

Swapnaja Pitale: Prototyping Assignment

Coffee4U – Online ordering website for a coffee shop

A: Problem statement and short description

I am creating a website for coffee shop that enables users' place their coffee orders in advance, get notified when the order will be ready for pick-up. The website also offers feature for group ordering with a timed shareable hyperlink so that users can send it to other people they are ordering for and all individual orders are grouped within a single main order.

My user persona is Alia, an Intern at a Multinational Marketing Firm, who needs a faster, collaborative way to take coffee orders for her colleagues because taking remembering each order individually takes a toll on her mental energy.

Background story:

Alia is a University student in final year of B.A Business Administration. Alia is currently doing her internship at a Multinational Marketing Firm. With a hope to launch career into Marketing, Alia wants to network with her co-workers in the company. She volunteered to bring coffee for her team from the coffee shop near the office. She would ask her colleagues for coffee preferences, make the list, call the coffee shop to place order, and walk in to the shop to pick-up the order. Within a week, the coffee orders increased from 3 to more than 15, as more colleagues approached Alia with their orders, special instructions and dietary needs. Alia was overwhelmed with the fear of getting her colleagues order incorrectly. She was almost at the verge of break down when the coffee shop did not have a part of the order ready when Alia went to collect it. The other half that was ready, was now cold.

The coffee shop owner noticed Alia's frustration and informed her about the group ordering option on the café website. Next day when Alia went to her office, she created an account with the Coffee4U website, and saw the option for Group ordering the owner told her about. About 20 minutes before the coffee break, Alia started placing the coffee order, selected the group order option, selected the group size and sent out link to order individual orders to the entire team she wanted to get coffee for. The link had a countdown timer, so everyone has to place their orders within the 5 minutes timeline. After her colleagues submitted their orders, Alia received a consolidated list of items in her order on her portal. She scanned to check if all members in her list had responded and hit confirm order, with payment screen. After the order was placed, Alia noticed the portal showed her the stage of her order, and expected time for pick-up.

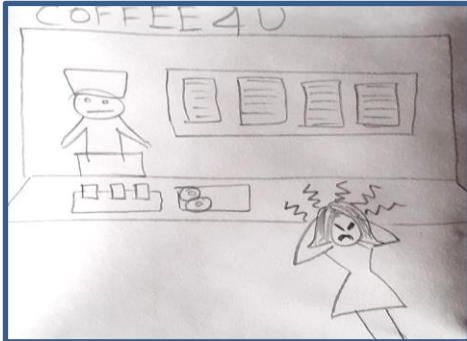
Alia was happy because her order was complete, her colleagues were satisfied and she could actually work on her internship project than running around collecting coffee orders for her colleagues.

B: Construct a user journey (persona)



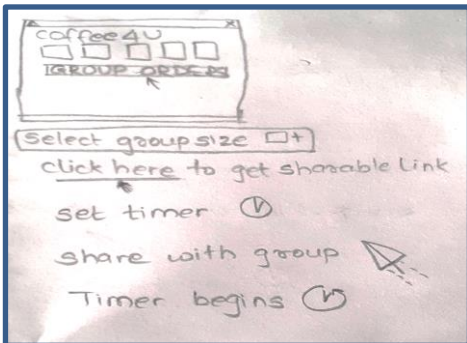
Alia, a new intern volunteered to get coffee for her team members. Within a week, coffee orders increased from 3 to more than 15.

Alia was overwhelmed with remembering multiple customized coffee orders from her colleagues and feared she might make a mistake



The coffee shop did not prepare the complete order well in time, resulting in frustration. The part order that was ready was getting cold by the time the pending order was ready.

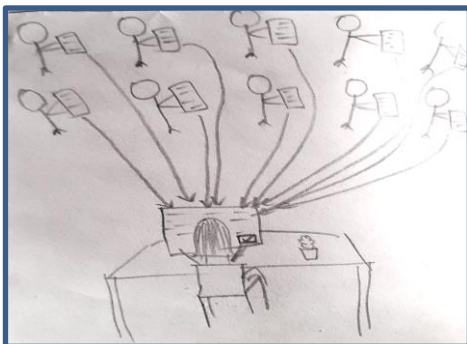
Coffee shop owner informed Alia about the online ordering option on the café website



As suggested by the coffee shop owner, Alia checked the website to place orders online. And found the group order option.

Navigation was simple. Alia had to select group size to access shareable link, and set timer to receive the orders and send the link for online ordering menu to her colleagues on SMS.

Once the link is opened by the recipient, the countdown starts



Each recipient of the link views the menu, selects their order, customize it as per the dietary requirements or preferences. After making the required choices, they click on submit and the order is added to the list for Alia. Alia verifies if everyone on the group list have submitted their orders.

Once verified, Alia confirms the order and makes payment.

The website shows status of order at the café and provides an estimate on when the order will be ready for pick-up



When Alia reached the coffee shop, her order was ready for pick-up.

Without wasting any time, she reached office handed over everyone their respective coffees and donuts.

