

Ordering App For A Cafe Design

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Project overview



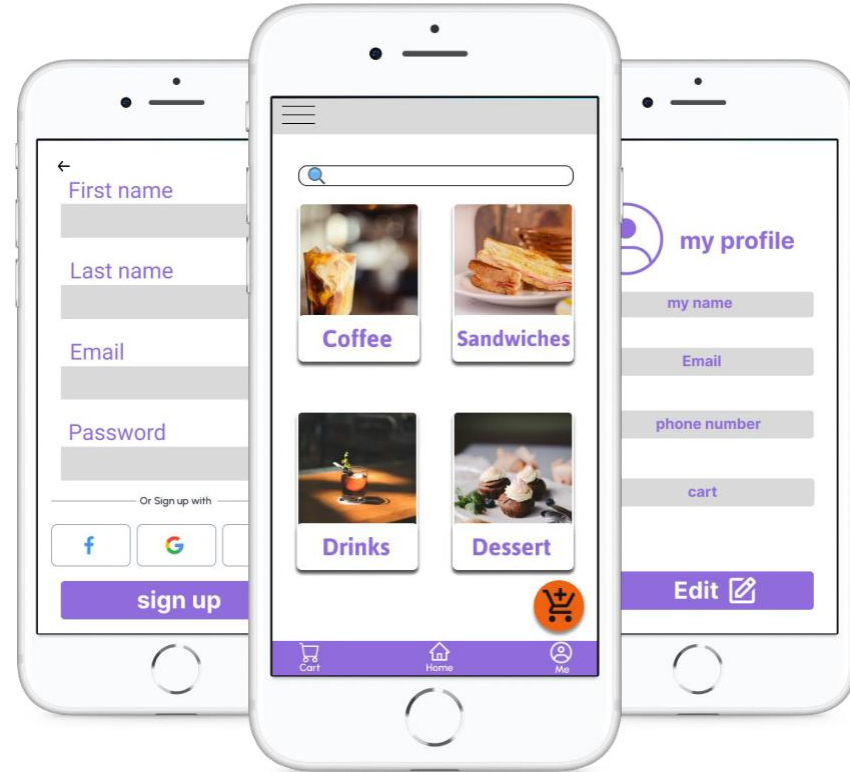
The product:

The world today is digital, And in evolution every second for this reason our team is interested in creating a digital product (mobile app) for our cafe our goal is to achieve all customer needs Easily



Project duration:

From September 2020 to November 2020



Project overview



The problem:

Our users are busy and want a quick coffee and some of our baked goods or a sandwich to get them through their day, And they don't have time to go to the cafe



The goal:

Design an app for our cafe that allows users to easily order coffee and baked goods or a sandwich.

Project overview



My role:

UX designer designing an app for our cafe from conception to delivery.



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

Understanding the user

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

User research: summary



I conducted interviews and several usability study, research to understand users needs
To design.

research revealed that Our users not only use the app because they are busy but and to save time
From going to a coffee shop just to get a cup of coffee.

User research: pain points

1

Time

Most of our users are working adults too busy To bring coffee from the cafe or prepare breakfast

2

IA

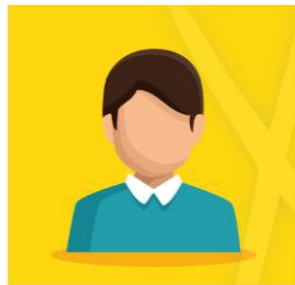
Text-heavy menus in apps are often difficult to read and order from

Persona: Michael

Problem statement:

Michael is a school teacher who needs easy access coffee and sandwich due to his lack of time

Michael



Michael

Age: 52

Education: bachelor degree

Family: Married, 3 kids, 2 cats.

Location: Alexandria, Egypt

Occupation: school teacher

I'm busy at work most of the day, so I'm thankful for anything that makes my day easier.

Goals

- to have access to good food and coffee through the application Easily and complete the payment process without problems.

Frustrations

- Sometimes my order is late in the morning and it causes me to be late for my work.
- Sometimes I find it difficult to complete the purchase process through the application

Bio

Michael is a high school teacher and also does a temporary job as a teacher on the internet, coffee for him is mainly once in the morning ordered it via the application and he came to get it, and coffee and sandwich for lunch after school asked for it to be delivered to his home because of his lack of time. he get frustrated because it is not easy to pay via the application

User journey map

Persona: michael

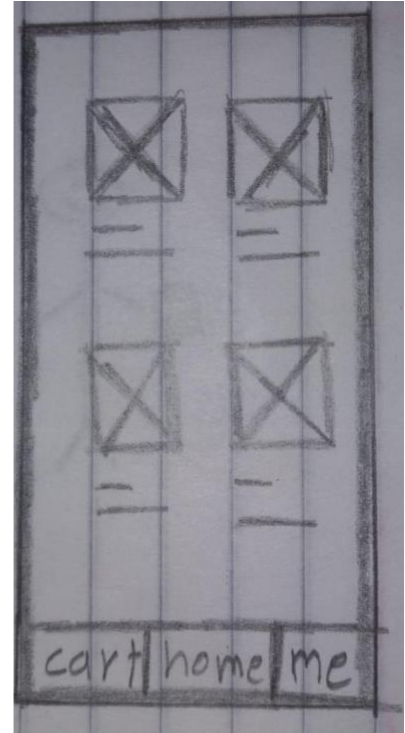
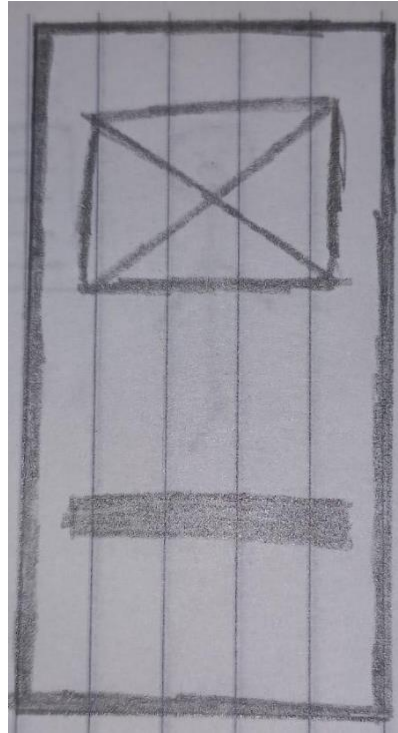
Goal: Order a coffee and a sandwich for lunch

Mapping michael's user journey revealed how helpful it would be for users to have access to our app.

| ACTION | Choose the app to order from | Choose items from the menu | Choose a payment option | Received The order |
|---------------------------|---|--|--|--|
| TASK LIST | Tasks A. Compare more than one app B. Choose the app with positive comments | Tasks A. Search for favourites B. Check prices | Tasks A. Find an online payment option B. Enter credit card information C. Verify credit card information | Tasks A. Check order B. take the order |
| EMOTIONS | Lost. confused | Excited confused | nervous Tense | Happy |
| IMPROVEMENT OPPORTUNITIES | better wayfinding | better wayfinding Show bestseller | Send a confirmation message to withdraw money | phone vibrates alerting the arrival of the order |

Paper wireframes

- The first sketch contains a loading screen as a start for the application.
- The second sketch contains visualize for the home page

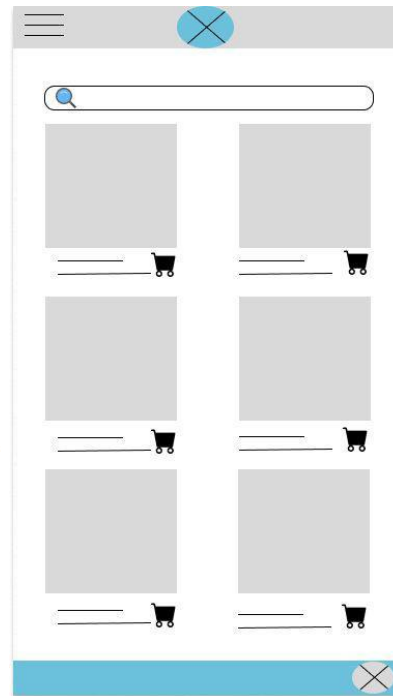


Digital wireframes

- Based on what we found from our research, the user likes to have all categories in front of him to order from.

Click on an item to see more details

Information about the item, such as its name and price

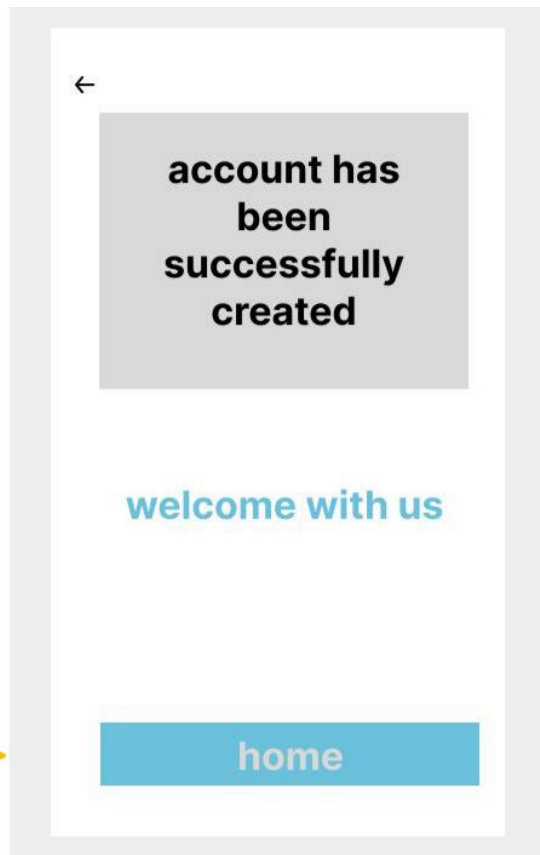


option to add to cart

Digital wireframes

- Screen to confirm that a new account has been created.

Option to go
home page

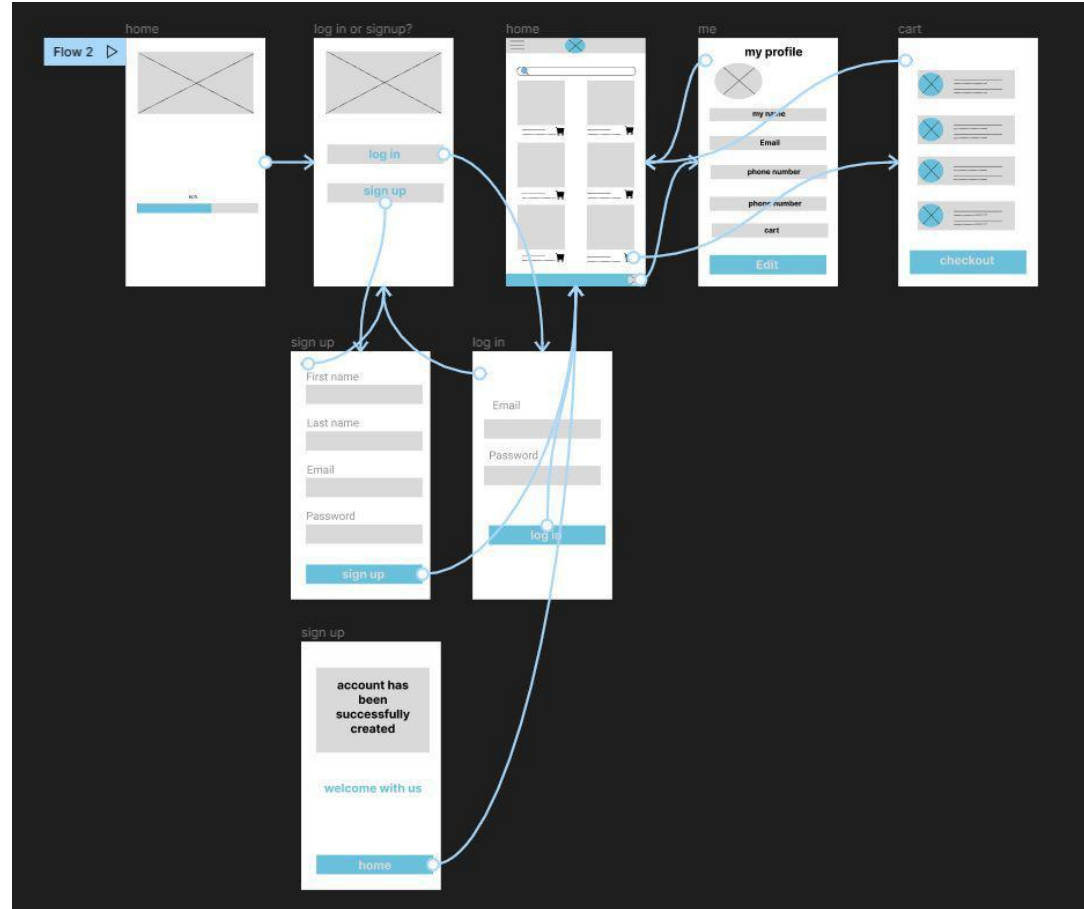


Low-fidelity prototype

user flow I connected was
Register and login And add to the
cart, so the prototype could be
used in a usability study.

[Link to low-fidelity prototype]

[\(Link to low-fidelity prototype\)](#)



Usability study: findings

two rounds of usability studies Were made. 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 Users want to order quickly
- 2 Users want a delivery option
- 3 The user does not like the many steps in filling in the data

Round 2 findings

- 1 users need it to be more clear how to get to the cart
- 2 users need Account link feature

Refining the design

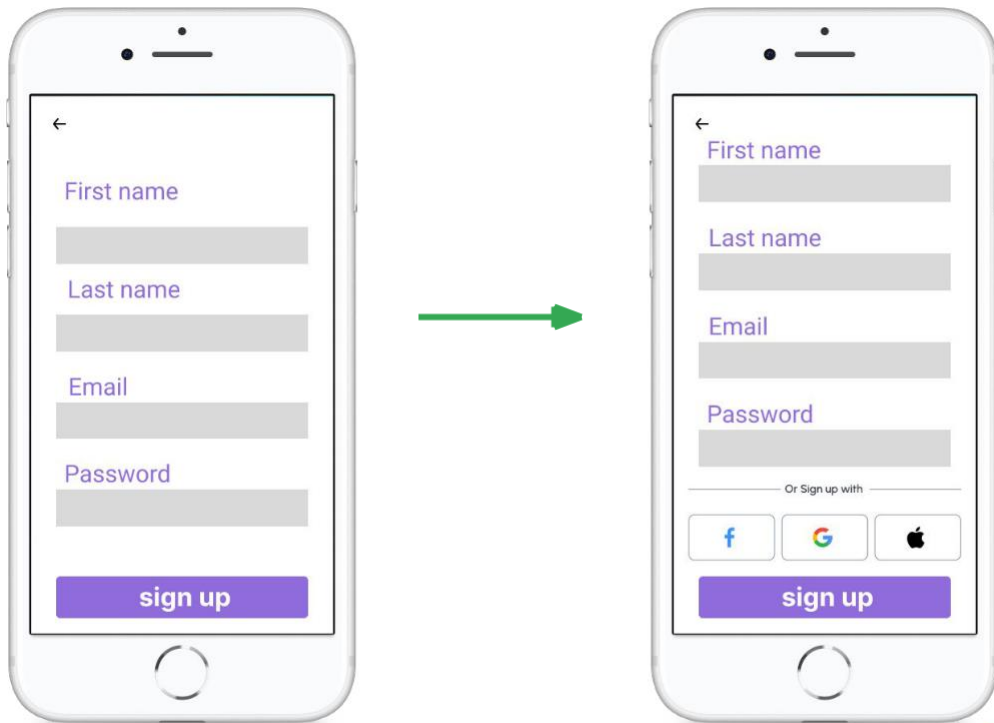
- Mockups
- High-fidelity prototype
- Accessibility

Mockups

- We added an option to link the account to make it easier to register

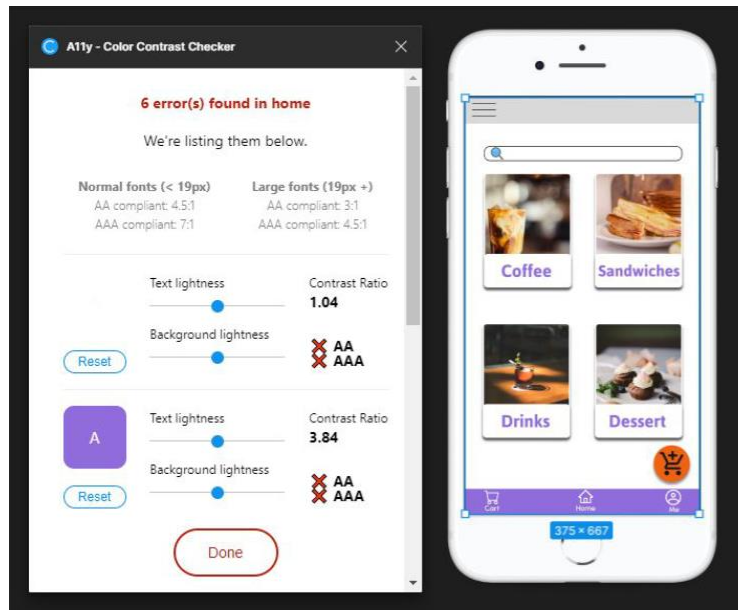
Before usability study

After usability study

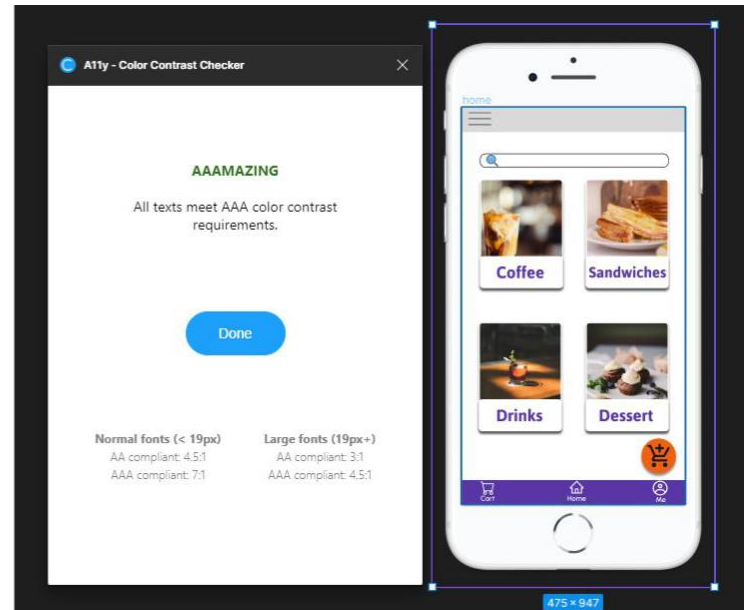


Mockups

Before usability study

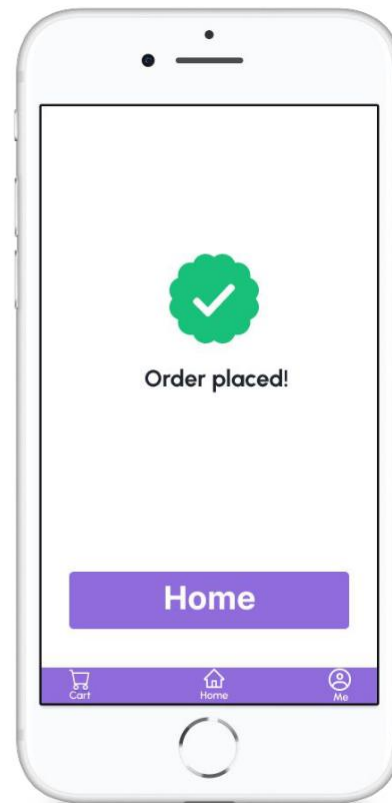
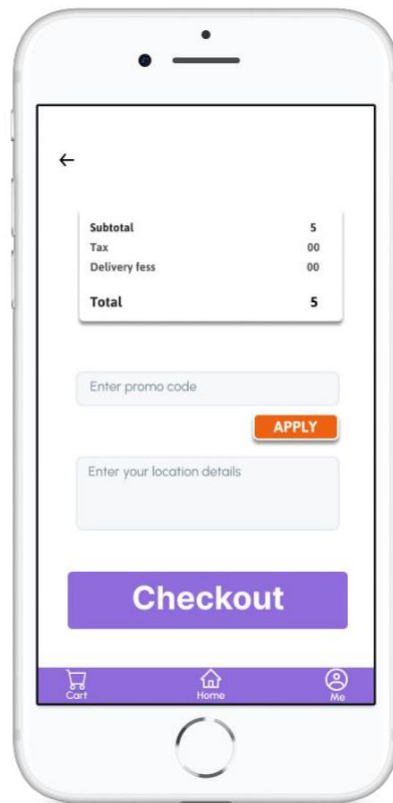
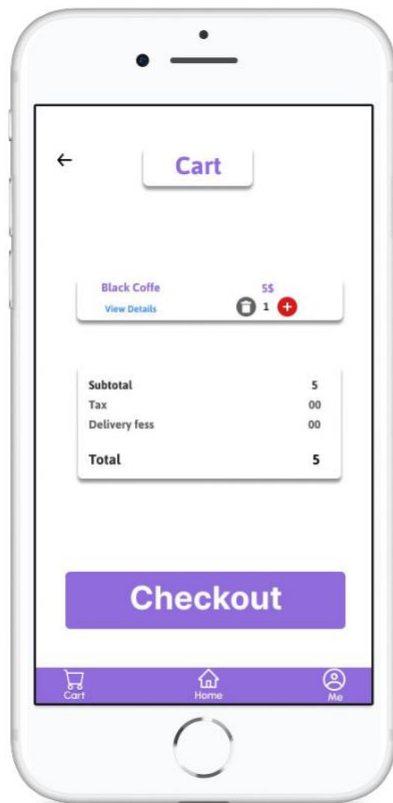
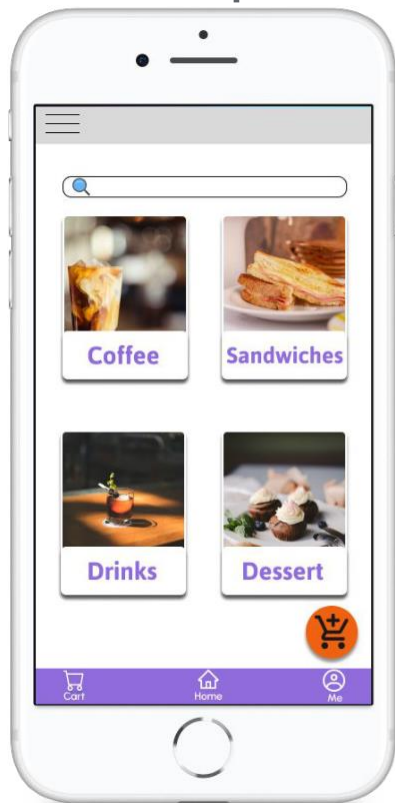


After usability study

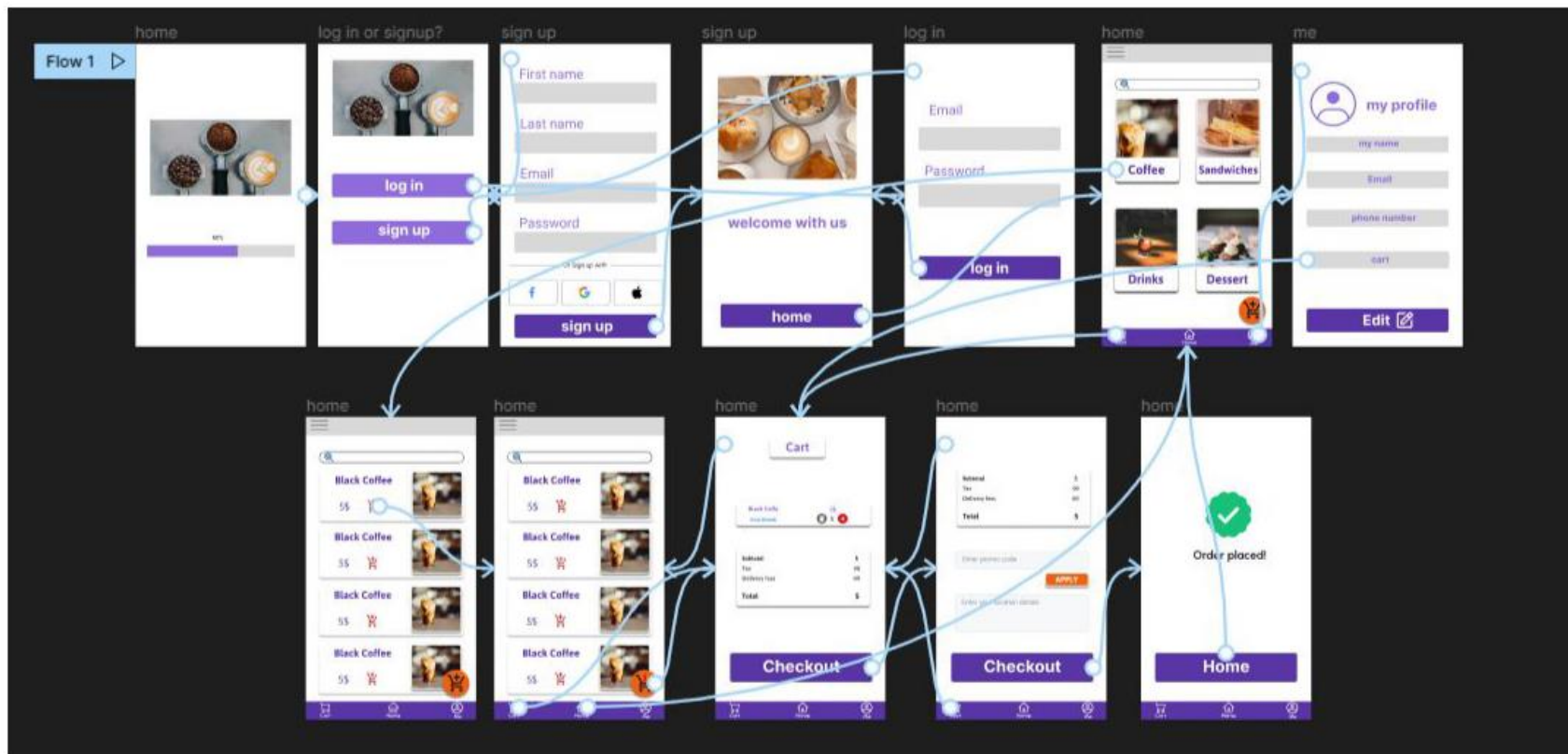


- We keep in mind consideration colors for Accessibility

Mockups



High-fidelity prototype



[\[Link to high-fidelity prototype\]](#)

Accessibility considerations

1

Colors have been changed to suit all individuals

2

Used icons to help make navigation easier.

3

Used detailed imagery for Menu items to help all users better understand the designs.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The application makes the ordering process easier and faster for the user.

“It’s easy and I got my coffee in 15 minutes. I will use it continuously”



What I learned:

While designing the app, I learned It is very important to design based on research But it is not the only factor of design, Usability studies and peer feedback Also important in shaping the final design and to Know what the user needs and wants, and to always but into considerations Accessibility.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

Let's connect!



Thank you for your time reviewing my work

Any other questions or concerns, please contact me on: ---@email.com