

Interface and Experience Design
6930 - Victor Ribeiro Cardoso
Assignment 1 - Project Proposal Report



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Overview

The purpose of the project will be to create a mobile app for a coffee shop where it will enable customers to avoid lines, extra time in the establishment and unnecessary contact. The platform aims to facilitate the ordering process.

Functionalities:

- ❑ Login
 - ❑ keep previous orders information.
 - ❑ Keep payment details for faster order process.
 - ❑ Maintain a loyalty program for points and special discounts.
- ❑ Gets the order from the customer, with its specifications.
- ❑ Plan Pick up.
 - ❑ Schedule time.
 - ❑ App sends the order when the customer is 4 minutes away from the establishment chosen - Location information needed by google.

It is important to mention that this app does not do delivery services, only pick up.

Needs Analysis

Two main scenarios brought the idea of a better implementation in mobile ordering online. The first one is the busy routine in Melbourne CBD, where big lines and long waits for coffee do not combine with being on time for commitments or anxiety of users. The second scenario is during Covid19 pandemic where people are more aware of contact free and reducing time in closed establishments.

In this sense, the project has the goal to facilitate the coffee ordering process. The user will mainly choose location and time of pick up. The app will keep a loyalty program with the users preferred order and payment information. Moreover, the app will also help maintain contact free service, reduce wait time, avoid crowds and have a cash free transaction as well as skip lines and avoid extra time in establishment.

Scenarios Brief

❑ Fast pace daily life before Covid (and after Covid)

On July's Mondays in 2019 the average pedestrians per hour were 3498. That number is according to Swanston Street Town Hall - Melbourne CBD during the peak hour (City of Melbourne, 2020). That number proves the high amount of people's traffic in one of the main streets in Melbourne CBD, where many cafés are located. Those cafés in that area are drawn by customers and have to be ready for steady and long busy hours. For this reason, big lines and long waits would normally be the reality for a simple everyday coffee pick up. That does not only cause unnecessary stress for the client, as also can cause losses for the business.

Moreover, Australia has followed with a huge popularity of coffee drinkers. In 2020 it is expected that cafés businesses will contribute with a 5 millions dollars for the economy (Statista, 28/04/ 2020).

The reasons pointed above proves the importance of cafés establishments in Australia and how ready and competitive they need to be everyday. In this sense, the Mobile App order would help those cafés to attract customers who would not wait in the line. As well would attract customers that want to plan a big order and could just pick up the coffee quickly. The customer would win with high accuracy and best quality of products in the time they need.

❏ COVID 19 Reality

The pandemic is bringing to society a different reality. Two main points affects directly establishment like cafés:

1. Reduce the amount of people's traffic in central areas, due to lock downs (see below for numbers).
2. Scare of spending time in closed establishments and extra contact in between people

In July 2020, with Lock down restrictions, the Mondays average pedestrians per hour in Swanton Street (Town Hall - Melbourne CBD) during peak hour reach to 788** (City of Melbourne, 2020). That number confirms the big difference between this year and last year, more than 2 thousand people less in the peak hour. Which brings the new reality to less people around, the cafés need to change the way they provide their service and product as well.

In term to get as many clients and still be aligned to the restrictions of how many people inside, the app can easily help clients to plan ahead their pick up in a safe environment. The app would help to reduce the time of the client in the store and also avoid the contact with other people. It also will be cleaner with no cash payment.

Numbers Calculated from City of Melbourne:

* Survey result calculated from data from City of Melbourne. Data of Monday's July pedestrians on the peak hour in 2019.

Monday 01/07/2019 Peak - 3559
Monday 08/07/2019 Peak - 3824
Monday 15/07/2019 Peak - 3283
Monday 22/07/2019 Peak - 3346
Monday 29/07/2019 Peak - 3478

Average Pedestrian during Peak hour on Mondays in July 2019 = 3498 pedestrians

** Survey result calculated from data from City of Melbourne. Data of Monday's July pedestrians on the peak hour in 2020.

Monday 06/07/2019 Peak - 1324
Monday 13/07/2019 Peak - 702
Monday 20/07/2019 Peak - 574
Monday 27/07/2019 Peak - 555

Average Pedestrian during Peak hour on Mondays in July 2020 = 788 pedestrians

Survey

The online survey was made by google survey platform where it was presented 13 questions and answered by 57 anonymous people in the target age group who live in Melbourne, Australia.

The survey was made mainly to align the project with the needs of the potential user. That also helped to bring extra insights of what the users are really interested in.

Find below the questions and brief explanations of them:

Please select your age bracket:

57 responses

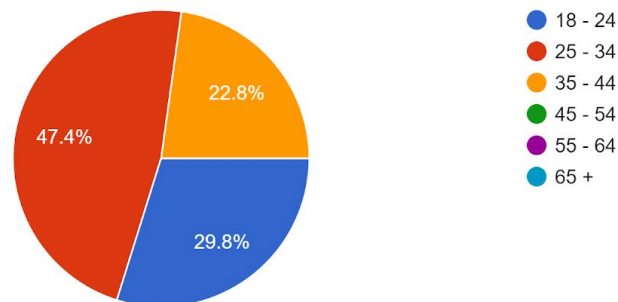


Image 1: Age Bracket - Source: author

The first question was gender related to the target group. 57.9% were male respondents and 42.1% were female. The second question was about the age group. Every person was between 18 to 44 years old, where the majority (47.4%) was the group 24 to 35. Aligning to our target group: young workers in between 20 to 45 years old.

The third question was about the user's place of work/study was from home or in the workplace/school. That helped us understand if the user travels to go to its daily commitments. The results show that 38.6% equally travel to work/school or do half in each, doing a total of 77.2% of our target traveling at some point to its commitment. The focus here is to get those "travelers" to use the app to plan their pickup and not be late or have spare time to its routines.

How often do you drink coffee?

57 responses

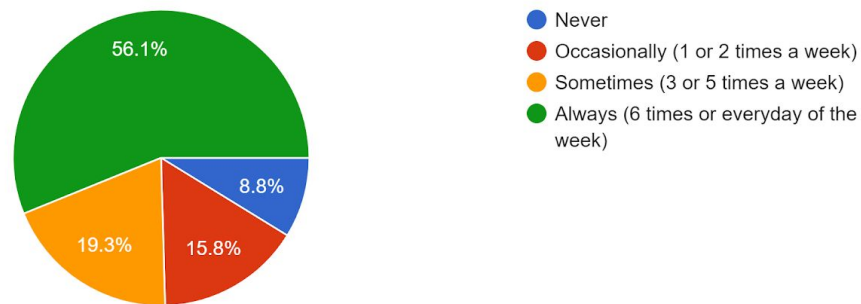


Image 2: Coffee drinkers often chart - Source: author

The fourth question was about how often the person drinks coffee. Where 56.1% of our target group said it drinks coffee from 6 to 7 days a week and 19.3% drinks 3 to 5 times a week. That also confirms that 75,4% of our target group has a routine of drinking coffee almost everyday. And only 15.8,6% drink coffee one or 2 times a week.

Do you mainly drink coffee:

57 responses

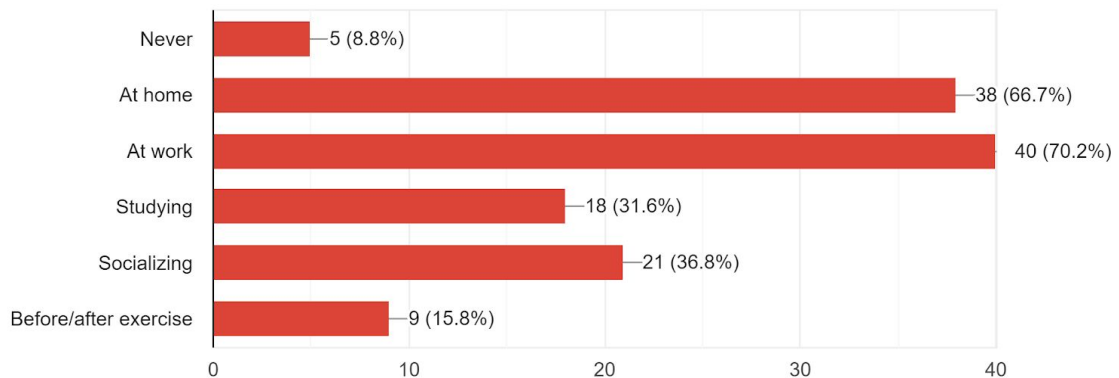


Image 3: Coffee drinking place - Source: author

The fifth question we were concerned in understanding where the person mainly drinks coffee. 70.2% drink at work, which concerns exactly what we want to aim for in the app: young (20 to 45) workers.

Have you ever used a Order Platform to order coffee?

57 responses

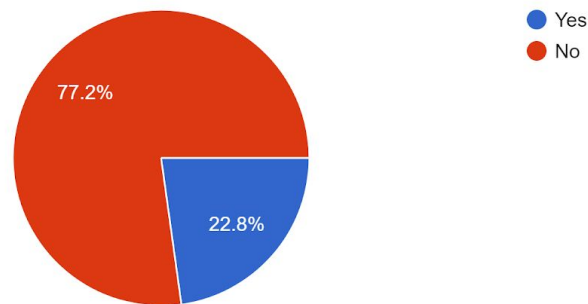


Image 4: Mobile Order Usage - Source: author

If you answered "YES" in the previous question, which platform have you used?

16 responses

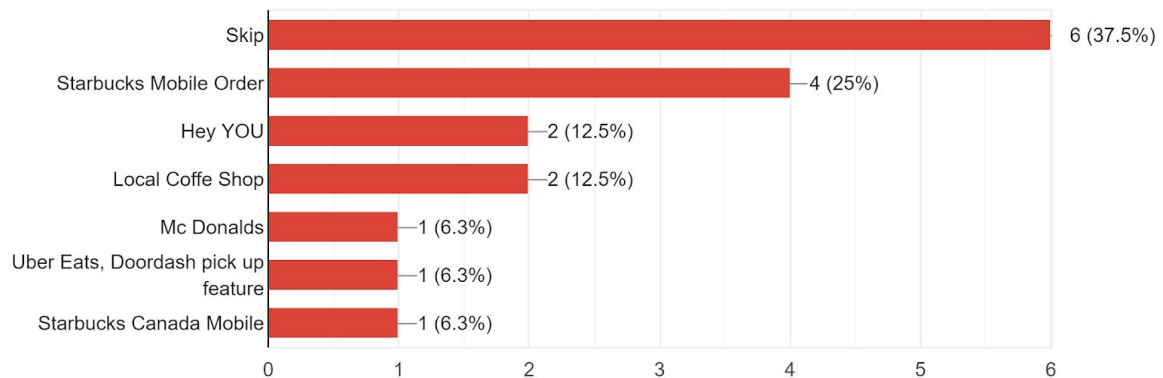


Image 5: Mobile Order Platform for Coffees - Source :author

The sixth and the seventh question focused on knowing if the user has ever used that kind of app and which. According to our results, only 22.8% of our target has used a mobile order platform for coffee. Which brings us exactly for what we want: a gap to fill out. Moreover, the main competitor is "Skip", where 6 people have already used it. "Starbucks Online" had 4 people that used it and "Hey You" only had 2 people using it.

What is your first reaction to a Mobile Order Platform for coffee?

57 responses

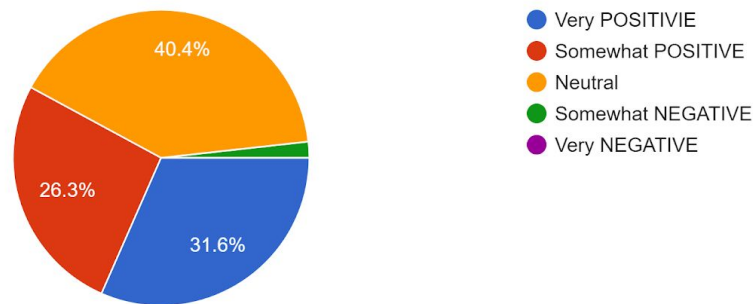


Image 6: Reaction to Mobile Order - Source: author

Would you use a Mobile Order Platform for Coffee? Where you order online and you pick up at the store.

57 responses

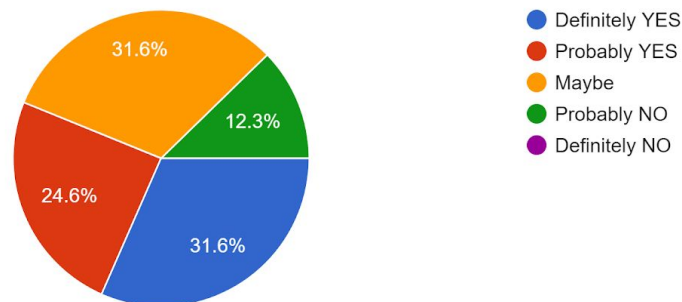


Image 7: Would use a Mobile Order? - Source: author

The eighth and ninth question we tried to understand deeper what is the first reaction to a Mobile Order Platform for a coffee. Where 31.6% were very positive, 26.3% were somewhat positive and 40.4% were neutral. Moreover, 31.6% said "definitely yes" to use an Mobile Order app, 24.6% said "probably yes" and 31.6% said "maybe". Only 12.3% said "probably no" and nobody said "definitely no". Those numbers also show a positive gap for our proposed app.

In which occasion would you use a Mobile Order Platform for Coffee? (You can choose one or more box and, please, specify a different occasion if you have one)

57 responses

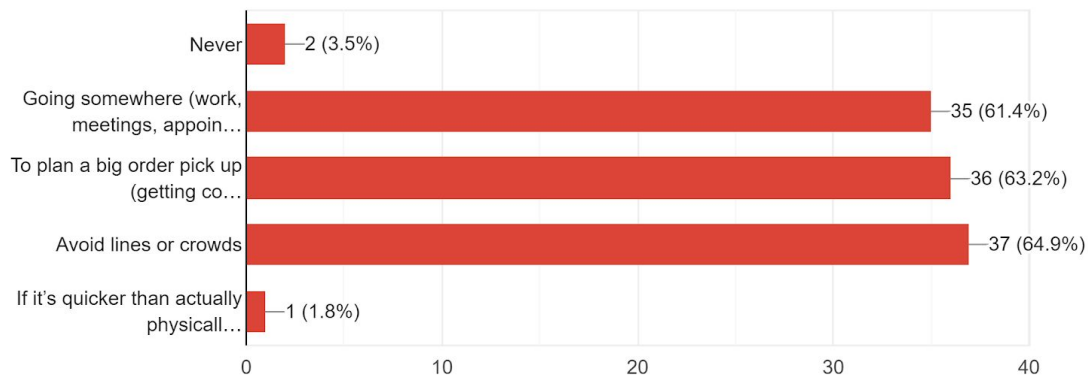


Image 8: Occasion for usage of a Mobile Order - Source: author

The tenth question was on which occasion would the person use a Mobile Order Platform for Coffee. The person could answer more than one option. 64.9% answered they would use it to “avoid lines or crowds”, 63.2% has answered “to plan a big order pick up” and 61.4% answered “going somewhere”. Those answers helped align the achievements and goals of the user in using the app.

How important would you categorize the following characteristics for a Mobile Order Platform? (1 - LESS important, 5 - MOST important)

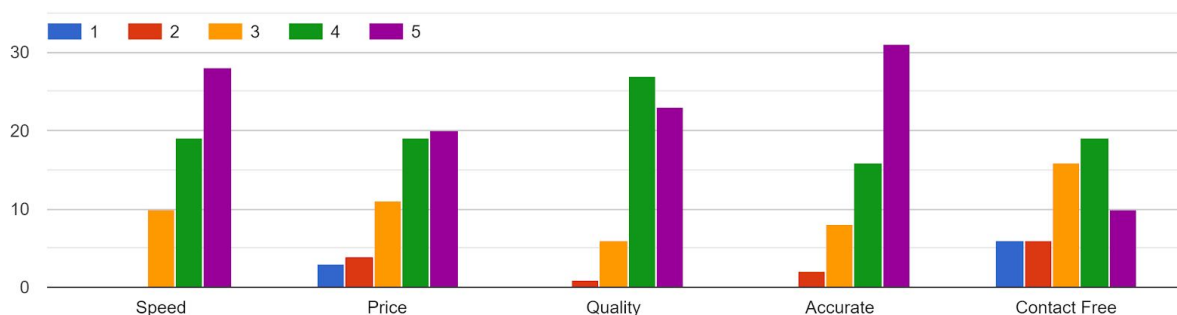


Image 9: Categorize characteristics of a Mobile Order - Source: author

The eleventh question was to categorize importance for a mobile order platform in: Speed, Price, Quality, Accurate and Contact Free. Where 1 is the least important and 5 is the most important. “Accuracy” and “speed” were the biggest concern to use the app. Where price and contact free were the lowest ranked qualities.

The twelfth and thirteenth questions were focused in getting open answers with suggestions and expectations for the app. The expectations were mainly in: fast, quality, easy to use, rewards and eco friendly. Some of the suggestions were about complete information, customization, recycling cups and a returnable cup system. Those answers helped us understand some extra concerns of our targets like eco friendly, quality matters and loyalty needs. Moreover, we also had concerns about design and language barriers of communication.

Empathy Maps

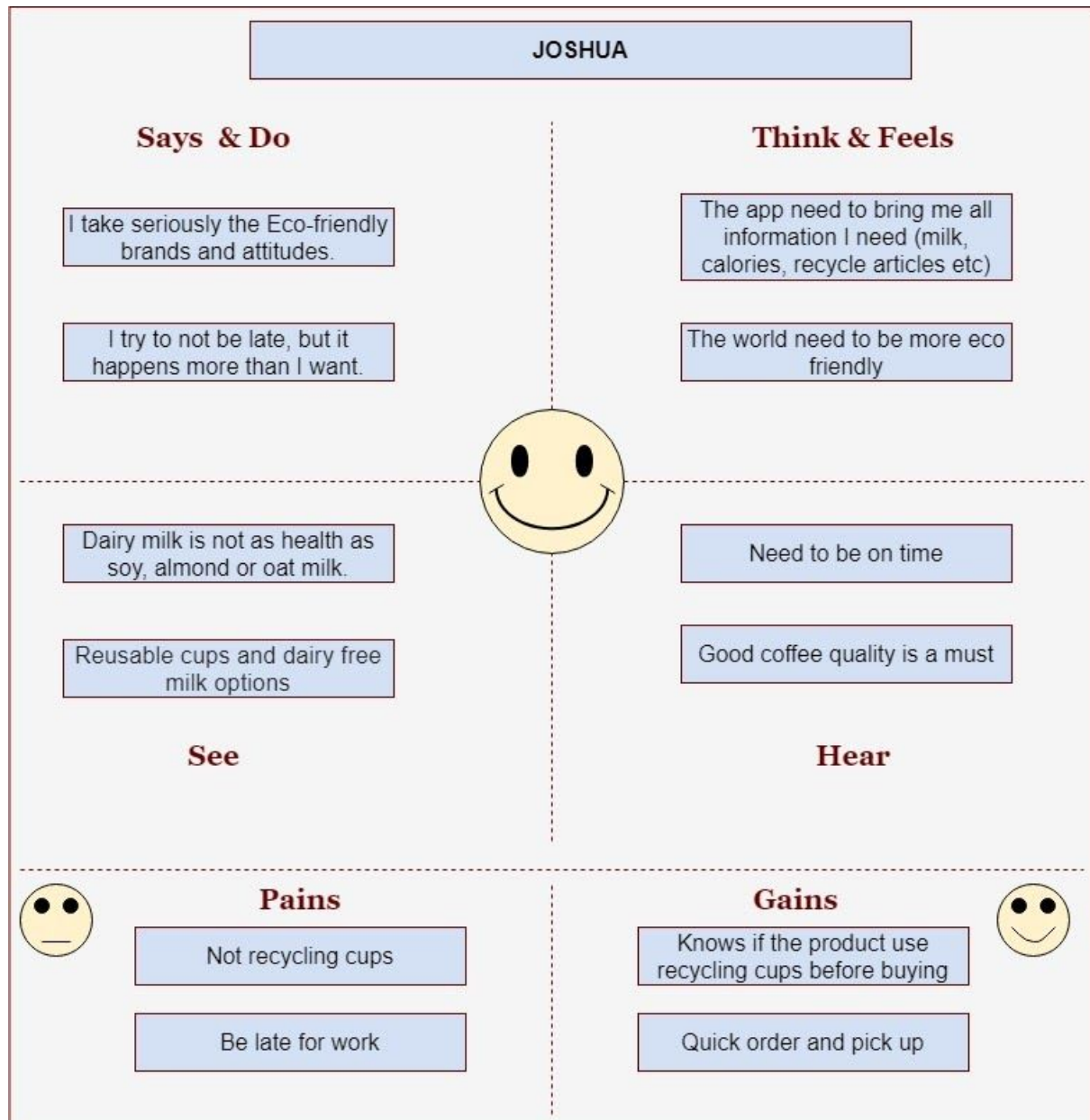


Image 10: Joshua Empathy Map - Source: author

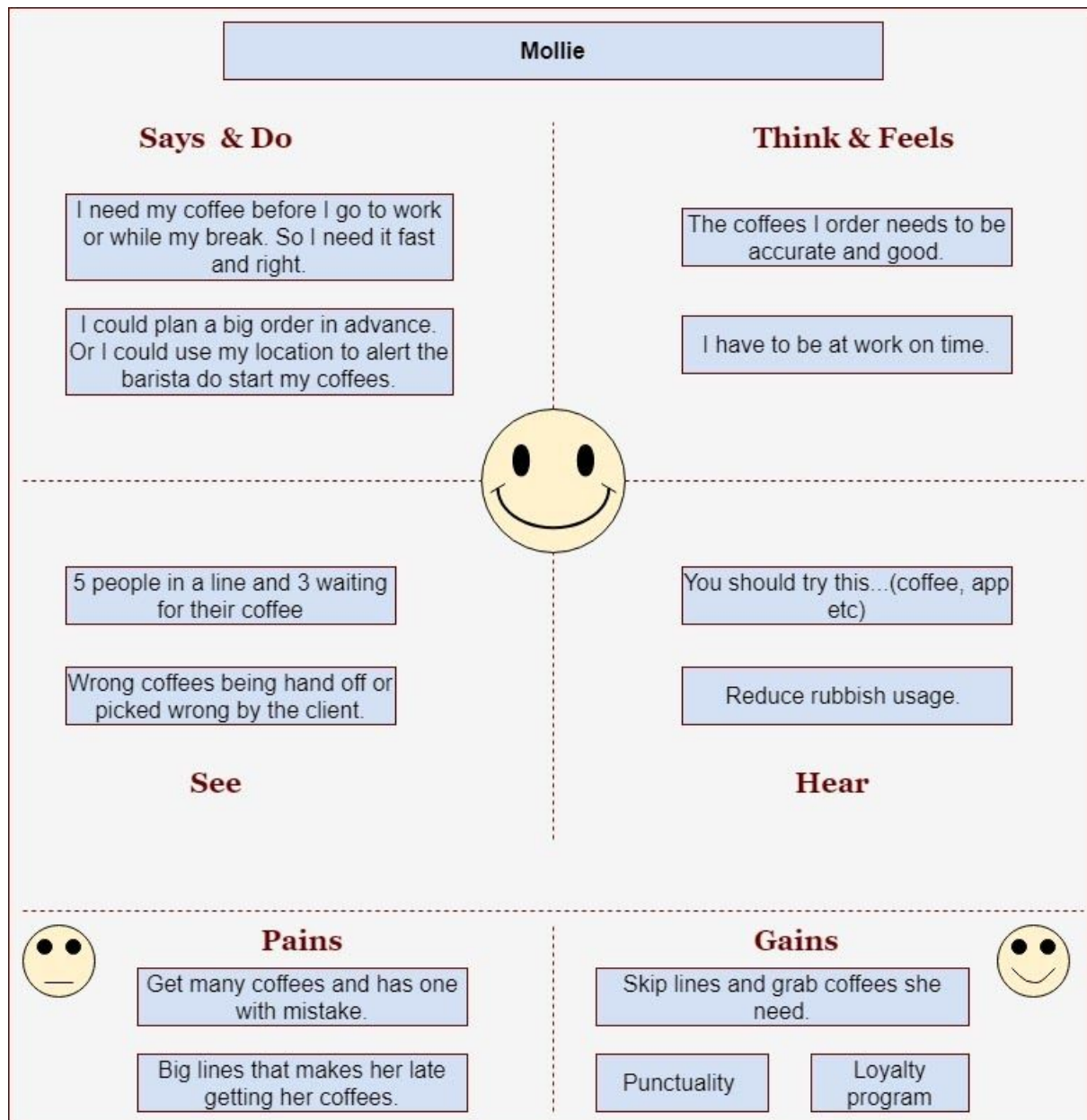


Image 11: Mollie Empathy Map - Source: author

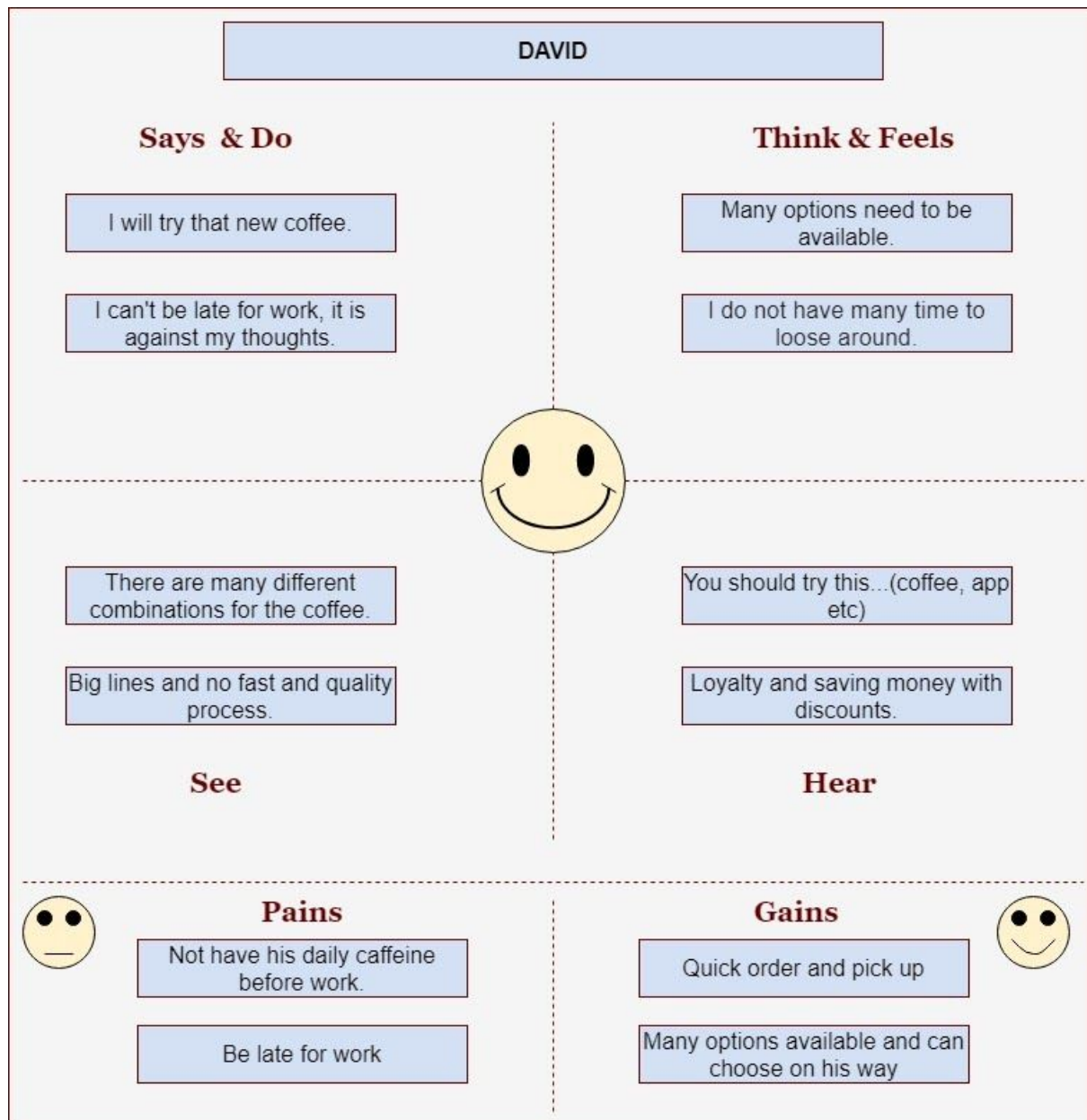



Image 12: David Empathy Map - Source: author

Personas

Creating three personas for the app we are able to visualize better the needs and interests of our ideals users.



Joshua Berthelsen
32, Product-Developer
Melbourne CBD
VIC - Australia

DESIGN ECO FRIENDLY
CREATIVE CURIOUS

f i y
w t a

“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.”

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. (recycle 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

COUNTRY ROAD

Image 13 : Persona Joshua - Source: author

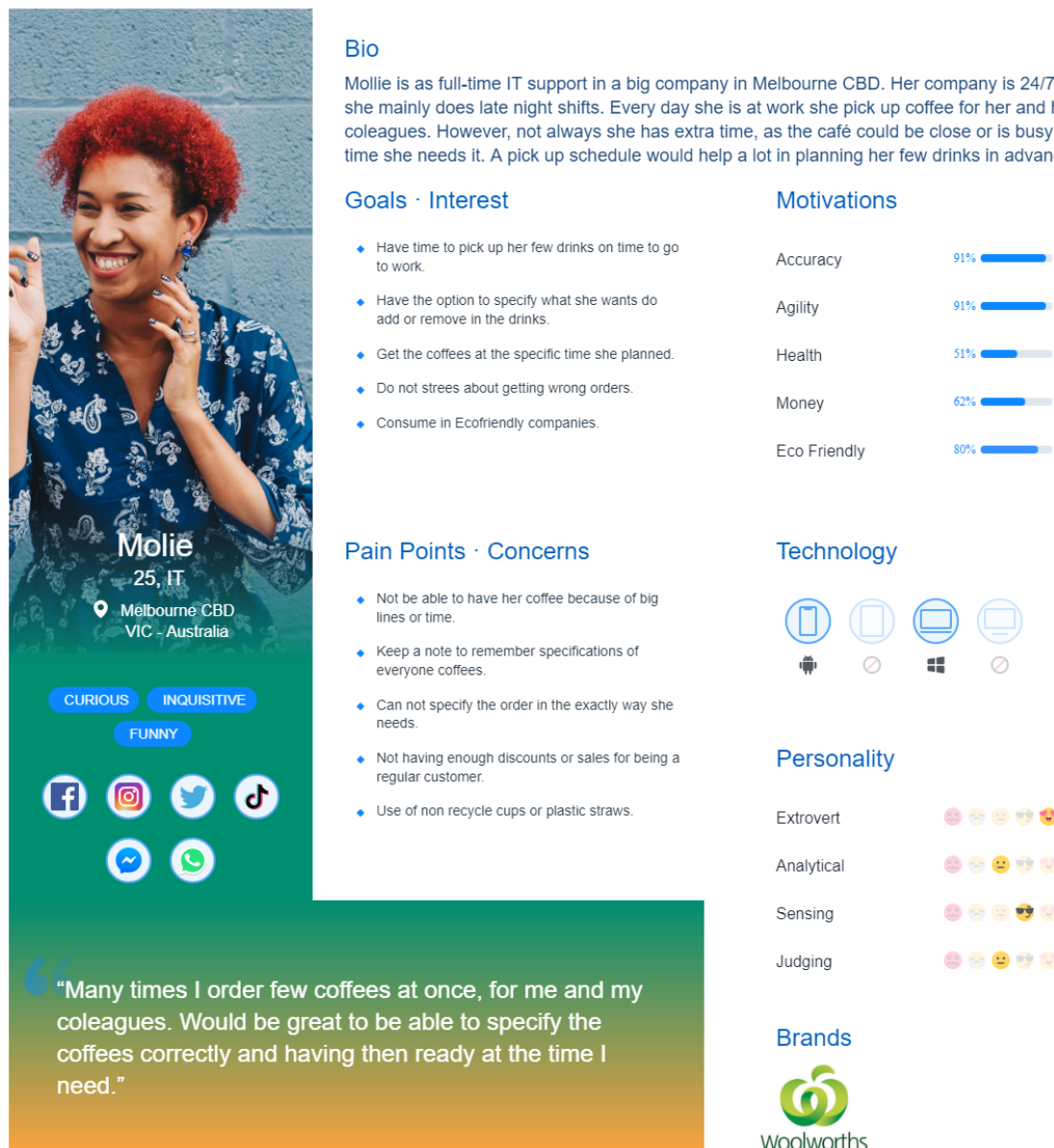


Image 14: Persona Mollie - Source: author



David Boles
30, Security
Melbourne Suburbs
VIC - Australia

OPTIMISTIC ORGANISED
CURIOUS

Instagram Twitter
Telegram Messenger

“Sounds great, I will give it a go!”

Bio

David is a full-time security at Town Hall in Melbourne CBD. He goes to work 5 times a week and have early shifts. Many of the cafés around him are close before he starts his shift and even the open ones need to be quick and precisely, otherwise he gets late at work. He also has small breaks during his shift which does not allow many time to spare around.

Goals · Interest

- Build loyalty with the business he goes regularly.
- Have quick chats with the baristas getting his coffee but not spending too much time in line or payment process.
- Support the business he feels comfortable.
- Try new technologies that help his routine.
- Try different combinations in his coffee. Although his favorite is Hazelnut Flat white.

Motivations

Accuracy	85%
Agility	85%
Health	31%
Money	81%
Eco Friendly	30%

Pain Points · Concerns

- Starts his shift without his coffee because there was no time to order and pick up.
- Unflexibility in how he will have his drinks. He likes to try different combinations in his coffee.
- Getting late at his work.

Technology






Personality

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

Brand



Image 15: Persona David - Source: author

Task Analysis

- ❑ What are the goals?
 - ❑ Facilitate coffee order process
- ❑ What are they trying to achieve? (what is the purpose of this)
 - ❑ Avoid lines, crowd and unnecessary contact
 - ❑ Schedule orders (small or big orders)
 - ❑ Get the coffee on the way to a commitment and not be late
 - ❑ Maintain Loyalty and Previous orders
- ❑ What do they actually do to achieve the goals? (what tasks will they perform)
 - ❑ Decide store for pick up
 - ❑ Decide drink in the menu online and insert specifications
 - ❑ Plan pick up (scheduled or by location)
 - ❑ Pay
- ❑ What experiences do they bring? (personal, social, cultural)
 - ❑ Feel safer in a contact free process
 - ❑ Have daily coffee without getting late for commitments
 - ❑ Keep loyalty and get special discounts and sales

Journey Map


	Awareness / Discovery	Consideration and Decision	Pick Up	Post-Experience
Description	I am late for work, but I need a coffee on my way. Need to find one that uses recycling cups.	On my way to work and to get my coffee, can I check my coffee order is being done?	Arriving in the store, how do I know where I can get my coffee?	Receive a notification for rating the mobile order process.
Actions	<ul style="list-style-type: none"> Open app Check information Decide store 	<ul style="list-style-type: none"> Reopen app Check order detail Close app 	<ul style="list-style-type: none"> Look for the mobile order hand off place Check the name/order detailed Get the coffee 	<ul style="list-style-type: none"> Click in the notification Fill ou the question Send it
Customer experience				
Motivations	<ul style="list-style-type: none"> Quick process Accurate coffee Recycling cup 	<ul style="list-style-type: none"> Punctuality Quick process Accurate coffee 	<ul style="list-style-type: none"> Get product done Be the right coffee Be fast and obvious 	<ul style="list-style-type: none"> Give feedback Be fast in that Have a reward from it
Questions	<ol style="list-style-type: none"> Could I get one in less than one minute? Does it comes in recycling cups? Are there dairy-fre milks? 	<ol style="list-style-type: none"> Is everything all right? Am I going to be late or not? How can I check it? 	<ol style="list-style-type: none"> Where is my coffee? Is that my coffee? 	<ol style="list-style-type: none"> Why would I do a feedback? Is that fast?
Pain points	<ul style="list-style-type: none"> Product health information Eco freindly place Diversity in items 	<ul style="list-style-type: none"> Anxiety without knowing if his coffee is being done Pressure to not be late 	<ul style="list-style-type: none"> Not find the coffee Not be able to check which is his coffee 	<ul style="list-style-type: none"> Long feedback process Not getting something back
Ideas to improve	<ol style="list-style-type: none"> Make sure customer has all information needed Faster and accurate process Eco friendly products been used and symbols in the app 	<ol style="list-style-type: none"> Current situation of order Accurate information in order details 	<ol style="list-style-type: none"> Make the place to pick up obvious and clean Easy check up 	<ol style="list-style-type: none"> Make 2 quick question for feedback Give rewards for using the app

Image 16: Joshua Journey Map - Source: author


	Awareness / Discovery	Consideration and Decision	Pick Up	Post-Experience
Description	My train will arrive at 6:43am and I need to be at work at 7am.	I ordered a coffee when I was leaving home. The coffee should be hot and ready when I get there.	My coffee should be ready.	Receive a notification for rating the mobile order process.
Actions	<ul style="list-style-type: none"> ♦ Open app ♦ See options in the menu 	<ul style="list-style-type: none"> ♦ Decide drink ♦ Decide store to pick up 	<ul style="list-style-type: none"> ♦ Go to pick up local. ♦ Check coffee ♦ Make a quick joke for the barista 	<ul style="list-style-type: none"> ♦ Click in the notification ♦ Fill out the questions ♦ Send it
Customer experience				
Motivations	<ul style="list-style-type: none"> ♦ Get a coffee before work ♦ Have many options too choose 	<ul style="list-style-type: none"> ♦ Quality coffee ♦ Accuracy in time delivery to not have cold coffee. 	<ul style="list-style-type: none"> ♦ Have a hot and good coffee ♦ Have few seconds to quick thank you the barista ♦ Be at work on time 	<ul style="list-style-type: none"> ♦ Give feedback ♦ Get a reward
Questions	<ol style="list-style-type: none"> 1. Could I order my coffee in advance? 2. Will I know what time it gets ready? 	<ol style="list-style-type: none"> 1. Could it use my location to track me and send the order? 2. Is the coffee going to be hot and good? 	<ol style="list-style-type: none"> 1. Is that my coffee? 2. Is it okay to spend few seconds making a quick connection with the barista? 	<ol style="list-style-type: none"> 1. Is it easy to do? 2. Is it fast?
Pain points	<ul style="list-style-type: none"> ✗ Not be able to drink my coffee before work ✗ Not many options 	<ul style="list-style-type: none"> ✗ Cold coffee ✗ Not ready at time 	<ul style="list-style-type: none"> ✗ Not be able to do a quick hi to the barista ✗ Wrong coffee 	<ul style="list-style-type: none"> ✗ Long feedbacks
Ideas to improve	<ol style="list-style-type: none"> 1. Fast and accurate process 2. Have available many options for the coffee (syrups, milks, sugars etc) 	<ol style="list-style-type: none"> 1. Track the mobile location and send the order when its close (by 3 min) to the store chosen 	<ol style="list-style-type: none"> 1. Make sure the barista still connects with the customer when he/she gets the coffee 	<ol style="list-style-type: none"> 1. First idea 2. Second idea 3. Third idea

Image 17: David Journey Map - source: author

	Awareness / Discovery	Consideration and Decision	Pick Up	Post-Experience
Description	I have an big order for me and my colleagues at work. But I don't want forget or order wrong.	I have fill out all the coffees specifications and time to pick up.	All coffee are ready and easy to pick up.	Receive a notification for rating the mobile order process.
Actions	<ul style="list-style-type: none"> ♦ Open app ♦ See options in the menu 	<ul style="list-style-type: none"> ♦ choose each coffee and specifications ♦ Decide store to pick up ♦ Decide time to pick up 	<ul style="list-style-type: none"> ♦ Go to pick up local. ♦ Check coffee ♦ Have a quick talk with the employees, she has spare time now 	<ul style="list-style-type: none"> ♦ Click in the notification ♦ Fill out the questions ♦ Send it
Customer experience				
Motivations	<ul style="list-style-type: none"> ♦ Plan the coffees ♦ Everyone make sure its has make the right order, but just me will pick up 	<ul style="list-style-type: none"> ♦ Right coffees ♦ Plan break time and still have time for a snack somewhere else. 	<ul style="list-style-type: none"> ♦ Have more free time in her break instead of speding in lines ♦ Have all coffees ready to go and accurate 	<ul style="list-style-type: none"> ♦ Give feedback ♦ Get a reward
Questions	<ol style="list-style-type: none"> 1. Can I plan the time I pick up? 2. Is the specification will be consider? 	<ol style="list-style-type: none"> 1. Can I save the orders? 2. Is everything right? 	<ol style="list-style-type: none"> 1. Is everything right? 	<ol style="list-style-type: none"> 1. Is it easy to do? 2. Is it fast?
Pain points	<ul style="list-style-type: none"> ✗ Too much to rememeber ✗ Wait in line for choose and wait for pick up 	<ul style="list-style-type: none"> ✗ Wrong coffees ✗ Need to do everything step again, when the drinks are the same everytime 	<ul style="list-style-type: none"> ✗ Wrong coffee ✗ lost time in line 	<ul style="list-style-type: none"> ✗ Long feedbacks
Ideas to improve	<ol style="list-style-type: none"> 1. Accurate process 2. Make possible to plan a time for the pick up 	<ol style="list-style-type: none"> 1. Save orders of the user in the order history 	<ol style="list-style-type: none"> 1. Make sure the barista still connects with the customer when he/she gets the coffee 	<ol style="list-style-type: none"> 1. Make 2 quick questions 2. Give rewards for using the app

Image 18: Mollie Journey Map - Source: author

User Flow

According to the users needs and specifications we have imagined for the app, we create a user flow with the main features of the app.

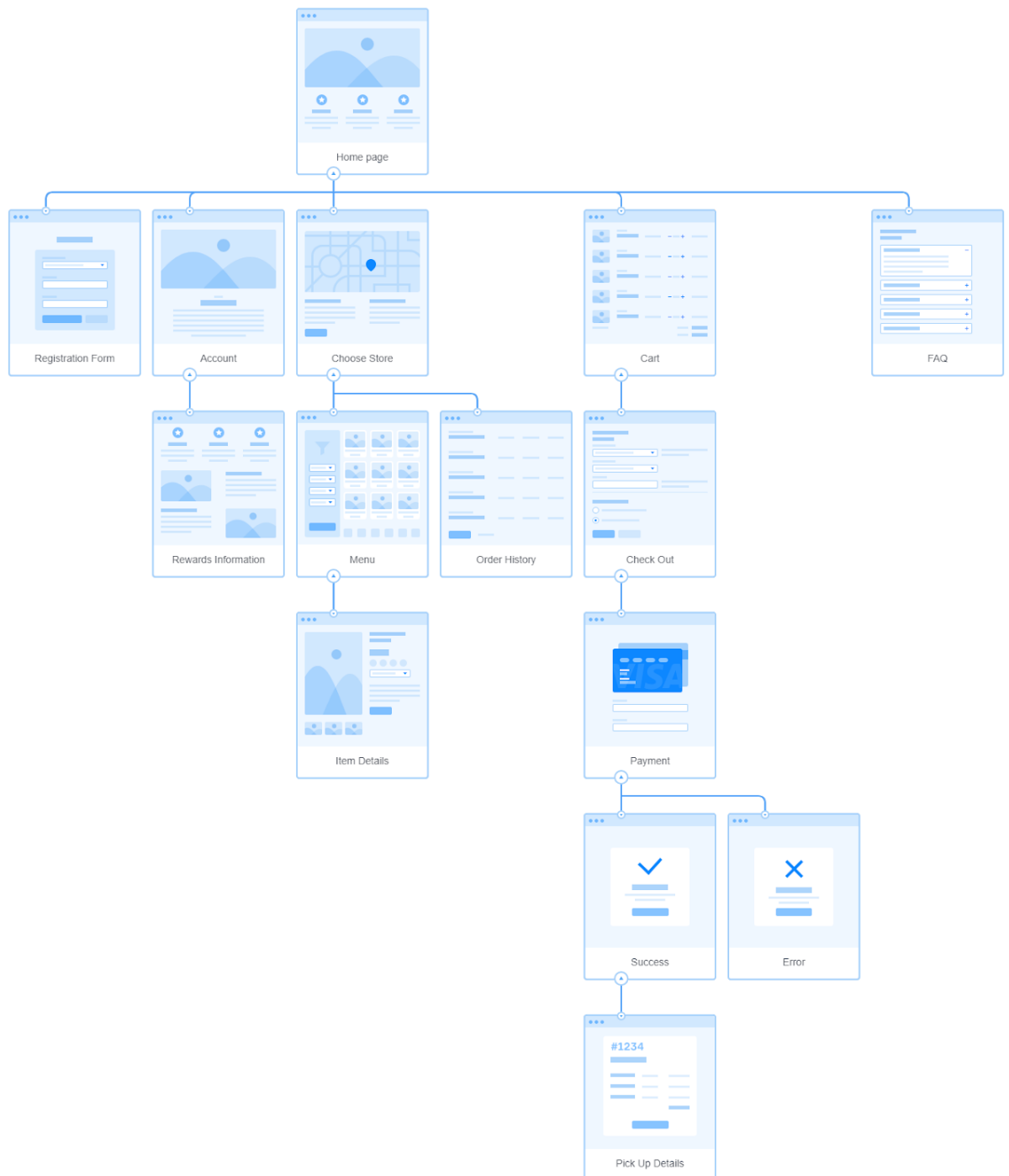


Image 19: User Flow - Source: author

Market Research

With research we can see three main options for this kind of product. Most deliver similar ideas, but they do not provide some extra information and features as we propose:

Skip

What is it? App for food and beverages, coffee also are included in the range.

Positives:

- + Many options of establishments
- + Can find restaurants with you location, but does not show map
- + Can customize and has brief specifications (not as much as could have, though)
- + Basic Loyalty point included
- + Free App

Improvements:

- There are no extra information about eco friendly products
- Loyalty/reward could have more sales and special offer for regular users
- Does not have an option to send order with real location
- Could have an option to find the locals in the app with an real map
- Every establishment in the app has the same general design. That can be a problem with bringing comfort and close loyalty from the users. A strong branding/customization for each kind of establishment could bring more reliability.

Hey You

What is it? App for food and beverages, coffee also are included in the range.

Positives:

- + Can find local with a real map locator
- + Few options of establishment
- + Free app

Improvements:

- The map does not work as proper as could work
- Does not have easy loyalty program included
- Does not have an option to send order with location

Starbucks Online Order

What is it? Website for coffee order for Starbucks brand, does not have an app in Australia

Positives:

- + No extra charges in ordering online
- + Strong branding and relationship with it
- + Free access

Improvements:

- Only one store has the Mobile order option
- Does not have all the range of coffee they offer regularly
- Difficult access to the website (it need to write the specific web or it will not find easily in google etc)
- Loyalty program is not connected with the mobile order

Summary

The main idea of this app is to give a VIP experience with speed and quality. With the app, the user will mainly be able to choose the store and time to pick up its coffee with all the customizations desired. The app can easily help clients to plan ahead their pick up in a safe environment. Will also help to reduce the time of the user in the store and also avoid the contact with other people. It also will be cleaner with no cash payment.

The app would be mainly to achieve more users during Covid19 pandemic lockdowns, with a safer process, and also during the busy environment Melbourne provides. The café would be beneficiated with more daily transactions and would give special treatment for each user.

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