

Café Pro



Project Phase 2

By

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**A Report Submitted in Partial Fulfillment of
the Requirements for**

ITCS336 Human Computer Interface

**Faculty of Information and Communication Technology
Mahidol University
2018**

I. Project Background

For the problems at the present time which happen on the people who work or study over the night time such as office workers, instructors and even students. Therefore, we decide to build up an application which has many features to assist our target customers. Our application is an application that the users can:

- ✓ Ordering coffee online
- ✓ Finding the café shop around users.
- ✓ Choosing Various payments ways
- ✓ Arrange time to pick up a cup of coffee

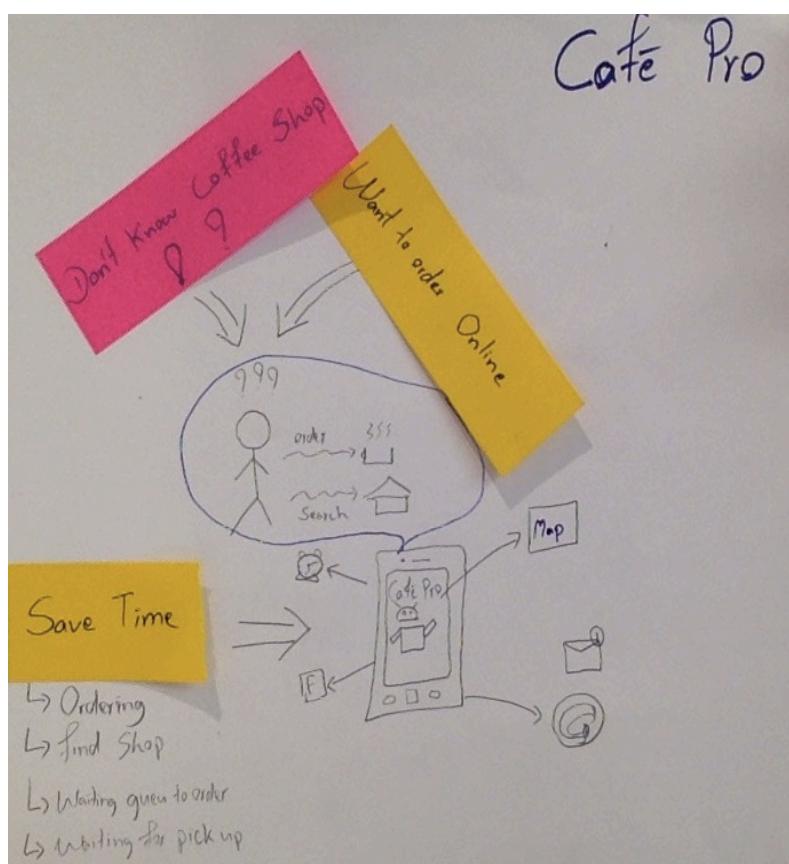
II. Design Mantra

Because my users (basically coffee shops' customers) want a better way such as:

- Is it possible to help them to find the café shop near them?
- Or is it possible to help them to order online just comfortably?
- Or is it possible to help them setting time to pick up a cup of coffee?
- Or is it possible to help them reset the time to pick a cup of coffee?
- Or is it possible to help them cancel the ordering?

III. Brainstorming

Brainstorming topic: “A better ordering coffee and find coffee shop app solution”



There are many key ideas/words that I write up at first. But I randomly select just some among them which are don't know the coffee shop where they are, want to order online and thinking about saving the time like time for ordering, the time for waiting the queue, the time to wait for pick up a cup of coffee. Then I start thinking how to connect these ideas stickily together. I start by listing some ideas. Then, draw an app in phone in the middle of paper. Now I can connect those words to the phone and add up some icons that can represents the words.

I think this help me a lot and help the project as I can think of new idea in order to support the selected words that I think it's useful to help my app a better solution. It will help my future work not in even in the project, but maybe more research in the future to find a new idea/solution to my research problem.

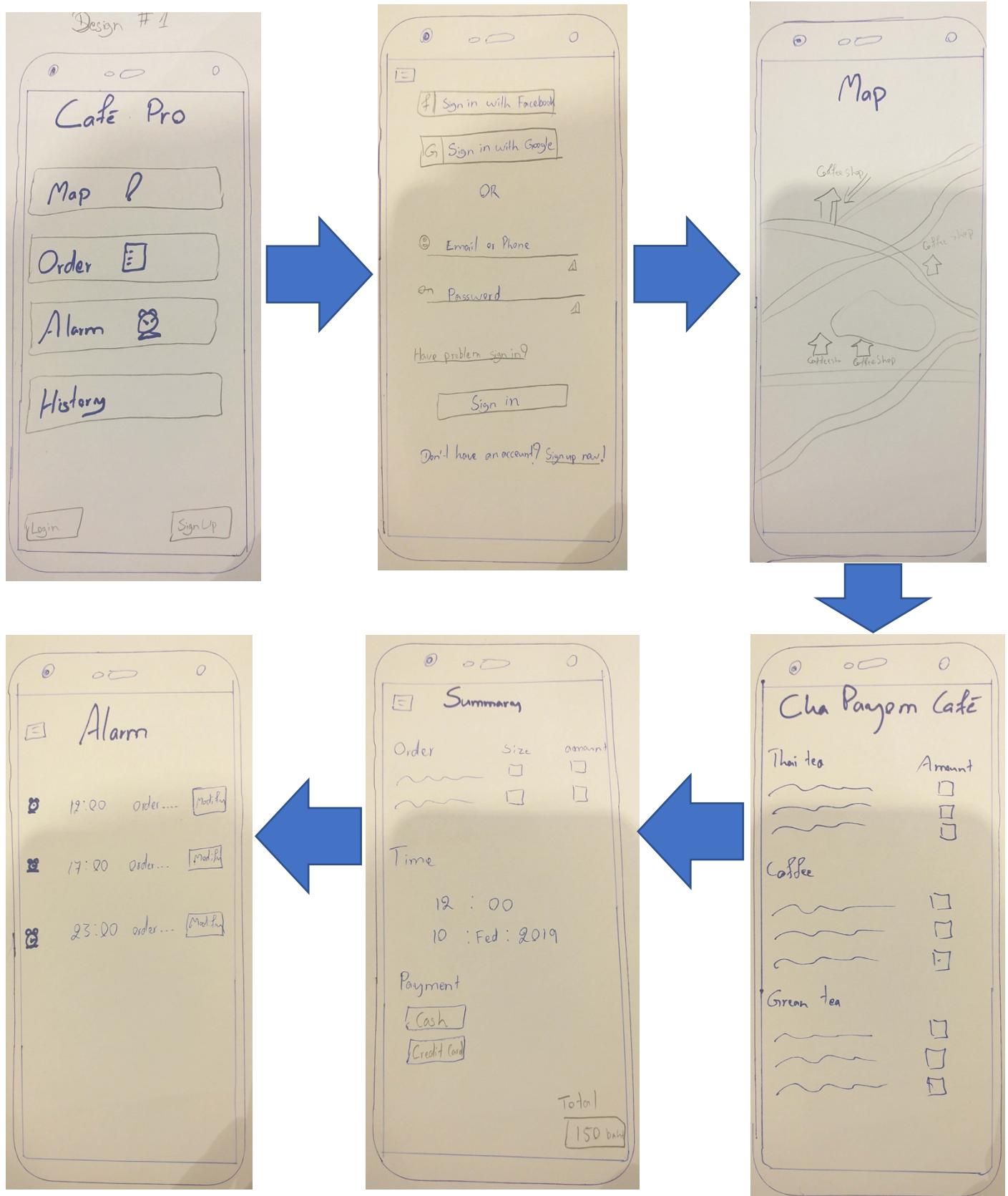
IV. The User Journey Map for a Group of Student

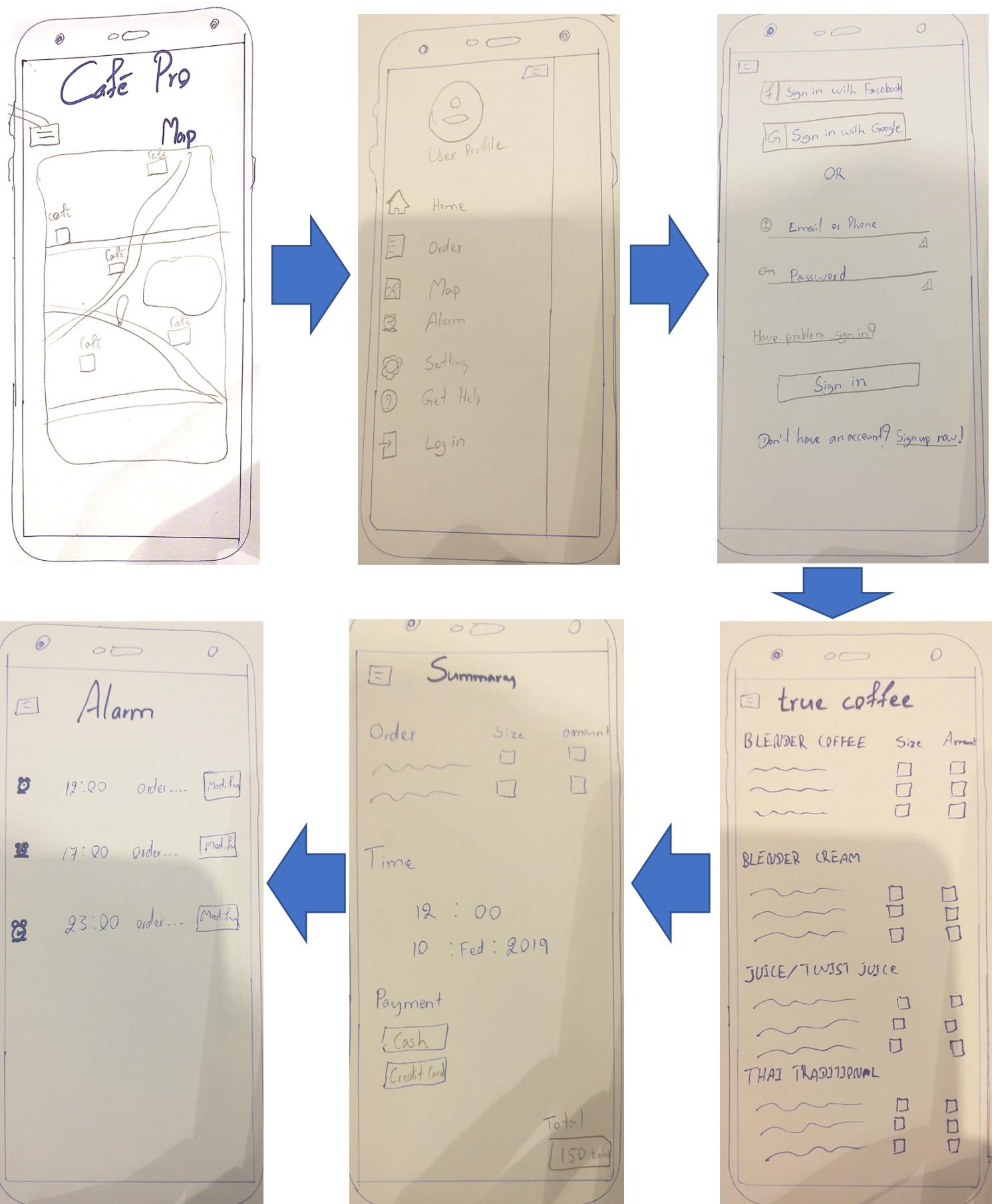
	Before Using App	During Using App	After Using App to Find and Order a Cup of Coffee	Arrived The Coffee Shop
User Goal	<ul style="list-style-type: none"> - Feel tired and want to have a cup of coffee - Don't the coffee shop and want to find fastly 	They want to find the coffee shop those are nearest and order the coffee online	They just waiting the time that they set and go to pick up a cup of coffee	They feel happy and get the coffee on time and drink the coffee
TouchPoint	No interaction	 with 	 with 	No Interaction
Process	1. They feel tired 2. Want a cup of coffee 3. Want to find the coffee shop 4. Want to order online	1. They use their phones 2. Open the Cafe Pro App 3. Select the function to find the coffee shop 4. Ordering a cup of coffee 5. Set time to pick up	1. Want the time that has been set. 2. See alarm clock for go to pick up. 3. Reset the time to pick up. 4. Or Cancel the order. 5. See the direction to shop	1. Pick up the coffee 2. Pay by cash 3. Drink and feel good
Problem	1. Need to download 2. Registration is optional if using just search the coffee shop 3. Must register if want to order online	Must have the Internet	Must have the Internet	N/A
Experience				
Idea	Nothing because not yet using our app	Need to be flexible and our app needs to provide a quick service and at the right satisfaction	A better way to use the app without Internet to use map for guide the direction	The process of order is completed!

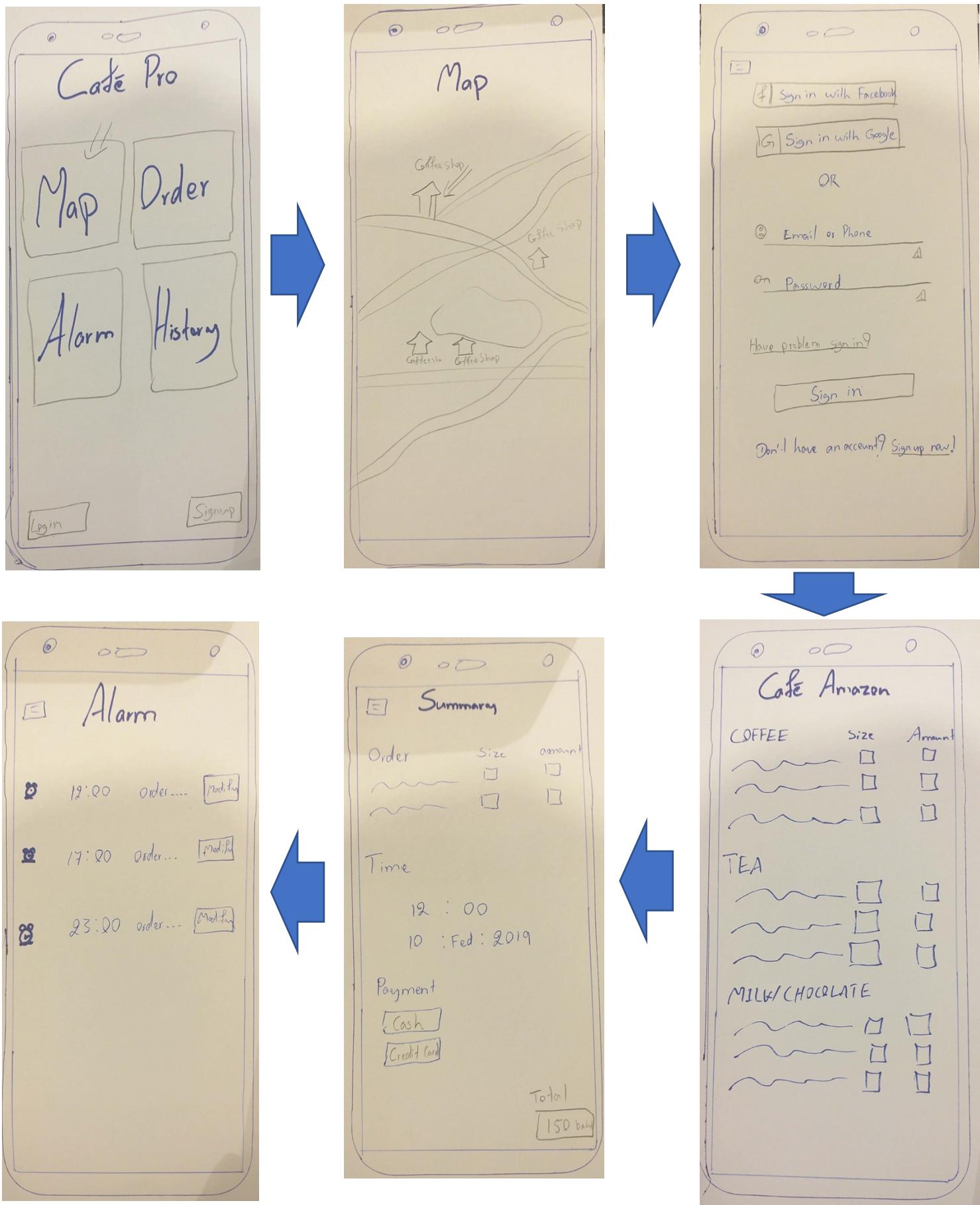
V. Design sketches alternatives

Base on the requirement gathering from some online chat interview and own observation, I come up with three alternative design as shown below:

Design 1:



Design 2:

Design 3:

VI. Design Rational

1. This design is based on our target users which help them to find a hundred coffee around them by using our application to search for; so, it will reduce time for find the coffee show by walking around to find. Furthermore, for [design #2](#) and [design #3](#), even the users don't register our application, but they still use this app as well. When users use this application, they can select the coffee shop that they like then the app will guide the direction from user's current location to that coffee shop. For this map finding the coffee shop, user need to turn on the location on their smart phone. Moreover, users can download the map as offline for search the coffee shop when they don't have the Internet as well. This function all show all popular brand name of coffee shops and the normal coffee shop brand and also show the unnamed coffee shops.
2. These designs allow the users to order the coffee by using Café Pro application but user must register first before ordering the coffee. We provide many ways to make users feel comfortable to register our application such as by fill the information that we provide. In case that users lazy to register, we also provide other ways to use our application such as login by using Google account or Facebook account or phone number.
3. After that users can users can use our application to order the coffee that they like immediately by click on the [Order](#) function then it will show all the all the coffee shops' name. Therefore, this can help users choose the which brand name that they like then it will show the list of coffee that have in the shop. User can select the coffee that they like and they can select the size of coffee that they want to drink. Moreover, they can add the quantity that they want to order. So, it will help users for reducing the tome for walking to order and waiting the queue for ordering and pick up a cup of coffee.
4. This design allows user pay the coffee that they ordered online and by cash at the physical coffee shop. But for the online payment, user need to add their credit card to the application first before paying.
5. These designs above also provided the [Alarm](#) function so it can help remind the time for users go to pick up a cup of coffee. This is function users also can modify the time to pick up as well but before 5 minutes coffee is made or they can cancel the ordering too. The Alarm will ring 10 minutes before the sited time to pick up the coffee.

VII. Feedback gathering and analysis

a. Question preparation:

The interview session has been conducted to some different users in the class and the group of target users which are the work officers who work over the night, the students who study at the night time, the teachers and instructor who do some preparation over the night. Below are questions set:

1. After testing, which one among the three designs do you think is the best? Why?
2. Which parts of these designs do you like and dislike?
3. Would you like to add anything to the design you chose?
4. What login mechanism (FB, email or phone) do you think you like the most and easy?

b. Feedback and Analysis:

Student: most of this target user chose [design #2](#) because they think that this design is the newest idea that they never seen before. They like the homepage page which is very simple that they can see the coffee shop immediately with click anything. The alarm function they don't like. But they like other functions inside because those functions look very good and easy to use such as open the map to find the coffee shops, then they can order coffee that they like. Moreover, they can pay by cash and pay online which is using the credit card. They want us to change the interface of Alarm function look more professional. They said the design is OK and most of them lazy to register. Just login with Facebook or Google or phone number is easy. They prefer Facebook and Google login.

Officer: most of this target user chose [design #1](#) because they think that this design is good for them to see the bigger box functions on the first page and it is convenience. They like the map function because it provides all the coffee shops around them even popular brand or small brand name but it could be better if home page has more function. They want us to put more function like [design #2](#) to pop up like profile, setting, and etc. They said the design is OK and most of them lazy to register. Just login with Facebook or Google or phone number is easy. They prefer Facebook and Google login because they use Facebook and Google mostly and it is convenience.

Teacher: most of this target user chose [design #2](#) because it's look like a newest innovation for the ordering online and it's look pretty good. The [design #3](#) is should not exist because it need to register first before using something. But they like other functions inside because those functions look very good and easy to use such as open the map to find the coffee shops, then they can order coffee that they like. Moreover, they can pay by cash and pay online which is using the credit card. It is perfect so they don't need us to modifying anything for [design #2](#). They said the design is OK and most of them lazy to register. Just login with Facebook or Google or phone number is easy. They prefer Facebook and Google login.

From the class: most of the students in class that I have been presented to, chose [design #2](#) because they think it the new interface that they never seen before. They hate design because just use the map they don't like to register first. The most they like is they can search all the coffee shops around them easily. They don't want us to change anything in [design #2](#). They said the design is OK and most of them lazy to register. Just login with Facebook or Google or phone number is easy. They prefer Facebook and Google login because they use Facebook and Google mostly and it is convenience.

VIII. The selected design

The **design #2** has been selected based on different reasons getting from some interview those target users as mentioned in the [previous part](#).

- User feedback: mostly, they chose [design #2](#) because of this design is nice, easy to use in the future, and it has many useful functions.
- Own observation: It is a design for my group because we never see this design before and we see this opportunity that we come up with this solution of design.
- Without registration, users still can use this application to search for the coffee shop location around them.
- This design is applying to the concept that we've been thinking of in the brainstorming part above.

IX. Poster



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OBJECTIVES:

- Ordering coffee online
- Finding the café shop around users.
- Choosing Various payments ways
- Arrange time to pick up a cup of coffee

TARGET USER:

- Work officers who work over the night.
- Students who study at the night time.
- Teachers and instructor who do some preparation over the night.

OVERVIEW

For the problems at the present time which happen on the people who work or study over the night time such as office workers, instructors and even students. Therefore, we decide to build up an application which has many features to assist our target customers. Our application is an application that the users can order their coffee anytime that they want. In addition, our application will know where the users are, and suggests all coffee shop then make up the choices of coffee shops that near the users. The user can order the coffee through our application and set the time that they want to pick up the coffee. The application will send the orders to the coffee shop. Then after the users order the coffee through an application, they need to walk to the coffee shop and pick up the coffee by they own.

	Before Using App	During Using App	After Using App to Find and Order a Cup of Coffee	Arrived The Coffee Shop
User Goal	-Feel tired and want to have a cup of coffee -Don't the coffee shop and want to find easily	They want to find the coffee shop those are nearest and order the coffee online	They just waiting the time that they set and go to pick up a cup of coffee	They feel happy and get the coffee on time and drink the coffee
TouchPoint	No interaction			No Interaction
Process	1. They feel tired 2. Want a cup of coffee 3. Want to find the coffee shop. 4. Want to order online	1. They use their phones 2. Open the Cafe Pro App 3. Select the function to find the coffee shop 4. Choose a cup of coffee 5. Set time to pick up	1. Want the time that has been set 2. See alarm clock for go to pick up. 3. Reset the time to pick up. 4. Go to the coffee shop 5. See the direction to shop	1. Pick up the coffee 2. Pay by cash 3. Drink and feel good
Problem	1. Need to download 2. Registration is optional if using just search the coffee shop. 3. Must register if want to order online	Must have the Internet	Must have the Internet	N/A
Experience				
Idea	Nothing because not yet using our app	Need to be flexible and our app needs to provide a quick service and at the right satisfaction	A better way to use the app without internet to use map for guide the direction	The process of order is completed!

DESING MENTRA:

- Is it possible to help them to find the café shop near them?
- Or is it possible to help them to order online just comfortably?
- Or is it possible to help them setting time to pick up a cup of coffee?
- Or is it possible to help them reset the time to pick a cup of coffee?
- Or is it possible to help them cancel the ordering?

DESIGN #1



DESIGN #2



DESIGN #3

