Photo by Avelino Calvar Martinez

Udacity Coffee Shop App

But First, Coffee

Designer: Sonia Bazán

Project Duration: 7 weeks

Tools: Miro, Figma, Unsplash, WebAIM, Lookback, Zeplin

Images on pages 1 and 2 and the tagline on page 1 are from https://burst.shopify.com

Challenge or Problem Overview

Udacity, an educational organization offering online courses, will be launching a new digitally-enabled coffee shop experience for its students.

Challenge: Design, test, and validate a drink-ordering solution (mobile or web-based app). The project's scope is limited to a few user flows or 3-5 screens.

Photo by Sarah Pflug


Photo by Matthew Henry

Discovery: Research & Analysis

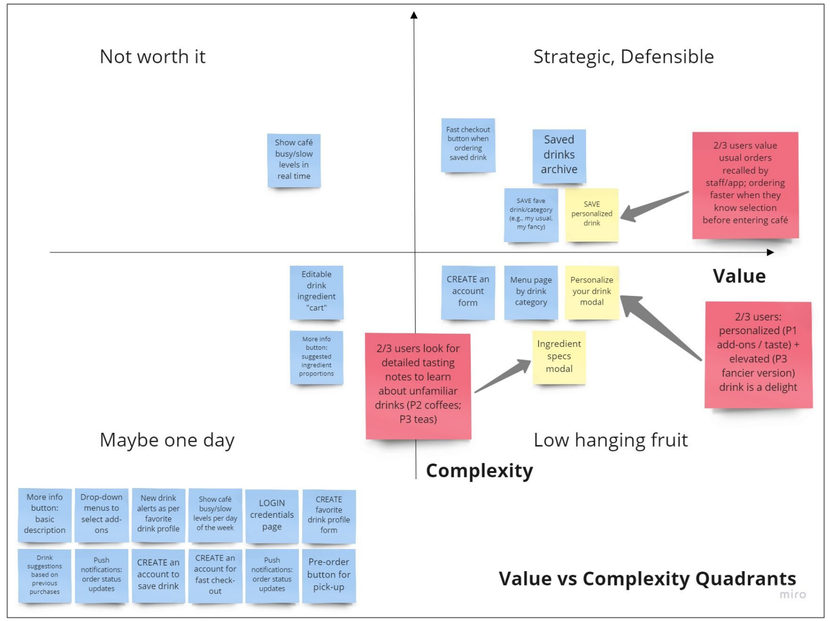
I started the **Discovery** process by synthesizing primary research in the form of user interviews.

Key Findings:

- 67% of users enjoy customizing their drink order
- 67% of users want the staff/app to recall their previous orders, so they can quickly order when they know what they want before entering the coffee shop

After, I conducted a **brainstorming session** to list feature ideas related to drink customization and order saving/storing.

Affinity Mapping:
I grouped user interview insights by theme and identified opportunities for the application design.



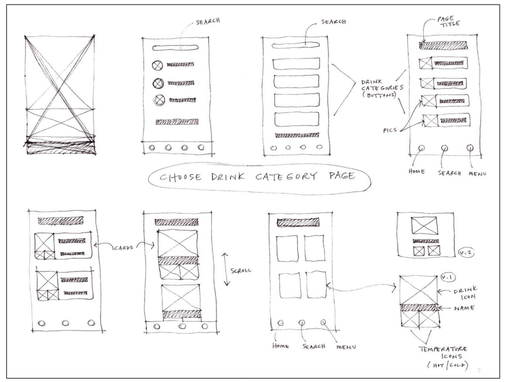
Value vs Complexity Quadrants:
I prioritized features to limit the first design sprint's scope.

Design: Concepts & Sketching

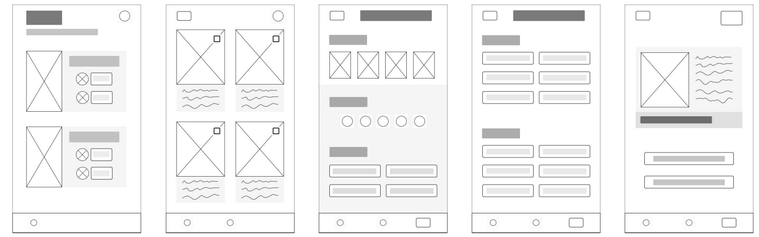
As per the research key findings, I led a **Low-Fidelity Rapid Prototyping Sprint** focusing on the drink customization feature and adjacent user flows (e.g., Select Drink and Confirm Order).

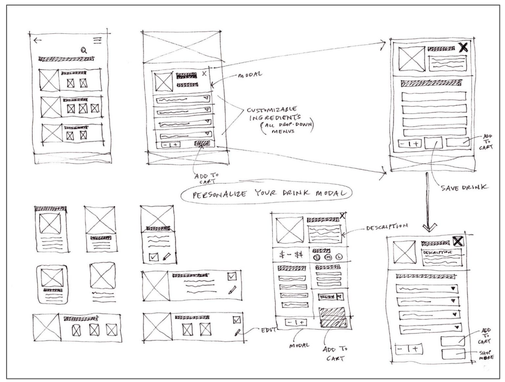
I used the **Crazy-8s** tool and drew detail and layout sketches to quickly ideate product concepts. These tools were great to open up the design process to new ideas at different points in the Sprint.

I learned to use **Figma** to develop low-fidelity wireframes based on the best sketches.



Initial Ink Sketches & Figma Wireframes:
I organized add-ins and drinks in specific categories for quick selection.





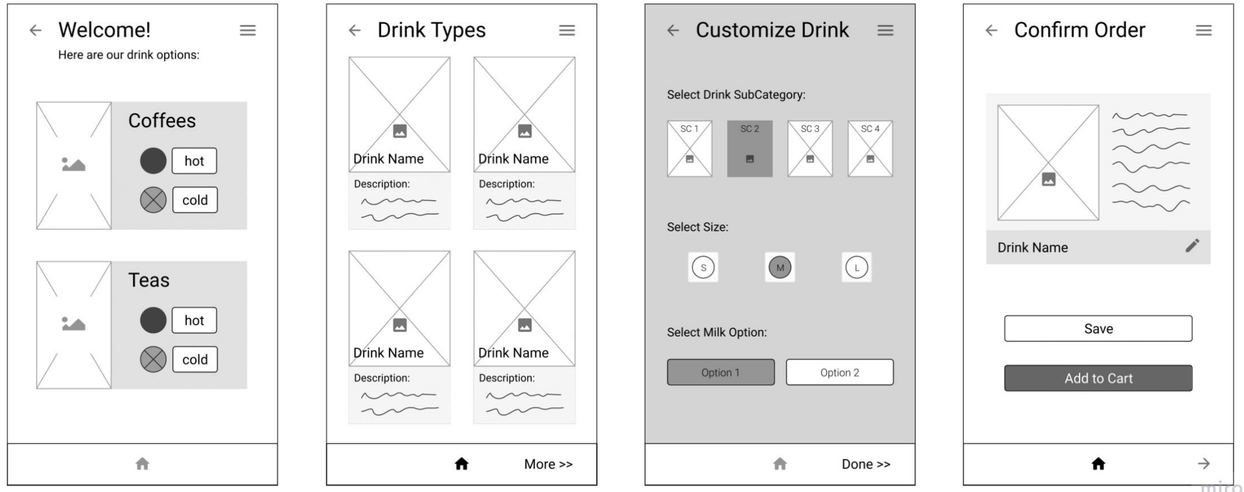
Ink Sketches:
I drew these after the first round of usability testing to iterate on the screen designs and components.

Develop: Prototyping

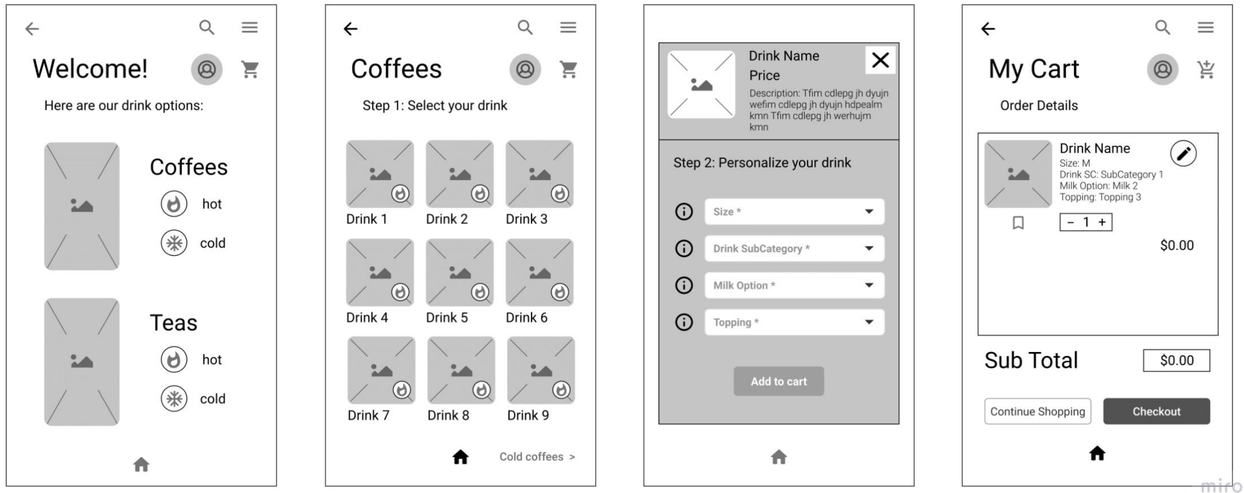
I quickly built an interactive, low-fidelity prototype in **Figma** using UI kits and icon libraries. After, I performed the first round of usability testing and adjusted the prototype as per feedback gained.

The prototypes included these user tasks: Select Drink Option, Select Drink Type, Customize Drink and Confirm Order. One of the challenges was to offer multiple add-in options to customize a drink without compromising ease of use nor ordering time.

The project included developing the prototype from low to high-fidelity.



First Figma Prototype: Link

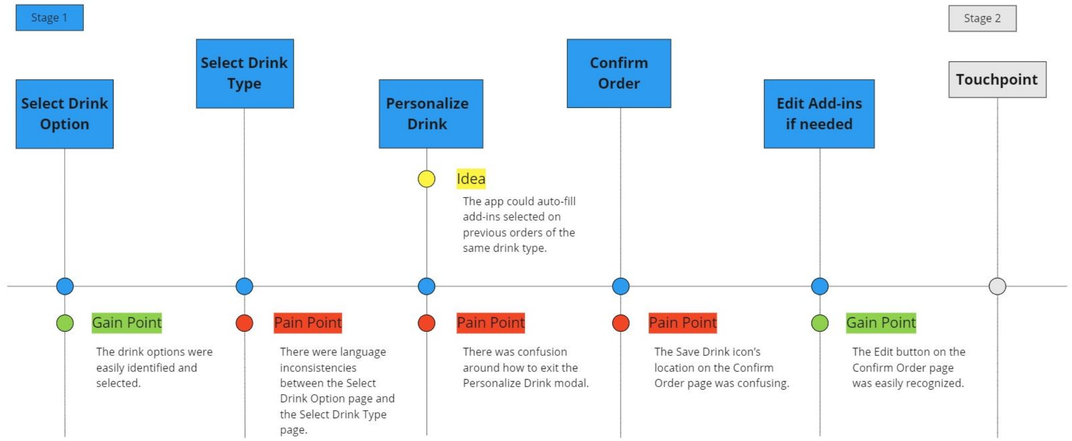


Figma Prototype, Iteration 1 (after Usability Testing): Link

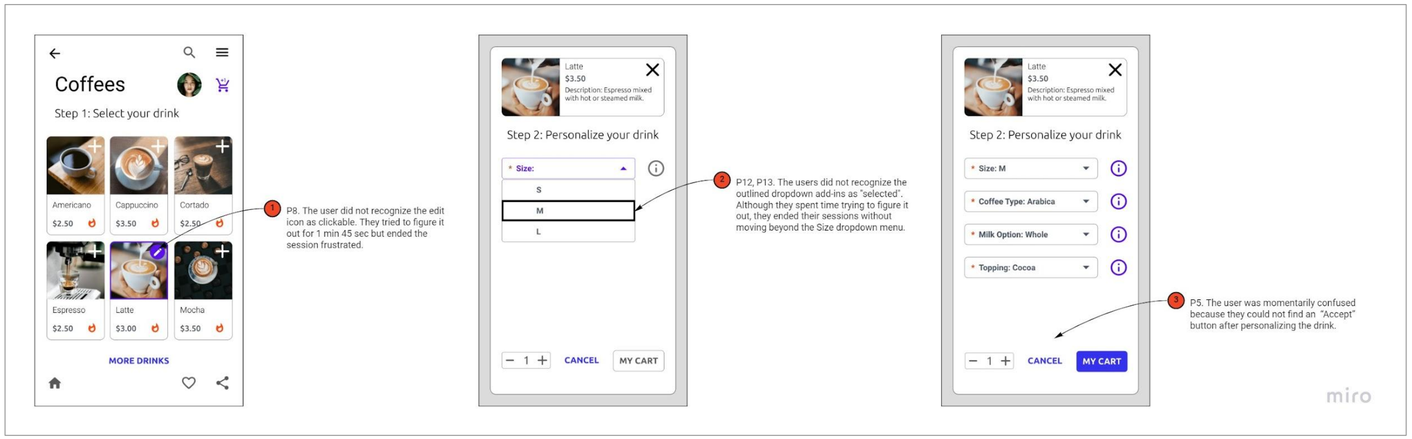
Test: Validation, Usability, Feedback

I performed **Usability Testing** to validate ideas around the solution in this first stage. In addition to testing the low-fidelity prototype, the session included open-ended questions about the participant's food and drink preferences and their last coffee shop experience.

Later in the process, after a couple of iterations, I performed a second round of testing on a high-fidelity prototype. This time, I set up **Unmoderated Usability Testing** sessions using **Lookback**.



In-person Usability Testing: This **Journey Map** shows the insights gained after testing the first low-fidelity prototype.



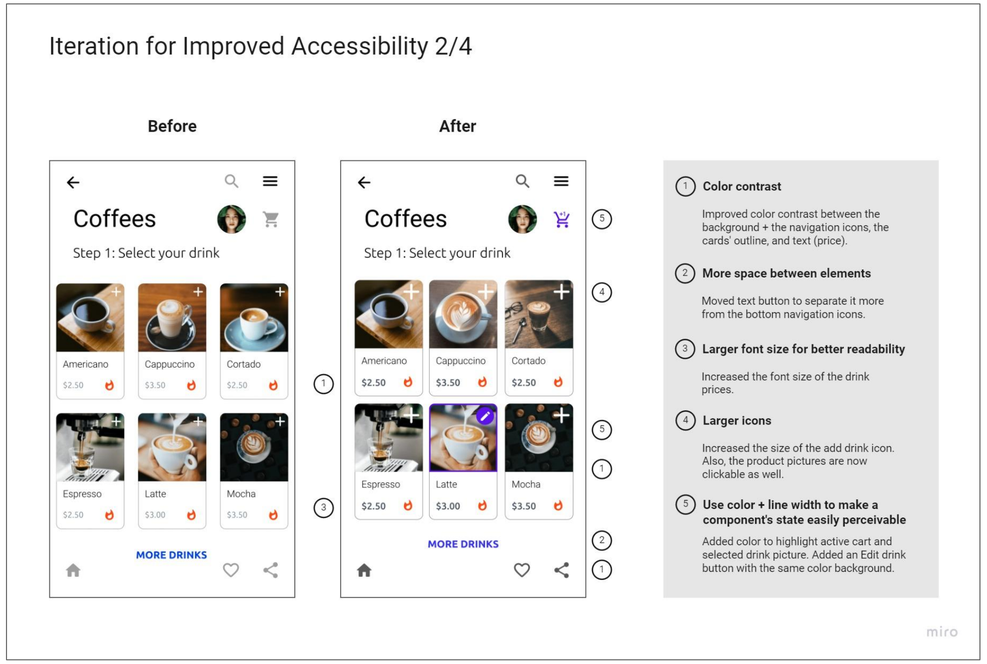
Unmoderated Usability Testing: These are examples of pain points discovered after analyzing the test recordings.

Design: Iteration

I followed an iterative design process throughout the project. I adjusted user flows at different points according to feedback gained from socializing the designs and doing usability testing on prototypes.

Two key iterations were **Iteration for Improved Accessibility** and **Iteration Based on Data and KPIs**.

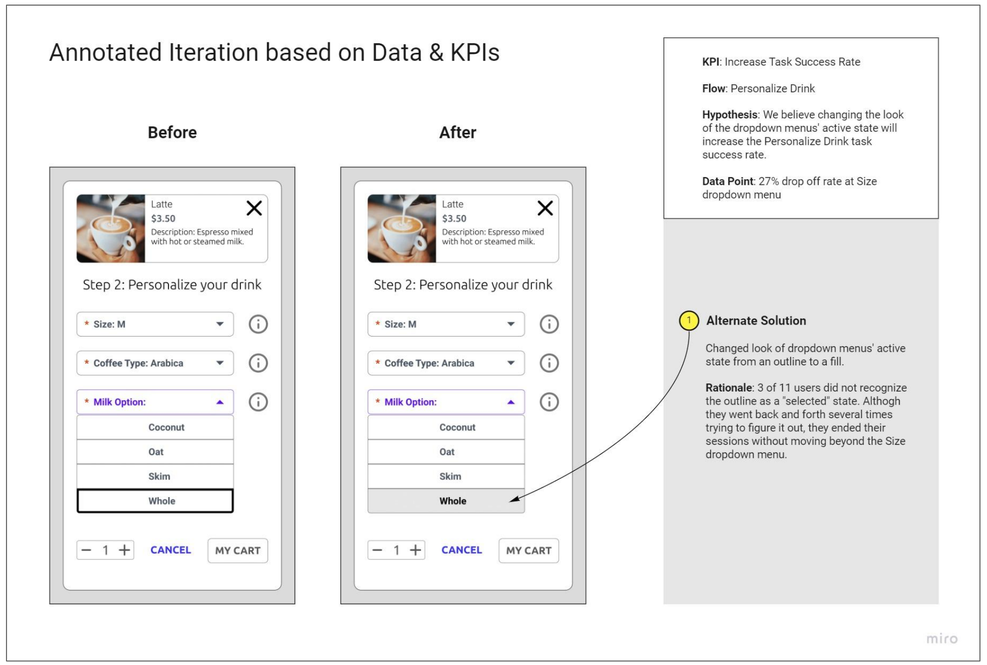
Iteration Example 1:
I used the **WebAIM** tool to adjust color contrast. Other updates I made had to do with font size, icon and component size, space between elements, and component state.



Iteration Example 2:
After analyzing the data from the round of Unmoderated Usability Testing I discovered that:

27% of users were unable to move beyond the Size dropdown menu in the Personalize Drink modal.

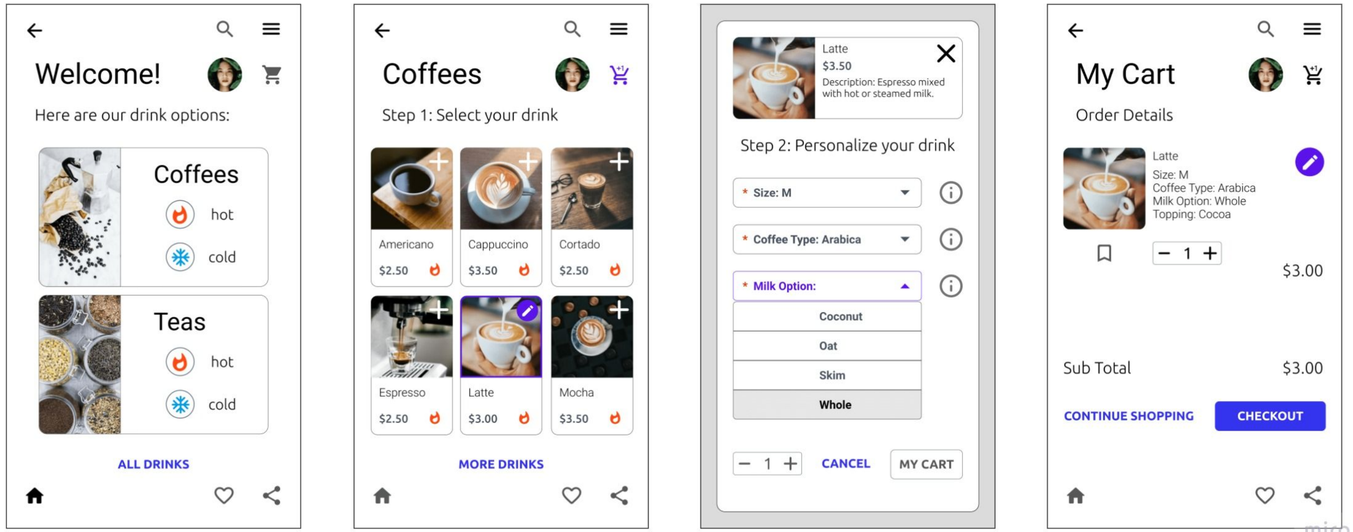
It seemed that the "selected" add-in state was not easily recognizable. In light of this, I proposed changing the look of the dropdown menus' active state from outline to fill.



Solution & Impact Overview

The analysis of data from research, usability testing, and user feedback was essential to arrive at this drink-ordering solution for Udacity's Coffee Shop App.

In addition to other iterations, the solution includes an iteration on the Personalize Drink modal dropdown menus based on the last round of usability testing. Changing the look of the dropdown menu active state (from outline to fill) will potentially increase the Personalize Drink task success rate. Consequently, the solution will better align with the users' needs.



Figma Prototype: Link

About Me

When you realize that everything you have been working on has led you here, it's exciting! That is how I feel about starting a new career as a UX Designer.

Why I pivoted to User Experience Design

My background in customer service, architectural design, and data analysis was my cue to learn UX Design.

I love to make experiences with digital technology more delightful.

My motto. It's the common thread that runs through my diverse educational and professional practices.

Skills
Iterative Design, User Research, User Interface Prototyping, Usability Testing, Data Analysis, Collaborative Problem Solving, Customer Experience, Agile Methodologies, Cross-functional Team Leadership

Tools
Figma, Zeplin, Lookback, Miro, WebAIM
Adobe Creative Cloud

Interests
I am equally fascinated by coding as I am by botanical drawing.

Education
UX Design Nanodegree, *Udacity*

Yagrumo Leaf. Botanical Gardens, University of Puerto Rico. By S. Bazán