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 exisiting 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 recieved 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