

Reflection on Learning and Design Goals for the Case Study

In the **Starbucks app redesign project**, my primary goal was to review the app and design the app based on the information I understood. After doing user interview's making personas and user journeys for these personas, I decided to balance efficiency and engagement for different user personas, such as Sarah (who values efficiency) and Emily (who enjoys a more immersive Starbucks experience). I aimed to improve features like order tracking, quick ordering, and seasonal engagement, ensuring the app meets the diverse needs of both efficiency-driven and experience-driven users. I wanted to learn what features people would like and what these features would look like.

Key Learnings:

1. Through this project, I learned the significance of user-centered design, where understanding the motivations, pain points, and preferences of different personas allowed me to tailor solutions specifically for them. This approach led me to implement features like dark mode, which enhances the user experience for night-time users, and quick ordering, which significantly cuts down order time for regular customers like Sarah.
2. Interaction Design Principles: I deepened my understanding of interaction design principles, such as feedback and visibility, as I designed real-time order tracking.
3. Gestalt Principles and Heuristics: I learned how Gestalt principles and usability heuristics improve app usability. I read and understood Nielsen's usability heuristics and how features follow these principles. The heuristics such as user control and freedom, aesthetic and minimalist design, and error prevention informed my design decisions.
4. How to conduct user interviews and make user personas and user journeys.
5. Thinking from a user and business perspective. I learned to balance user needs with business goals. Like by offering seasonal drink promotions and easy reordering options, the app can drive higher sales while still prioritizing an enjoyable user experience.
6. Prioritizing features and understanding how much time and resources it takes to make specific features. Another significant learning point was understanding how to prioritize features and evaluate how much time and resources are required to implement them. I realized that while some feature prototypes and design, like quick ordering and dark mode, could be implemented quickly, others, like gamification or voice assistant integration, would require more time and resources to completely figure out.

Research and Additional Tools:

While some foundational principles were drawn from course content, I also conducted additional research on usability frameworks, particularly Nielsen's Usability Heuristics, and implemented tools like Figma for wireframing and prototyping. I used ChatGPT also to help me visualize some of the designs by giving it a very specific prompt, so I think I also learnt how to give a certain prompt for a specific result.

Achievement of Goals:

I was able to achieve most of my design goals, particularly in terms of improving the efficiency of the mobile ordering process through features like Quick Order and Enhanced Order Tracking. The

seasonal hub is something I personally really wanted to try to visualize so doing that was a goal I achieved. The interactive slider's for ordering was also something I wanted to be able to show a visual of so I think I got it mostly how I imagined it to be.

Room for Improvement:

I would work more on the seasonal hub as I think user experience is a big part of customer retention. For the slider's I would have to make the spoon for removing a pump of syrup on the screen with the syrup bottle and not a button or find a more creative way to reduce the added ingredients and find other slider's for all the different customizations.

If given more time, I would have liked to expand on the gamification elements by integrating features like seasonal challenges or badges to enhance user engagement even further. Additionally, refining the visual design elements for dark mode and fine-tuning accessibility would have been valuable to ensure the app is usable by a wider audience. If I had more time and a better grasp on creating prototypes, I would also try to integrate a voice assistant to the app as it would make ordering a much smoother process.

One of the features I wanted to explore further was the ability to track wait times and store capacity in real-time, especially for loyalty customers. This would involve working closely with Starbucks stores to integrate their in-store systems with the app. While I wasn't able to fully plan out how this would be implemented, I believe it's a feature that could greatly improve the user experience by reducing wait times and offering exclusive perks for loyalty members.

This project taught me how to balance user experience, interaction principles, and business goals while delivering a product that resonates with both busy professionals and experience-driven customers.