

Digital Translation of a Keurig Coffee Machine

A Case Study

Context: Functions of a Keurig

Goal: Brew coffee using a Keurig!

Bench- marking



Nespresso Vertuo

- adjustable drip tray height
- Water reservoir and pod holder are not clearly distinguished
- quick brew



original (Keurig)



French Press

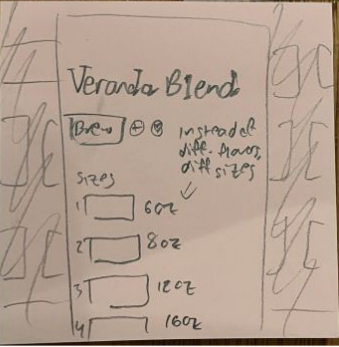
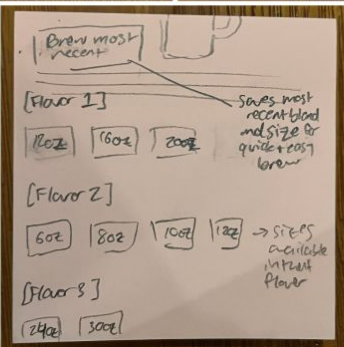
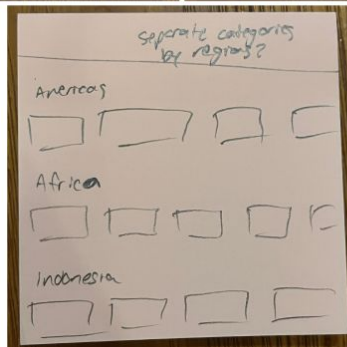
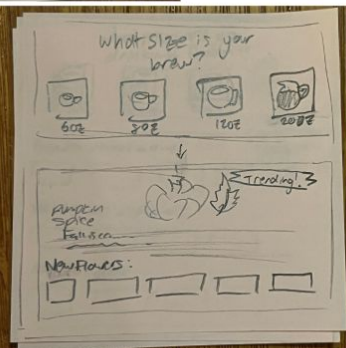
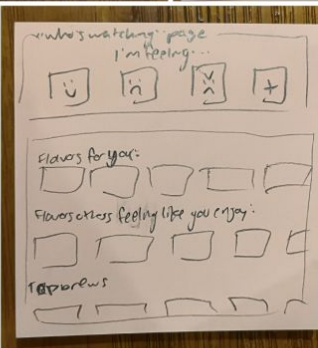
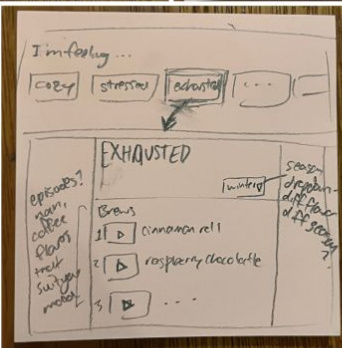
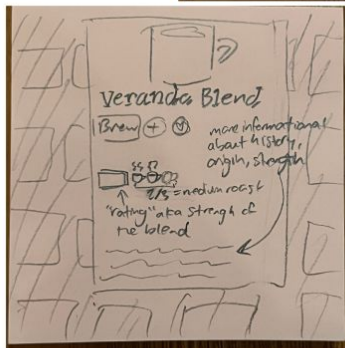
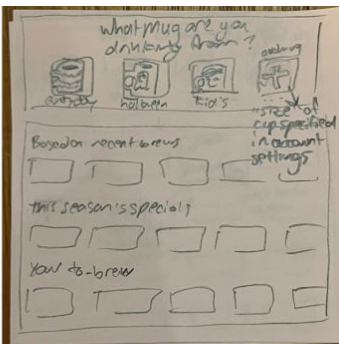
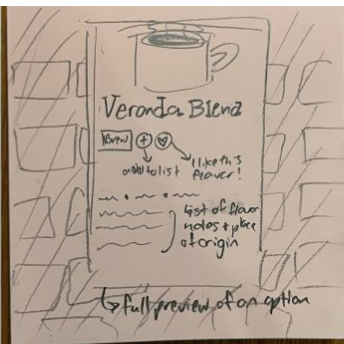
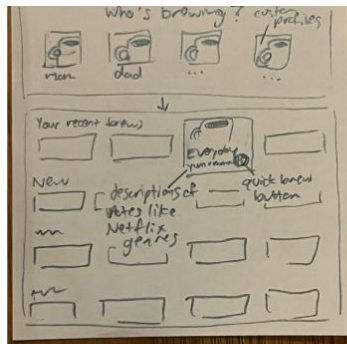
- larger serving portions, easy handling/pouring
- usage is not as intuitive, slower making time
- hot coffee at the end of it



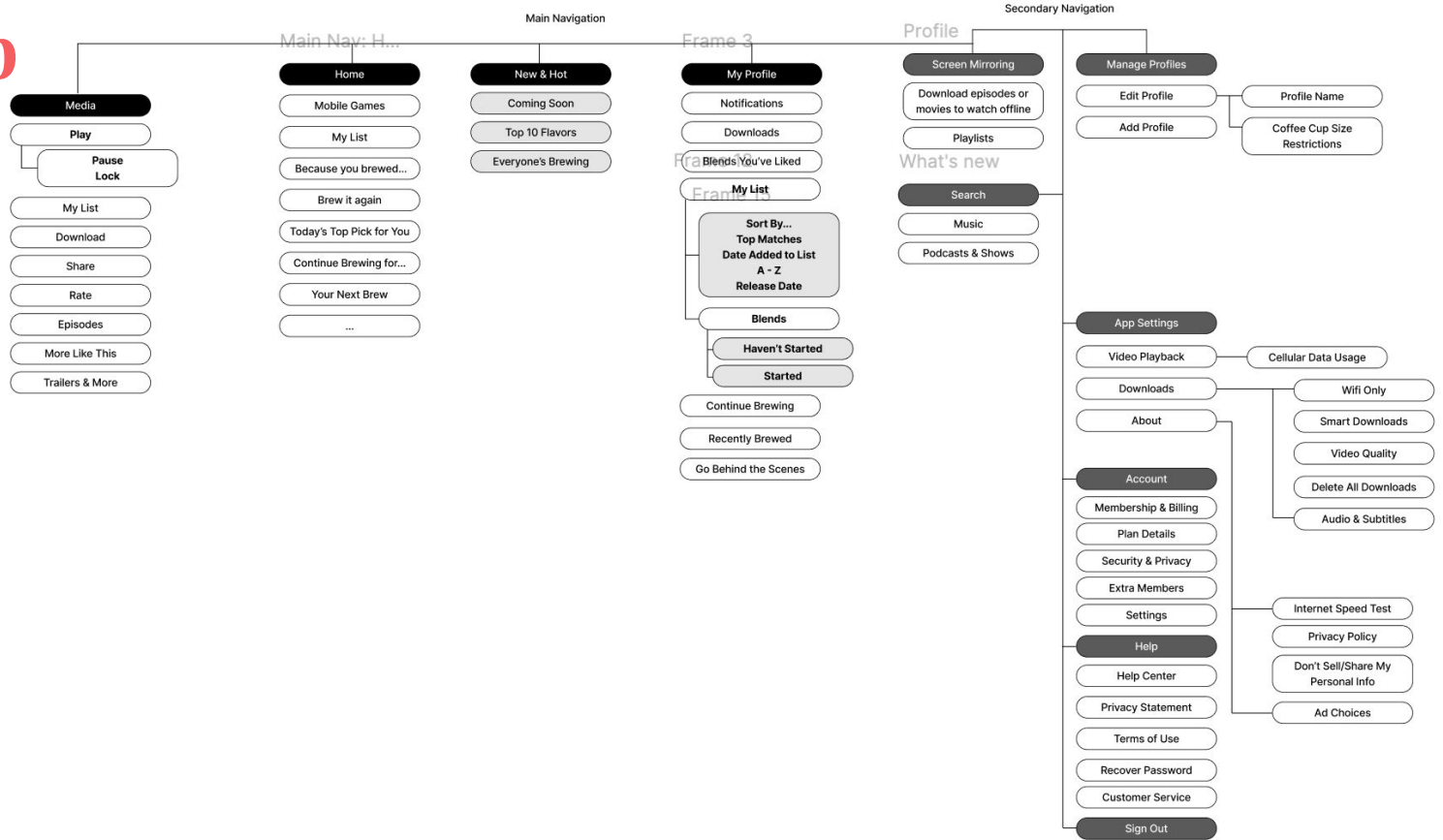
Coffee Filter

- error margin significantly lower (no chance of misclicking buttons)
- more wasteful (filters can only be used once) and slower
- hot coffee at the end of it :D

Hunch Sketches



Sitemap

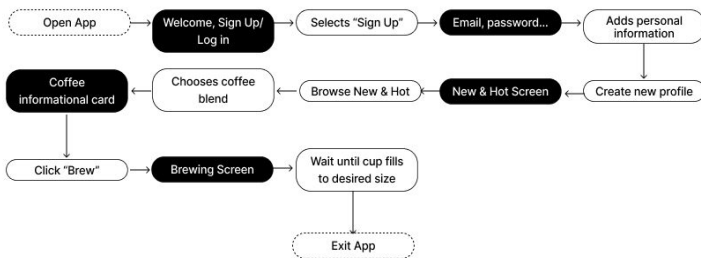


Goal: Build community (make friends) based on musical preferences

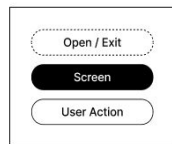
Task Flow

Task 1. Sign up for a new account & brew a blend

First-time user



1. Open Netflix-Coffee app on phone
2. Sign Up for a new account
3. Create a new profile
4. Taken to New & Hot page, browse the different flavors
5. Choose an enticing flavor
6. Start brewing
7. Wait until cup fills to desired size
8. Exit



Task 2. Discover new blend and add to list

Notification Trigger

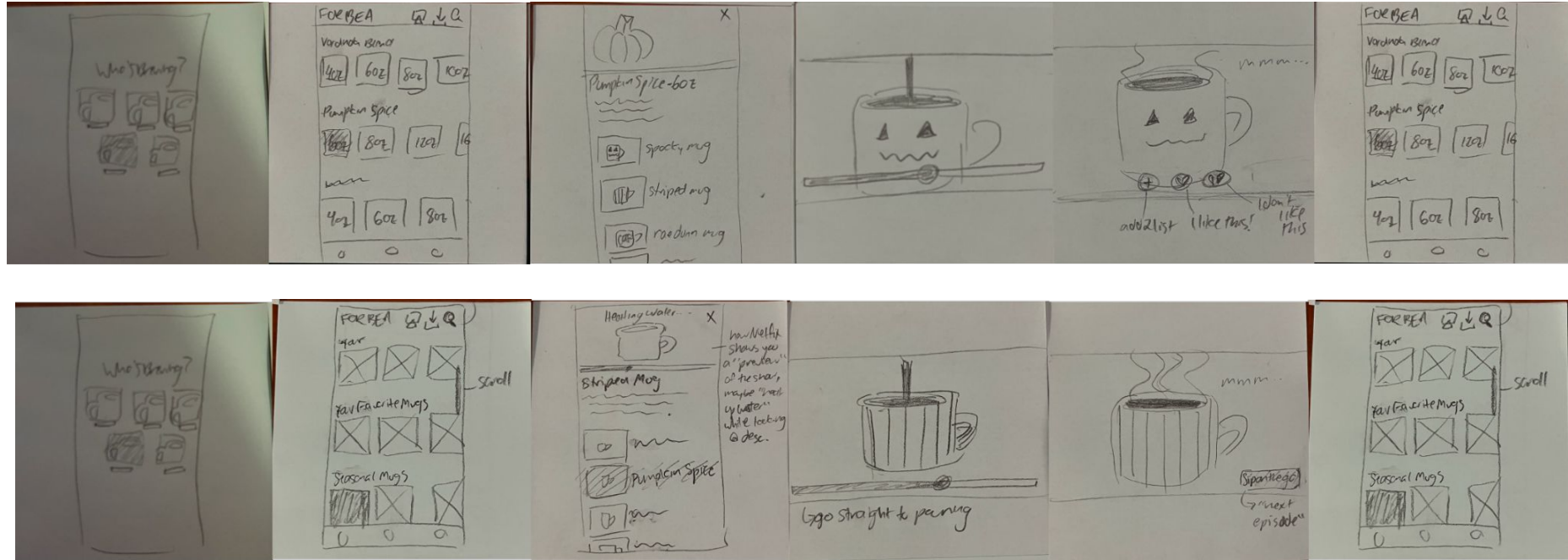


1. Gets a notification that there is a new seasonal coffee blend available to brew
2. Selects notification and is brought into the brew's informational card
3. Starts brewing
4. Enjoying coffee
5. Exit brewing screen to be taken back to the informational card
6. Add blend to list
7. Exit app

User Scenario

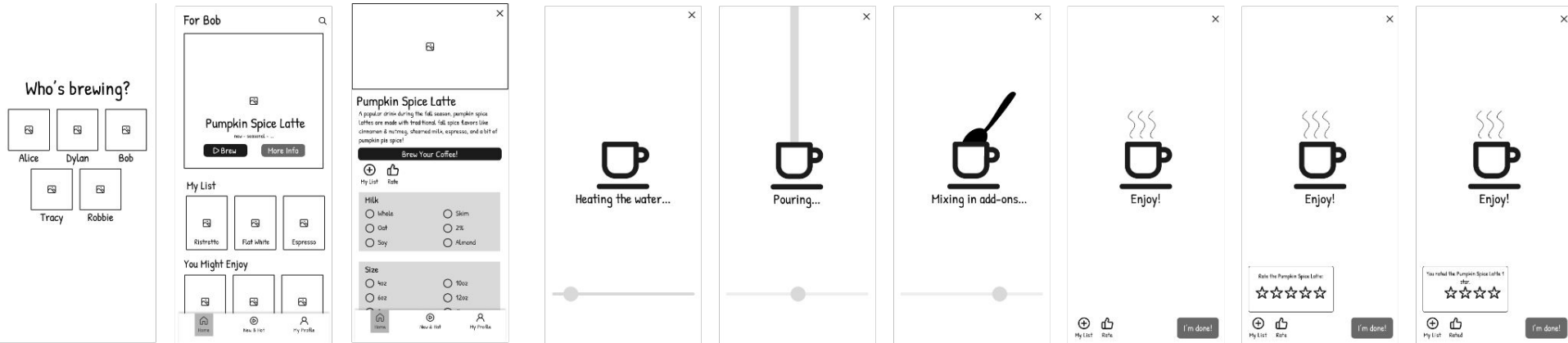
Bob is not a morning person. Unfortunately, he wasn't able to get the class schedule he wanted during registration time, so he got stuck with three 8ams this semester. All his professors take attendance, so he needs a quick beverage to wake up in the morning. As a coffee fanatic, he loves experimenting with different flavors, but he just don't have enough time to stray from his routine.

Paper Wireframes



Taking influence from Netflix's UI

Digital Wireframes



Usability Testing

Insights

1

Picked Bob

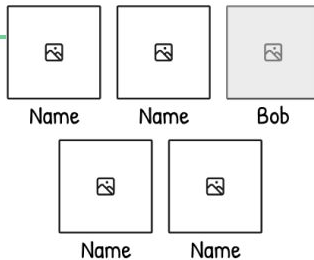
What did you observe the participant do or say?
"Am I Bob?"

Write or sketch here any proposed changes you would make the existing experience to make it better.

Screen name here

1

Who's brewing?



Insights

1

Scrolled

What did you observe the participant do or say?

Write the explanation of the pointer 1. Describe the success you observed.

Use this green for insights that validate that something you did is working.

Write or sketch here any proposed changes you would make the existing experience to make it better.

Screen name here



2

What did you observe the participant do or say?

- immediately tried to sort by categories (which i didn't prototype)
- "It's hard to tell that I can scroll because there's no indication of anything behind the task bar & there's no scroll bar"

- add a scroll bar?
- reduce spacing between categories so a part of it can peek over the scroll bar & imply a scrolling feature

Insights

1

Customization options

What did you observe the participant do or say?

Write the explanation of the pointer 1. Describe the success you observed.

Use this green for insights that validate that something you did is working.

Write or sketch here any proposed changes you would make the existing experience to make it better.

Screen name here

1





Pumpkin Spice Latte

Description,
Description

Brew Your Coffee!



My ListRate

Milk

☐ Whole

☐ Skim

☒ Oat

☐ 2%

☐ Soy

☐ Almond

Size

☐ 4oz

☐ 10oz

☒ 6oz

☐ 12z

☐ 8oz

☐ 14oz

Home

New & Hot

My Profile

2

2

Heuristic missed, if applicable.

What did you observe the participant do or say?

Write here the explanation of the pointer 2. Describe the pain point you observed. Use this for insights that you would want to change after UT.

Write or sketch here the proposed changes you would make the existing experience to make it better

Insights

1

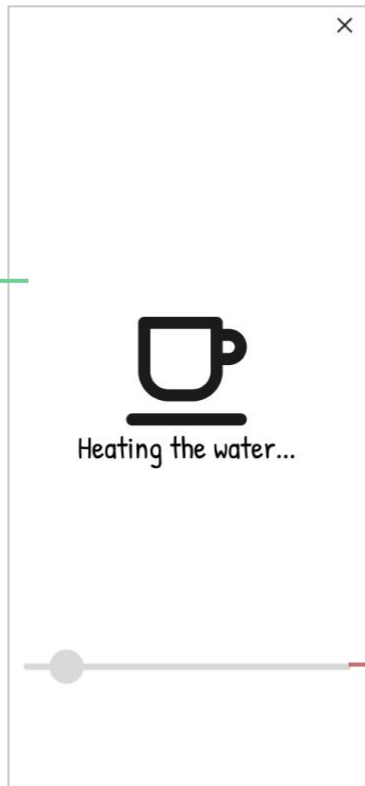
What did you observe the participant do or say?

Write the explanation of the pointer 1. Describe the success you observed. Use this green for insights that validate that something you did is working.

Write or sketch here any proposed changes you would make the existing experience to make it better.

Screen name here

1



2

What did you observe the participant do or say?

"Do I click [the screen]?"

- didn't recognize the progress bar as a progress bar

- This portion will be a "video"/timer, so hopefully I shouldn't have this issue

Insights

1

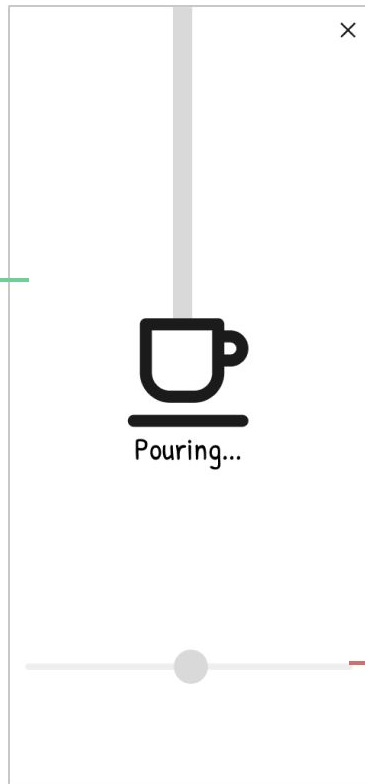
What did you observe the participant do or say?

- Saw the progress bar move and understood what was going on

Move progress bar closer to coffee cup to be seen easier

Screen name here

1



2

What did you observe the participant do or say?

- Clicked through it quickly

Visuals are lame for the lo-fi, but I'm hoping to improve the visual experience as the coffee is brewing in the hi-fi

Insights

1

What did you observe the participant do or say?

- Saw the progress bar move and understood what was going on

Move progress bar closer to coffee cup to be seen easier

Screen name here



2

What did you observe the participant do or say?

- "What now?" after clicking "done", asked to confirm if she was taken back to the home screen

Insights

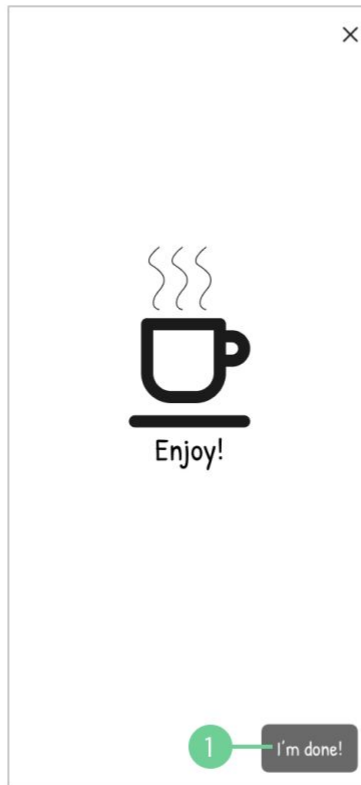
1

What did you observe the participant do or say?

- Immediately clicked "I'm done"

move the "I'm done" button closer to the coffee cup

Screen name here



2

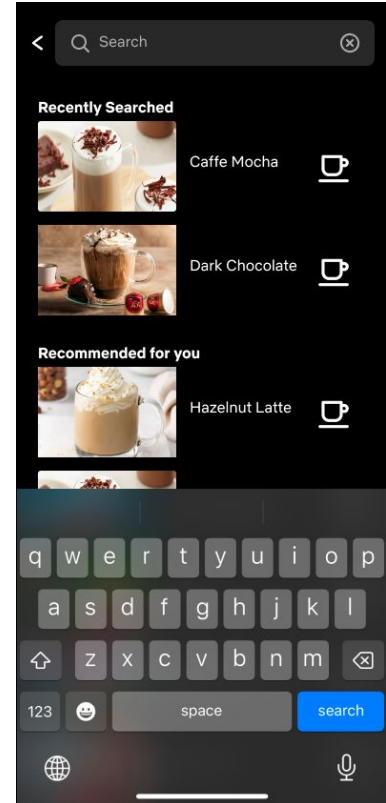
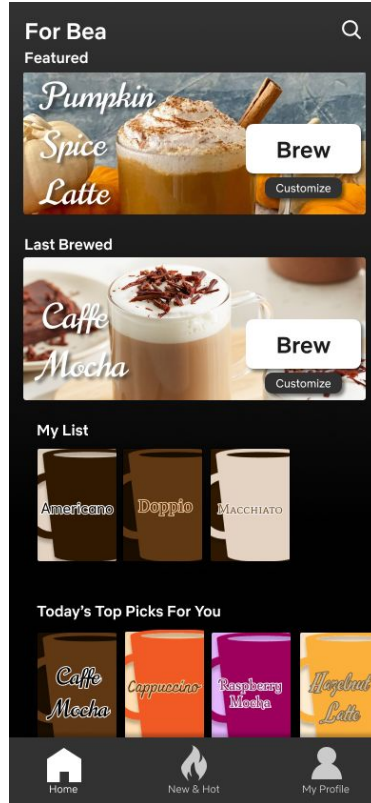
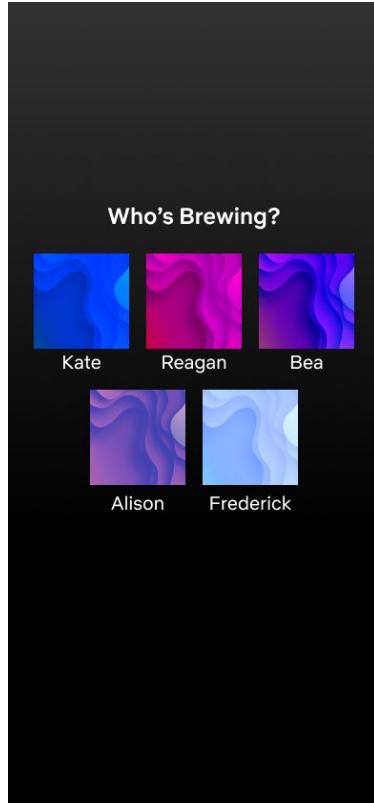
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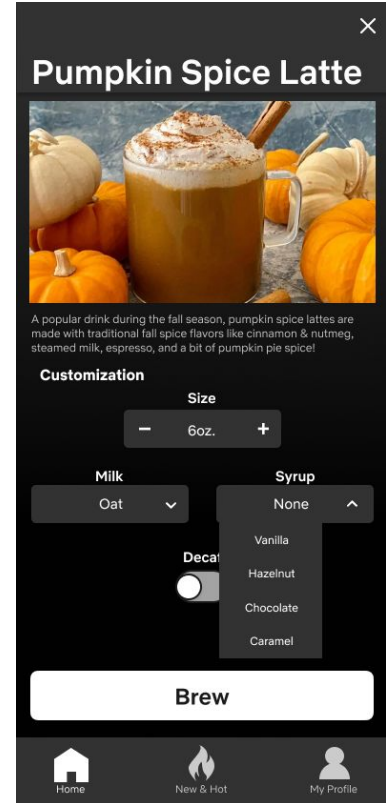
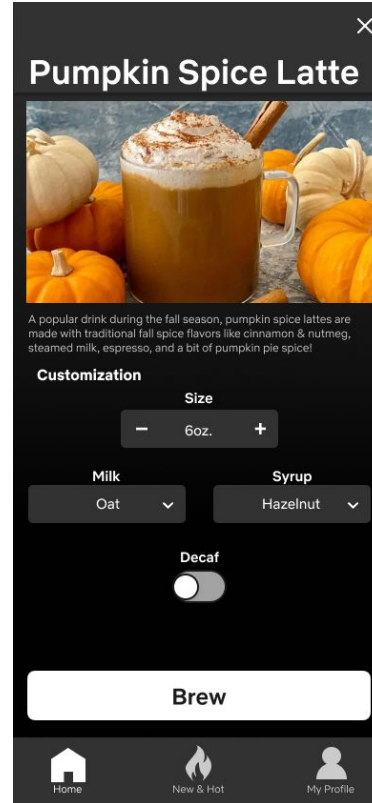
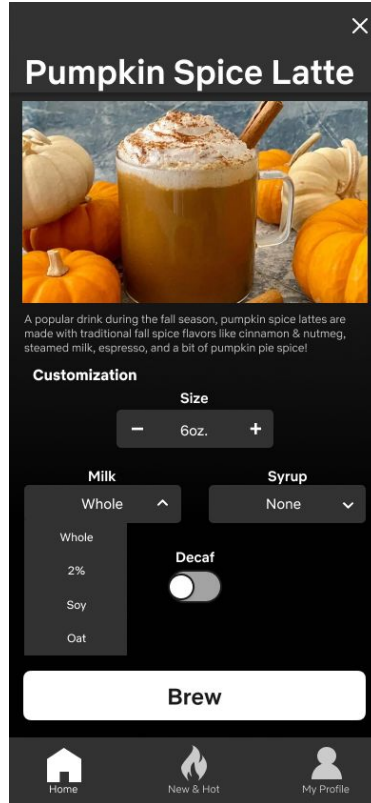
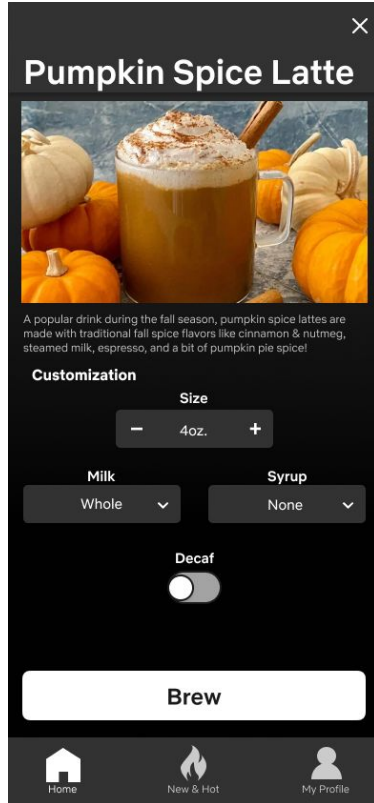
Final Prototype

https://www.figma.com/proto/1aUAghFkHgsV3Mq4Wh59gN/%5Bw%5D-Bea_Luna?node-id=4151-4585&t=pzZwH6YXx2A2nARN-1

Final Hifis (1)



Final Hifis (2)



Final Hifis (3)

