GreenBeer Case Study

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Project overview

The product:

GreenBeer is a scalable application for ordering beers in outdoor breweries.

The idea is that it provides more value than the default ones that exist in the market, allowing to have a digital wallet as a value proposition, without increasing the complexity of use since the ultimate goal of the app is simplicity.

It also offers an eye-catching and appealing aesthetic component.

Project duration:

January 2025 – June 2025

Project overview 🍺 GreenBeer

❗ The problem:

Current systems for ordering in outdoor beer bars are **limited** and **do not add value** to the user beyond listing products.

Besides, they **do not transmit** any kind of **emotional value** to empathize with the user, they are usually **flat** and **boring**.

⭐ The goal:

GreenBeer seeks to offer a simple, **visually appealing** and **value-added ordering experience** through an **integrated digital wallet**, without sacrificing **ease of use**.

The **ultimate goal** is to make it a viable option for all types of outdoors bars and that the user can use it on all his trusted sites.

Project overview 🍺 GreenBeer

👤 **My role:**

UX/UI Designer responsible for leading the entire user-centered design process of **GreenBee**r and handling the full **UX workflow**

☰ **Responsibilities:**

- **C**onducting user research,
- **D**efining problems,
- **I**deating solutions
- **C**reating low-fidelity wireframes
- **D**esigning high-fidelity interfaces
- **B**uilding interactive prototypes
- **P**lanning and running usability tests
- **I**terating based on feedback to improve the overall user experience.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary GreenBeer

I conducted **interviews** with **potential users** from **diverse backgrounds and needs** to better understand their expectations and behaviors when **ordering beer outdoors**. Through this **research**, I identified **distinct user groups** based on factors such as **age, occupation**, **economic context**, **social habits**, and whether they associate outdoor beer drinking with **enjoyment or practicality**.

In addition to he interviews, I developed **user personas and crafted user stories** to reflect their **motivations and goals**. I also created an **empathy map** to **synthesize emotional and behavioral insights**. To further define the **user journey**, I built both **big-picture and close-up storyboards**, visually illustrating the user flow and the **experience from their point of view**.

User research: pain points GreenBeer

1

Accessibility

Older people often have **problems adapting to technological applications** such as online bar menus.

2

Transparency

Young people hate **economic uncertainty** and the possibility of being **cheated**.

They want to see all types of beer and their respective prices reflected.

3

Digital wallet

No application for ordering in bars or restaurants allows you to have a **digital profile with your balance**.

This is because they are exclusive menus for each restaurant, and there is no **scalable application** with this format.

4

Effectiveness

All applications of this kind focus on **functionality**.

And it makes sense

But that doesn't mean **sacrificing immersive and pleasing aesthetics**.

User research: Competitive Audit I GreenBeer

Competitor type	Direct
Location	Barcelona, Spain
Product	"BarManager"
Target audience	Bar and restaurant owners
Value proposition	Immediate update of the online menu
Price	$
Business Size	Big
Web	https://www.barmanager.app/es
UX Experience	Web: Outstanding App: Very good Accessibility: Good Navegation: Very good Functionalities: Personalization & pop-ups
Brand identity	Podría mejorar - inconsistencia entre móvil y PC

User research: Competitive Audit II 🟩 GreenBeer

Competitor type	Indirect
Location	Charlotte, North Carolina
Product	"Untappd"
Target audience	Bar owners & Beer lovers
Value proposition	Beer social network
Price	$$$$
Business Size	Medium
Web	https://utfb.untappd.com/
UX Experience	Web: Outstanding App: Could improve Accessibility: Outstanding Navegation: Very good Functionalities: Unique experience & pop-up menu
Brand identity	Very good, but confusing due to info overload.

UNTAPPD

DRINK SOCIALLY

User research: Competitive Audit III

Competitor type	Indirect
Location	?
Product	MenuMaker
Target audience	Bar and restaurants owners
Value proposition	Online menu maker app
Price	$$
Business Size	Small
Web	https://www.menumaker.es/
UX Experience	Web: Good App: Could improve Accessibility: Could improve Navegation: Very good Functionalities: Allergen display, basic info, etc.
Brand identity	Functional but boring

Persona 1: Dolores

GreenBeer

Problem statement:

Dolores is a **student** in Madrid who juggles studies and work due to financial pressure. She **struggles** to find affordable, convenient **ways to relax** and socialize in an **expensive city**, impacting her well-being and **time & money** management.

"I love to spend some time with my friends in good, nice and cheap places when I have the opportunity."

Dolores Rombo

Age: 23
Education: Bachelors Degree
Hometown: Santander, Spain
Family: 2 flatmates and a dog
Occupation: Part-Time at Corte Ingles

Goals

- ✓ Optimizing the time she can spend with her friends
- ✓ The environment or location is respectful and a safe place for women.
- ✓ Don't waste too much time ordering, and have the rounds of beer come quickly.
- ✓ Possibility to smoke

Frustrations

- ❖ She doesn't want to talk to strangers today. Not even with the waiter The application does not have an aesthetic that corresponds to the location.
- ❖ Not having a lot of time to spend with her friends so she would not like interruptions from third parties.
- ❖ Not having enough money

Dolores is an engineering student studying in Madrid, away from her hometown. Due to her family's financial situation, she balances her studies with work. Living in the expensive capital, she often finds relief by having a few beers outdoors with friends to de-stress.

Persona 2: Hermenegildo

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Problem statement:

Hermenegildo is a retired man who **enjoys** spending **time outdoors** but often **struggles** with the confusing and modern **digital utilities** used nowadays. He values social contact because faces an unexpected challenge: **unwanted loneliness**

"Boy, give me a cold beer with a little foam, I already shaved this morning."

Hermenegildo Carrión

Age: 75
Education: Institute
Hometown: Madrid, Spain
Family: 1 daughter
Occupation: Pensioner

Goals

✓ To have a pair of conversations during his walk and stay in the brewery
✓ To enjoy the morning
✓ To have a very easy way to order
✓ To be able to see all the beers on the menu in order to decide

Frustrations

❖ Is a non desired lonely person
❖ Does not understand modern devices
❖ Is a tradicionalist so he doesn´t support anything new
❖ The beer has to be perfect for him to like it.
❖ No hobbies

Hermenegildo is a metropolitan man who has had a hard life of forced labor until he finally reached retirement age. The problem is that he suffers from unwanted loneliness, most of his friends can´t meet him anymore

Journey Map: Persona 2 Hermenegildo GreenBeer

ACTION	Finding and getting to the brewery	Find free space	Sit down and order	Wait for the order to arrive	Receiving beer
TASK LIST	Tasks A. Moving to the bar B. Find it	Tasks A. Search for a free site B. Find it	Tasks A. Open the App B. Choose the beer/s C. Confirm order	Tasks A. Wait the beer to arrive	Tasks A. Receive the beer B. Dont worry about the payment
FEELING ADJECTIVE	• Tired • Anxious • Thirsty • Expectant	• Confused • On alert • Disoriented	• Lost • Anxious • Overwhelmed • Expectant	• Nervous • Expentant • Wary • Peaceful	• Relieved • Happy • Peaceful
IMPROVEMENT OPPORTUNITIES	• Offer clear indications in the app of the location and an image to stimulate the need for it	• Provide real time data on bar capacity and once there have staff physically assisting	• Accessibility in the application, and button for the waiter to come if preferred	• Offer an estimated waiting timeCarriles peatonales designados • Giving feedback	• Set up a review option with compensation for your time

StoryBoard – Big Picture
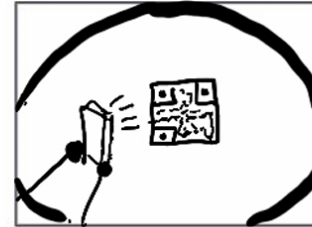

UX Design Storyboard

Scenario: Usar Green Beer App para pedir la cerveza perfecta sin complicaciones y no preocuparse por la gestión - Big Picture

En el bar, no sabe qué tipo de cerveza pedir

Quiere informarse, pero no ve al camarero y es vergonzosa

Rápidamente puede escanear el qr de la mesa

Obtiene una lista de cervezas con sus descripciones y elementos

Se relaja, ya está todo hecho

El camarero viene y da la cerveza, ya está pagada

StoryBoard – Close Up

UX Design Storyboard

Scenario: Usar Green Beer App para pedir la cerveza perfecta sin complicaciones y no preocuparse por la gestión - *close-up*
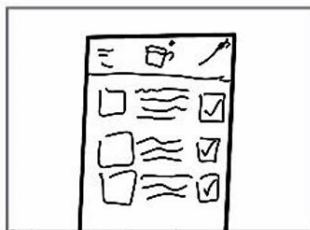
Se accede por QR

Pantalla de inicio. Personalizable para cada bar

Selección general de bebidas. Arriba dcha se puede personalizar la interfaz

Variedades de cervezas y descripciones detalladas

Confirmación de cerveza

Sección final. Pide datos del cliente si es la 1ª vez

Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Paper Wireframes

On the left side, two possible home screens are shown, one (top left) dedicated to **get to the point**, a **concise and clear start**, and the second (bottom left) focuses on a more **personal** and **conscientious customization**.

On the other side there are different options to present the elements to choose on the screen, assessing at all times which one fulfills its function in a **more visually self-explanatory way** and which one is **faster to navigate**.
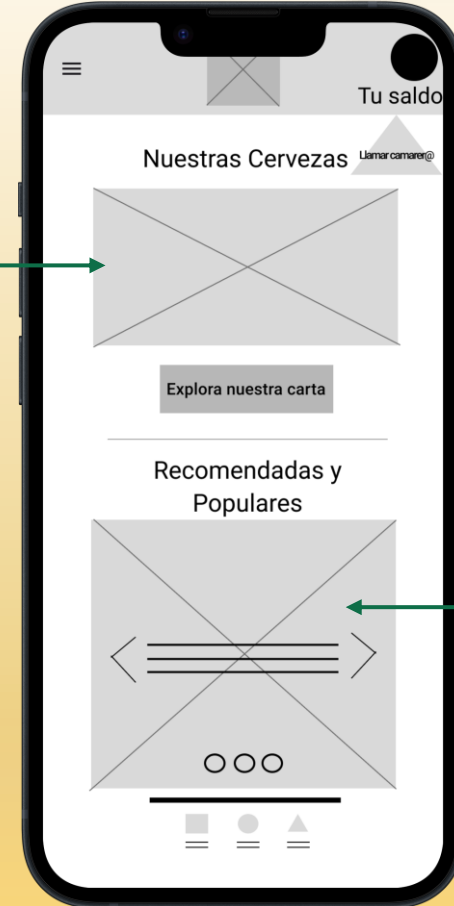
Digital Wireframes

GreenBeer

1 **Home Page**

The main screen was adjusted according to the feedback received, to make it a **direct link** to all relevant sections of the application, and with the **information** well **organized** and **necessary** to facilitate navigation.

Interactive image to access the main menu

Interactive carousel to guide the user if he/she feels undecided in his/her choice

Phone wireframe screen

Tu saldo

Nuestras Cervezas

Llamar camarer@

Explora nuestra carta

Recomendadas y Populares

Digital Wireframes GreenBeer

2 ## Waiter Warn

Accessibility-focused display.
It is designed to accommodate people who are not technologically literate or who want to use more traditional methods.

Button to notify staff that you do not want to use the app

Notification & Tutorial to explain the waiter feature

Tu saldo

Nuestras Cervezas

Llamar camarer@

ⓘ **Si no quieres usar la aplicación**

Recuerda que puede llamar a su camarero pulsando el botón que marca la flechita

Continuar

Digital Wireframes

GreenBeer

3 **Navigation**

This navigation menu is essential as it contains the **complete architecture of the app**, in case the **user gets lost** during the flow. It was designed so that the **animation** to display it would **suggest** that it was a **sliding assistance tab** and not just another screen of the app.

Easy access to navigation that's screen reader friendly.

Tu saldo

Inicio

Carta de cervezas

Saldo

Ajustes accesibilidad
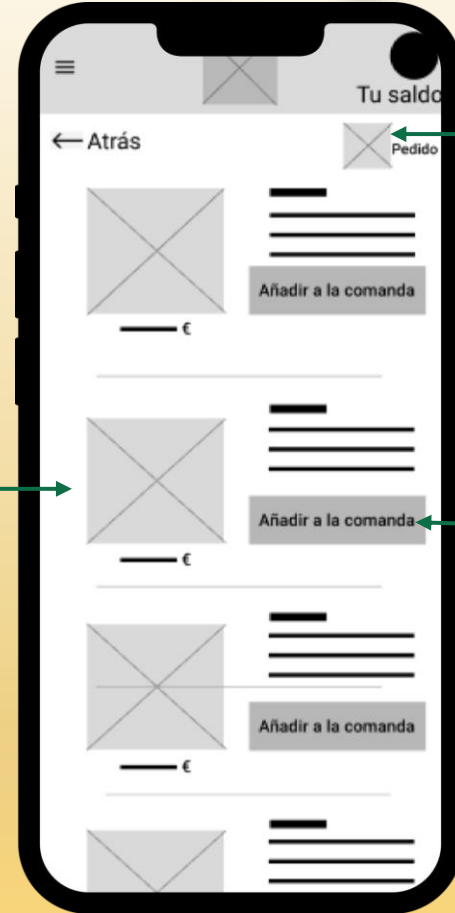
Comanda

Digital Wireframes

GreenBeer
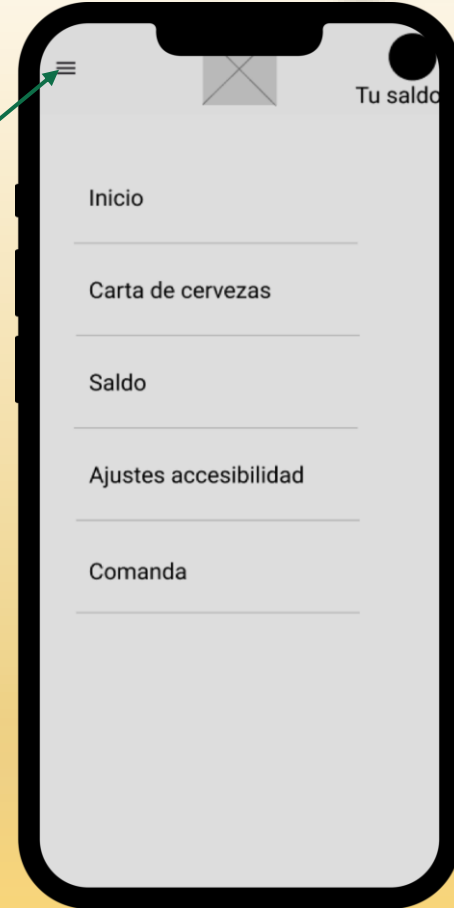
4 Beer list

In this screen I have tried to give **each beer its place** and to express as much information as possible about each element in the **most legible and eye-catching way possible**.

Button to access the shopping cart

Each item separated by dividers shows a photograph, a description and the price of each beer.

Button to add item (beer) to the order

Tu saldo

← Atrás

Pedido

Añadir a la comanda

____ €

Añadir a la comanda

____ €

Añadir a la comanda

____ €

Digital Wireframes   GreenBeer
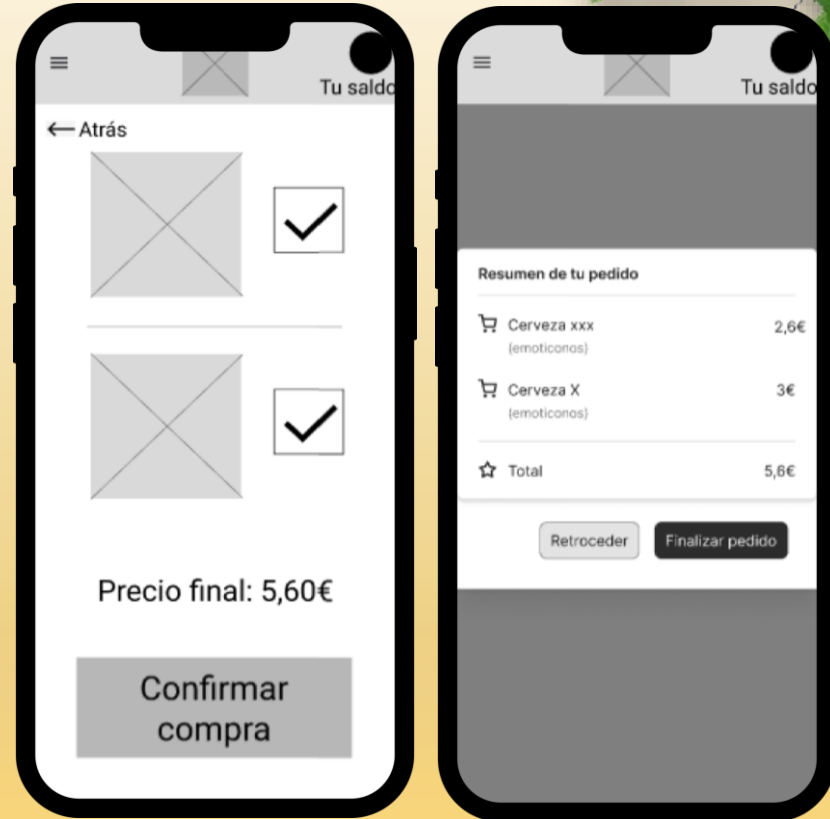
5   ## Checklist & Confirmation

The iterative process of creation showed that **one screen to check** the purchased items was **not enough** for everyone, so a **double security filter** was added.
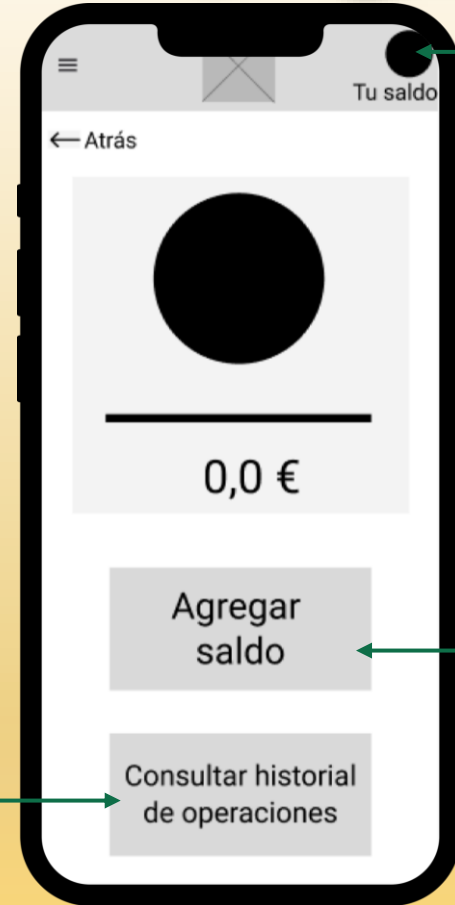It is editable, from it the user can un/check options.

Digital Wireframes 🌼🍺 GreenBeer

6 **User Info**

Digital representation of the user.
Contains the money in user´s **digital wallet** and the **purchase history** during user´s lifetime in the app.
It is the screen that **gives value to the app**. Personalization systems on this screen would be incredibily charismatic.

Button to access this screen (there are another ways too)

Button to add money to the user account

Button to access the order history. This screen would also show if there are any orders in progress right now.
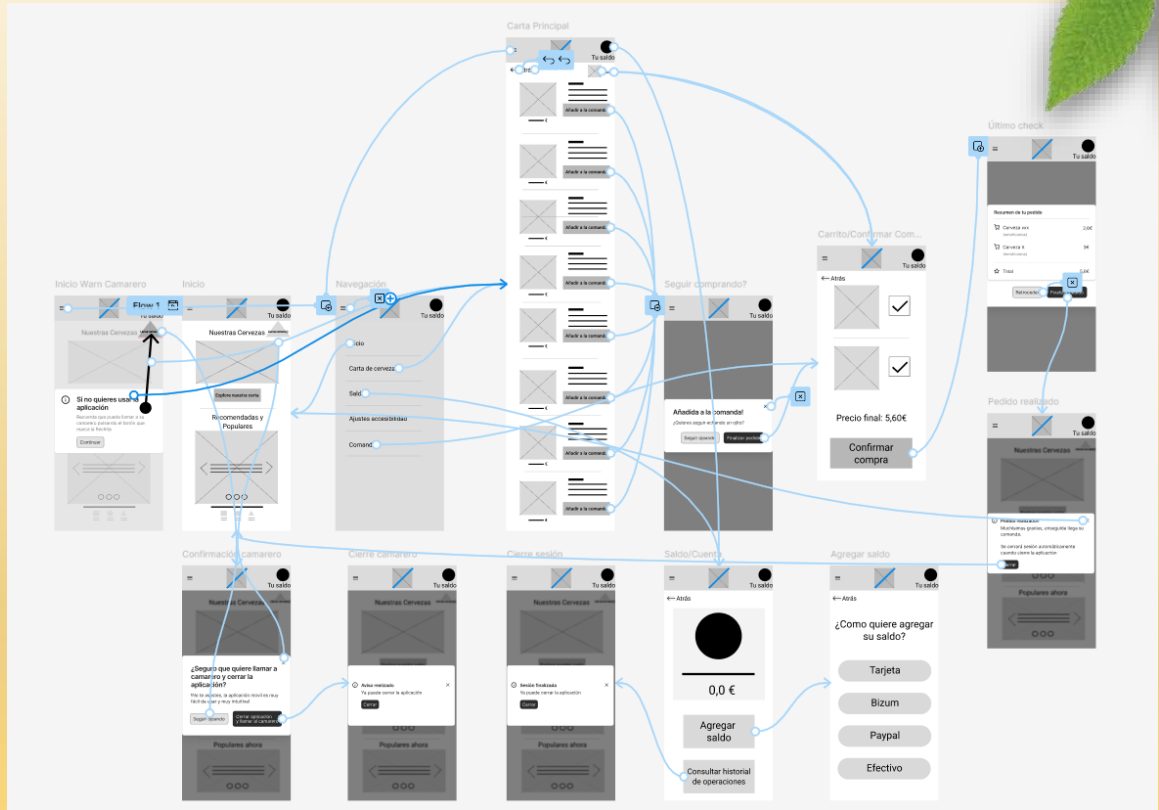
Tu saldo

← Atrás

0,0 €

Agregar saldo

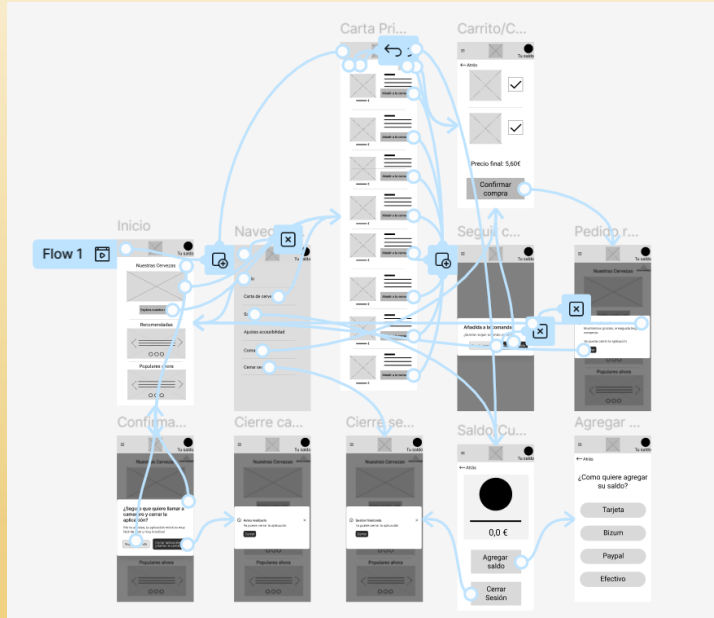Consultar historial de operaciones

Low-Fi Prototype

Using the completed set of digital wireframes, I created a **low-fidelity prototype**. The primary user flow I connected was ordering a pair of beers, so the prototype could be used in a **usability study**.
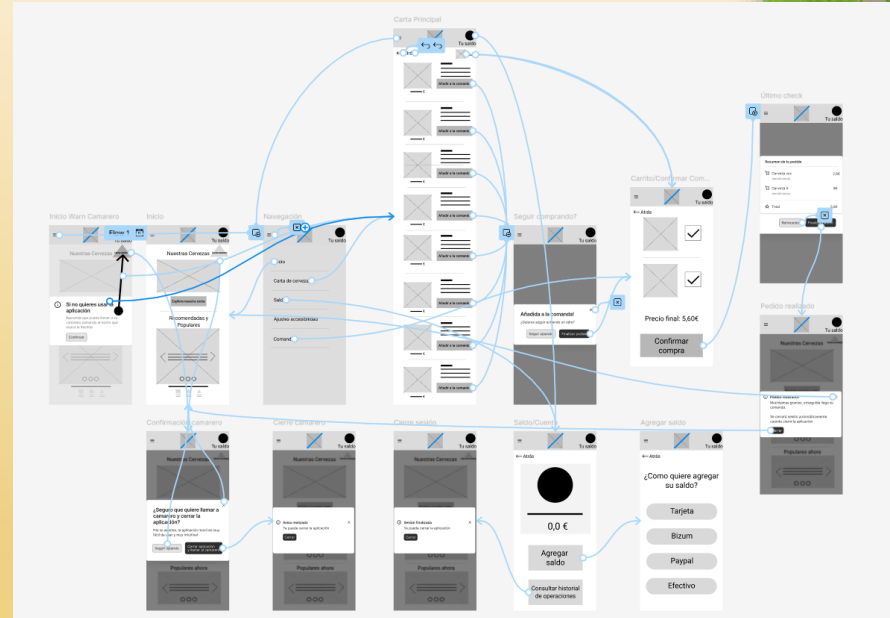
View the Green Beer
[low-fidelity prototype](#)

Low-Fi Prototype Before VS After GreenBeer

Feedback →

Before Feedback

After Feedback

Usability Study: Findings GreenBeer

I conducted **two rounds of usability studies**.
Findings from the first study helped guide the designs from **wireframes to mockups**.
The second study used a high-fidelity prototype and revealed what aspects of the mockups needed **refining**.

.Round 1 findings

1. Condense info on the home page

2. Make accessibility options more visible

3. Remove logout, it feels unnecessary

Round 2 findings

1. Option to edit and delete current order

2. Simplify options without losing aesthetics

3. Zoom in on products on stock

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

The purchase history has changed in aesthetics and functionality. Now it is also **part of the flow of ordering a beer**, since once the order is placed, through this screen you can **edit or delete** the **current order**, as well as see the **remaining time** for it **to arrive**, maximizing the user's **sense of control** and providing **constant feedback**.

GreenBeer
18,50€
←Atrás

HISTORIAL DE COMPRA

🛒 Cerveza Cruzcampo   2,5€

🛒 Cerveza Cruzcampo   2,5€

29/04/2025

Volver a la pantalla de inicio

GreenBeer
18,50€

HISTORIAL DE COMPRA

🛒 Cerveza Cruzcampo   2,5€

🛒 Cerveza Cruzcampo   2,5€

PEDIDO ACTUAL EN CAMINO
TIEMPO ESTIMADO : 4 MINS

Volver a la pantalla de inicio

Editar pedido

Eliminar pedido

Mockups
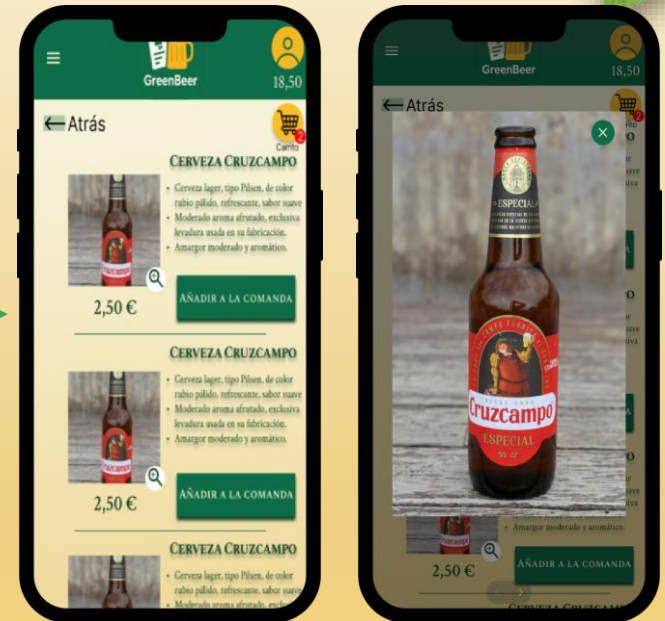
"Sight is the first filter of human judgment".

Zooming in on products was essential to satisfy the user's visual needs.

Mockups
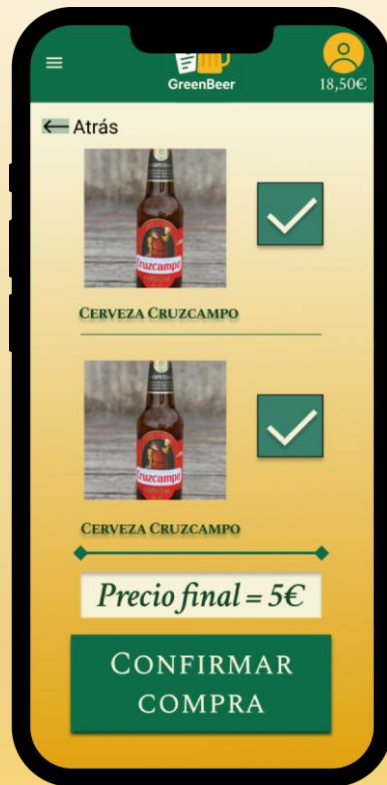
Mockups

Atrás

Juan Antonio Piña

18,50 €

AGREGAR SALDO

CONSULTAR HISTORIAL

Atrás

¿Como quiere agregar su saldo?

TARJETA

BIZUM

PAYPAL

EFECTIVO

HISTORIAL DE COMPRA

Cerveza Cruzcampo — 2,5€

Cerveza Cruzcampo — 2,5€

PEDIDO ACTUAL EN CAMINO
TIEMPO ESTIMADO : 4 MINS

Volver a la pantalla de inicio

Editar pedido

Eliminar pedido
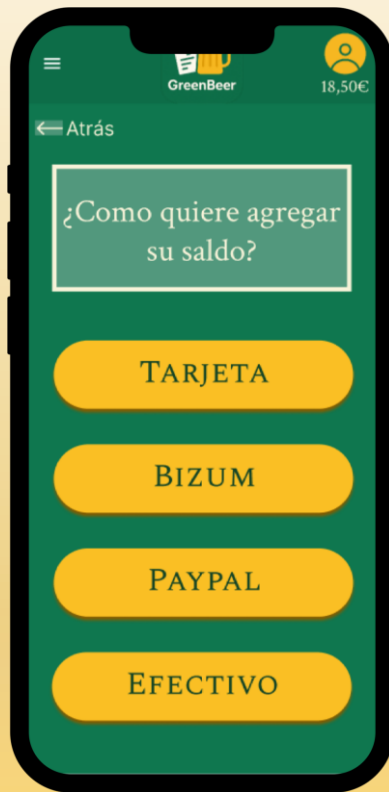
Low-Fi Prototype

The final **high-fidelity prototype** features cleaner user flows for ordering a beer and completing the order. It also meets users' needs for a **lot of room for error and a lot of feedback from the app**, as well as **more customization and accessibility options** available.

View the Green Beer
[high-fidelity prototype](#)
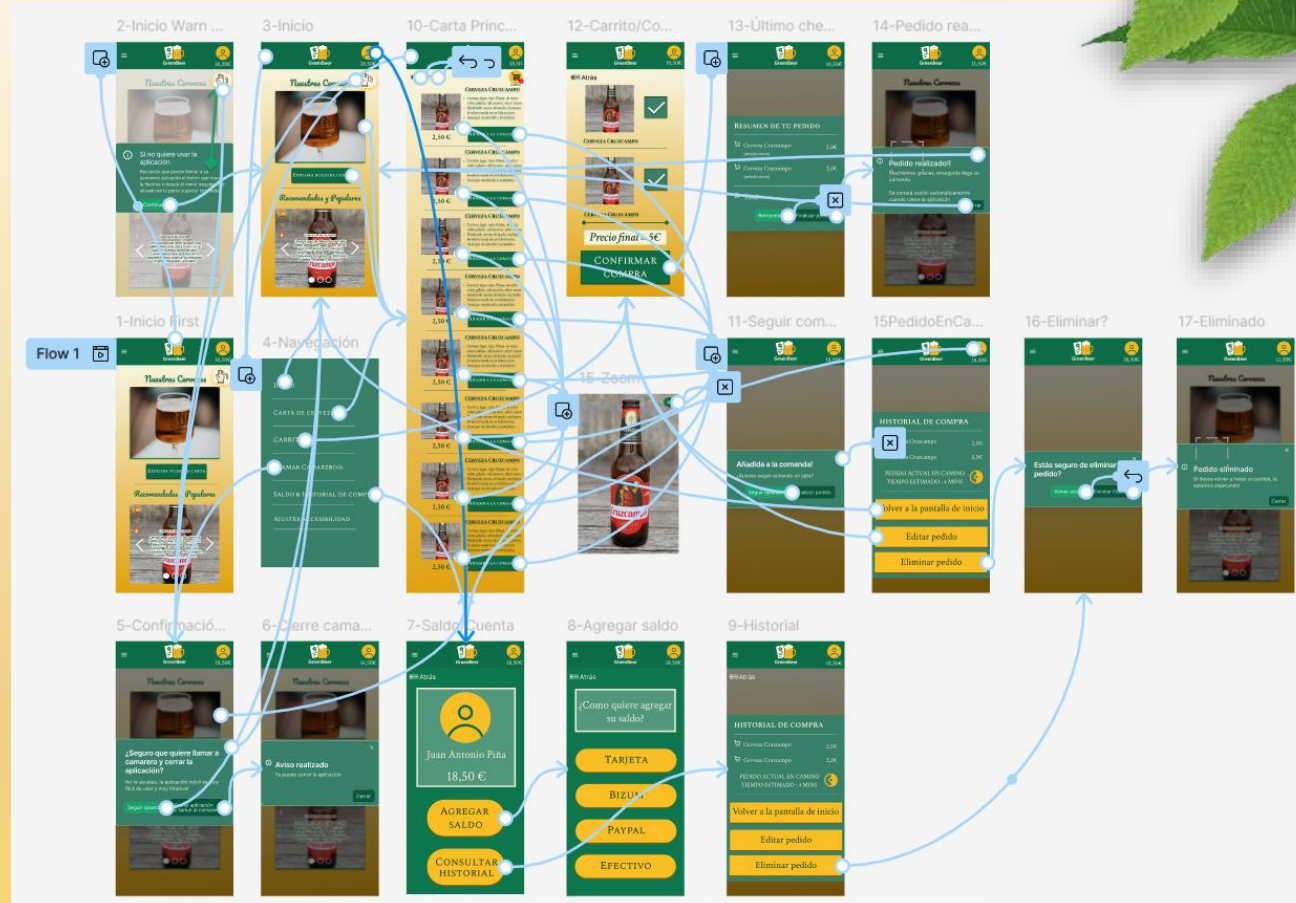
Accessibility considerations GreenBeer

1

There is **no obligation** to use the app.

Anyone who does not feel comfortable using it **can call the workers** to do it their way.

2

Provided access to users who are **vision impaired** through adding alt text to images for **screen readers**.

3

Constant flow through animations to visually guide users through their user experience. **Navigation** has been worked on to fulfill its function in an **efficient and attractive** way.

Going forward

- Takeaways
- Next steps

Takeaways 🟩 GreenBeer

☑ Impact

The app makes **users feel connected** to where they are, and makes them feel that **leisure has to be surrounded by fun and daring stuff**. It also encourages them to focus on this leisure and **not to worry about actions that detract from leisure**, such as being aware of the money to be paid in a direct way.

One user stated: *"At first the **aesthetics shocked me**, it's something I had never seen before, but after contemplating it a couple of times **I realized that it evoked in me the desire to drink more beer and it made me feel lager"**.*

📖 What I learned

The knowledge that stands out above the rest is being able to glimpse **the importance of iterating on the design**.
Overcoming the sunk cost fallacy is fundamental to this.
Your idea may be good, but **adapting to the user's needs depends entirely on the user and their opinions.**

In short, you have to **delegate a certain amount of decision-making** to the target audience and **allow yourself to be nurtured by them while abandoning your ego.**

Next Steps GreenBeer

1

Continue testing with real users in different contexts and profiles to **identify hidden needs, unexpected barriers or new opportunities** for improvement.
Some of the future functionalities planned are beer selection according to user tastes through filters.

2

Implement **analytics mechanisms** (such as in-app events or Google Analytics) to understand how users behave, which parts they use the most, where they abandon and how to improve the experience **based on real data.**

3

Make the leap to the **real world through collaborations.**
If it works in this specific field, we will think about the **scalability** of the app for other types of businesses, with their **corresponding characterizations**.

Let's Connect 🍺 GreenBeer

Thank you for your time reviewing my work on the Green Beer app! If you'd like to see more or get in touch, my contact information is provided below.

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