

User experience

Assessment One



wells international college

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**Assessment 1 – Project**

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***Instructions:***

The trainer may decide whether this will be an individual or group assessment.

In this project, you will need to perform various tasks related to interface design, user research, wireframing and prototyping for a web application according to the requirement specified in the project background.

***Duration:***

Trainer will set the duration of the assessment.

Please refer my web design for this assessment:

<https://teditjong.wixsite.com/websiteby17428>

A cup of coffee with coffee beans

Description automatically generated with medium confidence

# Project Background

You are approached by the WIC Café to design a café website for their business. You can refer to denbisco.com or noccoffeeco.com as examples of café sites.

## Café Story

WIC Coffee’s inception was a childhood outdoor adventure amongst grandma's many fruit trees including the big-leafed and lofty liberica coffee. The cherries’ hues of red, the otherworldly complexion of the green beans, and the aroma of the roast are to be recalled much later through an espresso machine, a grinder, a modified popcorn machine and an insatiable desire to make better coffee.

A special tamper here, a special temperature probe there, joined the growing collection of equipment dedicated to the pursuit of great coffee. A small commercial roaster followed. Then a tiny café tucked away in a quaint suburb became the next outlet for the obsession. The few handfuls of beans at the beginning have turned into a hill of green.

But even great coffee can be made better.

So, the madness grows, along with the roaster, the coffee machine, Coffee Lover in Ultimo, WIC Cafe by Coffee Lover in World Square Complex, Micro cart Coffee in Crown Casino.

While we like to work quietly to the tune of our own roasting drums, we also garnered the Australian Barista

Champion title, Coffee Art Champion title, the NSW Championship titles, the inaugural Asia Pacific Cupping Champion title, the Coffee Guide Sydney "Haven Shot" plus 5 "coffee beans" Award in 2018 and 2019 and the "Best Coffee" award in the SMH Good Cafe Guide in 2017, 2018 & 2019.

The café is use to opened and served customer on the premises. During the Covid-19 pandemic, customers behaviour has been changed, sale record indicates that 60% sale dropping due to the restriction and social distancing regulation.

## Café Statistic before 2020 Covid-19 pandemic

Customer Age range

* 10-15 years 5%
* 16-25 years 20%
* 26-35 years 30%
* 36-45 years 30%
* Over 45 15%

Sale Record: average of 2875 cups per weeks Signature Coffee bean:

* Kenya Arabica beans
* Indonesia Arabica beans

Open Hours:

* Monday - Wednesday & Friday 7:00am - 5:15pm
* Thursday 7:00am - 6:15pm
* Saturday 8:00am - 4:15pm
* Sunday 10:00am - 2:45pm

**Your tasks:**

# Task 1

Analyse business requirement/needs and Identify business problem and goal.

Problems

* Decline on customer number
* Strictly on social distancing regulation
* More and more competitors around
* Supply price keep going up

Needs

* Business website
* Order online
* Delivery to home

Goals

* WIC Café website will increase the revenue by open up the new channel for online order and delivery
* Good database management system
* Security for the website, protect website from hacking

# Task 2

Select target user and develop 2 personas.

* Local people
* Office staff near the location
* Tourist or Traveller
* Any people that love coffee

<https://teditjong.wixsite.com/websiteby17428>

Graphical user interface, application

Description automatically generated

# Task 3

1. Develop WIC Café wireframe and present to trainer. The wireframe has to illustrate all pages for the café website. Website specification as following:

4 web pages

* + Home
  + Menu
  + Order Online
  + About

Graphical user interface, website

Description automatically generated

Graphical user interface, website

Description automatically generated

1. Amended the design from trainer feedback (if required). Then develop a digital prototype.

To know how customers feel about coffee, I made feedback form with google sheets:

<https://docs.google.com/forms/d/e/1FAIpQLScfcFdPzsLcxq6cTyXXGXIYqV7lSMXYr8OHHpW4FNYJ-npqrA/viewform?usp=sf_link>

# Task 4

Develop a usability testing plan.

I will use Google Form to get user feedback. With the feedback form, I can know what customers needs and can be make improvement to the store.

Graphical user interface, application

Description automatically generated

# Task 5

Conduct usability with at least 6 target users and gather the result.

Google form could help me to show all the user feedback and get improved by taking the feedback from customers.

Graphical user interface, application, table, Excel

Description automatically generated

# Task 6

1. Evaluate test result and prepare the summary.

We will review all feedback data and try to make our business getting better. Add or change the way the business run

1. Highlight an abnormal value and discuss possible reason.

Because we just open our shop, more preparation to be done late.

Customers cannot come to pick up the order. We doing delivery to in front of their house.

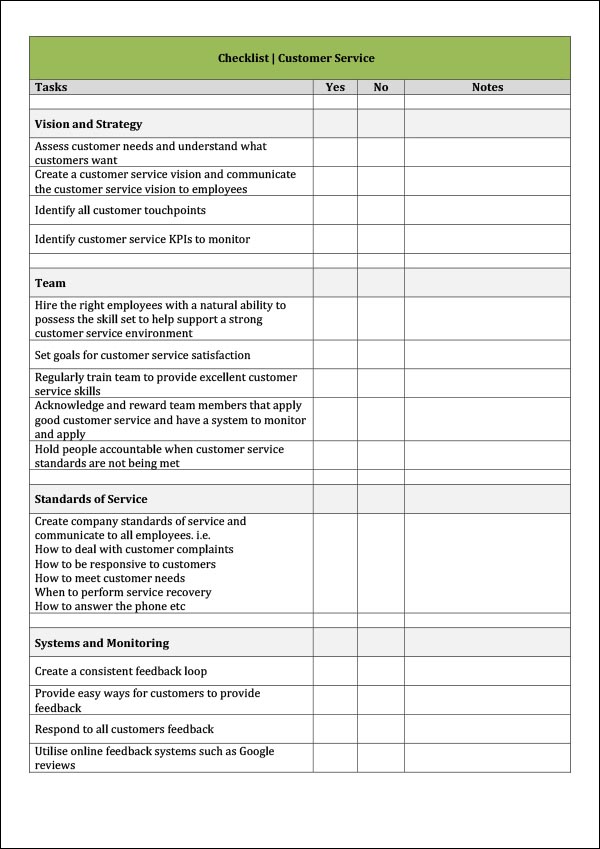
1. Summary change or improvement will be applied on the prototype and get approve from your trainer.

Make the web site getting better. Add more online sell and quick to response to our customers. Getting better at online customers service to grab more customers and try to win them to become regular customers.

# Task 7

1. Identify and develop quality assurance process for the café website and perform quality assurance test.

Here for our shop customers service checklist example:



1. Develop QA checklist and completed the test.

See above attachment

1. Conduct QA testing and completed the check list.   
   See above attachment

# Task 8

Organize documentation for all the above-mentioned tasks with screen shots or evidence photo (if applicable) and prepare a report following a report writing standard to submit to your trainer.

Please browser my site:

<https://teditjong.wixsite.com/websiteby17428>

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