

# Coffee Mobile Order

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Assignment 3b - Presentation



# Our proposition

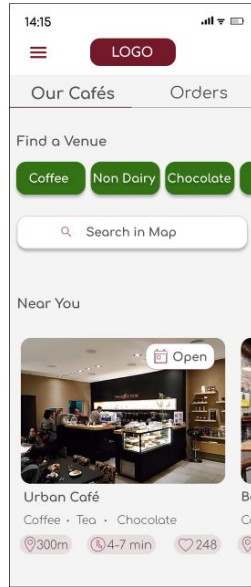
For young coffee drinkers workers (20 - 45) that can not, or do not want, wait in lines. It also provides contactless pick up and avoids crowding spaces.

The product is an app where users can order their coffee and plan their pick up without waiting time.

# Our Problem

- Coffee drinkers late for their commitments.
- Big Lines to order a coffee.
- Crowd and unnecessary contact.
- Schedule big orders.





# Our Solution

Mobile  
app



375 x 812

Plan-PickUp

Location  
and time

.Contactless

.Fast

.Accurate



# Target User

3498  
people/hour

Melbourne CBD  
pedestrian during  
peak hour

(City of Melbourne, 2020)

\$5  
millions

Australia's cafés  
businesses will  
contribute for the  
economy in 2020

(Statista, 28/04/ 2020)

58%  
users

Target users that  
were positive and  
40% neutral - 57  
answers

(author, 2020)

70%  
users

Target users drink  
coffee at work - 57  
answers

(author, 2020)



# Users Personas



**Joshua Berthelsen**

32, Product-Developer

Melbourne CBD  
VIC - Australia

DESIGN ECO FRIENDLY

CREATIVE CURIOUS



## Bio

Joshua is a full-time product-developer for a women clothes brand in Melbourne. He loves the fast pace environment and the coffee culture in Melbourne and he normally drinks his usual almond strong flat white before work. However, he usually gets late to work and sometimes can not have it on his way to work. He also prefers to consume eco friendly products.

## Goals · Interest

- Have his coffee every day without getting late for his commitments.
- Consume ecofriendly products. (recyclable cups)
- Availability of good non-dairy products and being able to specify that in the order.
- Accuracy and good quality of the drink.
- Been able to "alert" the establishment when he is close so the coffee can be prepared in advance but not get cold.

## Motivations

Accuracy	55%
Agility	80%
Health	81%
Money	35%
Eco Friendly	100%

## Pain Points · Concerns

- Wait in long lines and in extra contact with people during a pandemic.
- Places that does not use recycling cups.
- Too much steps in the app to get to his goals (coffee).
- Lack of information about products: calories and origin, for example.

## Technology



## Personality

Extrovert	😊 😊 😊 😊 😊
Analytical	😊 😊 😊 😊 😊
Sensing	😊 😊 😊 😊 😊
Judging	😊 😊 😊 😊 😊

## Brand



**Mollie**

25, IT

Melbourne CBD  
VIC - Australia

CURIOUS INQUISITIVE

FUNNY



## Bio

Mollie is a full-time IT support in a big company in Melbourne CBD. Her company is 24/7 and she mainly does late night shifts. Every day she is at work she picks up coffee for her and her colleagues. However, not always she has extra time, as the café could be close or is busy at the time she needs it. A pick up schedule would help a lot in planning her few drinks in advance.

## Goals · Interest

- Have time to pick up her few drinks on time to go to work.
- Have the option to specify what she wants to add or remove in the drinks.
- Get the coffees at the specific time she planned.
- Do not stress about getting wrong orders.
- Consume in Ecofriendly companies.

## Motivations

Accuracy	91%
Agility	91%
Health	51%
Money	62%
Eco Friendly	80%

## Pain Points · Concerns

- Not be able to have her coffee because of big lines or time.
- Keep a note to remember specifications of everyone's coffees.
- Can not specify the order in the exact way she needs.
- Not having enough discounts or sales for being a regular customer.
- Use of non-recycle cups or plastic straws.

## Technology



## Personality

Extrovert	😊 😊 😊 😊 😊
Analytical	😊 😊 😊 😊 😊
Sensing	😊 😊 😊 😊 😊
Judging	😊 😊 😊 😊 😊

## Brands



"I need my daily coffee to function properly for work or any other activity. However, I take serious the ecosystem and will go only in cafés where uses mainly recycling cups."

"Many times I order few coffees at once, for me and my colleagues. Would be great to be able to specify the coffees correctly and having them ready at the time I need."

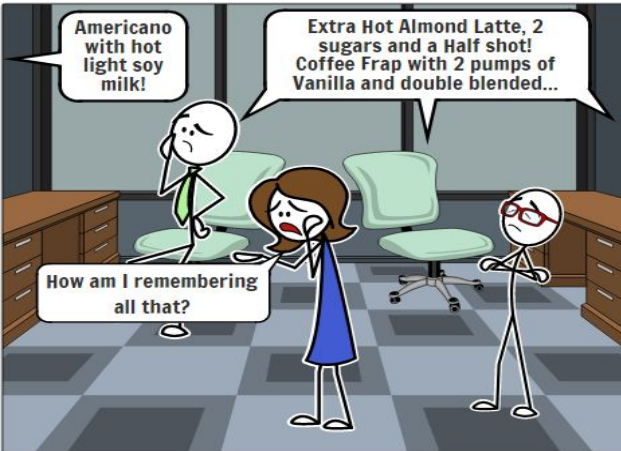


# Users Storyboard

Joshua



Mollie





# Main Testers



Joshua

32

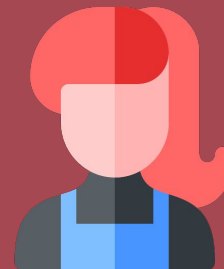
Product Developer



Alessandra

28

Chef



Daniella

30

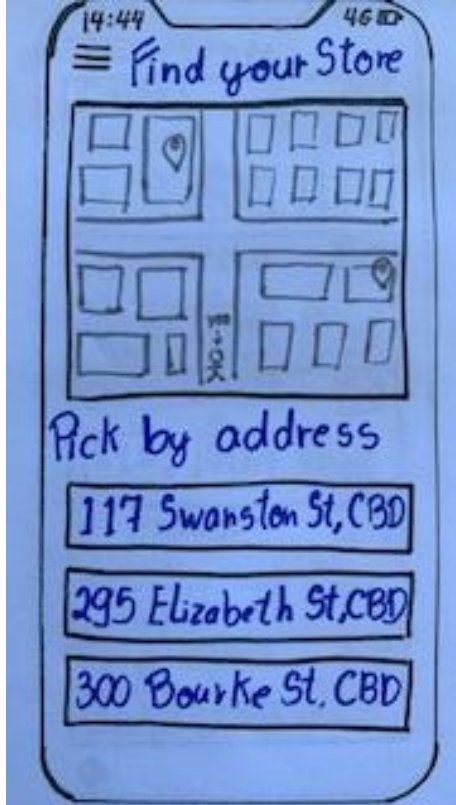
Barista / Student



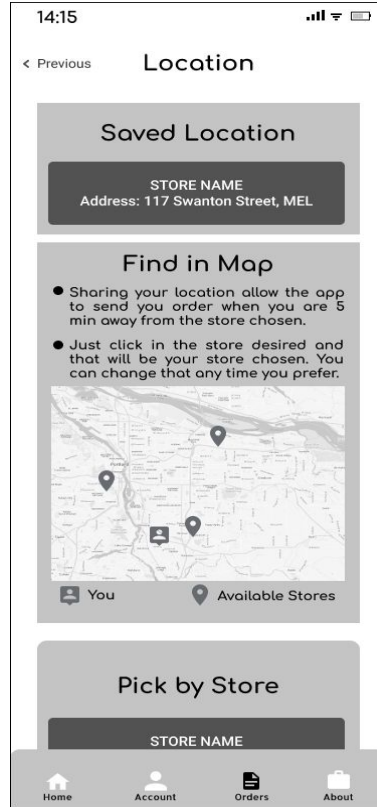


# Evolution

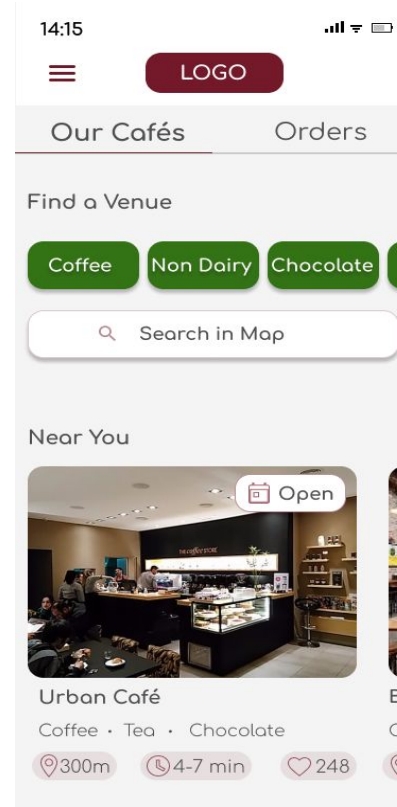
Location set Up



Paper Prototype 01



Wireframe Prototype 02



Hi-fi Prototype 03

Main changes:

- Menu Button
- Map Location
- Filter Venues
- Near Venues

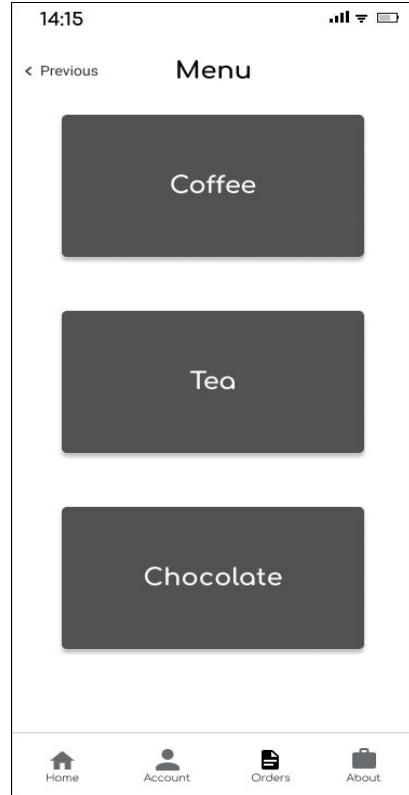


# Evolution

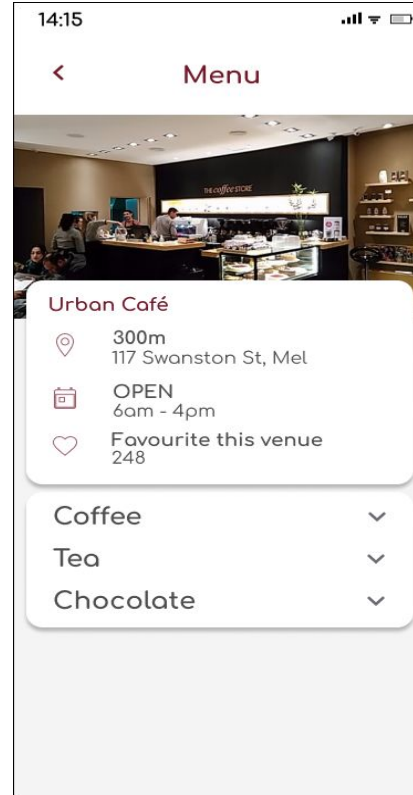
## Menu Options Page



Paper Prototype 01



Wireframe Prototype 02



Hi-fi Prototype 03

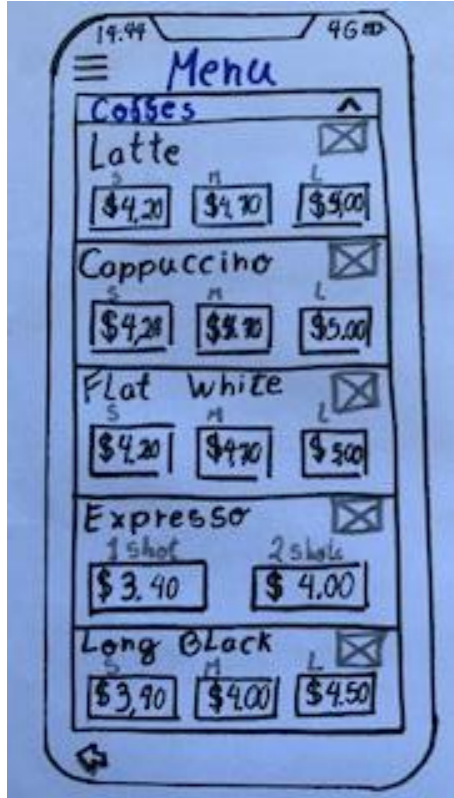
Main changes:

- Café shop detail
- Easy navigation



# Evolution

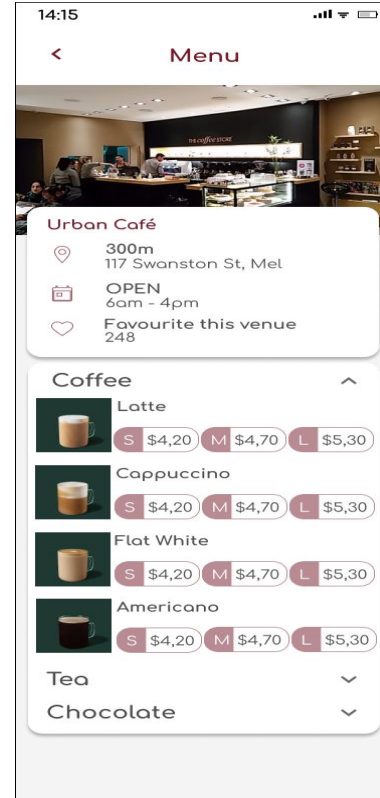
## Menu Options Page (continuation)



Paper Prototype 01



Wireframe Prototype 02



Hi-fi Prototype 03

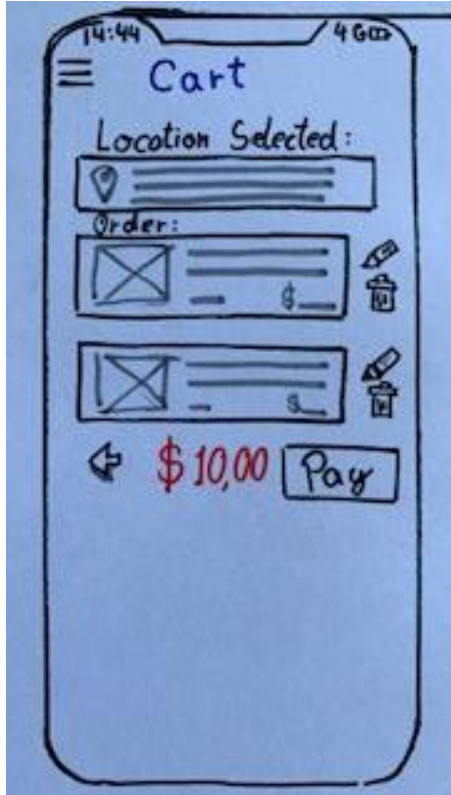
Main changes:

- Café shop detail
- Easy navigation

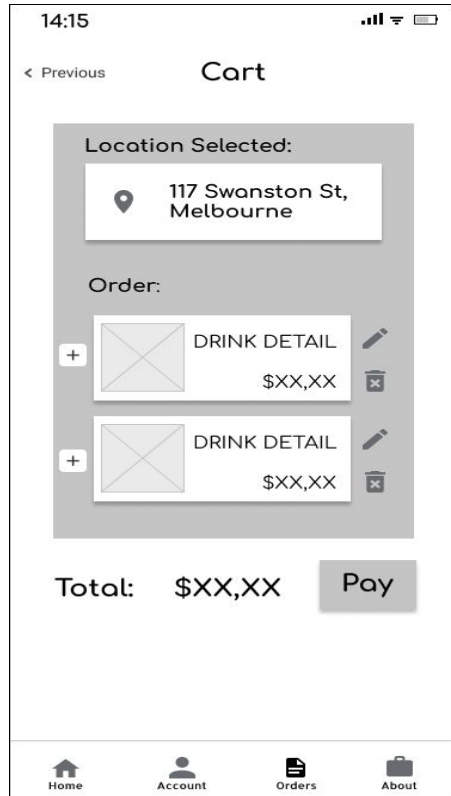


# Evolution

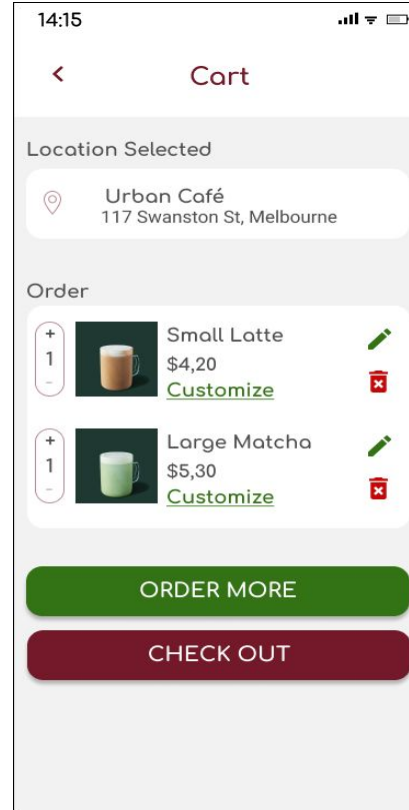
## Cart Page



Paper Prototype 01



Wireframe Prototype 02



Hi-fi Prototype 03

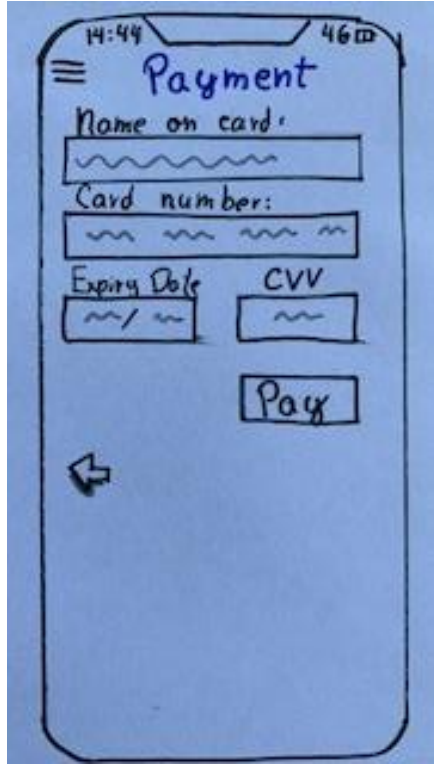
Main changes:

- Quantity Button
- Customize
- “Order More”

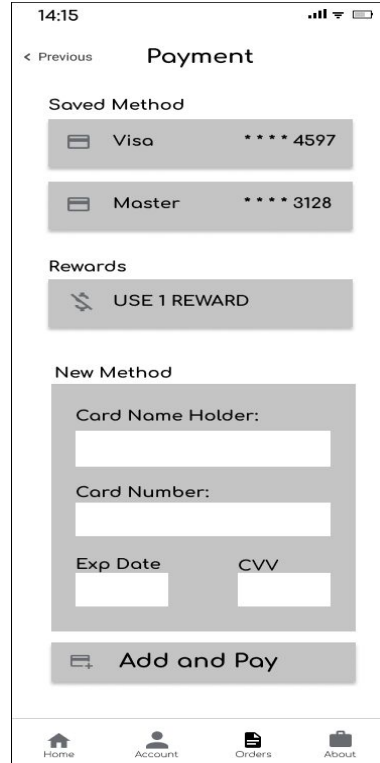


# Evolution

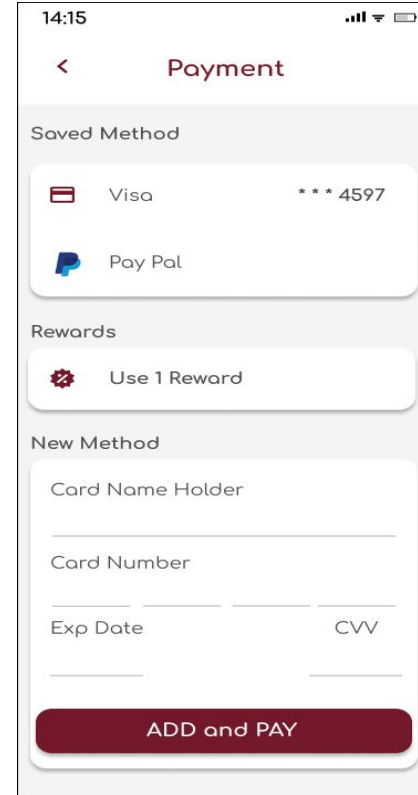
## Payment Page



Paper Prototype 01



Wireframe Prototype 02



Hi-fi Prototype 03

Main changes:

- Saved methods
- Rewards
- Paypal

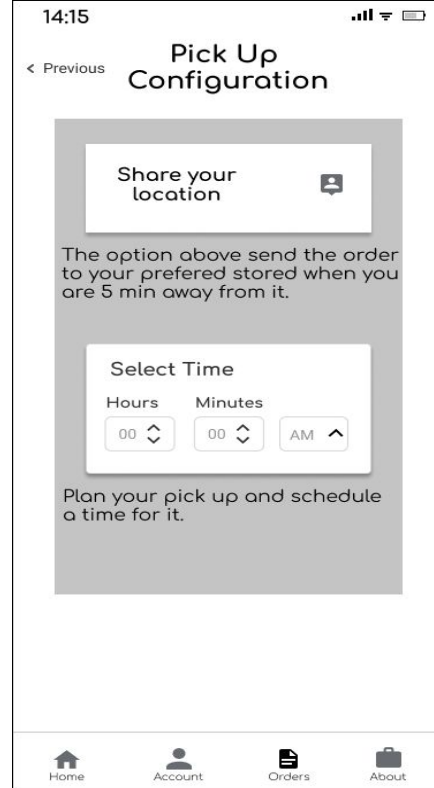


# Evolution

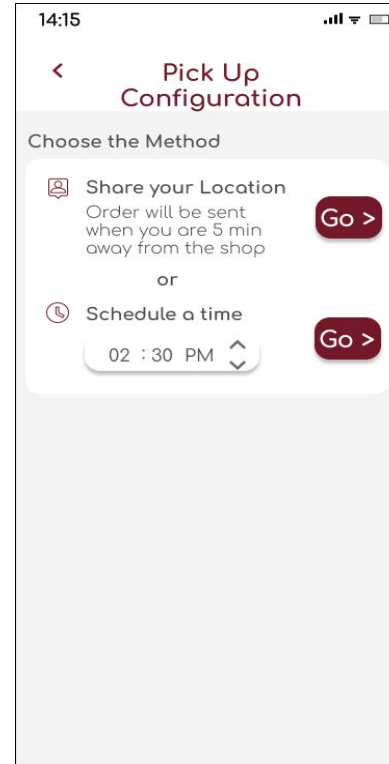
## Payment Page



Paper Prototype 01



Wireframe Prototype 02



Hi-fi Prototype 03

## Main changes:

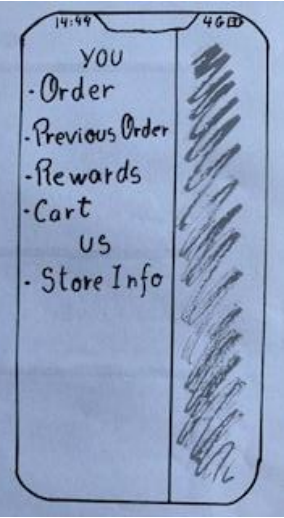
- Style
- Button “go”



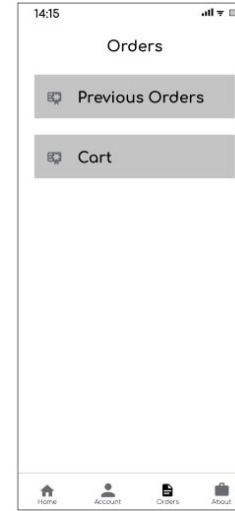
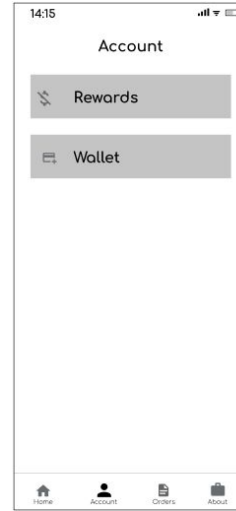
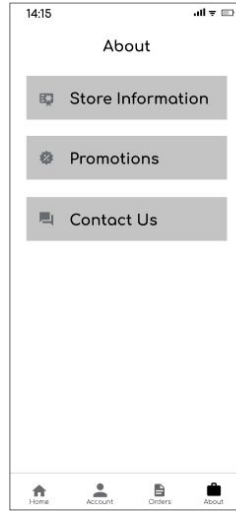


# Evolution

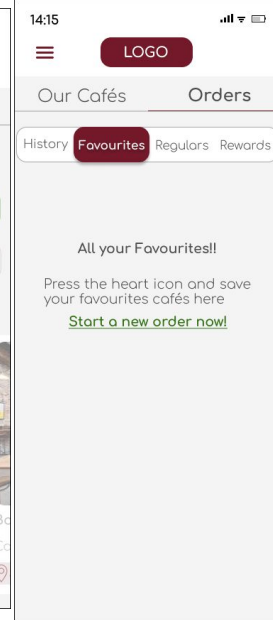
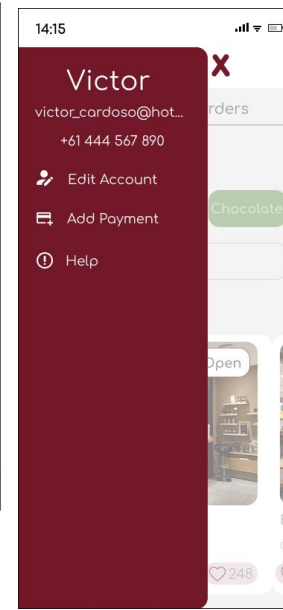
## Features Placement



Paper Prototype 01



Wireframe Prototype 02



Hi-fi Prototype 03

Main change:

- Organization



# Prototype

<https://www.figma.com/file/xGSP7aabdfLOzCluktXmkc/Remaking---Color-Adding---Mobile-Coffee-Order?node-id=34747%3A7476>



# Thank You!!

Have a coffee...

