Name of the Project: Coffee House

Role: UX Designer

Team: Yeshwanth Kare

Project duration: May 2021 (2 Weeks)

Responsibilities: UX Research, Wire framing, Prototyping

Coffee House

Coffee House is an International coffee Shop Brand which sells wide varieties of coffee around the world, it is termed as one of the renowned coffee shop company with many branches around each city of any state, offers customers their coffee in their own restaurants and allowing the customers to pick up their order and also they have the special spacing for the users who are willing to work at their places were provided with WIFI and a separate table to be booked in advance

- Project Goal:

Coffee House is an international coffee shop app for daily coffee takers. For this project, we decided to use a goal-directed design method which revolves around focusing on our persona creation and goals. The MVP for this product was developed as a mobile based application rather than being web-based to showcase our mobile design skillset.

Challenges:

1) Incorporate a way for users to find the coffee house locally

2) Create an interface capable of exploring numerous amount of coffees

3) Construct a way for users to perform a single or group order successfully

Kick off

- In this project, I took a goal-directed design approach that proved to be quite effective in my design efforts. I found qualitative research methods to be the most useful, consisting of a literature review, competitive analysis, stakeholder interviews, and most important our persona hypothesis construction. I started out by asking myself some initial key questions.

- "What is the product and who is it for?"
- "What do our primary users need most?"
- "Which users are the most important to the business?"
- "What challenges could we face moving forward?"
- "What literature should we review to familiarize ourselves?"

User Research: Summary

- I conducted interviews and created empathy maps for understanding the users I'm designing for and their needs. A primary research group identified through research was working employee who has difficulty in attending his peer to peer meeting due to delay he was facing during picking up the coffee order

- The other factor was the user was not able to get the qualitative delivery when picking up the order due to the lack of time and the urgency to attend the meeting, all these factor are related with the time

User Research: Pain points

Pain point 1

Time

User finds difficulty to find the time for waiting in the queues for the order

Pain point 2

Accessibility

Users find it difficult to access the resources which were given by Coffee House due to the lack of booking the order in advance

Pain point 3

Quality

Users finds that the quality of the delivery needed to be improved for best user experience

I found data from our Usability Study to be the most effective understandings I garnered. I then used an affinity diagram to separate the data into groups of tasks which were further categorized by high level goals for improvement in efficiency, process, depth, and familiarity. Recognizing the conflicts of interest from each audience allowed us to focus on shaping user goals and how those goals would in-turn also affect the business' goals.

Confused

| Confused how to get started | Has a hard time knowing what to do first to create a label | Has trouble changing the color of the "Shopping" label | Confused by the word "nest" when adding the sublabel | Has trouble finding the 3 dots for the sub-menu |

uses

| Don't see uses for labels | See uses for lables |

| Confused how to get started | Has a Hard time knowing what to do first creating a label | Has trouble changing the color of the "shopping" label | Has trouble finding the 3 dots for the sub-menu | confused by the work "next" when adding sublabel |

| See uses for labels | Don't see uses for labels |

| confused how to get started | Has a hard time knowing what to do first to create a label | Has trouble changing the color of the "Shopping" label | Has trouble finding the 3 dots for the sub-menu | confused by the work "nest" when adding sublabel |

| see uses for labels |

Tone

| Speaks in annoyed or impatience tone | Speaks in a frustrated tone | speaks in a positive tone | speaks in a confident tone | speaks in a positive tone | speaks in a positive tone |

Meet the users

- Primary user

- Name: John

- Age: 23

- Occupation: Junior employee

- The employee from busy professional firm, who is particularly 23 years of age, used to visit the coffee shop to take away the coffee from the reputed and the best coffee shop in the town, he as a client want to get the coffee in time, and to get the coffee quickly and efficiently, sometimes the order is incomplete and incorrect which makes him frustrated and also the order sits too long and their coffee or hot food items get cold, he thinks Improved notifications from the app could increase efficiency

User journey Map

Persona: John

Goal: Fast, easy ordering via app

ACTION	Determine the best food order app via social network	Finding the preferred item to order	Choosing the right meal to order	Making transaction for the meal to get it by delivery	Picking up the order
TASK LIST	Tasks A. Ask near friends about the best app B. researching on online platform C. knowing the app	Tasks A. knowing the app B. finding the right category C. looking for options	Tasks A. choosing the right meal B. looking for additions C. ordering the meal	Tasks A. choosing the best method for payment B. choosing payment option C. making transaction	Tasks A. giving the right address after the transaction B. specifying the delivery instructions C. pick up the order
FEELING ADJECTIVE	User emotions • Confused • intimidated	User emotions • Confused • Overwhelming	User emotions • Relieved • hopeful	User emotions • Confident • alert	User emotions • Excited • confused
IMPROVEMENT OPPORTUNITIES	Area to improve • Wayfinding • advertising	Area to improve • Accessibility • Giving the best choices	Area to improve • Showing relative dishes	Area to improve • Making the transaction safe and secure	Area to improve • Tracking the delivery person

- User finds difficult to pick up the order in time
- And the quality of the order is not up to the mark if he/she requires an immediate order
- User needs to wait in the queue or with the token to pick up the order
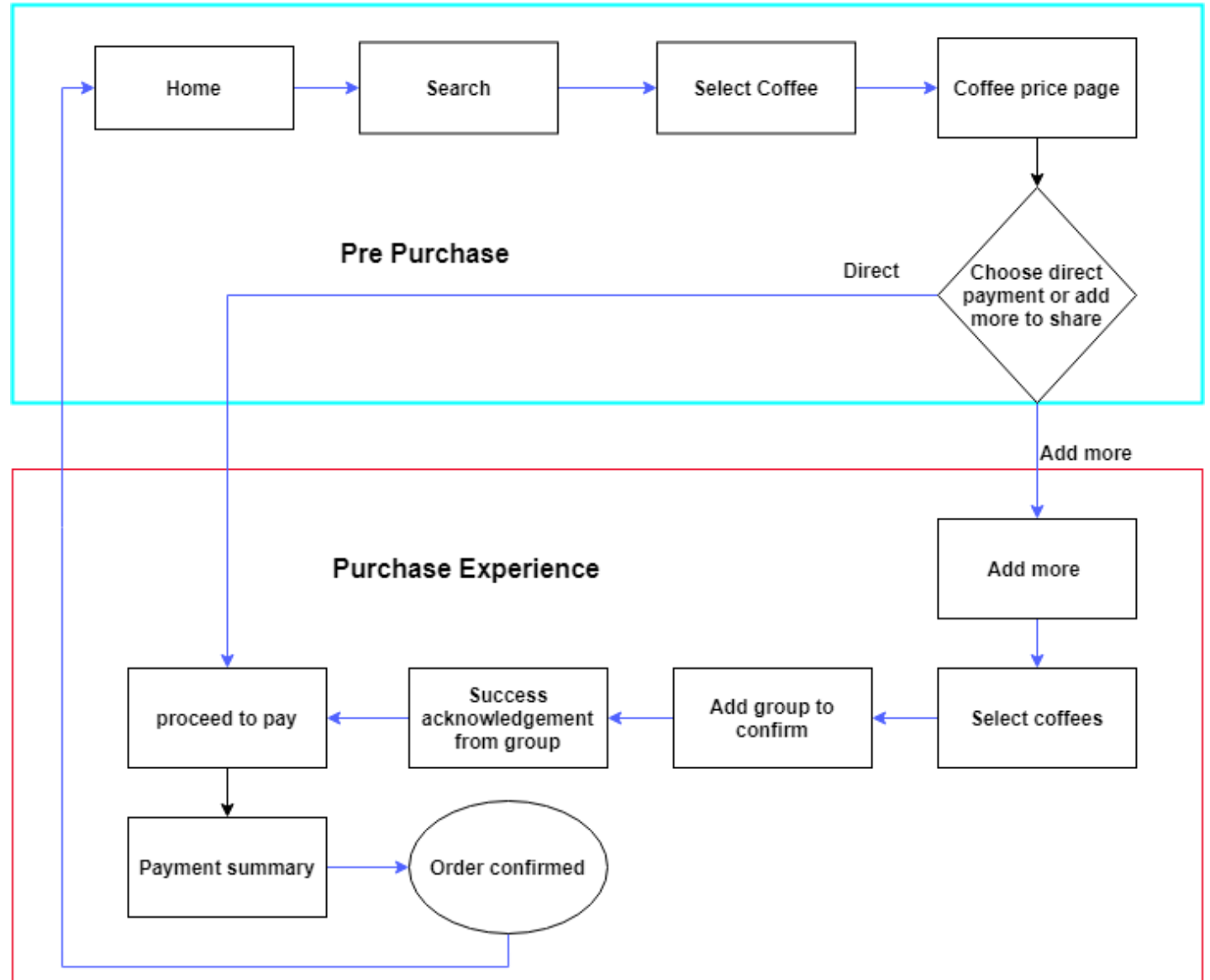
Competitive Analysis

I looked at several potential competing Coffee Brewers, and out of four three of them are compete directly with Coffee House

	Coffee House	Coffee palace	Coffee Delight	Coffee & Cookies	Barista
Competitor	(our company)	Direct	Direct	Indirect	Direct
Cost	$$	$$$	$$	$$	$$$
Business Type	Large	Medium	Small	Small	Large
Desktop web App experience	Okay	Okay	Outstanding	Outstanding	Outstanding
Mobile App experience	Good	Good	Outstanding	Okay	Outstanding
User flow	Good	Okay	Okay	Outstanding	Good
Navigation	Outstanding	Okay	Needs work	Outstanding	Outstanding

DRINKS | DRINKS

Recent Activities

⊗ ⊗ ⊗ ⊗

CAPP ESPRE LATTE Restritto
UCINO SSO

c) HOT DRINKS Page

< HOT DRINKS ≡

⊗ ————
⊗ ————
⊗ ————
⊗ ————
⊗ ————
⊗ ————

d) COLD DRINKS Page

< COLD DRINKS ≡

⊗ ————
⊗ ————
⊗ ————
⊗ ————
⊗ ————
⊗ ————

e) Choosen COFFEE

< LATTE ≡

◤◢ (crossed box)

f) Signin Page

X SIGNIN

Login to Continue

Options

Strength   Regular >

Syrup   NO >

ADD TO ORDER

<< ORDER NOW ①

i) Share Page

X Share with Group

Time remaining

1: 30 MIN

Proceed   Cancel

Return to Order

Share with Group

Share with Contact

~~share~~ Proceed to Pay

J) Summary & Payment

X Your ORDER

IN Venue - choose Location

Summary

1× Ristretto $0.00 ⊗
2× CAPPUCINO $0.00 ⊗
1× LATTE $0.00 ⊗

Payment option
Credit Card
Debit Card
(CH) Slide to Pay $0.00
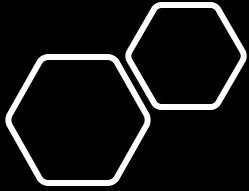
Paper Wire Frame

Digital Wire Flow

- After sketching out some paper wireframes and thinking through the preliminary flow, I reviewed what was necessary, unnecessary, and what areas needed improvement. I poured a lot of our time into this step to make sure I had the finishing touches on the underlying UX before moving onto the visuals.

- https://www.figma.com/proto/LFkmySowuCxNIUb1E8uXyZ/CoffeeHouse?node-id=1%3A2&scaling=scale-down&page-id=0%3A1
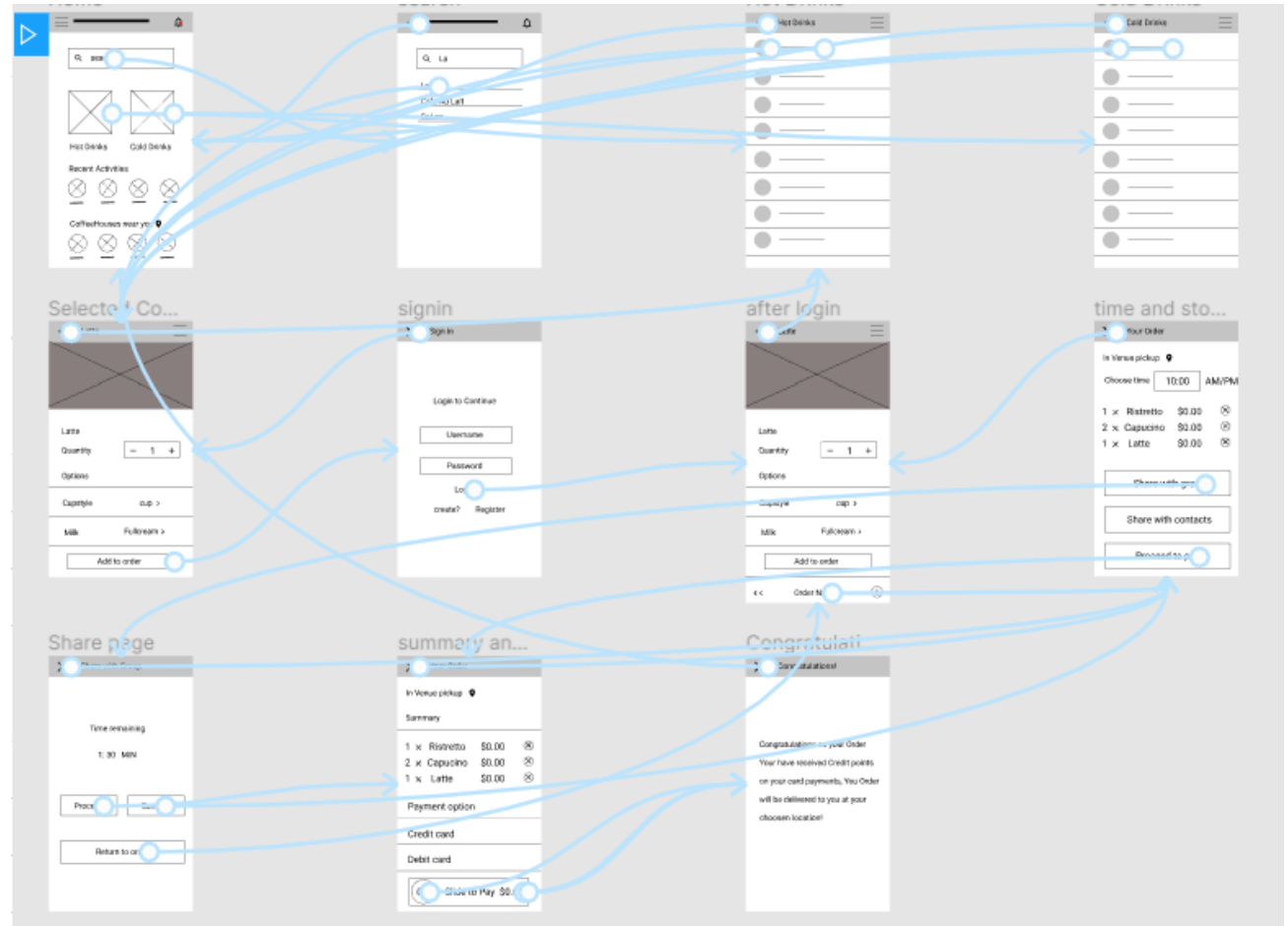
Usability Study: Parameters

Study Type:

 Unmoderated usability
Study

Location:

US, In Company

Participants:

Two males and females
and one non binary
individual between the
ages

Length:

45 minutes each
participant

Usability Study: Findings

Efficiency

User expects the order to be efficiently delivered to the customer

Customisation

User can customize the order of single or multiple orders

Avaliabity

User wants the options to be able to pick up the order at their own place

Iteration

- After creating our prototype from low fidelity wireframes, I conducted a peer to peer review to fill out before I began to conducting a usability test. I asked 2 different participants to run through different scenarios in my prototype in hopes of garnering enough feedback to use for my next set of design iterations.

group orders ?

I found that the option for making group orders was not included in the designs as an option for whom I wanted to make an easy way to perform group orders.

Pick up the order

Before performing the order the User needs to select the coffee shop he needs to pick up due to the absence of the option to select place make the user confused

Menu page for profile

The low fidelity prototypes only consists of the Login page where during the prototype cycle the user feels he needs to go through the login phase all the time, so the user was not feeling good with the flow all the time

Iteration

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Add More

To add more coffee option was absent as the user was not able to add more and this makes the user to make group orders

Choose Venue

In Venue pickup 📍 ↩ **Click here**

- Sovoya
- Mount Road
- Caffeina
- Culture

Proceed to pay

Your Order

In Venue pickup 📍 **Mount Road**

| Time ⌄ | Date ⌄ |

1 × Caffe latte $ 5.00 ✕

Total Price: **$ 5.00**

Share with group

Share with contacts

Proceed to pay
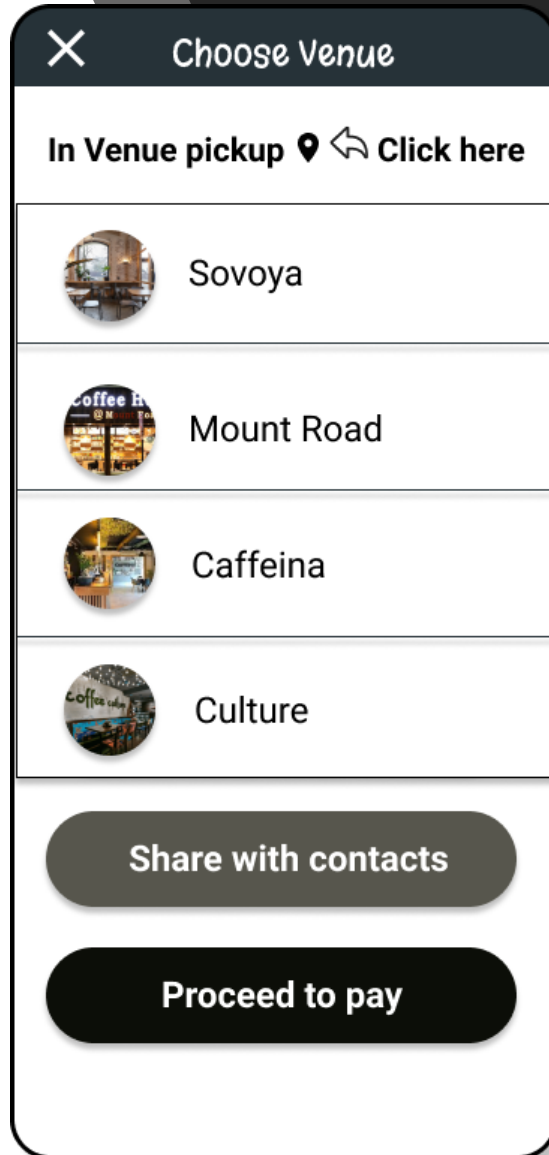
Challenge 1: Accessibility

- A great way to incorporate a way for users to find the Coffee House near to them, where the user enjoys the environment the best Coffee shop provides and a way for picking up their order in time and also the quality of their order remains perfect because of the feasibility of the app
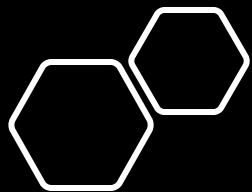
Challenge 2: Availability

- Coffee House provides great variety of coffees for the users who expects more from an International coffee brand where users were able to enjoy and can work in an environment with availability of options

Hot Drinks

	Espresso	$6.00
	Espresso Macchiato	$6.00
	Espresso con panna	$4.00
	Americano	$8.00
	Caffe Latte	$5.00
	Cappucino	$5.00
	Caffe Mocha	$5.00
	Caramel Macchiato	$6.00

Cold Drinks

	Iced Coffee	$6.00
	Cold Brew	$6.00
	Vanilla Sweet Cream Cold Brew	$4.00
	Nitro Cold Brew	$8.00
	Iced Americano	$5.00
	StarBucks doubleshot on ice	$5.00
	Iced Latte	$5.00
	Iced Caramel Macchiato	$6.00

Challenge 3: Compatibility

- To make the user more comfortable and make their time more efficient, Coffee House app provides the compatibility to make online group orders within the app for their peer, friends or Family.
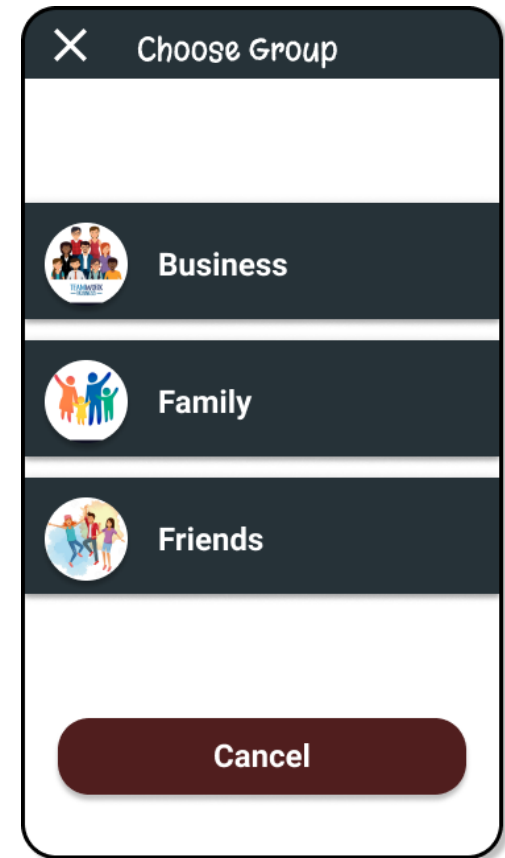
Style Guide

Combining incredibly vivid colours to create Coffee House's signature

The style guide includes the typography, color, icons, buttons and style menu

Style guide resembles how the app looks like

Typography

Header 01
Margarine 24px

Header 02
Roboto Bold 24px

Header 03
Roboto Medium 18px

Body text
Roboto regular 20px

Sub-Body text
Roboto regular 12px

color pallete

ICONS

🔔 | − 1 + | 📍 ❌

☰

Buttons

Share with group

Share with contacts

Proceed to pay

Proceed   **Cancel**

Back

Recent Activities

Recent Activities

Espresso   Cappucino   Iced Mocha   Americano

Coffee Houses

CoffeeHouses near you   📍

Sovoya   Mount Road   Caffeina   Culture

Search bar

🔍 search

⋮⋮⋮ Grid (10px)   👁 —

Layer

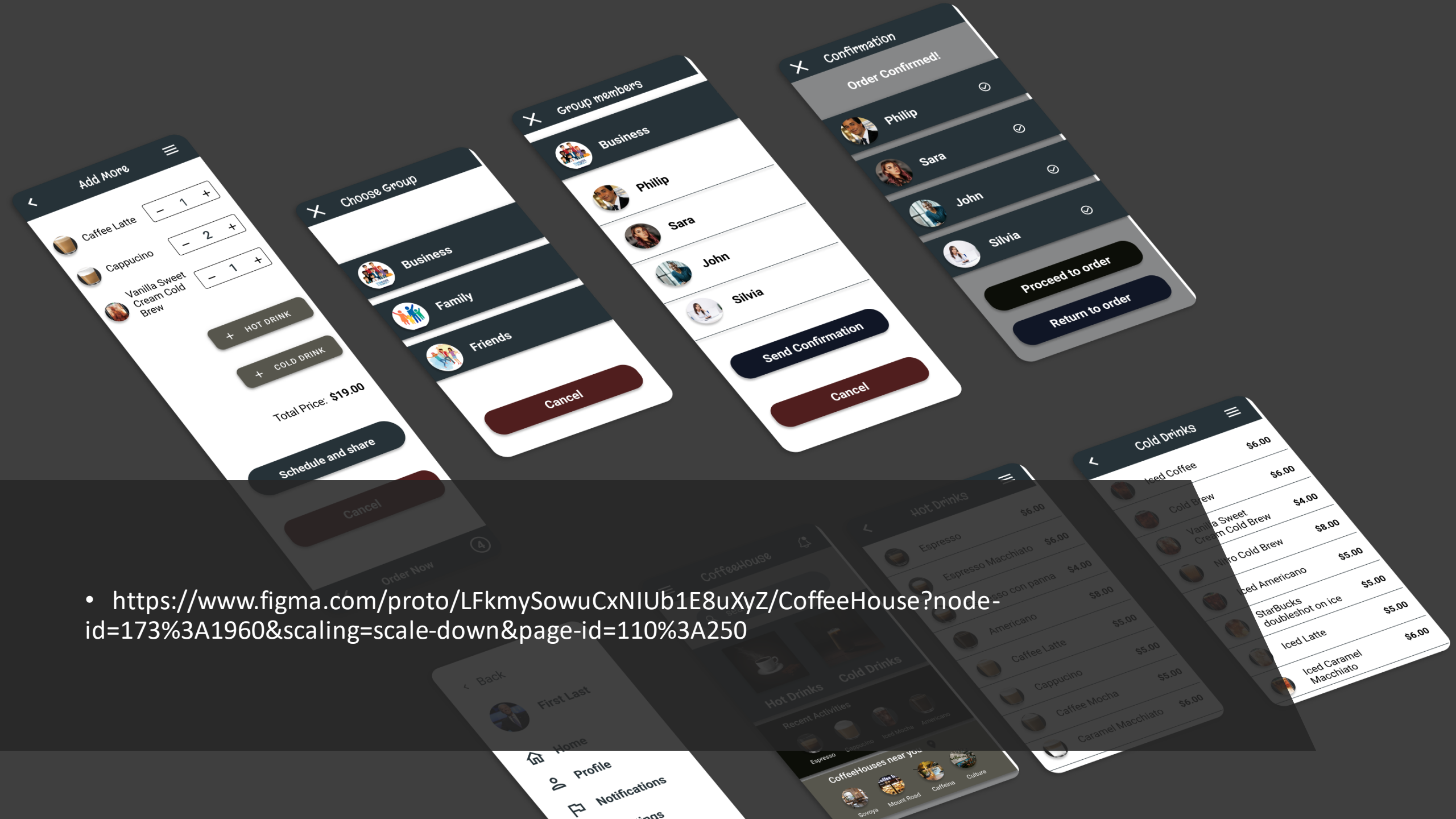⬡ Pass through ⌄   100%   👁

Fill   ⠿ +

☐ FFFFFF   100%   👁 —

Stroke   +

Selection colors

• https://www.figma.com/proto/LFkmySowuCxNIUb1E8uXyZ/CoffeeHouse?node-id=173%3A1960&scaling=scale-down&page-id=110%3A250

Accessibility considerations

Accessibility 1

Coffee House App is designed with Vibrant colours will be identified with numerous amount of people groups

Accessibility 2

Colour significance is choosen by the WACAG principles and guidelines and visible to every one

Accessibility 3

Without interruption the user will be flowing in this app upto the finsh line on confirmed order with butter flow navigation

Takeaways

- As a UX Designer Beginner, this Coffee House project makes me confident and this project gives me the chance to bring out my ability to create things and organize them, the thinking capability how to empathize users and gain the skill of conducting different studies and Interviews with the users and it also helps me in improve my tools using skills to organize and improve my ability as a UX Designer

Let's Connect

Thank you for reviewing my work on Coffee House app, if you'd like to see more or get in touch my contact information is provided below

Email: yesh.kare@gmail.com

Website:

Thank You