

Coffee App Design

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Project overview



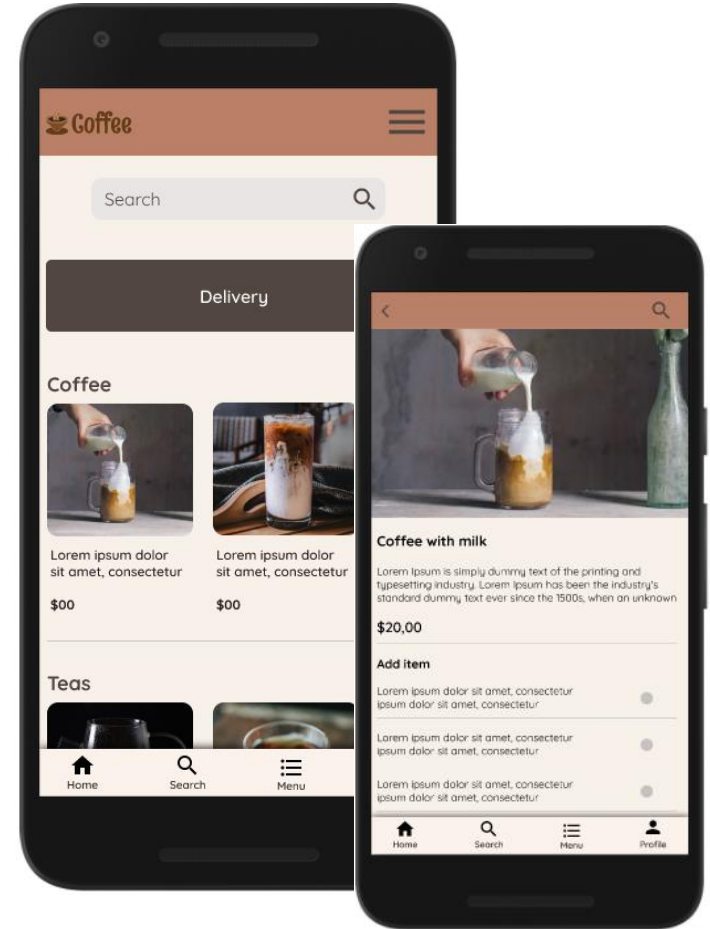
The product:

CoffeeApp is an app from a regional coffee shop located in downtown Chicago, this app aims to provide a delivery mechanism.



Project duration:

May 2021 to July 2021.



Project overview



The problem:

Due to lack of time, users are opting for delivery and today the order is placed over the phone and often needs to be picked up on the spot.



The goal:

Allow users to place the order that will be delivered at home quickly and conveniently.

Project overview



My role:

UX designer designing an app for CoffeeApp from conception to delivery.



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was working adults between 18-52yo, who are working from home and don't have time to get their coffee.

The initial assumption is that the delivery rate had dropped due to the process of the user needing to call the cafeteria and book their order and often needed to go to the location to deliver due to the lack of couriers as there was no control over the demands they had.

User research: pain points

1

Time

Working adults are too busy working in home

2

Accessibility

Platforms for ordering food are not equipped with assistive technologies

3

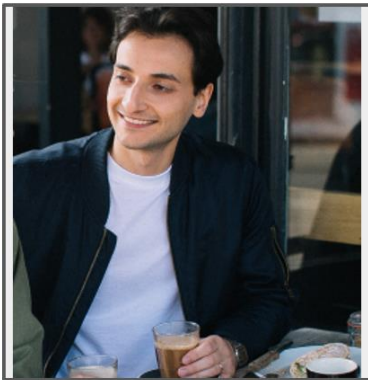
IA

Text-heavy menus in apps are often difficult to read and order from

Persona: Paul

Problem statement:

Paul is a busy person and likes to have his breakfast every morning before going to work, but with the time-consuming delivery process Paul often chooses to eat at home.



Paul

Age: 28
Education: Administration
Hometown: New York
Family: Lives with her husband
and two dogs
Occupation: Strategic Planner

"It would be great for me to be able to book a table and have my order already waiting for me"

Goals

- Being able to schedule the delivery of your coffee.
- A quick and easy way to place orders.

Frustrations

- You need to call and go to the location to pick up the order.
- Sometimes this process takes a long time.

Paul needs to take his breakfast every day for his day to start well, but you often don't have time to go to the coffee shop due to lack of time, I would like an easy way to order coffee from your favorite coffee shop every day and a way to schedule delivery, because with the busy day-to-day ends up forgetting.

User journey map

Mapping Paul's user journey revealed how helpful it would be for users to have access to a dedicated for coffee shop

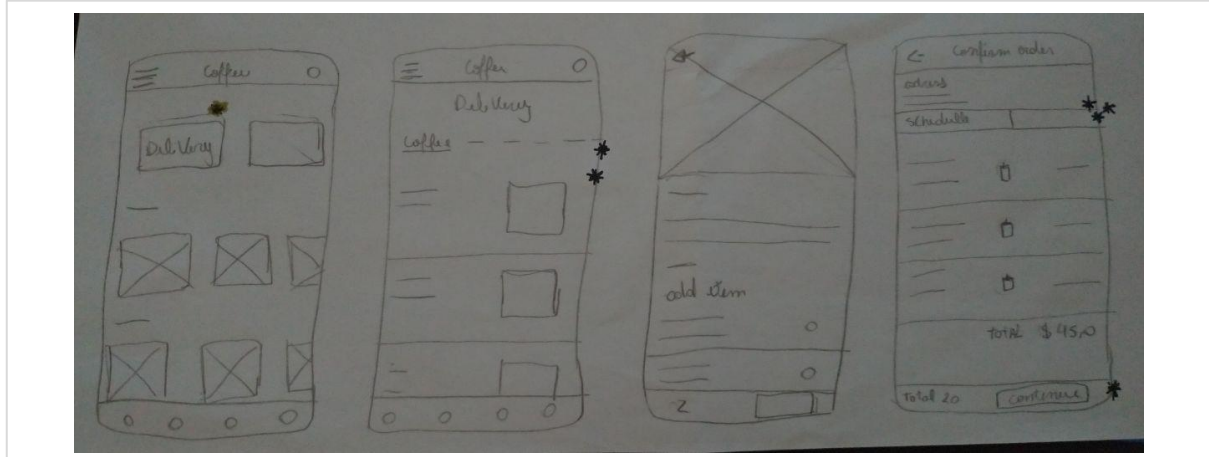
Persona: Paul

Goal: An easy way to order and reserve a table in advance

ACTION	Navigate menu	Place order	Choose table	Complete order	Pick up order
TASK LIST	Tasks A. Navigate the menu B. Choose order C. Choose table	Tasks A. Choose dish B. Click to book	Tasks A. Choose table B. Click to book	Tasks A. Confirm order B. Provide payment information	Tasks A. Drive to restaurant B. Pick up order C. Go to the table to eat
FEELING ADJECTIVE	Happy to be able to choose your order and reserve a table in advance Frustrated because the menu is messy	Placing the dish in the cart and he informs that it is not available.	Sometimes there isn't available tables. The table map is bad for viewing.	Frustrated because there are too many fields to fill on the payment form.	Glad to be able to book your food and table.
IMPROVEMENT OPPORTUNITIES	Make the menu more intuitive and didactic, with a clearer step by step.	Putting the most requested meals as the first options	Inform in real time when a table vacates and leave exclusive tables for booking via app Place a map that can zoom	Decrease the number of fields leaving only the main ones.	Include a reward system by using the app

Paper wireframes

Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a **quick and easy ordering process** to help users save time.

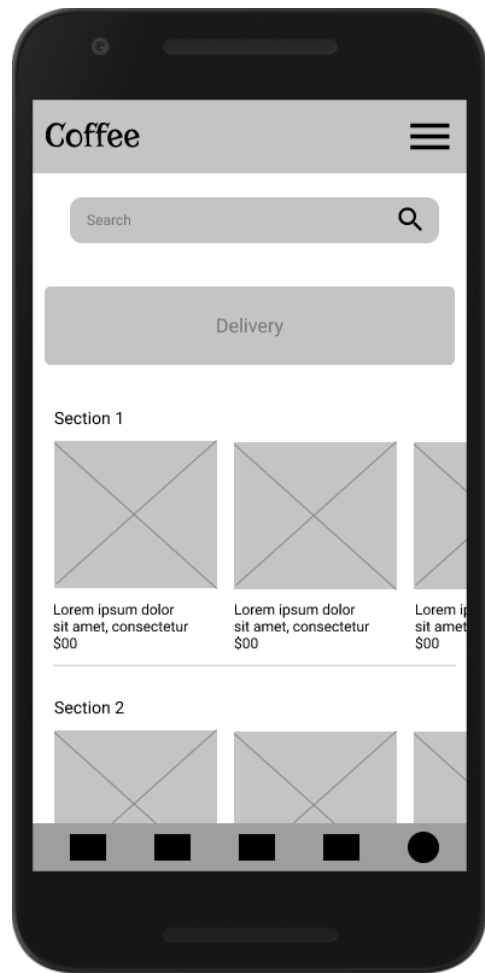


Stars were used to mark the elements of each sketch that would be used in the initial digital wireframes.

Digital wireframes

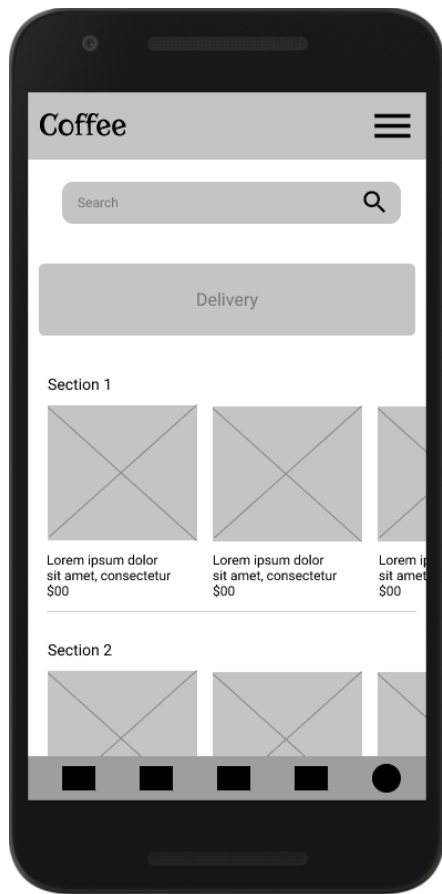
As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

This button at the top of the home screen makes it fast and easy for users to order.

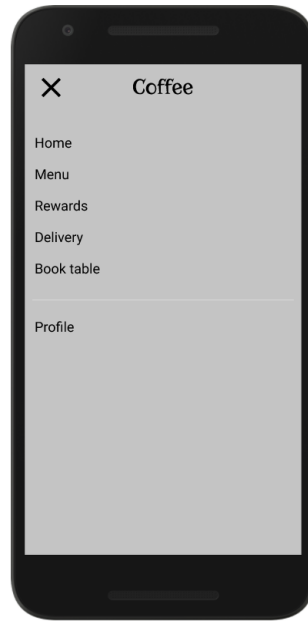


Digital wireframes

Easy navigation was a key user need to address in the designs in addition to equipping the app to work with assistive technologies.



← Easy access to navigation that's screen reader friendly.



Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The first connection I made was to the delivery process so the prototype could be used in a usability study.

View the CoffeeApp [low-fidelity prototype](#)



Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

- 1 Users want to order coffee quickly
- 2 Users want more customization options
- 3 Users want a delivery option

Round 2 findings

- 1 The menu was confused
- 2 Does not have an option to access the cart without adding an item.

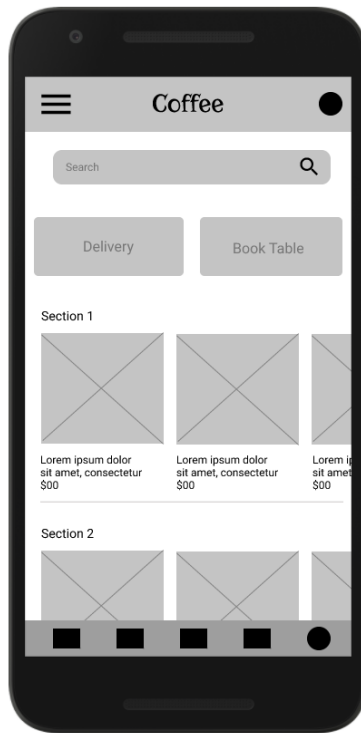
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

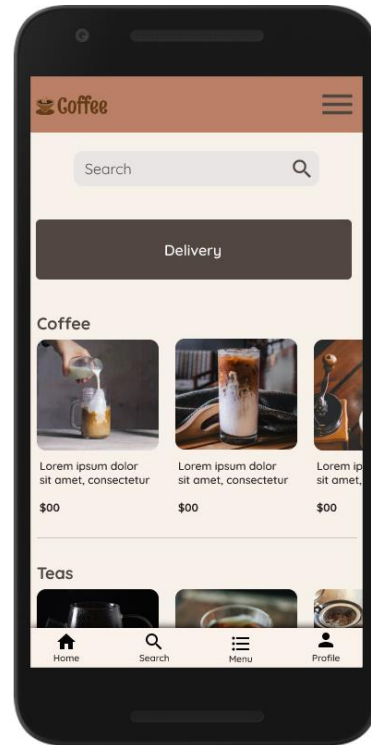
Mockups

The first designs allow for some customization, but after the usability studies, I changed the side of the menu and gave more emphasis to the delivery button

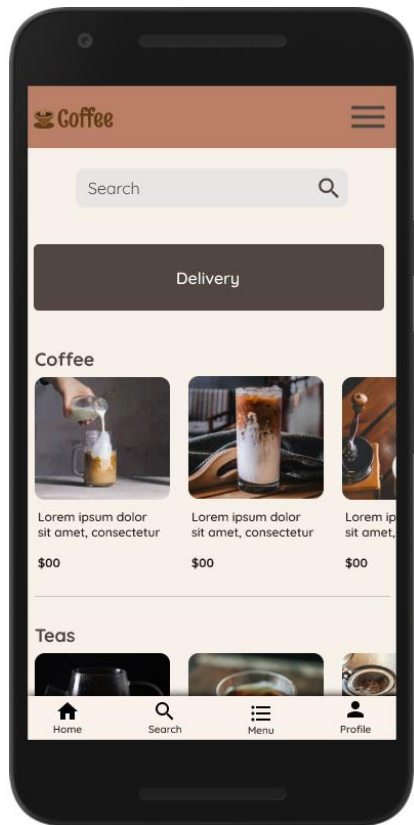
Before usability studies



After usability studies



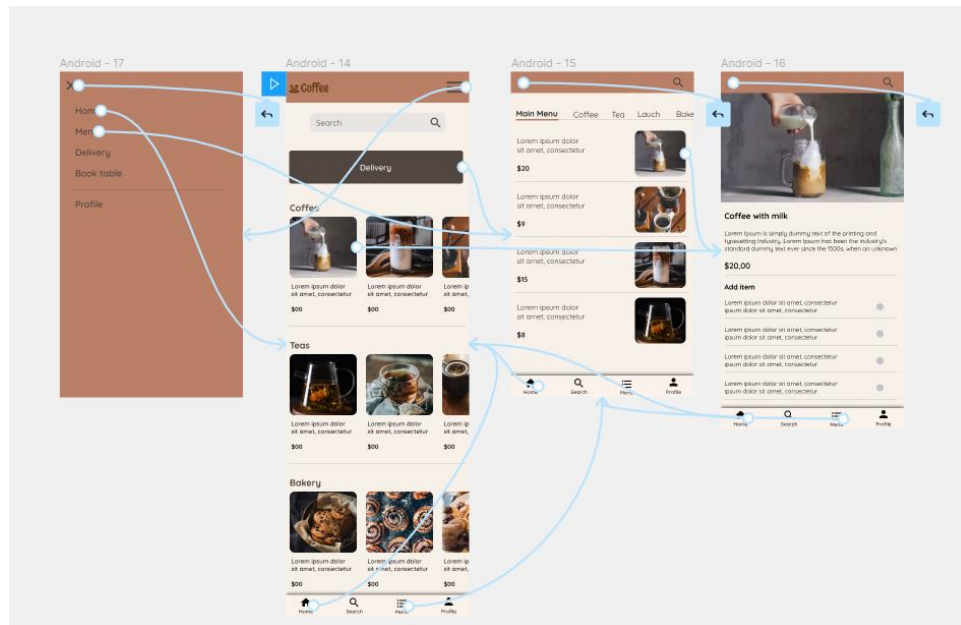
Key mockups



High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for building. It also met user needs.

View the CoffeeApp [high-fidelity prototype](#)



Accessibility considerations

1

Provided access to users who are vision impaired through adding alt text to images for screen readers.

2

Used icons to help make navigation easier.

3

Used detailed imagery for pizzas and toppings to help all users better understand the designs.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes users feel like CoffeeApp really thinks about how to meet their needs.



What I learned:

I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

Let's connect!



Thank you for your time reviewing my work on the Coffee app! If you'd like to see more or get in touch, my contact information is provided below.

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Thank you!