Customized Frappuccino App

Ryan Shannon

Project overview

The product:

Freshhaus offers users the ability to make their own drinks, exactly the way they want. Users can select their desired ice level, sugar level and other important components.

Project duration:

July 2022 to August 2022

Project overview

The problem:

Mistaken orders and complaints that drinks were either too sweet or not sweet enough.

The goal:

Create a functional app that allows users to control important parameters for a fully custom drink.

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Project overview

My role:

Lead UX designer and researcher for this project in its entirety.

Responsibilities:

User research, wireframing, prototyping, ideating, generating insights, designing.

Understanding the user

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

Google

User research: summary

I used interviews, usability studies, personas and user stories to help understand and accommodate user needs in the designs. A primary group identified prior to research was millennials who commonly work remotely at cafes.

While it was assumed millennials would be the primary group to frequent the cafe and utilize the app, it appears proximity was the largest factor. In other words, neighbors surrounding the cafe were more likely to use the app, irrespective of age group .Other groups this app best served were those with food sensitivities and those with orders that contain multiple requests.

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User research: pain points

1

Order Mistakes

Those with multi-step orders would often be disappointed when their drink order contained or missed ingredients.

2

Unclear Allergen Accommodations

Awareness of food allergens and sensitivities is growing, as such it's important this coffee shop meet customer needs.

3

Lack of Loyalty Program

A common request was a loyalty rewards program from frequent patrons of this cafe.

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Persona: **Sarah**

Problem statement:

Sarah Burns is a recent graduate who needs an app that facilitates her request for almond milk because she's allergic to casein in cow's milk. She also doesn't like too much ice.

"Life's hella cool. Bet."

Sarah Burns

Age: 24
Education: B.Sc
Hometown: San Diego
Family: Single, no kids
Occupation: Just graduated

Goals
- Grab coffee and hang out with friends while browsing IG
- People watch
- Get a coffee without triggering her food sensitivities

Frustrations
- Employees messing up her many drink customization requests
- Lack of adequate windows to people watch
- "It's hard eating out with Celiac Disease"

Sarah has frequented this cafe for a while but is realizing there aren't many windows to look out as she speaks with friends. One thing she's expressed is the lack of accuracy when it comes to drink customization - she loves almond milk and a small amount of ice.

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User journey map

Following John's user journey revealed where to prioritize efforts when designing this app.

Persona: John
Find a coffee shop chain to be loyal to

ACTION	Select Coffee Shop	Determine If Coffee Is Good	Test Seats	Check Loyalty Program	View Other Locations
TASK LIST	A. Browse Google Maps B. Select mid-range coffee shop C. Select nearby	A. Order typical coffee B. Smell and taste it	A. Find quiet corner B. Ensure there's natural lighting C. Test padded seats (needed for his neuropathy)	A. Browse website B. Check receipt for potential information C. Ask employees	A. Open google maps B. Check website C. Select potential locations to visit
FEELING ADJECTIVE	Content with choice	Pleasantly surprised	So-so — happy with the corner and lighting but sad about lacking padding	Disappointed	Excited to try more from this coffee chain
IMPROVEMENT OPPORTUNITIES	Gain more reviews	The coffee tasted great but took 10 minutes	Not enough padding on seats which exacerbated his condition	There is no loyalty program	There's another coffee shop in San Diego by this company

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Starting the design

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

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Paper wireframes

Mapping out the paper
wireframes created a
smoother experience when
designing digital prototypes
on Figma. Not only, I was
able to map out user pain
points too.
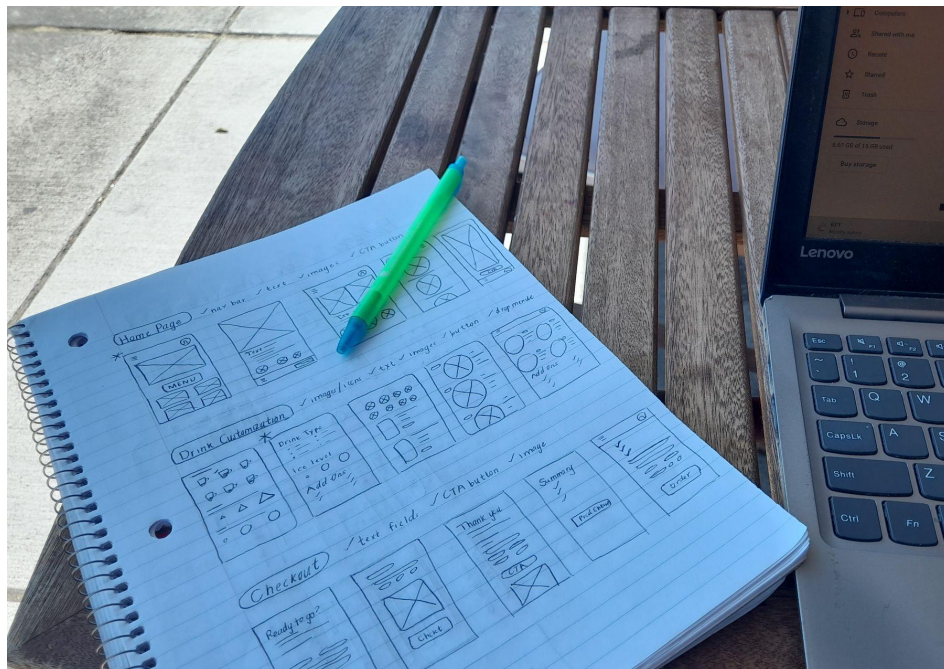
Digital wireframes

The prototype was developed taking into account user research and insights generated from them.

Users start by selecting a "base" drink

SELECT DRINK

ICE LEVEL

NONE
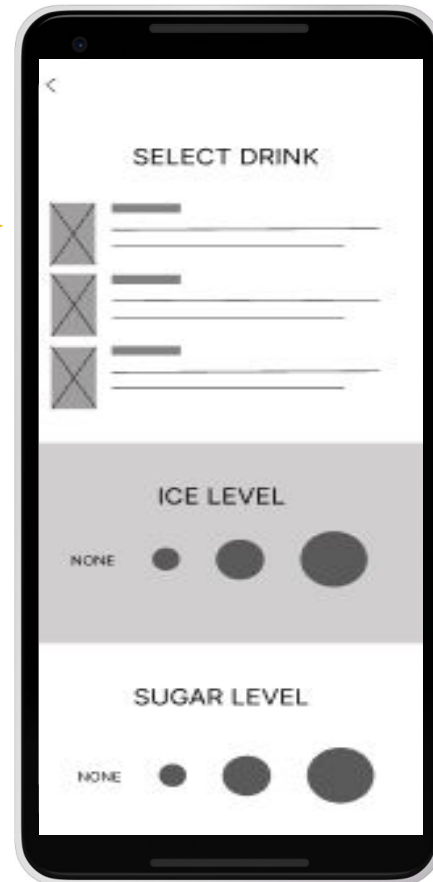
Users can fully customize their drink, from ice and sugar levels.

SUGAR LEVEL

NONE

Google

Digital wireframes

The home page is designed to communicate clearly that this is the spot for customized drinks and facilitate ordering them.
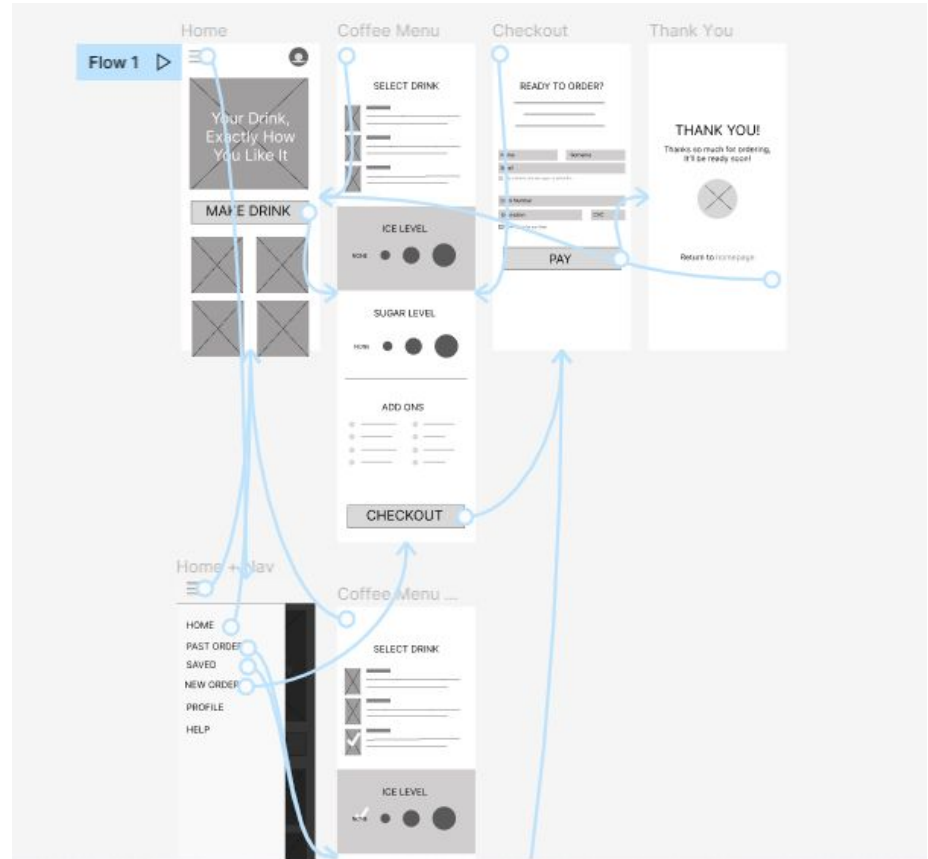
Enticing hero image with clear messaging

Your Drink, Exactly How You Like It

MAKE DRINK

Noticeable and engaging CTA button

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Low-fidelity prototype

After assembling the necessary app frames, I created a flow that allows users to quickly customize their drink and effortlessly checkout.

Link to LoFi prototype.

Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

1. The login flow didn't work

2. Ordering was simple for 5 of 6

3. Unable to access save drinks

Round 2 findings

1. All participants found checkout easy
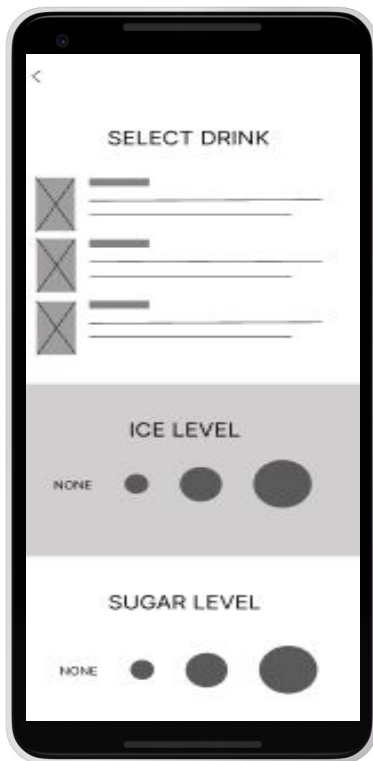
2. Unable to save multiple drinks

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Refining the design
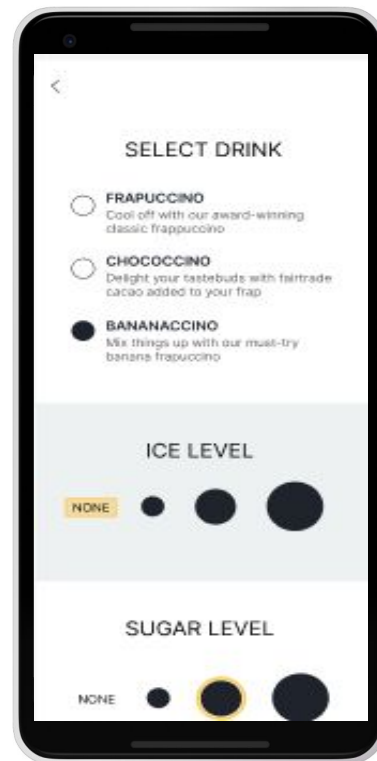
- Mockups
- High-fidelity prototype
- Accessibility

Mockups

I added non distracting colors to the HiFi prototype to avoid distracting the user, with an accenting yellow color to indicate selection.

SELECT DRINK

ICE LEVEL

NONE

SUGAR LEVEL

NONE

SELECT DRINK

FRAPUCCINO
Cool off with our award-winning classic frappuccino

CHOCOCCINO
Delight your tastebuds with fairtrade cacao added to your frap

BANANACCINO
Mix things up with our must-try banana frappuccino

ICE LEVEL

NONE

SUGAR LEVEL

NONE

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Mockups

Initially, I opted for a hero
image but instead replaced
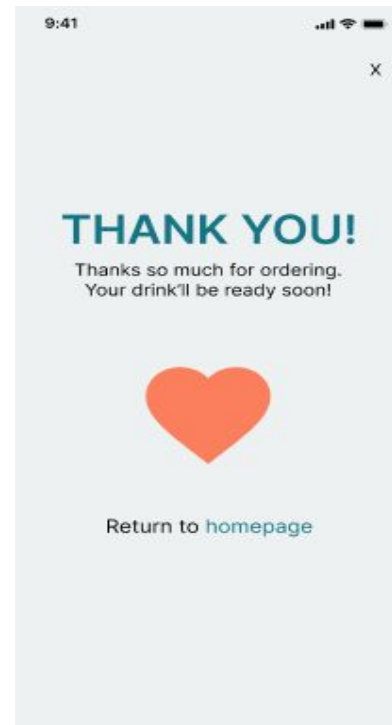it with a "hero graphic"
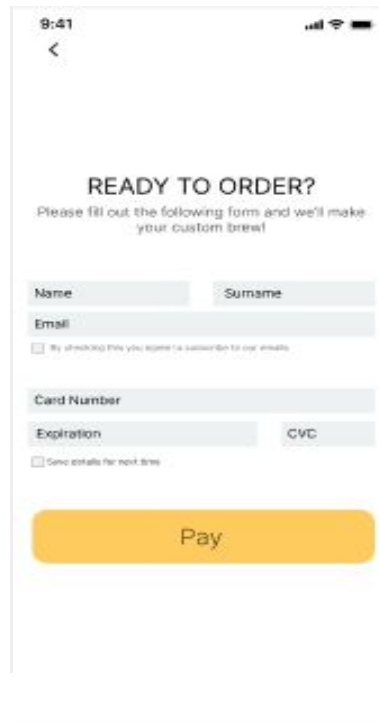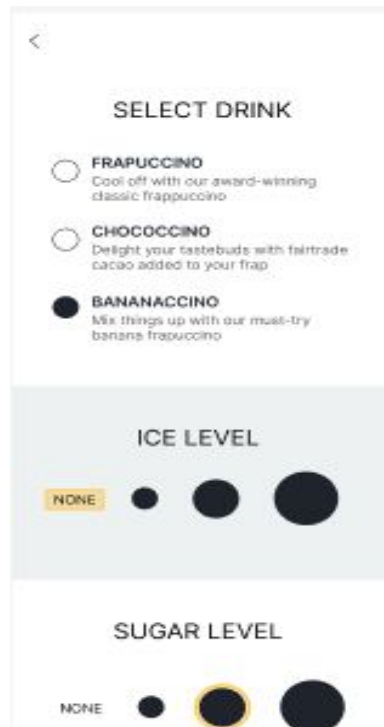provide ample white space
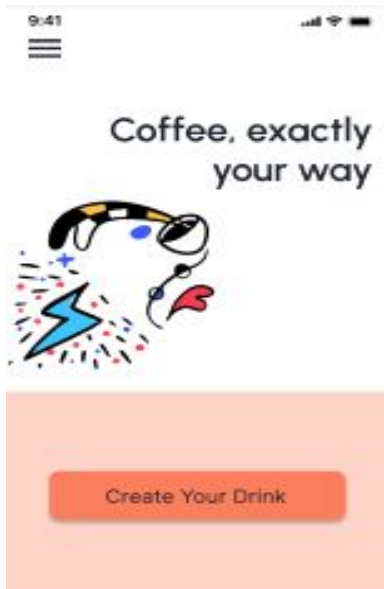and give the app a clean
look.

Before usability study

After usability study

Your Drink, Exactly How You Like It

MAKE DRINK

Coffee, exactly your way

Create Your Drink

What's goin' on
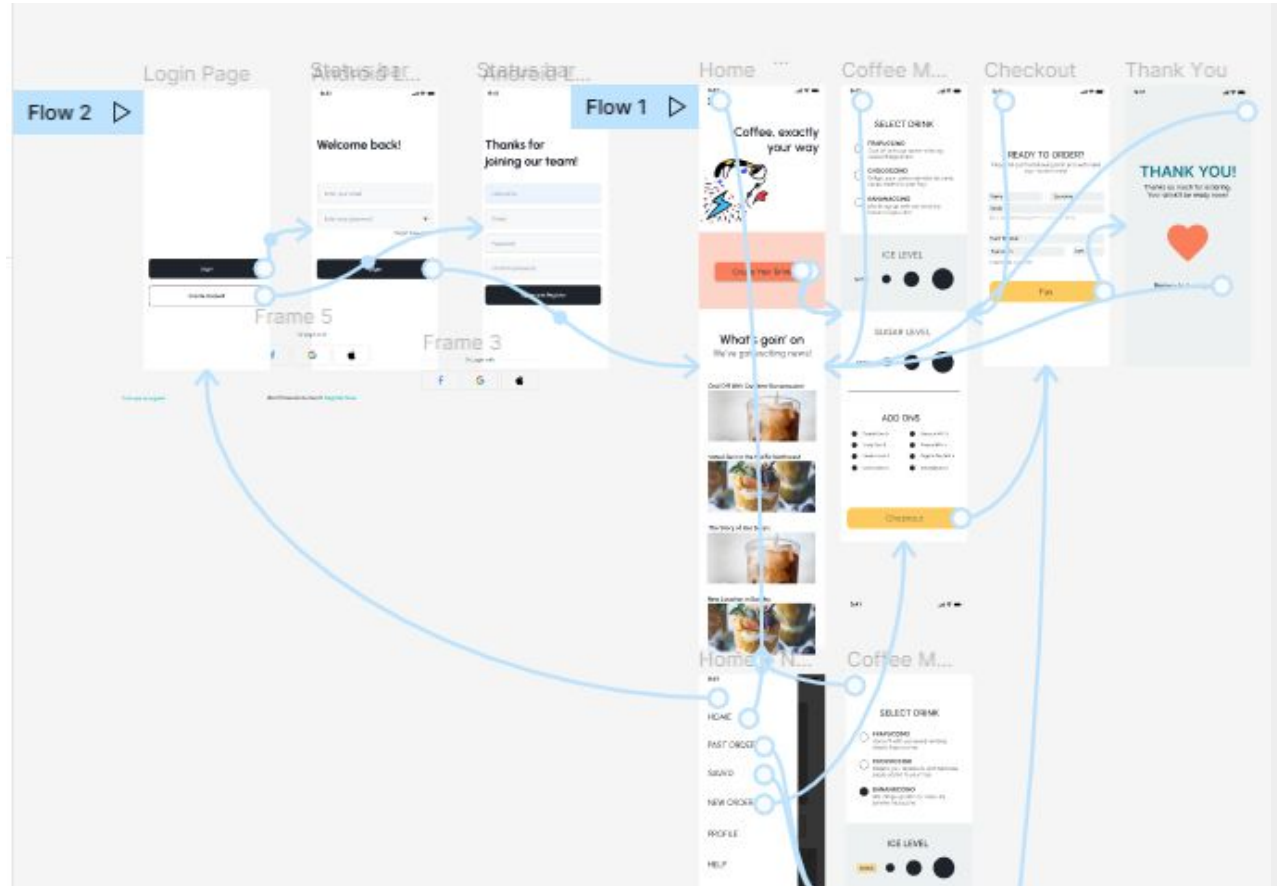We've got exciting news!

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Mockups

High-fidelity prototype

Link to high-fidelity prototype.

Accessibility considerations

1

Used icons to make navigation easier for those with disabilities or those who aren't native English speakers.

2

Used detailed images of the frappuccinos to give users a better understanding of what they'd be ordering.

3

Used high contrast colors to ensure those with visual impairments are able to use the app.

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Going forward

- Takeaways
- Next steps

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Takeaways

Impact:

Five of six users found the app easy to use the first round of usability studies, and 100% found it easy to use the second round.

What I learned:

Simplicity and lots of white space, in addition to the use of icons, makes for a more accessible and easy to use app.

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Next steps

1

Conduct a third round of usability testing to ensure new features added aren't a hindrance to user experience.

2

Set up the loyalty rewards program since this was a common request from users.

3

Experiment with different icons on the order menu.

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Let's connect!

Thanks for viewing. Let's connect:

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www.ryanscottseo.com

www.linkedin.com/in/ryanscottshannon

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