

Boba Configurator Proposal

PROBLEM: With the rise in popularity of the drink generally referred to as “boba” and online ordering, it is not uncommon to see configurators for the highly customizable drink. When a customer purchases boba, they encounter many different choices, including the drink base, toppings, and various other choices. How can we guide a customer through the boba ordering process with a configurator so that it is easy, intuitive, and fast for them to get their order in on both web and mobile formats?

OBJECTIVES:

- design a configurator for a boba order
- create simple prototypes for both web and mobile formats
- develop basic responsive prototypes with HTML, CSS, and JS

User Needs Research

STUDY EXISTING CONFIGURATORS:

- there are many different existing independent and chain stores that sell boba, and their configurators are widely available for observation

INTERVIEW BOBA BUYERS:

- because it is such a widely popular and available product, my peers and I have all used a boba configurator at least once
- there are people of all ages and demographics I can ask about their boba configuration experience

INTERVIEW EMPLOYEES:

- because the boba configuration creates an order that is received on the service end, I can interview people who have been boba baristas on what their experience is like receiving customer configured orders

DEVELOP PERSONAS:

- develop a few personas who might use a boba configurator to get a sense of what might need to be included in the prototype for different kinds of customers

Deliverables

- High-Fidelity Figma prototypes for web and mobile formats
- HTML, CSS, JS responsive prototype for web
- HTML, CSS, JS responsive prototype for mobile

Schedule

Due Date	Task
3/7/2022	Introduce Project
3/9/2022	Project Proposal
3/14/2022	Spring Break & Research
3/16/2022	Spring Break & Research
3/21/2022	Research
3/23/2022	Sketches & Planning
3/28/2022	Low-Fidelity Wireframes Web & Mobile
3/30/2022	High-Fidelity Wireframes Web
4/4/2022	High-Fidelity Wireframes Mobile
4/6/2022	Set basic HTML and CSS Web
4/11/2022	Design responsive Web version
4/13/2022	Add functionality to Web Version
4/18/2022	Set HTML and CSS for Mobile
4/20/2022	Add functionality to Mobile Version
4/25/2022	Extra time in case of getting off-schedule
4/27/2022	Extra time in case of getting off-schedule