PERSONAS

ELBA J WHALEY

Race: White
Birthday: 25/12/2001

PERSONALITY

Elba is a curious and ambitious individual who is passionate about technology and innovation, She is always eager to learn new things
and explore new ideas. She is also a creative, problem solver who
enjoys tackling complex challenges and finding innovative solutions.
In her free time, she likes to play video games, read books, and experiment with new programming languages and tools.

BIO

Elbaj is a first year computer science student who loves to learn to code and sorts herself as tech savyy, with a bit of curiousity , she likes to use technology rather than going through traditional shop setting.

Vibes

Elba is an outgoing and nature-loving individual who enjoys spending time outdoors and exploring new places. She is also passionate about environmental issues and is committed to living a sustainable lifestyle.

COFFEE

Elba J Whaley likes to customize her latte drink,
with extra sugar and oat milk.
she strongly belives that

"A latte is like a blank canvas. You can customize it to your heart's content and create something truly unique and special."

#reading #Programming

#latte #coldbrew

#artificial intelligence

TECH/MOTIVATION

As a computer science student, Elba is likely to be motivated by the prospect of using technology to solve real-world problems and make a positive impact on society

TOM SMITH

AGE 23 SEX MALE

Final year Computer Science student at UCLan

BIO

Tom Smith is a 23-year-old final year Business student at UCLan. He is a sports enthusiast, enjoys playing football, and is part of the university team. He is a hot chocolate lover and often visits local coffee shops to relax after a long day.

COFFEE

Tom usually starts his day with a cup of hot chocolate. In the afternoon, he prefers a cup of hot chocolate with a dash of cinnamon while working on his assignments at a local coffee shop. On colder days, he enjoys a hot cup of white chocolate to unwind.

Quote

"Hot chocolate is like a hug from the inside."

Motivation

Tom's main motivation is to find a convenient way to order his favorite hot chocolates from local coffee shops. He also wants to discover new coffee shops and try different types of hot chocolates.

Personality

Tom is outgoing, friendly, and health-conscious. He enjoys meeting new people and is always looking for ways to improve his lifestyle.

Tech

Tom is comfortable using technology and often uses his smartphone for various tasks including ordering food, managing his schedule, and staying connected with friends. He is an iOS user and prefers apps with simple and clean interfaces.

Other Info

Tom is a part-time football coach at a local school, which has deepened his love for sports. He prefers coffee shops that offer a quiet and relaxing atmosphere.

BREWED WIREFRAME
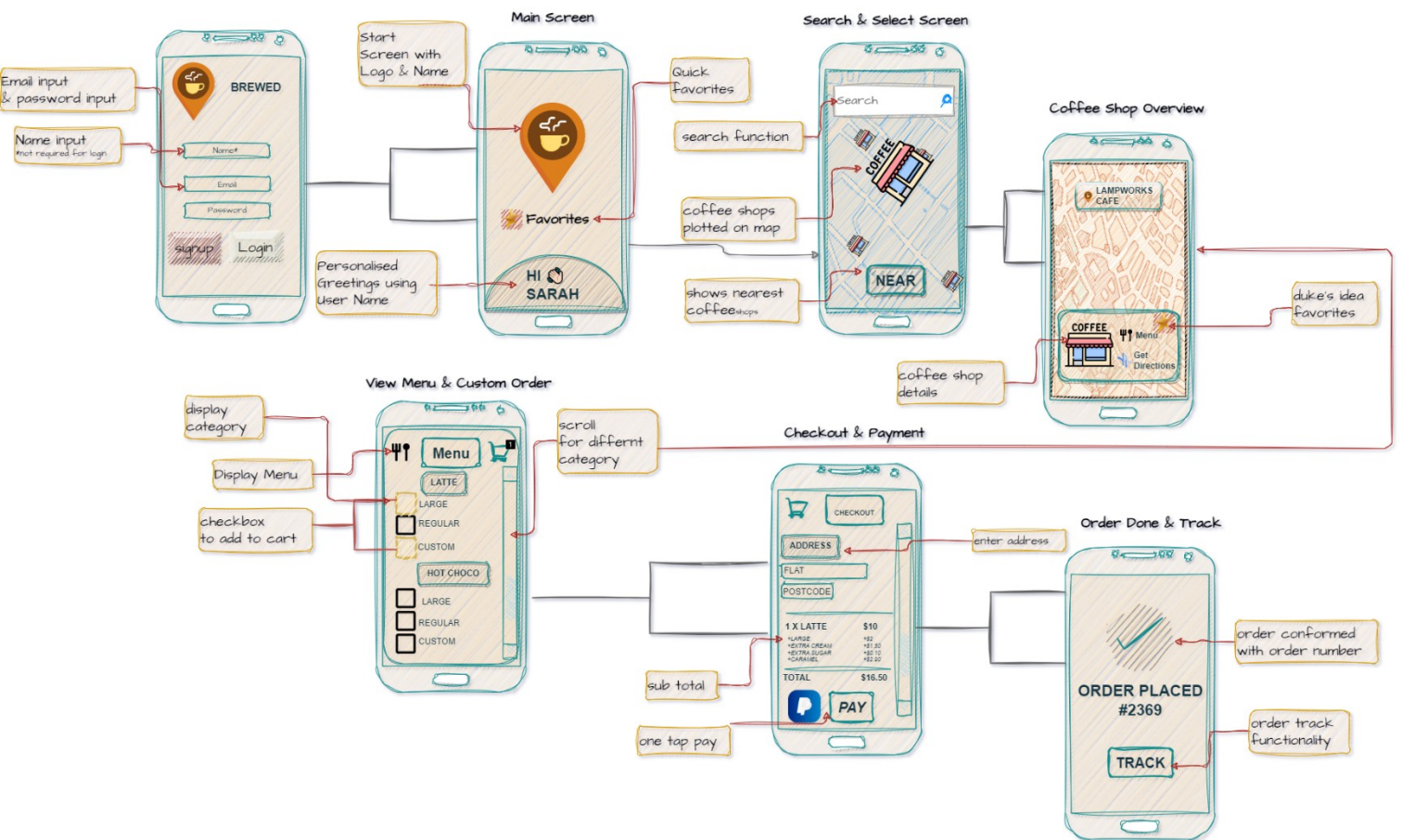
WIREFRAMING THE APP

I have implemented the following features both suggested by Duke and my two different personas,

1. **User Login**: The user starts by entering their email and password. If they're new, they can register by providing their name and other required information.

2. **Main Screen**: After login, the user is greeted with a personalized message and has options like Quick-Search and Favourites.

3. **Search & Select Screen**: Using Quick-Search, users can find nearby coffee shops displayed on a map. They can select a shop to view more details or use the search function for specific queries.

4. **Coffee Shop Overview**: Upon selecting a coffee shop, users can view its menu and add it to their favourites.

5. **View Menu & Custom Order**: Users have options to customize their order according to size, flavour etc., and add it to the cart.

6. **Checkout & Payment**: Users review their order summary and proceed to payment. Payment confirmation is shown upon successful transaction.

7. **Order Done & Track**: After placing the order, users receive an order number. They can track their order using this number.

Here are some design decisions and the reasoning behind them based on my prototype:

1. **User-Friendly Login**: The login/signup screen is simple and intuitive, asking for basic information like name, email, and password. This makes it easy for users to get started with the app.

2. **Personalized User Experience**: The welcome screen greets the user by name, creating a personalized experience. This can make users feel more connected to the app.

3. **Easy Navigation**: The app provides a map view of nearby coffee shops, making it easy for users to find and select their preferred shop. This caters to users who prefer visual information and enhances the user experience.

4. **Detailed Coffee Shop Overview**: Providing detailed information about each coffee shop, including the menu and prices, allows users to make informed decisions. This can enhance user satisfaction and encourage repeat usage.

4
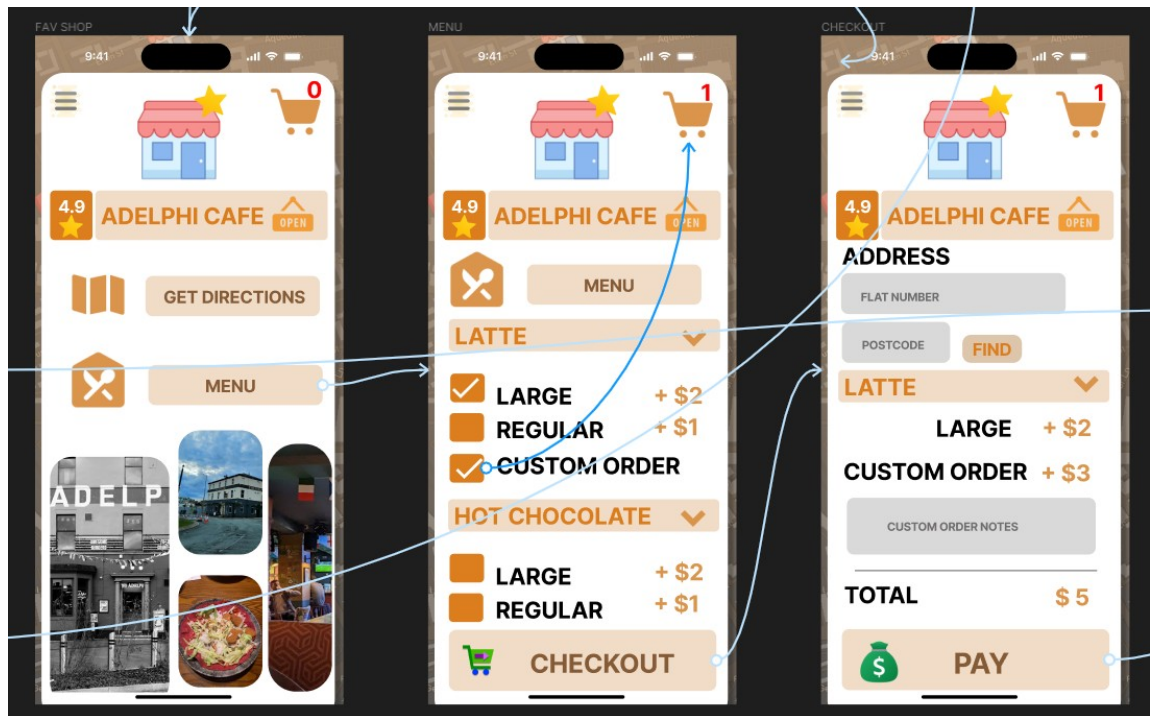
5. **Customizable Orders**: The app allows users to customize their orders, catering to individual preferences. This feature can enhance user satisfaction and make the app stand out from competitors.

6. **Clear Checkout & Payment Process**: The checkout and payment process are clear and straightforward, enhancing user convenience and reducing the likelihood of order errors.

7. **Order Tracking**: The order tracking feature provides users with real-time updates about their order status, enhancing transparency and trust in the app.
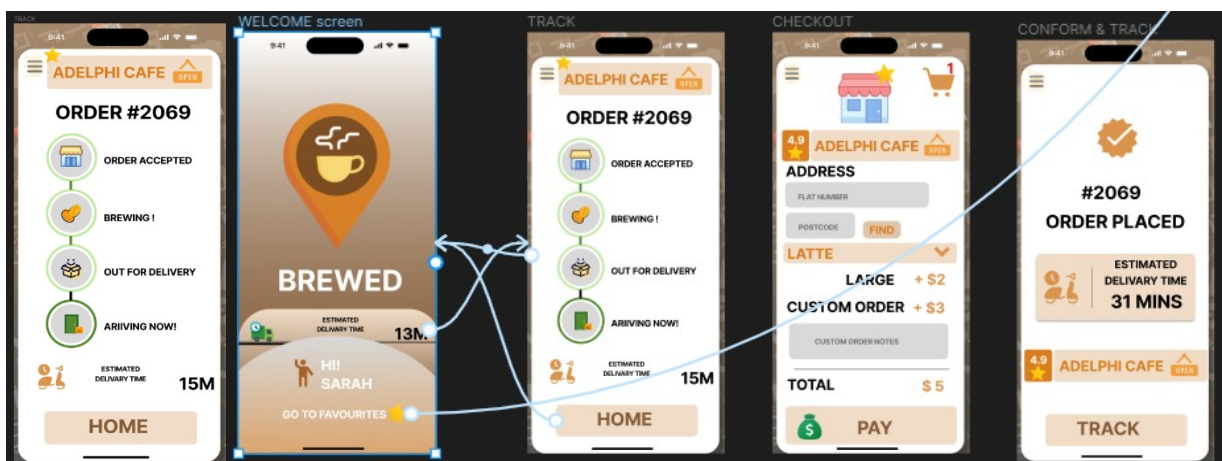
I would like you to try out my Hi - Fidelity interactive prototype on Figma.

Here's the link click here to go to Figma project

https://www.figma.com/proto/BlMP3nCdnDjL9j45f3jj9s/Brewed?type=design&node-id=2-2&scaling=contain&page-id=0%3A1&starting-point-node-id=2%3A2&hide-ui=1

THIS IS THE LIST OF QUESTIONS I HAVE ASKED AND RESPONSES I RECIVED

A) How intuitive is the app for first-time users? Can they easily navigate from the greeting screen to placing an order?

R) Users found the app intuitive and easy to navigate. However, some users suggested adding a tutorial or guide for first-time users. This feedback could lead to the integration of an onboarding tutorial in the app.

B) Are the menu items and prices clearly visible and understandable? Do users find it easy to make selections?

R) Users appreciated the clear display of menu items and prices. Some users suggested adding pictures of the coffee types for better understanding. This could lead to the addition of images in the menu section.

 C) How effective is the map feature in helping users locate nearby coffee shops? Could additional features or information enhance this experience?

R) Users found the map feature helpful in locating nearby coffee shops. However, some users suggested adding filters to search for shops based on distance, ratings, or specific coffee types. This feedback could enhance the map feature with added filter options.

D)Is the order confirmation and tracking process clear and reassuring for users? Could real-time updates or feedback be enhanced?

R) Users liked the real-time updates on their order status. Some users suggested integrating an estimated time of arrival (ETA) feature. This could lead to the addition of an ETA feature in the order tracking section.

F) Is the login/signup process smooth and user-friendly? Are there any obstacles that users face during this process?

R) Users found the login/signup process smooth. However, some users suggested adding a 'Remember Me' option for easier future logins. This could lead to the addition of a 'Remember Me' checkbox in the login/signup section.

G) How often do users utilize the favourites feature? What factors influence their decision to favourite a shop?

R) Users frequently used the favourites feature to save their preferred shops. Some users suggested adding an option to save their favourite coffee types or custom orders. This could lead to the expansion of the favourites feature to include favourite orders.

Feature	Elbaj (Tech-Savvy)	Tom (Comfortable with Technology)
Login	Straight Forward	Easy to navigate
Quick Resources	Useful for ordering favourite coffee quickly	Useful for ordering favourite hot chocolate
Search & select	Helps discover new coffee shops based on location	Helps find coffee shops with quiet atmosphere
Coffee Shop Overview	Learns more about coffee shops and adds them to favourites	Learns more about coffee shops
View Menu & Custom Order	Appreciates ability to view menu and customize order, including special add-ons	Appreciates ability to view menu and customize hot chocolate order
Checkout & Payment	Clear breakdown of costs and easy payment process appeals to preference for efficiency	Clear breakdown of costs and easy payment process appeals to preference for simplicity
Order Tracking	Useful to know when order is ready	Useful to know when order is ready

KEY TAKEAWAYS

It helped me to exhibit the capability to model users, systems, and processes, the task entails crafting two personas to represent key users of the app. Personas are fictional characters that embody the different types of users who will employ the app. By creating personas, we as designers can gain a deeper comprehension of the requirements, goals, and behaviors of the individuals who will be using the app.

And to demonstrate the aptitude to design a suitable interface for any given class of users within any given application environment, the task involves designing the 'Hot Java' mobile app, specifically focused on UClan undergraduate and postgraduate students. This necessitates understanding the specific requirements and preferences of this user group. It also necessitates considering the context in which the app will be utilized, such as on campus, in libraries, and in classrooms.

It also helped me to highlight the ability to locate data about UX topics from numerous resources, the task involves reading articles, research papers, blog posts, and online articles from UX practitioners. This necessitates being able to recognize and appraise different types of UX resources. It furthermore necessitates being capable of combining data from various resources to create a comprehensive grasp of UX principles and practices.

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The End