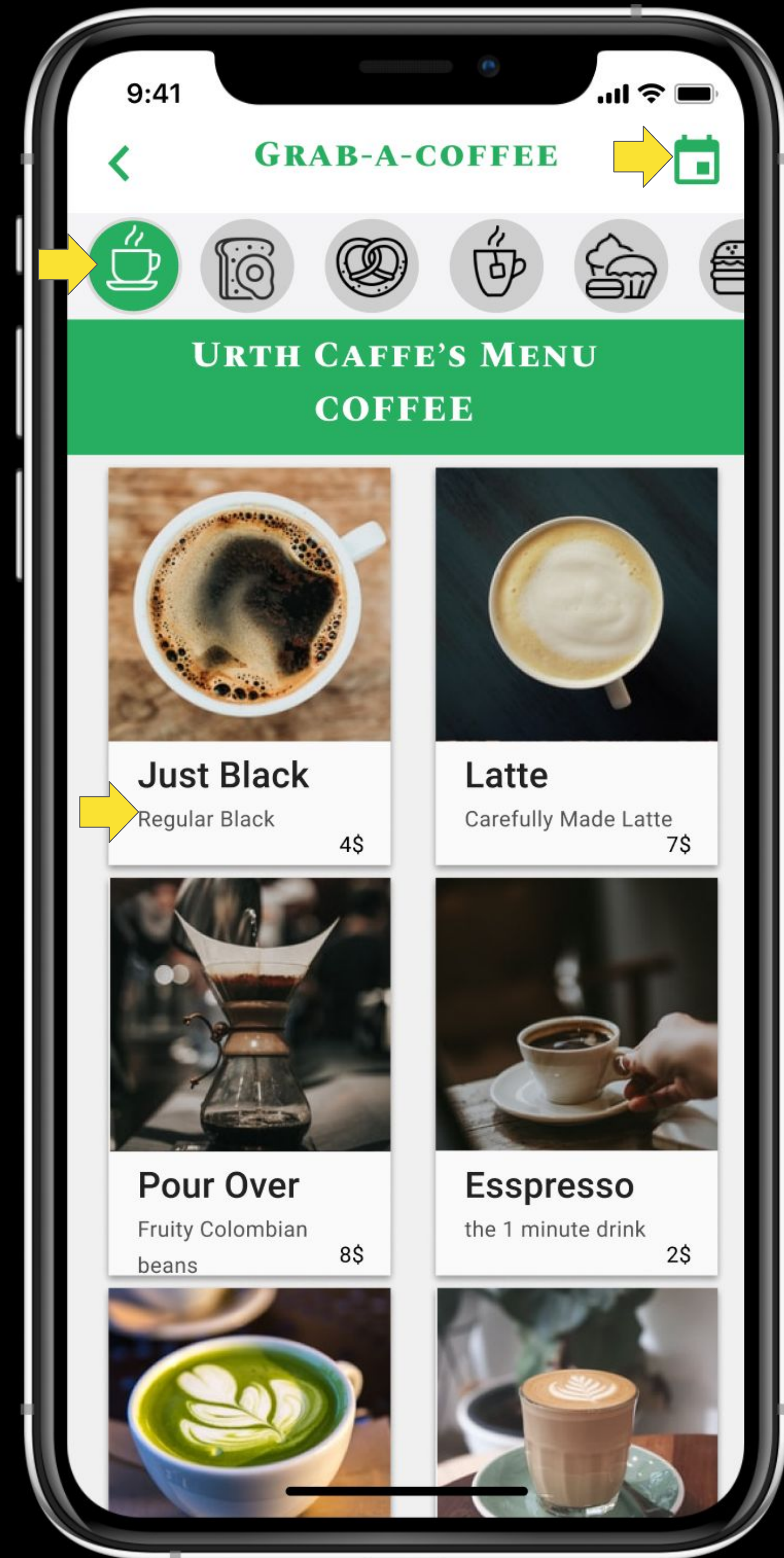


Design: Iteration

In this screen, we did three iterations based on what previous user testing:

- First we noticed few users didn't notice/click on the booking icon, so we made it larger by 21%.
- Second was 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
- Third is an accessibility adjustments, 1 user noted that the text is too small and light, we made it larger and darker.

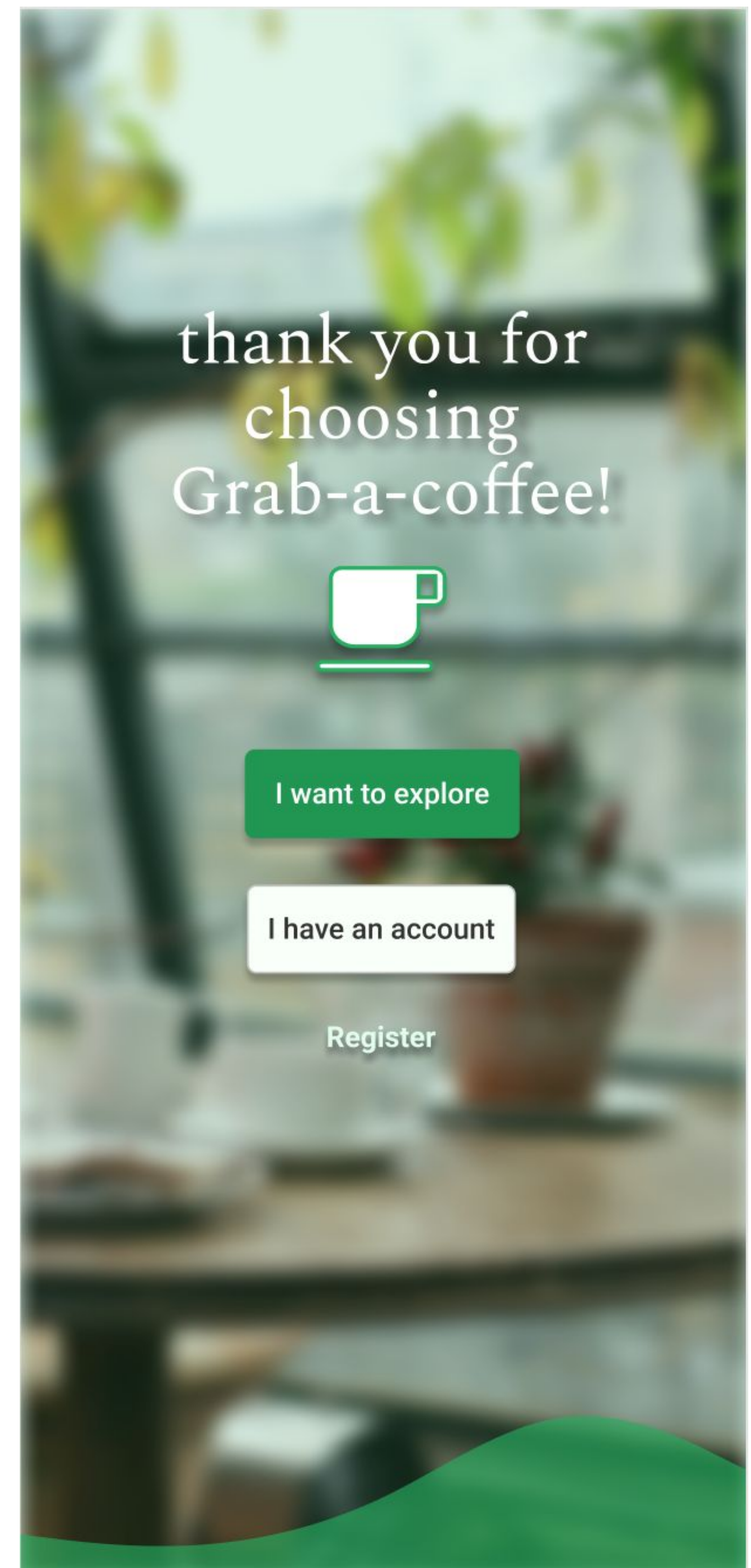
Hi-Fi prototype: [figma.com](https://www.figma.com)



Solution & Impact Overview

Users told us that they would really love to this app running, they liked the Experience 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 Marketing graduate, passionate about strategic marketing and user experience (UX). I worked for 3 years as a part-time Marketing officer and a Copywriter while studying my bachelor's degree, I worked with stc in Customer Experience and Digital Experience as a trainee.

In **design** I like to make a simple, minimalistic, and eye-friendly products. I'm highly influenced by apple's approach, minimalism shouldn't affect design quality, it doesn't mean poor designing, it just focuses on the core functionality and eliminates unnecessary design elements.

[linkedin](#)

